

**June  
2014**

**TypeRider**

# Arizona Press Women

## Spring Conference highlights



Patricia Myers, left, and Kate Herbert were all smiles at the 2014 APW conference. See story and photo gallery, beginning on Page 2.

## Register now for retreat discount

**G**et inspired and rejuvenated at the APW Retreat for Writers, Artists and Photographers, held July 19 through 20 in the cool pines of Payson at the Merritt Center Lodge and organized by the Rim Country District. The early-bird deadline is June 16, so register now to save money and guarantee a spot! See form on Page 6.

Accommodations are in the lodge or cabins. Registration includes four meals: Saturday lunch and dinner, Sunday breakfast and lunch. The weekend is \$100 per person for double occupancy if paid by June 16, or \$125 per person through July 1; single occupancy is \$145 by June 16 or \$165 per person if paid by July 1. Info: Gail Hearne at [patgail@npgcable.com](mailto:patgail@npgcable.com), 928-472-7132 or 480-650-2014.

## APW names 2014 Communicator of Achievement



**B**renda Warneka was honored as Arizona Press Women's 2014 Communicator of Achievement at the May 17 APW Annual Conference. Warneka is an award-winning writer and editor with a background in law and business. The COA is the highest honor given by APW.

Warneka told the *TypeRider*, "I never would have expected to receive this honor. I have always looked up to the women writers and

*See COA: Warneka, Page 7*

# Spring Conference highlights

“It is a terrific theme,” said Patricia Myers at APW’s Annual spring conference held at Chaparral Suites in Scottsdale on May 17. “Every speaker was right on point and delivered what was expected. They were all very compelling and very helpful.”

Other attendees agreed, giving high praise to the four speakers on “Writing Memoir and Beyond: What Works and Why.”

Linda Pressman, the 2013 Grand Prize Winner in the Writer’s Digest Self-Publishing Contest for her book *Looking Up: A Memoir on Sisters, Survivors and Skokie*, spoke on the topic “From Journal to Memoir.” Pressman kept a personal journal since high school days and now has accumulated a total of 43 journals. She organizes



Linda Pressman

her writing using material from the journals. She writes daily, and every night she leaves a note for herself on what to do the next day. She has used social media, including a blog and marketing to promote *Looking Up*. With sales of more than 5,000 copies for the self-published book, she is now working on a sequel. Those who missed buying a copy of *Looking Up* (Pressman sold out at the conference), can purchase it at [amazon.com](http://amazon.com).

Rebekah Tabah, Arizona Historical Society Photo Archivist & Curator spoke on “Preservation of Research Materials,” with specific emphasis on the archiving of photographic and electronic materials. Tabah said the museum kills molds and beetles in old books by putting the books in a freezer for 24 hours, photographs should not be stored in albums with self-adhesive paper or the black paper that was once ubiquitous (and has acid in it), and only pencil should be used to write on the back of photos. She advised saving several copies of electronic work in various locations due to obsolescence and lack of stability of electronic media.

*See Conference, Page 4*

## Annual membership meeting

Highlights from the annual membership meeting on May 17 are as follows:

- The official 2014 election results were announced. APW's current officers will continue in office for another year. The vote was overwhelmingly in favor of offering a dual membership option: state only in addition to the combined state-national. The vote was also overwhelmingly in favor of changing the name APW does business by to eliminate “press” and “women” from our name.
- As of APW's new fiscal year, July 1, a state-only membership at the rate of \$30 is being offered. The membership application has been changed to reflect the availability of this membership.
- The membership voted to change the name the association does business by to either Arizona Professional Writers, which would keep our present acronym APW, or Arizona Professional Communicators. The vote is to be put to the membership. The instructions and ballot are included in this newsletter on Page 3. The deadline to vote is June 10, 2014.
- Pam Stevenson, Brenda Warneka and Marie Fasano were approved as official delegates to the NFPW convention in Greenville, S.C., Sept. 4 through 6. APW is entitled to four delegates, so one position remains open. Any member wishing to fill this slot should contact Pam Stevenson at 602-301-9595. Official delegates receive reimbursement of a portion of the registration fee. They are required to attend the membership meeting on Thursday, Sept. 4, to qualify for the reimbursement. The sum of \$800 was approved for this purpose.

# INSTRUCTIONS AND BALLOT TO VOTE FOR NEW NAME FOR APW

Members voted in the annual election to change the name Arizona Press Women does business by to eliminate “press” and “women” from the name. The annual membership meeting on May 17 narrowed the choice to Arizona Professional Writers (APW) and Arizona Professional Communicators (APC). The names are shown in alphabetical order on the ballot below. There are three ways to cast a ballot:

- Fill in the ballot below and mail it to Arizona Press Women, c/o B. Warneka, 7181 E. Camelback Rd. #1104, Scottsdale, AZ 85251.
- Fill in the ballot below, scan and email to [azpresswomen@cox.net](mailto:azpresswomen@cox.net).
- Send an email to [azpresswomen@cox.net](mailto:azpresswomen@cox.net) from the email address you have on file with Arizona Press Women and state your name and your choice of the two names below.

THE VOTING DEADLINE IS TUESDAY, JUNE 10, 2014. IF YOU USE U.S. MAIL, YOUR ENVELOPE MUST BE POSTMARKED BY JUNE 10 AND RECEIVED BY JUNE 17, 2014.

## BALLOT

I vote for Arizona Press Women to do business by the following name (mark your choice with a check mark or an “X”):

\_\_\_\_\_ Arizona Professional Communicators

\_\_\_\_\_ Arizona Professional Writers

Signed \_\_\_\_\_  
*APW member*



## Conference from Page 2

Video writer and producer Pam Stevenson spoke on techniques she recommends in "Recording Oral History Interviews for Memoirs" and distributed information on hints for conducting effective personal oral interviews (see Pages 13 and 14). She showed *Newswomen: 50 Years of Change*, a video she produced in 2004 based on 16 oral history interviews with long-time members of APW in celebration of APW's 50th Anniversary.

Attorney Brenda Warneka gave what attendee and APW member Emily Cary called a "marvelous presentation that was both humorous and helpful" on "Legal issues in Memoir Writing." She discussed the leeway courts give on libel or defamation and invasion of privacy issues when an author is writing memoir as opposed to other nonfiction and fiction. She used the court decision in *Bonome v. Kaysen* (ex-boyfriend suit against Kaysen based on *The Camera My Mother Gave Me*) to illustrate points.

Three of the four speakers, Pressman, Stevenson and Warneka, are members of APW.

### APW scholarship winner

The APW High School Scholarship winner, Alexis Bowen, was honored during the conference luncheon. Bowen is a Hamilton High School senior, who writes for her school's newspaper, the *Pawprint*. She will be attending Arizona State University's Walter Cronkite School of Journalism.



**APW scholarship winner Alexis Bowen is flanked by Pam Stevenson, left and Joan Westlake, who coordinated the contest.**

"By majoring in journalism, I hope to learn more about every aspect of journalism so that I may become a well-rounded journalist," says Bowen. "My dream is to be able to use my journalism to help other people in need."



**Dick Warneka enjoys lunch at the 2014 APW Conference.**

**Right: Gail Fisher**



**Left: Emily Cary**



**Barbara Marriott, left, and Jan Cleere drove up from Tucson to attend APW's Spring Conference.**



# Rim Country District cookbook writing workshop big hit

by Gail Hearne

APW's Rim Country District and the Majestic Mountain Inn of Payson co-sponsored a three-hour workshop on cookbook writing on Saturday, April 26.

Peggy Martin, a certified nutrition consultant who recently hosted a series of popular "Cooking for Health" programs at the Payson Public Library, was the featured speaker along with Gail Hearne of APW. Tips on how to research, write and publish a cookbook were presented. A variety of cookbooks were available for review and discussion. Handouts included a sample book proposal and a detailed list of resources for cookbook writing.

There were 17 highly motivated people attending with specific ideas in place regarding the type of cookbook they plan to write. Their cookbook themes varied and included family recipes and memoir, healthy and economical meals, ethnic recipes, cooking for the elderly, classic Norwegian



**Peggy Martin, standing at far right, shared tips for writing cookbooks with Rim Country members and guests.**

recipes, 101 ways to cook hot dogs and a cookbook written and designed for use by epileptics.

The lively, entertaining discussion and synergy spurred the group to establish an email network to share ideas and expertise going forward.

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## Rim District awards scholarship to Payson High student

by Gail Hearne

Responding to a plea from Payson High School for community involvement in scholarship funding, APW's Rim Country District developed an application for a communications scholarship.

Kayla Percell, a graduating senior of Payson High School, was awarded the \$500 scholarship from Rim Country District to further pursue her college degree during the Senior Scholarship Ceremony held at the PHS auditorium on May 13.

As an outstanding student and real go-getter, Percell already earned 46 credits toward her college degree by taking online courses.

During high school, she pursued marketing coursework and participated in the corresponding DECA club all four years. DECA prepares

students for careers in finance, marketing, hospitality or business. Percell served as an officer of DECA and won awards in state competitions, qualifying for international by writing 30-page manuals and giving entrepreneurship presentations on social media and mobile device marketing strategies. This year, she wrote and presented a business plan for a photography and graphic design venture.

To achieve her goal of owning and operating her own small business specializing in graduation photographs and announcements, Percell plans to major in business and minor in photography and graphic design at Northern Arizona University.



**Kayla Percell**

# APW Retreat for Writers, Artists and Photographers - July 19 & 20, 2014

## In the tall cool pines of Payson



### **Merritt Center & Lodge**

99 Haught Road  
Payson, AZ 85541

*Nurture your*

**MIND, BODY  
AND SPIRIT**

*to build a  
successful  
career*

### **Relax, Renew, Recharge!**

Arizona Press Women's Rim Country District invites you to join them at this secluded and cozy mountain lodge. Attendees may register a spouse or friend. Registration fee includes optional planned activities to boost creativity such as journaling and photography sessions, an overnight stay on Saturday, and 4 home-cooked meals: lunch and dinner on Saturday, and breakfast and lunch on Sunday. No red meat or alcohol will be served during the retreat. Snacks and beverages available around the clock.

#### Early bird Rates through June 16:

Double/Multi occupancy room: \$100 per person

Single occupancy room: \$145 per person

#### Standard Rates from June 17 - July 1:

Double/Multi occupancy room: \$125 per person

Single occupancy room: \$165 per person

Name(s): \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Indicate any special needs here: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### **Add \$15 per person for special diet requests.**

For reservations/questions: Call Gail at 928-472-7132 or email [patgail@npgcable.com](mailto:patgail@npgcable.com). Make checks payable to APW. Mail registration form and fees to: Arizona Press Women, 1420 N. Sunrise Court, Payson, AZ 85541.



## See COA: Warneka from Page 1

journalists in APW who have been named a Communicator of Achievement without ever aspiring that I might join their ranks. Thank you to Pam Stevenson, the president of APW, and other APW members who supported me for this recognition, which I will always remember with a great deal of pleasure.”

An attorney at law and CPA, Warneka was in the private practice of law for almost 25 years. She frequently writes and speaks on legal topics geared toward writers and journalists, including a “Writing and the Law” column that appears in the APW *TypeRider*. She presented a workshop at the 2013 NFPW convention in Salt Lake City on the topic “Writing About Real People in Nonfiction and Fiction.” She is a member of Scribes, the American Society of Legal Writers.

Warneka, who is the immediate past president of APW, originated the idea and chaired the Arizona Centennial project where 18 APW members produced the award-winning anthology *Skirting Traditions: Arizona Women Writers and Journalists 1912-2012* in affiliation with the NFPW Education Fund. She also proposed and championed the idea of having Arizona host the 2012 NFPW annual convention, which took place during her second term as APW president.

The COA award is not given every year. The last COA recognized by APW was Karen Walenga of Sahuarita in 2009. Past recipients are listed in our membership directory. As the 2014 Arizona COA, Warneka will compete with COAs named by other affiliates around the country, with the national winner to be announced at the 2014 NFPW annual conference in Greenville, S.C., in September.

## Endorsements for Warneka

*In her years since joining Arizona Press Women, Brenda Warneka had done great work for the organization. Not*

*only did she propose that the 2012 NFPW convention be hosted in Scottsdale – and it was a resounding success – Brenda also chaired the project that produced the stunning book "Skirting Traditions: Arizona Women Writers and Journalists 1912-2012." Her creativity of thought and her tireless work on behalf of Arizona Press Women make her one of the organization's most sterling members. Because of this, I whole-heartedly endorse her*

*nomination for 2014 NFPW Communicator of Achievement.*

—**Betty Webb**, author of *Desert Wind*, starred review in *Publishers Weekly*, and *The Llama Of Death* and other Gunn Zoo mysteries, [bettywebb-mystery.com](http://bettywebb-mystery.com)

*Brenda Warneka, an award-winning writer and journalist, is an outstanding communicator, in writing and speaking. I have known her since 1999 and enjoyed working with her on three books: two anthologies we co-edited and contributed stories to, the latest being "Mystery of Fate: Common Coincidence*

*or Divine Intervention" (Queen Creek, AZ: R.J. Buckley Publishing, 2010) and "Arizona Press Women's Skirting Traditions: Arizona Women Writers and Journalists 1912-2012," to which I was a contributor. It is with a great deal of pleasure that I endorse her nomination for 2014 NFPW Communicator of Achievement.*

—**Arlene S. Uslander**, author of 16 nonfiction books and more than 400 articles and essays, [thatswhatgrandparentsarefor.com](http://thatswhatgrandparentsarefor.com), [thefatesite.com](http://thefatesite.com)

*"Skirting Traditions, Arizona Women Writers and Journalists, 1912-2012, an anthology highlighting 100 years of remarkable women," written by 18 press women and printed in time to become one of the Arizona Centennial Legacy Projects in 2012, was the brainchild of Brenda Warneka, lawyer, writer, historian and a Press Women leader since she joined in 1995. She has served two terms as state president, conference chair,*



**Brenda Warneka, left, receives the 2014 Communicator of Achievement Award from APW President Pam Stevenson.**

**See COA Warneka, Page 11**

# Cleere wrangles series in 'Star'



Author, historian, lecturer and APW member Jan Cleere is now writing a series of articles for Tucson's *Arizona Daily Star*. *Western Women* will run the first Saturday of each month and feature some of Arizona's truly remarkable pioneering women.

The first in the series, which appeared in the May 10 issue of the *Star*, was the story of Larcena Pennington

Page who survived capture by Tonto Apache warriors in 1860. She was left for dead but survived by crawling down the Santa Rita Mountains, a feat that took her two weeks of living on wild onions, seeds, grass and one

rabbit she managed to kill and eat raw. The articles can also be found at [azstarnet.com](http://azstarnet.com).

In addition, Cleere is currently researching and writing the biography of rodeo photographer Louise L. Serpa, the first woman allowed to photograph inside the rodeo arena.

Serpa, who lived in Tucson for more than 50 years, photographed rodeos throughout the southwest and never missed shooting of Tucson's La Fiesta de los Vaqueros. She was also the first woman allowed to photograph England's Grand National Steeplechase, Ireland's Dublin Horse Show, and quite possibly, the first woman to photograph the Sydney, Australia's Royal Easter Show. Cleere is interested in talking to anyone who knew Serpa. Contact her at [Jan@JanCleere.com](mailto:Jan@JanCleere.com).

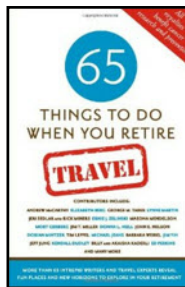
Other books by Cleere include *Levis & Lace: Arizona Women Who Made History*, *Amazing Girls of Arizona: True Stories of Young Pioneers* and *Outlaw Tales of Arizona, 2nd: True Stories of the Grand Canyon State's Most Infamous Crooks, Culprits, and Cutthroats* among others.

## IN TOUGH WITH APW

**Carol Osman Brown**, who took a hiatus from APW activities due to health reasons, is reported to be on the mend. Her fellow members hope to see her involved and at meetings soon.

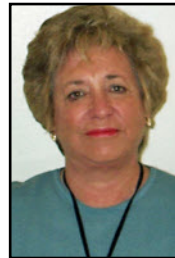


**Jaimie Hall Bruzenak** is a contributor to Mark Chimsky's *65 Things to Do When You Retire: TRAVEL*, which has just been named a Finalist in *ForeWord's* 2013 Book of The Year Awards (travel guide category). The collection, published by Sellers publishing, has essays by more than 65 contributors. Hall was also interviewed for and quoted in *R.V. Life: Getting Kicks at Age 66* in



the March 15 special retirement supplement to the *New York Times*.

**Arlene Uslander**, a member who lives in San Diego, is having health issues. APW members send her best wishes for an early recovery.



**Dick Warneka's** colon cancer surgery in May had a positive outcome. Although he later admitted to having overdone it a bit, he accompanied Brenda to the APW Annual Conference a week later.

**Conrad Storad** joined author and Olympic champion Kristi Yamaguchi, Superintendent of Public Instruction John Huppenthal and Secretary of State Ken Bennett to talk to children at the Children's Museum of Phoenix about the importance of summer reading and to

celebrate the kick off of Arizona's 2014 Summer Reading Program on May 20.

**Marion Peddle** checked in by sending a ballot in APW's recent election. Peddle, a past president, moved to Washington several years ago to live near her daughter.



Conrad Storad and Kristi Yamaguchi



# Extra Street: Now you see it, now you don't

by Barbara Lacy

When I asked my friend, Harriet Williams, to talk to APW last October at the Blue Water Grill in Phoenix about her research into Extra Street, a seemingly forgotten half block in Manhattan, I had no idea I would be in New York City six months later, cat-sitting.

Williams traced the history of this short street from the early days of our country to the present, finding wills, early land maps and historical photos to tell the story, which she put in a PowerPoint presentation. I found it fascinating.

Six months later I was wandering the streets of the Bowery, looking for the elusive Extra Street. It was an unusually cold April day. With me were daughter Jill and two grandchildren, Nia, 13, and Axel, 8. We had a great time that week, walking across most of Manhattan and rarely taking a cab or subway.

We did, however, take the subway to Little Italy and Chinatown, which is when I suggested we go farther south to Extra Street. I told my grandchildren a short version of the history of this interesting historic spot. Continuing our journey southward by cab, the driver did not know where Extra Street was, so he let us out at 1st Street and 1st Ave.

We quickly managed to get lost. I left my new and absolutely essential *Michelin Guide to NYC* in the cab. Cloudy, cold, windy day and no map, we went several blocks in all directions. The grandchildren were not amused. Time passed. My daughter was getting frustrated, so we stopped at a gas station. No help. Then I saw two police officers walking about a block ahead of us. My dilemma: how to call to get their attention without raising a false alarm. We weren't actually in distress, unless you consider a possible mutiny among my crew.

The two police women were very nice, although a little surprised that we were looking for Extra Street. They directed us to it; and yes, we had circled it in addition to going several blocks in the wrong direction.



Williams had visited Extra Street after doing her research online. When she visited, new upscale shops were going in. It was coming to life.

Unfortunately, that didn't last. One side of the road now has empty shops, the other a wall of graffiti. The new Mexican restaurant Williams found at the end of the street was gone. It had been gone for quite some time; no wonder no one knew what we were talking about. In its place, was a newly opened Red Hook Lobster Pound restaurant, which Jill predicts won't last until our next visit. I asked the young girls running the restaurant if they knew the history of the street.

"Yes!" they said. "Just across the street is where the BCBG nightclub was. That place is legendary!"

## Submissions wanted!

Share industry related news with fellow APW members including committee reports, event news, writing contests, industry articles, industry-related

personal accomplishments ... anything you think would be of value to members! Send submissions, photos and art to Lynda Exley at [exlent@aol.com](mailto:exlent@aol.com). The deadline for the July issue is June 21.

## CHECK OUT THESE UPCOMING LOCAL EVENTS!

**June 14: 10 a.m. to noon. Storytelling at Pueblo Grande with Conrad J. Storad reading his book, *Fang and Stinger: An Arachnid Story*.** The story is about two best friends,

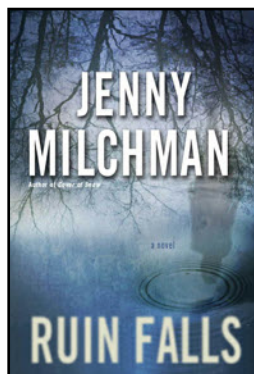
Tootie, a red knee tarantula who has only one fang, and her best friend, Hairyyette, a desert hairy scorpion who's afraid of her own stinger. A craft activity follows. Cost: \$5 per child, which includes a light snack. All children must be accompanied by an adult. Location: Pueblo Grande Museum, 4619 E. Washington St., Phoenix. Info: 602-495-0901, [pueblogrande.com](http://pueblogrande.com).



**June 10:30 to 8 p.m. Queen Creek Writer's Group** at Maricopa County Library District's Queen Creek Branch Library, 21802 S. Ellsworth Rd., Queen Creek. This critique and networking association is open to writers of all genres and experience levels. To participate in the critique portion, bring a one- to two-page selection on which you have a specific desire for feedback. Be prepared to accept both praise and criticism. Group meets monthly. Info: 602-652-3000, [mclldaz.org](http://mclldaz.org).



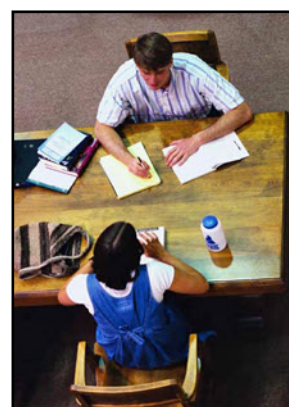
**June 11: 1 to 3 p.m. Author Gerri Brooks leads a monthly creative writing workshop** at Maricopa County Library District's Perry Branch Library, 1965 E. Queen Creek Rd., Gilbert, for beginners to advanced level writers. Bring a notebook to class each week. Info: 602-652-3000, [mclldaz.org](http://mclldaz.org).



**June 12: 6:30 to 8:30 p.m. Author Jenny Milchman shares her journey to print**, which took 13 years. Following publication, she hit the road for

seven months with her family on what Shelf Awareness called "the world's longest book tour." Her debut novel, *Cover of Snow*, was chosen as an Indie Next Pick, praised by the *New York Times* and *San Francisco Journal of Books*, and nominated for the Mary Higgins Clark and Barry awards. Her follow up novel, *Ruin Falls*, also an Indie Next Pick, just came out to starred reviews, and Jenny and her family are back on an extended tour. Location: Maricopa County Library District's Northwest Regional Library, 16089 N. Bullard, Surprise. Info: 602-652-3000, [mclldaz.org](http://mclldaz.org).

**June 14 & 28: 10 a.m. to noon. Writer's Critique Group** at Maricopa County Library District's Sun City Branch Library, 16828 N. 99th, Sun City. Receive enthusiastic support and honest feedback on anything from poetry to prose. Newbies receive New Member Packets. Info: 602-652-3000, [mclldaz.org](http://mclldaz.org).



**June 21: 10:30 a.m. to noon. APW member Betty Webb**, author of *Desert Wind* and *The Llama of Death*, and other *Gunn Zoo* mysteries, shares how she unintentionally became a writer while pursuing a totally different career. She discusses what she learned about writing and life along the way. Location: Maricopa County Library District's White Tank Branch Library, 20304 W. White Tank Mountain Rd., Waddell. Info: 602-652-3000, [mclldaz.org](http://mclldaz.org).



**June 22: 4 to 7 p.m. Open Mic for poets and writers** at Squash Blossom, 705 1st St., Phoenix. Info: 602-253-4606.





## COA: Warneka from Page 7

by-laws chair and archives worker. She has coordinated programs and energized the membership. As president, and because she genuinely likes her fellow press women, she welcomed each new member with a fun and fact-filled article in the "Typerider," the state award-winning newsletter, a tradition she continues today. As President she frequently attended Tucson APW meetings, a two-hour trip each way, and continues to reach out to members living in far-flung areas of the state. I am happy to endorse her nomination for 2014 NFPW Communicator of Achievement.

—**Barbara Bayless Lacy**, author of *Nanise' A Navajo Herbal: One Hundred Plants from the Navajo Reservation*, artist, [barbaralacy.com](http://barbaralacy.com)

Brenda Warneka has been a valuable leader for Arizona Press Women as President, Past President and the leader in the writing and editing of "Skirting Traditions, Arizona Women Writers and Journalists, 1912-2012," an anthology featuring 100 years of Arizona women, written and edited by APW members as one of the Arizona Centennial Legacy Projects in 2012. She was also a key leader in planning and hosting the NFPW 2012 Convention in Scottsdale.

In addition, Brenda is an impressive writer and communicator. She uses her legal background to make important presentations on the legal issues facing writers. It is my honor to endorse Brenda as the 2014 Communicator of Achievement.

—**Pam Knight Stevenson**, Writer & Producer, Television News and documentaries; Arizona Press Women President 1997-1999 and 2013-2015; APW Communicator of Achievement 2002

It is with great enthusiasm that I recommend Brenda Warneka for the Communicator of Achievement Award. For the past five years, I have had the pleasure of watching Brenda champion Arizona Press Women, and raise it to new heights. In fact, on more occasion than one, I have referred to her as "Ms. APW."

Although she had the help and support of other APW members, it was Brenda's tireless effort, hard work and diligence that took the APW anthology, "Skirting Traditions: Arizona Women Writers & Journalists, 1912-2012," from a distant dream to an award-winning reality. She put countless hours into writing for, editing

and coordinating the production and marketing of the book. She was instrumental in preserving the heritage of Arizona's pioneer press women for future generations of journalists to appreciate.

In addition to the magnanimous efforts she poured into the APW anthology, Brenda was also instrumental in breathing new life into Arizona Press Women during the time I've served as editor of APW newsletter (2009-present), throughout her presidency and now as a past president of APW.

In addition to contributing numerous timely articles and industry news to the APW Newsletter, Brenda has generously contributed monthly columns, such as "Meet-the-Member" and "Writing & the Law." Her Meet-the-Member columns have virtually bonded the APW membership, deepening our sisterhood with members we might otherwise not have the opportunity to meet because of distance or time constraints. Her Writing & the Law pieces have educated members on the legal aspects of writing, copyrights, litigation, legislation and much more.

With all these volunteer responsibilities on her plate, Brenda is still always at the ready to pitch in when other members are unable to fulfill their commitments. On many occasions—and on very short notice—Brenda has taken on writing stories or coordinating activities others were unable to follow through with. Need a photograph? No problem! Brenda

is there to snap the perfect shot. Need a last-minute write-up on an event? No problem! It's Brenda to the rescue! Brenda and I have spent many late nights making sure the APW Newsletter contains all that it should, is a proud reflection of APW and NFPW, AND gets out in a timely fashion. I am very blessed to have her as my right arm—and sometimes left arm, too!

Everything Brenda does, she does in a tireless, timely, professional and can-do fashion. Without her writing and editing skills, the APW Newsletter would not be as comprehensive and educational as it is, and APW would be a shadow of its present self!

—**Lynda Exley**, Editor APW TypeRider, Co-author of: *Arizona Way Out West & Wacky*, *Arizona Color Me Wacky* and *Arizona Way Out West & Witty*, which won ONEBOOKAZ for Kids, [AZWOWW.com](http://AZWOWW.com)



**Brenda Warneka discusses Olgivanna Lloyd Wright, while promoting *Skirting Traditions*.**

# PRESIDENT'S MESSAGE

It was good to see many of you on May 17 at the APW State Conference. Everyone who came enjoyed it and gained lots of good information from the presentations. I'm sorry some of you were not able to attend because of conflicts with other commitments.

We want to plan the 2015 state conference much earlier so all of us can get it on our calendars and plan to come. Please let me know if you have any ideas for a theme for the 2015 APW conference. Also, contact me if you have a suggestion for a place to hold it. The Chaparral Suites has been very good to work with (and relatively inexpensive) but you may know of another interesting place for next year. Does early May work for you? You can reach me at [pstevensoncomm@cox.net](mailto:pstevensoncomm@cox.net).

As you know, we are still seeking an APW First Vice President. Please consider getting involved in APW by holding this office. There are no specific duties for this position except to learn about the responsibilities of running APW and assisting the president as needed. June 2015 will be the end of my two-year term and the first vice president will take on the duties of president. If no one steps up to become president it is questionable how APW can continue. After 60 years it would be sad to see the organization end because of a lack of leadership.

Now is the time to make plans to attend the NFPW Conference. This year it is in Greenville, S.C., Sept. 4 through 6, 2014.

I've attended the NFPW conferences for the past four years and, unfortunately, not many Arizona Press

Women have joined me. At each conference I'm inspired by the accomplishments of NFPW members (highlighted at the Communicator of Achievement Award Dinner), and by the dedication of the NFPW officers and board members to the organization. Another important reward of attending is the friendship of members from all corners of the country. Some members have attended conferences for decades, and a few say they have visited all 50 states by coming to NFPW conferences.

In addition to the professional benefits of the conference, attendees also have the opportunity to get an inside view of the city and community where it is held. They can learn even more about the area where the conference is held by going on the pre- or post-tours led by NFPW members.

South Carolina is a part of the country I've never visited, so I'm looking forward to going to this year's conference.

Arizona Press Women has traditionally been able to help pay a part of the registration fee for members who attend the NFPW Conference as delegates for APW. We still have an opening for one additional delegate so let me know if you're able to attend.

There are also NFPW scholarships available to pay the registration for first time attendees. There were 16 "first time attendees" in Utah in 2013. You can apply for the scholarship through the NFPW Education Fund at [NFPW.org](http://NFPW.org).

*Pam Knight Stevenson*



## Letters to the editor

*Once again, Lynda, a terrific newsletter (May, 2014), and again surpassing previous great issues. The layout is enticing, and the articles informative. It's top-level professional all the way. Thanks for your ongoing valuable work for APW. —Patricia Myers*

*Lynda, you always do such a great job writing, researching, encouraging members to submit their news and all in such an "infotaining manner." —Linda F. Radke, president of Five Star Publications, Inc.*





## Oral History Interviews

### TIPS for CONDUCTING INTERVIEWS

- Plan your interview in advance. Write down your questions. For historical interviews questions are usually chronological, starting with the earliest time. You don't need to write out exact questions... just list areas or topics you want to cover.
- First question should be to ask the interviewee to give his/her name (and spelling if it is an unusual name) and how they would like to be introduced  
EXAMPLES: retired railroad engineer ... former Harvey House Girl ... Director of \_\_\_\_\_ Museum, Historian, Son of \_\_\_\_\_
- Don't ask "yes" or "no" questions... instead ask open questions.  
EXAMPLES: "What happened when...?" "Why did ...?" "Tell me about ..."  
"What was it like when...?" "How did..."
- LISTEN to the answers ... sometimes the answer may raise a new question, or answer a question that you planned to ask later.
- If you don't understand a term or phase that is used, ask the interviewee to explain it.
- Don't interrupt the answers, let the interviewee pause to think of a word, or next thought. Don't be too quick to ask the next question.
- When you are audio or videotaping an interview be QUIET when the interviewee is talking. Don't say "oh" "uh-huh" "really" or laugh out loud ...just smile and nod your head. Don't rustle papers or make clicking sounds with your pen.
- For the last question ask if there is anything else they want to tell you, or anything you should have asked but didn't.
- Relax and enjoy the interview!

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## Oral History Interviews

### TIPS for VIDEO TAPING INTERVIEWS

- Choose a quiet location with a simple background...avoid white walls, windows, glass cabinets or pictures with glass.
- Focus the camera on one person in a small, firm comfortable chair that lets the person sit erect (no slumping!)
- Be aware of noise in the room. Turn off radio, TV, fans, etc. For outdoor interviews try to get away from busy roads, noisy machines, barking dogs, etc. Ask people nearby to be quiet during the interview.
- During the interview be aware of noise (airplanes, phone ringing, etc.) Repeat a question and answer if the noise is particularly loud and disturbing.
- Use a clip microphone and attach the mic close to the interviewee's mouth ... hide the mic cord if possible.
- When extra lights are necessary try to balance the lights to avoid harsh shadows. Be particularly careful of glare or shadows caused by eyeglasses.
- Set the interviewee away from a wall when possible
- Frame the interviewee so his/her head is at the top of the screen. The person does NOT need to be centered, but if not centered he/she should look toward the center of the screen. When you zoom out you need to tilt the camera to keep the head at the top of the screen.
- The interviewer should sit as close to the camera as possible.
- Vary the shot from a "wide shot"... to a "medium shot" ... to a "closeup shot" Change the shot when the interviewer is asking a question. LISTEN to the interview... try to use a closeup when the person is talking about something personal or emotional. Use a wider shot if the person talks with his hands.