



Colorado Press Women

exPRESSIONS

Newsletter of Colorado Press Women

MARCH 2007

Exploring new media and the future of print—March 31

CPW and the Denver Womans Press Club will co-host a professional development workshop, “Exploring New Media” on Saturday, March 31, at 9 a.m. at the DWPC clubhouse, 1325 Logan St., Denver (303-839-1519).

Why blog? What are the benefits of creating a blog? Can you keep up with the competition without it? What are the legal ramifications of publishing a blog? What else can you do on your website to engage your audience and promote your company?

Panelists representing the perspectives of public relations and the news media will discuss how they use blogs and the Internet to sharpen their skills and build an audience of loyal readers and clients. Tentative plans involve having another panelist talk about readership trends, the latest research on blogs and what’s next.

Andrew Hudson, vice president of Corporate Communications for the ARCADIS, a Highlands Ranch-based international engineering firm, will discuss using blogs as a corporate public relations and marketing tool. Hudson also created his own popular website of PR job postings.

Confirmations are expected soon from others who have been invited to speak. Save the date -- March 31st -- and watch for an announcement later this week with more details on the panelists and reservations.



Alicia Shepard shares inside story of Woodward and Bernstein

CPW members enjoyed two opportunities to meet author Alicia Shepard in January. At both a Denver reception and an intimate dinner in Boulder, Shepard shared anecdotes about what it was like researching her latest book, *Woodward and Bernstein: Life in the Shadow of Watergate*.

Shepard interviewed 175 people and combed through archives in preparation of the book. Bob Woodward and Carl Bernstein, though the focus of the book, were not cooperative in their interviews.

Luckily for Shepard, Woodward and Bernstein sold the Watergate papers to the University of Texas for \$5 million. The papers included fan letters, financial records and memos to Robert Redford on the movie version of their story. As it turns out, the “archives had more authoritative information than talking to them, because our memories are so skewed,” she said.

For example, the famous line, “Follow the money,” from the movie, “All the President’s Men,” was made up by a screenwriter and was never actually uttered by Deep Throat.

Interviews led to tips about two other archives that were also crucial for Shepard in fitting the puzzle together. Another author, David Halberstam, had left archives at Boston University. The wife of director Alan Pakula had donated his notes to the Academy of Motion Picture Arts and Sciences. These archives gave Shepard many insights into the personalities of Woodward and Bernstein, as well as leading to further interviews.

One of those was with the curmudgeonly Barry Sussman, who was the city editor at the Washington Post when the Watergate story broke, Shepard said. He had assigned the story to the two men and understood its magnitude early on. Yet, when Woodward and Bernstein later wrote their own book about the experience, they cut him out entirely, she said.

Shepard called Sussman in 2003 and talked to him several times. Even 31 years later, he was still bitter and told her, “I have nothing good to say about either of them.”

Shepard also shared how she wised up in one of her approaches to getting interviews. One time, she agreed to meet a source for dinner. He stretched it out, made it several courses, strung her along, hardly told her anything and left her with a bill for \$162. She vowed not to do that again. Later, in contrast, she paid for an \$18 lunch that provided her two key leads.

When asked what was the biggest new thing about her book, Shepard said, “What I’ve really done is fill out this story. What happens when you’re 29 and 32 years old... and overnight you become wealthy?”

--Erin Hottenstein

FYI

By Judi Buehrer
CPW President

CPW college scholarship increased

At the February 22 CPW Board of Directors meeting, the board earmarked \$1,500, the bulk of profits raised from tours prior to the 2006 NFPW annual conference, for the CPW College Scholarship fund and increased the amount of the scholarship to \$500.

The preconference tours cleared \$1,753. Under Barbara “Bobbi” Gigone’s, leadership, the pretour committee arranged for three days of Colorado Front Range tours that were all fully

booked. Our thanks to Bobbi, Glennys McPhilimy, Joan Frisch, Sandy Nance and Dala Giffin for their work on the pretours.

CPW's net profit from the conference totaled \$3,795, which was moved to the professional development fund. Conference co-chairs Marilyn Saltzman and Ann Lockhart and about 20 CPW members who worked on the conference pulled off one of the best NFPW conferences ever!

Bylaws revisions

The board also approved bylaws revisions, which will be presented to the general membership at the Spring Conference, April 28. The major revision would allow CPW retirees to vote and hold office. The revised bylaws will be emailed to members prior to April 28.

National Sunshine Week—March 11–17

National Sunshine Week, March 11-17, offers all of us an opportunity to raise awareness about the importance of open government and freedom of information.

Facts about Colorado's Open Meetings (Sunshine) Law

- All state boards, committees, commissions, authorities or other advisory policy-making or rule-making bodies must have open meetings and open records.
- The law also applies to RTD and all local government bodies in counties, cities, school districts, special districts, metropolitan districts.
- Open meetings of state public bodies include those attended by two or more members meeting to discuss public business or take formal action.
- Open meetings of local bodies include those of a quorum or three or more members, whichever is fewer, at which public business is discussed or where a formal action might be taken.
- Meetings include telephone conferences and electronic communications (e-mails and Web postings) and all other means of communication.
- Colorado reporters do not have to disclose sources or information received in pursuit of a story, unless the reporter observed a crime or if the information is essential in a legal case and cannot be reasonably obtained by any other means.
- Any citizen can ask the court to issue an injunction enforcing the law or can request a judge to review records of meetings where public business is believed to have been discussed.

For more information on the how the law applies to open records, the courts, juvenile records and other details, download a Sunshine Law pamphlet from the Colorado Press Association, www.coloradopressassociation.com/LegalAssist.

Mentors wanted

Two new CPW members have requested mentors. A Fort Collins area member seeks a mentor to provide encouragement and direction related to her desire to write a book and to break into the national magazine market. A Denver member focusing on freelance investigative reporting would like a mentor who has some experience in investigative reporting. Contact me at jluebhrer@earthlink.net or 303-948-5587 (Cell) 303-587-9473 if you would like to be a mentor or to request a mentor.

Membership renewals reminder

The good news is that about 75 percent of you have renewed your membership for 2007. If you haven't renewed your membership this year, please take a minute to go online to www.nfpw.org. Click on the Members Only tab, use "nfpw" for the member I.D. and "letnfpwin" for the password. Then go to the Renew Membership link and select "online," or, if

you prefer to fax or mail your renewal, you can download a renewal form as a Word document or a .pdf.

Communications Contest update

Joyce Davis, CPW's communications contest chair, has received more than 100 entries in this year's contest. Pennsylvania Press Women will judge the entries, and awards will be presented at the April 28 Spring Conference. Joyce will be notifying contest winners prior to the conference.

Always-exuberant about the contest—and just about everything else—Davis reported to the board that she received several entries from new members and members who had not previously entered the contest, as well as from those who enter the contest regularly. "It's great to see the familiar names ... it's like having a visit from each member. I love seeing all of the talent and wonderful creativity from our members. Makes me want to grab everyone into a big group hug!"

Denver Press Club news

If you're planning a special event, consider booking the Denver Press Club. The club rents the first floor, including the bar and fireplace area, as well as the upstairs for private dinners and receptions. CPW members receive discounted-member rates. Contact manager Carmen Green, 303-571-5260, denverpressclub@qwest.net, for prices and information.

Also, the club's restaurant has reopened for members and guests and is now serving buffet dinners on Wednesday, Thursday and Friday nights. Last week's buffets served up chicken asparagus with mushroom casserole on Wednesday for \$8.50; Taco bar on Thursday for \$7, and Linguine with clams on Friday, \$10.50. Menus change from week to week, so call ahead for details.

Let me know if you would like to receive the DPC's weekly E-newsletter, and I'll add your address to the list of CPW recipients.

Thanks for your continued support for Colorado Press Women. Contact me at ilbuehrer@earthlink.net or 303-948-5587 (Cell) 303-587-9473 if you have any comments or questions about CPW.

Member news

An award-winning publishing executive and journalist, **Dorothy Bland**, has been named director of the Division of Journalism at Florida A&M University in Tallahassee. She was also named a full professor. Before moving to Florida, Dorothy was the publisher of The Coloradoan, a sponsor of the 2006 NFPW conference and a loyal CPW supporter.

Judi Buehrer will join media contestants participating in the CHILI COOKOFF Friday, March 9, 6 pm-8:30 pm, at the Denver Press Club. The cook-off is a benefit for the Women's Bean Project. It's a fun competition among chili cooks from local media outlets for one of three awards: The Gold Crockpot, Silver Crockpot and Bronze Crockpot.

Other cooks include April Zesbaugh (KOA), Gloria Neal (Sassy 107 FM), Jackie Selby (Martini on the Rockies), Jim Benemann (CBS 4), Ellen Sweets (Denver Post), Mary Chandler (Rocky Mountain News), Bruce Goldberg and Boots Gifford (both of the Denver Business Journal.) The event is sponsored by DPC, Society of Professional Journalists and

the Denver Newspaper Guild. Admission is \$20, at the door only; there's no ticket presale. For more info, call 303-292-1919.

Gay Porter DeNileon has been promoted to Publications Manager for American Water Works Association. The former editor of AWWA Opflow, Gay will now oversee the association's book development and acquisition group. Gay would also like to thank everyone for their support during the recent sudden illness of her daughter, Hilary. Hilary has returned to her studies at CU, albeit with a lightened load, and expects to resume her full active lifestyle.

Ann Lockhart, writer and editor, was elected president of the board of directors of the Rocky Flats Cold War Museum starting in January. **Marion Galant**, community relations specialist at the Colorado Department of Public Health and Environment, was re-elected as secretary.

The board has collected artifacts and oral histories to preserve the history of Rocky Flats, which produced "triggers" or cores for nuclear weapons from 1925-1989 for the Department of Defense.

She has chaired the Oral History Committee for several years. With a grant from the Colorado Historical Society, committee members have done videotaped interviews of 90 people including former Rocky Flats workers, government inspectors, political leaders and activists. Ann was one of the interviewees.

Mary Parmelee is at home recovering from hip replacement surgery on Feb. 19. She'll return to work April 2 and plans to have the other hip replaced next summer. If you'd like to send cards, mail them to Mary at 586 S. Gaylord St., Denver, CO, 80209.

Anne Subart, senior communications consultant at JPMorgan Retirement Plan Services. Anne has been studying for securities exam, required by her job, and also traveled to New York to meet some corporate clients.

After 21 years as a regional and national award-winning newspaper reporter and editor, **Maggie Walsh** has taken a job as a proposal writer in the office of principal gifts at Colorado State University. She can be reached at MWalsh@UA.ColoState.EDU.

New member introductions

My name is **Sherri Barber**. I am a Colorado native and a graduate of Metropolitan State College of Denver. I have been a paid photojournalist since 1997. My first job was at the Canon City Daily Record and my first assignment was Gary Lee Davis Execution. Davis' execution was the first execution carried out by the state of Colorado in approximately three decades. I was pretty green and the assignment was of high importance to say the least. My boss was happy with my photos when the paper went to press. I stayed at the Daily Record for a year and a half before getting my job at The Fort Collins Coloradoan, where I am still working today. I have just celebrated my 8th anniversary here. I am one of three staff photographers and currently am learning to shoot video for our web site. You can see my work on my web site at sherribarber.com.

Julie Estlick is a freelance writer and copy editor with 13 years of experience in daily newspapers and non-profit communications. She recently moved to Fort Collins from the Boston area.

Edna Fiore - I was bitten by the 'byline bug' with my first publication in Seventeen Magazine when I was 15 years old, but having discovered that "you can't eat a by-line," I opted for a 30-year career as a Medical Technologist. This was followed by 10 years as a historian, freelance journalist, and newspaper reporter in the Rim of the World communities of Southern California. My next stop was back to slaving over a hot microscope for 5 years then 'retirement' and a move to Colorado in 1996. Along with freelance writing I became Historian for the Town of Morrison, one of the founders of the Lariat Loop Heritage Area and a founding member of Women Writing the West. I have been a member of the Denver Branch of the National League of Pen Women since 1996 and am currently the Editor-in Chief of EVERYTHING RESPIRATORY Magazine, www.ER-Mag.com, and editor of the Colorado COPD Connection eNewsletter. I can be reached at ednafiore@msn.com.

Sara B. Hansen is the Lifestyle Publications Editor for the Fort Collins Coloradoan. In that position she will oversee the paper's daily lifestyle sections and specialty publications such as 25 North magazine. Hansen, who has more than 20 years of newspaper and magazine experience, previously was the Community Publications Editor at the Des Moines Register and also worked for Meredith Corporation, the Springfield (Missouri) News-Leader and the Fremont (Nebraska) Tribune.

My name is **Rebecca Powell** and I am news editor at the Fort Collins Coloradoan, where I have worked for almost 5 years on the copy desk. Prior to that, I worked reporting, design and copy editing jobs in Springfield, Mo., Billings, Mont., and Aberdeen, Wash. I am married to Craig, and we just had our first child, Luke, in December.

Kelly E. Hertlein Reathaford is a copy editor at the Coloradoan; beginning her Colorado career Election Day 2006. She and her husband, Michelangelo, moved to Fort Collins, Colo., from Galesburg, Ill., where Kelly was the Special Sections and Graphic editor for a small publication. A 2000 graduate from Southern Illinois University, Kelly enjoys now being close to family and the Rocky Mountains.

A native of New Mexico, **Nancy Snyder** studied photography at the Colorado Institute of Art and earned her degree at Loretto Heights College in Denver. Her background includes more than 25 years in journalism and public relations, ranging from being the editor of a suburban Denver newspaper to handling public relations for a private college and a branch campus of a state university. She is a member of the Public Relations Society of America and the National Federation of Press Women. Currently, Nancy is communications manager for the Rocky Mountain Masonry Institute and can be reached by e-mail at info@rmmi.org or by calling 303-893-3838.

Holly Thompson is the assistant news editor at the Fort Collins Coloradoan. She started at the Coloradoan as a copy editor in February 2006. Before that, she worked as a copy editor at the Idaho Statesman in Boise, Idaho, and the St. Cloud Times in St. Cloud, Minn.

Writers Group update

The new CPW Writers Group held its first meeting Feb. 3 with three of the six members attending.

Ann Lockhart had this to say about the group:

"I came away from the first meeting feeling really good, really creative, and really ready to start writing again, so I'd have something for the next meeting."

And she thinks the group will inspire her to write more. "I find it hard to maintain my enthusiasm for writing when I write in isolation at home, with no deadline or audience."

The group agreed to meet on the first Saturday morning of each month, and email each other copies of work prior to meetings. The next meeting will be April 7, 10 a.m., with a location to be announced. For more information, contact Judi Buehrer, jlbuehrer@earthlink.net.

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