



Colorado Press Women

exPRESSIONS

Newsletter of Colorado Press Women

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Saltzman to be honored with CPW 2007 Communicator of Achievement Award



If you don't believe that Marilyn Saltzman is a credit to Colorado Press Women, just ask yourself what the 2006 NFPW National Conference in Denver would have been like without her.

At Rendezvous in the Rockies in September, Co-Chair Marilyn was up front and center, as well as behind the scenes. As an invaluable part of the organizing committee for this major event, for months on end Marilyn worked tirelessly alongside Conference Co-Chair Ann Lockhart and our other incredible volunteers on everything from the tiniest details to the grand design.

All of these efforts resulted in a conference that will be looked back upon with only the most pleasant memories and highest praise by all who attended. This conference, in turn, mirrors the style and vision with which Marilyn tackles life on a daily basis.

The CPW Board of Directors has named Marilyn the winner of the CPW 2007 Communicator of Achievement Award. The award will be presented at the annual spring conference on April 27.

Marilyn is one of those people about whom you ask yourself, "How in the world does she get it all done? ... and always with a smile on her face!" But when you understand the reasoning behind her choices, it all becomes clear.

Marilyn was a professional journalist who changed gears to work in public relations. She made that choice to better serve the schoolchildren she loved, moving from education reporter to school public information officer. She gained national prominence during the Columbine High School tragedy, serving as the school district's primary spokesperson.

Another school shooting, this one at Platte Canyon High School in 2006, drew Marilyn to the cause. She did not hesitate to volunteer her services and Platte Canyon School District accepted her offer. You may have seen her on the TV newscasts of the press conferences.

Throughout her career, Marilyn has been at the top of everyone's list when they needed a job done well. Her attitude can be summed up in three words: competence, caring, commitment. Retired from the school and corporate worlds, she continues to do public relations consulting as owner of Saltzman Communications, and has even authored three books.

Her peers readily and happily acknowledge her accomplishments. For example, she received the highest honor possible from her PR peers in Colorado, earning the Swede Johnson Lifetime Achievement Award.

Besides her work on the NFPW conference for Colorado Press Women, Marilyn has also served as CPW president and was instrumental in reviving our state high school journalism contest. But her work does not stop at the professional level. Marilyn also finds the time and energy to assist her community as well.

In 2003, she joined the board of the Denver Metropolitan Affiliate of the Susan G. Komen Breast Cancer Foundation. In April, she was elected president of the Board of Directors for the 2006-2007 fiscal year.

Marilyn gives her all in everything. Others enjoy her vivacious personality and want to be a part of whatever new project she's involved in. Her tireless enthusiasm is contagious. Her professionalism is unquestioned.

For everything Marilyn has done, professionally and personally, for press women everywhere, for students and their families, for good causes big and small, for communicating the issues, the needs and the visions of us all with the greatest results – Marilyn Saltzman will be honored with the CPW 2007 Communicator of Achievement Award.

—Cheryl Ghrist

Save the date — Journalist probes the aftermath of Woodward and Bernstein's Watergate investigation

Plans are underway for opportunities on January 22 and January 23 to meet journalist Alicia Shepard, author of a new book with a different perspective of Woodward and Bernstein's notorious Watergate investigation and subsequent rise to stardom.

Shepard, of Arlington, Va., takes one of the most famous and influential episodes in 20th-century journalism and shows how it affected the lives of the two Washington Post reporters who gave it life. Shepard's new book— Woodward and Bernstein: Life in the Shadow of Watergate—chronicles the lives of Bob Woodward and Carl Bernstein from their pre-Post days to the present.

Using a plethora of interviews with all the leading characters, as well as newly-unearthed archives, Shepard picks up where Woodward and Bernstein's *All the President's Men* leaves off.

The New Yorker magazine said Shepard's "biographical curiosity is large; she seems to have interviewed almost everyone with a connection to her subjects. Other journalists played important roles in ending the Nixon Presidency, Shepard notes, but it was the film version of "All the President's Men," a retelling that left several colleagues feeling slighted. When the pair sold their papers to the University of Texas for about five million dollars, one observer noted that they had become "as much a part of the story of Watergate and historical record as any of the people they reported on."

CPW and the Society of Professional Journalists will host a joint reception for Shepard at the Denver Press Club on Tuesday, January 23, at 6 p.m. Following the reception, Shepard will speak at 7 p.m. at the new Denver Newspaper Agency building at Colfax and Broadway.

CPW also hopes to host an informal luncheon with Alicia Shepard in Boulder on Monday, January 22. More information on the luncheon and registration details on both events will be emailed in the coming week.

—Judi Buehrer

FYI — President's update

Here's to new beginnings

A new year often means new beginnings for many of us, and such is the case for Colorado Press Women.

This year, the Program Planning Committee will partner with other media organizations to plan couple of joint events. In the past few years, we've experienced scheduling conflicts with similar organizations in the Denver area holding similar events. By working together, we can broaden the scope of our meetings, enable CPW members more networking opportunities and raise awareness of CPW.

We begin 2007 with a joint meeting with the local SPJ chapter (see related article). We hope to work with one of the other Denver area media groups to plan and participate in our March Professional Development Workshop.

Writers group

CPW's new Writers Group will hold its first meeting later this month to discuss how often and where to meet, having "virtual" meetings via e-mail, and other organizational details. If you would like to join us—there are four, so far—e-mail me and let me know (jluebuerer@earthlink.net)

Top reasons to renew your membership

Last year, SPJ invited me to speak on a panel during the SPJ conference about the value of joining a professional organization. There were six of us representing CPW, SPJ, the Denver Press Club, American Women in Communications, National Association of Black Journalists and the National Hispanic Association of Journalists on the panel.

Preparing for that discussion prompted me to think about CPW and what makes it so special. All of the Front Range media organizations—including the Denver Woman's Press Club, Colorado Authors League, Colorado Press Association, and Public Relations Society—have similar goals and missions. But we each have a specific niche.

CPW, though we welcome men as members, has long been a sisterhood of women working in media-related fields. The organization was formed 65 years ago, when SPJ and many press clubs were men-only organizations. Women yearned for the professional support, networking and other opportunities offered by the professional groups that excluded them.

I wish I'd known about NFPW's Nebraska affiliate when I graduated from the University of Nebraska and started my career. Fortunately, I had wonderful mentors, both men and women, at the newspapers where I worked in those early years. Times have changed, thank goodness, and women are now welcomed into the ranks of media organizations and play vital roles in them.

Since joining press women in 1980, I've found it to be rewarding on so many levels. Joining first in Albuquerque as a member of New Mexico Press Women, I found the support I needed to quit a part-time newspaper job and embark on freelancing. I learned important tips at workshops and from speakers at meetings. Press women members who were seasoned, successful freelancers nurtured me.

When we moved to Denver in 1985, I transferred my membership to CPW and experienced the same professional support and camaraderie. Joining CPW has enriched me professionally, resulting in contacts that led to freelance work and, later, a full-time job. The contest offered an opportunity for recognition. A CPW member noted a few years ago that a contest award she received resulted in a raise at work.

My membership in CPW has also enriched me personally. I value my CPW friends and have sought advice from several of them over the years. Working together to plan meetings and events over the years—especially the national conference that we hosted in Denver last September—has been a great experience and a lot of fun.

If you haven't renewed your membership yet in CPW and NFPW, I hope you'll make it a priority in January. You can download a membership application online at <http://www.coloradopresswomen.org/application.shtml> or https://ww2.isgsalina.com/secure/nfpw/membership_app.cfm.

As always, if you have comments, suggestions or questions about CPW or would like to get more involved in the organization, please send me an email or give me a call.

—Judi Buehrer, President

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Communications Contest Deadlines—Jan. 19 and Jan. 26

It's time to review your work last year and select the best stories, photos, headlines, and pages to enter in CPW's 2007 Communications Contest. Books and poetry entries are due Jan. 19; all other entries are due Jan. 26. Download a copy of the contest rules from the website, <http://www.coloradopresswomen.org/contests.shtml>.

Member News

Kaye Bache-Snyder took a trip down memory lane this past year when she and her husband Howard Snyder cruised the Caribbean aboard a seminar-at-sea vessel. The ship is the granddaughter of World Campus Afloat, where Kaye taught World Drama and Writing in 1969. The recent trip rekindled memories of Kaye's 1969 experiences teaching 425 students on the floating campus, sponsored by Chapman College of Orange, Calif.

We were saddened to hear of the death of **Lori Rapp's** mother on September 29. Mary Ann Donelan Rapp was a speech and drama major at Colorado State College of Education, now the University of Northern Colorado. She was selected Miss Colorado and represented the state in the Miss America Pageant in 1953 in Atlantic City, N.J.

In 1954, she married Tom Rapp. She accompanied her new husband as he served in the U.S. Air Force. They returned to Greeley to raise their four children and work in family businesses. One of Mrs. Rapp's passions was to travel to other countries.

Mrs. Rapp died after an extended illness at the Bay Area Hospital at Corpus Christi, Texas. She was 72. You may contact Lori Rapp at 1920 29th Avenue, Greeley, CO, 80634.

Ellie Field, a Wyoming Press Woman from Cheyenne, died suddenly in December. She attended the national conference in Denver. A scholarship for a journalism student will be established in her name. She formerly worked at the Casper Star-Tribune.

Stay tuned for updates about **Page Lambert's** 2007 schedule. Here's what's in the works so far: January 18-20th, book signing at the Quivera Conference in Albuquerque for Home Land: Writing a West that Works; April 20-22nd, workshops and panel at the Pikes Peak Conference in Colorado Springs. Page's schedule includes several other workshops for summer and fall. For more information, please contact Page at page@pagelambert.com.

New Members

Leslie Young Giase is the vice president communication of the nation's largest association for massage therapists, Associated Bodywork & Massage Professionals in Evergreen, Colorado. As such she's the editor of Massage & Bodywork magazine and Body Sense magazine. Prior to joining ABMP four years ago, she was on the staff of the Rocky Mountain News for twelve years. At the News she served in a variety of positions from makeup editor and assistant news editor to advertising customer excellence manager and library director. Leslie is married to photojournalist Rick Giase. They live in Arvada with their spoiled Labrador Sundance and enjoy cycling, motorcycling, and international travel.

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