



Colorado Press Women

exPRESSions

Newsletter of Colorado Press Women

SEPTEMBER 2007

Fulbright scholar to discuss Croatia visit, recruiting to CPW

This fall's CPW Social and Networking event on Saturday, Sept. 29, will feature CPW member Lee Anne Peck, sharing her recent experiences teaching mass communications at the University of Dubrovnik, Croatia, through a Fulbright grant. Dr. Peck has taught journalism and mass communications at a number of colleges and universities in the U.S. and abroad.

As membership co-chair, she also wants to discuss with us her ideas on recruiting young women as CPW members. After 20 years in journalism, Lee Anne went back to academia and got her Ph.D. She's taught for the past five years at UNC.

Members bringing a prospective member as a guest can attend free. Other members and guests will pay \$10 for afternoon refreshments--be surprised! Location, time and registration information to be announced.

Contents

NM Joint Retreat	p.1
Column Writing Tips	p.2
FYI	p.3
NFPW Conference	p.4
Writers Group	p.4
Member News	p.4



New Mexico Press Women Joint Retreat

Colorado Press Women were well represented at a joint retreat July 27-29 with our sister organization in New Mexico. About 25 women, more than half of us from Colorado, participated in the retreat, which began with a barbeque at artist Thom Wheeler's eclectic Taos home on Friday evening.

Reporter Rick Romancito speaks at the joint Colorado and New Mexico retreat with assistance from Emily Drabinski, NM Press Women President. Photos by Gay Porter DeNileon.

On Saturday morning, Taos Pueblo native and reporter/author/actor Rick Romancito provided tips on how to cover Native America issues and work with tribes. He cautioned against making blanket statements about “Native American” perspectives or traditions, because “Each of the hundreds, thousands of tribes across the U.S. has different beliefs, origins, languages. It’s offensive, actually, to generalize for all these people.”

Romancito advised reporters “to be as precise as possible” when obtaining names, titles, clan designations and family. “In Navajo, that is how they define their identity,” he said. In reference to his own pueblo, which many of the press women would tour later that day, he said, “The pueblo doesn’t exist for tourists, not now or ever, and that is the same for the dances. They have to be done no matter what, they are ceremonial for the cycle of the universe.”

Our luncheon speaker, author and importer Martha Egan, told her true story of being harassed for more than a decade by the federal government after complaining to her congressman about her treatment at the border when she was bringing Mexican pottery and art pieces into the U.S. to sell in a shop in Santa Fe. The experience has left her bitter, but she managed to find enough humor and irony in it to write a fiction book, *Clearing Customs*, that draws on some of what she went through.



Judi Buehrer, Ann Lockhart and Sandy Nance dine at Taos artist Thom Wheeler's home.

Numerous excellent ideas about membership recruitment and retention, successful meetings, and other organizational issues were developed during a brainstorming session among presswomen. The notes from the session are being compiled will be shared with the CPW and NMPW boards. Several suggestions will also be passed along to the National Federation of Press Women, our parent organization.

--Gay Porter DeNileon

Tips for Column Writing from Sherry Robinson

“Column writing is one of the more difficult” forms of writing, although it “looks easy,” Sherry Robinson told an attentive group of Colorado and New Mexico press women on Saturday evening, July 28, during a joint retreat in Taos, N.M. The long-time journalist and syndicated columnist identified columns as

- * Short – 350 to 1,000 words
- * Written to persuade
- * Written in first person

A successful column, Robinson said, has these key elements:

- * A clear voice, with a style personal to the writer but conversational with the reader
- * Tight, succinct writing
- * Clearly stated opinions
- * Good journalistic style, with a solid lead
- * Good reporting, based on facts
- * Good analysis
- * Human element

Pitfalls that can lead to bad columns include:

- * Writing constantly about a pet cause or pet gripe
- * Writing about what every other journalist is covering
- * Rambling – a hazard particularly with blogs
- * Too much “me”
- * Making predictions – “Leave those for weather forecasters and economists.”

Robinson’s tips for writing memorable columns:

- * Write it and let it sit for at least an hour, then edit it before filing
- * Read columnists from other eras as well as contemporary columnists
- * Try to be unpredictable – choose odd subject matter
- * Swing back and forth on certain issues so readers cannot pigeonhole you as liberal or conservative

And, Robinson advised, “If you have a soapbox, you have a responsibility to use it wisely.”



Journalist Sherry Robinson gives column-writing advice at the joint retreat.

FYI – President’s Update

An amazing amount of talent and experience comprise Colorado Press Women, and I’m looking for a few good women to help with determining that one extra special CPW member to be our next Communicator of Achievement. First, I need nominations, and these can come from any one of you. Next, I need a selection committee – two or three volunteers to join me in sorting through the nominations. Then, one or more of the selection committee members will be tasked with creating a nomination packet for the national conference about the Colorado COA. This is basically an information packet about our nominee, and details all her achievements.

The first requirement for nomination is that the woman be a living member in good standing for at least two years in CPW. The rest of the criteria is determined by:

- Professional achievement (60%). All nominees should have high professional qualifications and achievements in their areas of the communications field (for example, public relations, newspapers, magazines, advertising, freelance writing, editing, electronic media, or any field that has qualified the nominee for NFPW membership).
- Community service (20%). Each nominee should have made some impact on the world beyond her or his profession -- some contribution to humanity. That impact or contribution may be through the profession or beyond it.
- NFPW and affiliate service (20%). Each nominee should have made a definite and important contribution to her or his affiliate and to NFPW.

The CPW nominee will be announced at our November author’s meeting and then honored at our awards luncheon in the spring. Later, she will be recognized at the NFPW conference in September 2008, and she will be eligible for the national award. For more information, go to <http://www.nfpw.org/competitions.htm> and scroll down to “Communicator of Achievement.” For information on our current CPW COA, Marilyn Saltzman, as well as our 2006 winner,

Joyce Davis, and a list of past winners, go to:
http://www.coloradopresswomen.org/comm_of_achievement.shtml.

So, please let me know if you can help with this honorable, interesting task. I'm looking for just a few good women. Thank you.

Gay Porter DeNileon
CPW President
gporter@awwa.org

Calling all NFPW conference goers

Going to the NFPW Conference in Richmond this month? CPW has several delegate positions open. The delegates vote on issues important to us, including the new officers of NFPW. If you haven't already contacted us, please let Gay Porter DeNileon (gporter@awwa.org) know as soon as possible if you can serve as a delegate in Richmond. Thank you.

Writers group meets October 6

CPW members are meeting once a month in a writers group to help inspire each other and keep on track with writing goals. The next meeting is Saturday, October 6, at 10 a.m. at the Village Inn on the east side of I-25 at the Lafayette/Brighton, exit # 229. The address is 16775 Washington St., Broomfield CO, 80020. For more information, contact Judi Buehrer, 303-948-5587, or cell 303-587-9473.

Member News

Please note that **Marlys Duran** (mjduran@comcast.net) has a new email address, due to changes with her email provider.

Erin Hottenstein (erinhottenstein@yahoo.com) is happy to announce she's expecting a new baby at the end of the year. Consequently, she will be stepping down as the CPW ExPRESSions Editor in the near future. Besides growing a belly, Erin has also been helping to grow the breastfeeding support group La Leche League with their annual fundraiser. If you feel moved, Erin would appreciate donations mentioning her name and the Fort Collins, Colo., chapter at: <https://donate2ill.org/indexSecure.htm>. Thanks for all the support!

Mary Manley (serendipity53@msn.com) has returned to the Denver metro area and is seeking part-time work. She writes: I am a seasoned freelance journalist with a vocational motto of "To inform, to educate and to inspire." I have academic and experiential background in research, interviewing, writing, editing, program/event development/coordination/implementation, along with promotions and adult education. Lived in Littleton for two decades before a brief move out-of-state. Am open to moving within the metro area or even to Colorado Springs. Travel is acceptable. Contact me via e-mail or at 720-308-0420.

Nancy Snyder (info@rmmi.org) is helping promote the Run Around the Block 5K on September 16. It's a chip-timed out-and-back along a USTAF certified course on Big Dry Creek Trail in Westminster suitable for every running ability. After the race, stick around to explore the post-race expo, grab some food and have a massage before the awards ceremony. Race begins at 8 a.m., race-day registration is \$5 more - cash or check only - and begins at 7 a.m. To register online go to www.GetMeRegistered.com. The Rocky Mountain Masonry Foundation sponsors the Run Around the Block with proceeds going to establish

apprentice training programs and scholarships for students pursuing an Associates Degree in Masonry Arts at Front Range Community College.

ExPRESSions Editor Erin Hottenstein: ErinHottenstein@yahoo.com

President Gay Porter De Nileon: gporter@awwa.org

Web site: www.coloradopresswomen.org