

Agenda

Quarterly Newsletter of the National Federation of Press Women
Spring 2018 / Vol. 81, No. 1



2018 Conference in Bethlehem, Pa.

- ◆ *What you can expect*
- ◆ *Pre- and post-tours*
- ◆ *Keynote speakers*
- ◆ *Sessions*
- ◆ *And much more*

COA nominees

We remember

Changes in 2019 contest

Petition against newsprint tariffs

FIU study of women in journalism

President's Message

By Marianne Wolf-Astrauskas



Making the world a more inclusive place

Anthony Bourdain was real, and he was raw. He had an extraordinary ability to connect with people and places.

He was indisputably the embodiment of American bad-boy masculinity. And though I had never met the man, I admit, I was fascinated watching him on the television shows "Top Chef" and "The Taste." But it was during his episodes on the Travel Channel and CNN, of all places, where I'd developed a crush on him.

As a prolific storyteller, he took me around the globe in "No Reservations," "The Layover" and 11 seasons of "Parts Unknown." As Bourdain unmasked his infinite curiosity from Croatia to Chicago, Vietnam to Iran and all precarious locations in between, it was easy to see he was smitten. His relentless hunger was for more than great street food, and I wholeheartedly enjoyed the journey. He reminded me that the world is indeed not flat. Understanding the world and the cultures that define it requires that I not just be on this planet, but instead, be a part of it. He continually taught me I would never run out of places to visit or people to meet.

Bourdain said, *"As you move through this life and this world you change things slightly, you leave marks behind, however small. And in return, life—and travel —*

leaves marks on you. Most of the time, those marks—on your body or on your heart—are beautiful. Often though, they hurt."

Bourdain appeared to seamlessly thrive as a chef, as a writer, as an artist and documentarian.

Bourdain died by suicide June 8.

My draft of what I thought I would write about for this issue of *AGENDA* was quickly tossed in the shredder.

I cannot presume to know what thoughts he struggled with, or what demons he felt he had to battle. But I can confidently say suicide is not typically an impulsive act.

National Institute of Mental Health data reported that in 2016, one million United States adults made plans at attempted suicide. No one ever sets out to feel like they are fighting their mind and emotions, and losing. Most people, I believe, are good at placing on a mask and tell themselves a variation of, "I can handle this," or, "I have a great job or spouse and a family that loves me." Or, "I have it all." None of us knows what we would do in the depths of depression. I certainly don't.

But it is clear suicide is not merely something from which we should distance ourselves. We need to learn to view suicide without judgment as a part

of human behavior. If you or someone you know needs help, call 1-800-273-8255 for the National Suicide Prevention Lifeline.

The journeys Bourdain took me on taught me not to view myself so separately from people and the places from where they have traveled. He reminded me to try to be open to finding a way to connect in a meaningful way.

Since attending my first National Federation of Press Women conference in 2007, NFPW has taken me to places I most likely would not have traveled. I've booked my airfare to attend the NFPW conference this September in Bethlehem, Pa. I even included a few extra days to go and experience the state. I'm looking at this trip differently now because of Bourdain.

I'm not sure where this quote attributed to Bourdain first appeared, but it is one of my favorites from him: *"Meals make the society, hold the fabric together in lots of ways that were charming and interesting and intoxicating to me. The perfect meal, or the best meals, occur in a context that frequently has very little to do with the food itself."*

To each of you reading this, I look forward to joining you at the table in Bethlehem. 

This Gettysburg National Military Park photo is the work of photographer and Civil War buff Jen Goellnitz whose "This Deathless Field" contains photographs of the monuments and memorials of the military park and surrounding areas. The title comes from Gen. Joshua Chamberlain who wrote, "In great deeds something abides. On great fields something stays. Forms change and pass; bodies disappear; but spirits linger, to consecrate ground for the vision-place of souls. And reverent men and women from afar, and generations that know us not and that we know not of, heart-drawn to see where and by whom great things were suffered and done for them, shall come to this deathless field, to ponder and dream..."

On the Cover:



Bethlehem, Pa.: Where your story begins

In today's rapidly changing world, we're no longer reporters, public relations practitioners or authors. We're content creators keeping up with the latest platforms and emerging technologies. The 2018 NFPW Conference in Bethlehem, Pa., brings together speakers from across a multitude of disciplines to help us navigate this evolving landscape.

With a top-notch lineup of speakers addressing a wide range of communications topics, you won't want to miss out. Learn about podcasting, starting a subscription e-learning site, fighting back against fake news and working in a multi-generational workplace. You'll learn about life-changing lessons learned from 10,000 miles of newsroom visits and how Crayola turned a simple idea into the biggest promotion in its history.

We'll celebrate our Communicators of Achievement and our contest winners. And we have arranged for some fabulous tours if you have the time.

The conference is an investment in yourself and your career. You can sharpen your skills, spark new approaches to your work and come away reinvigorated. There's something for everyone so be sure to take advantage of all of the sessions and keynote speakers.

Conferences are about much more than learning. Sharing, brainstorming and collaborating all take place during conference so take advantage of breaks, lunches, receptions and our banquets. You'll come away with new ideas, new colleagues and new friendships, while strengthening existing ones.

Experience all the 2018 NFPW conference has to offer with Full Package Registration. [Click here](#) and register by Aug. 3 and save \$50. [Click here](#) to reserve your room before the hotel sells out. We can't wait to see you in Bethlehem. 



Horse-drawn buggies are a common sight in the Amish farmscapes of Pennsylvania, part of the NFPW 2018 conference tours.



Independence Hall

Arrive early, stay late – we have lots to do

If you have never been to Pennsylvania, we'll do our best to show you around.

The pre-tour will depart Monday, Sept. 3, and return Tuesday, Sept. 4. We'll travel to Philadelphia and visit Independence Hall, where the Declaration of Independence and the U.S. Constitution were signed. And of course, we'll see the nearby Liberty Bell.

Afterward, our bus will take us to Christ Church and cemetery, the Bourse for lunch, Betsy Ross' house and the Barnes Foundation Art Museum. Plans also call for a brief photo stop at the "Rocky Statue" outside the Philadelphia Art Museum before heading to dinner, then departing for Lancaster, where we'll stay overnight.

In Lancaster, we'll be welcomed onto an Amish farm and have a chance to meet an Amish schoolteacher to learn more about the Amish way of life. Lunch will be a traditional Amish country feast served family style. In the afternoon, we will tour Wheatland, the home of James Buchanan, our nation's 15th president, before returning to Bethlehem.

On Wednesday, Sept. 5, we'll leave Bethlehem and travel by bus to Nazareth where we will visit Martin Guitar and learn how Martin guitars come to life through the hands of a craftsperson. Musical or not, all visitors seem to love this tour. Afterward, we'll head to Easton where we can enjoy the Easton Public Market for lunch and shopping. We'll spend the afternoon as children, exploring the Crayola Experience, where the magic of Crayola comes to life.

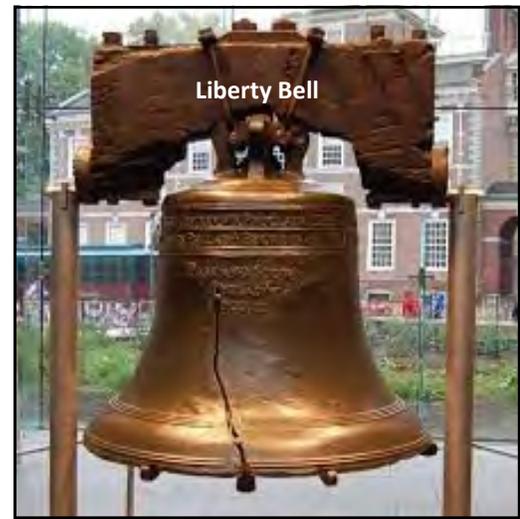
Then, after we're back in Bethlehem at the Comfort Suites, we'll break out some paint and paintbrushes for a workshop where we create our own folk art souvenir to take home – while enjoying a pizza and salad dinner.

Thursday, Sept. 6, conference attendees will have a chance to take a walking tour and see many of the Moravian buildings that remain today in Bethlehem, which is known as the Christmas City. It was founded on Christmas Eve in 1741 by the Moravians, a Protestant denomination. The building reflected the ingenuity, creativity and universality of Moravian thinking and philosophy.

On Sunday, Sept. 9, and Monday, Sept. 10, we'll be in the historic Civil War town of Gettysburg where, after passing by the battlefields, our first stop will be at the historic park's museum, where you'll gain a greater understanding of the grounds. You'll also have a chance to eat lunch before returning to the bus for the afternoon for a drive through the massive park with stops at Little Round Top, Big Round Top, Cemetery Ridge and Devil's Den.

Plans call for dining that night at a historic tavern and an overnight stay. In the morning, we'll head to the farm of Dwight David Eisenhower, our 34th president, then head to downtown Gettysburg, a town that is a delight to stroll and shop. We'll also eat lunch. On the way back to Bethlehem, we're planning to stop at the Hershey's Chocolate Factory, where you will be able to shop for a few more Pennsylvania souvenirs.

See you on the bus. 



Liberty Bell

Keynote speakers to address relevant communications topics

Many members of NFPW are reporters or began their careers as reporters. The world of reporting, though, has changed, and in today's digital landscape, it's hard enough to stay on top of the changes, let alone stay ahead of the curve. We've got the keynote speakers to help you do just that.

Our opening keynote speaker is **Maryanne Reed**, dean of the West Virginia University Reed College of Media. She'll share how one scrappy journalism school is re-inventing itself and preparing its students for careers in modern media communications.

Reed's professional background is in TV journalism, and she has produced several award-winning documentaries and video projects. She was named the 2016 Scripps Howard Administrator of the Year in recognition of her leadership in journalism education. To learn more about the college, visit <https://reedcollegeofmedia.wvu.edu/>.

During Friday's luncheon, we'll hear from **Paula Otto** on "Integrity Above All." In this thought-provoking session, the audience will be involved from the start with an ethics quiz, hear a brief lesson from ancient and modern philosophers, and then move to a simple framework to create a personal code of ethics.

Otto was part of the leadership team that created the Virginia Lottery and served as its executive director from 2008-2018. She also was a tenured professor and associate director at Virginia Commonwealth University's Robertson School of Media and Culture. After retiring from state service, Otto formed Otto Training and Consulting, which serves both government and private clients.

Saturday kicks off with the President's Roundtable on the "Rebirth of Bethlehem, Pennsylvania, Life After Steel." The Bethlehem Steel Corporation, founded and based in Bethlehem, was once the second-largest steel producer in the United States and one of the most powerful symbols of American industrial manufacturing leadership. It ceased operations in 1995, and a decade later, the plant was redeveloped and now includes a



Keynote speakers are, from left, top, Shonali Burke and Drew Tarvin and, bottom, Paula Otto, Roger Hudak and Maryanne Reed.

casino, shops and other attractions. **Roger Hudak**, chairman of the South Side Task Force that spearheaded the efforts, will share the story.

Shonali Burke, who helps individuals and brands alike bring their big ideas to life through people-centric, measurable marketing communications, will deliver a keynote about "Harnessing People Power to Dismantle the Digital Divide." She will take audience members on a journey through space and time, sharing stories that will inspire communicators of all dispositions to harness the true promise of social media: people, personalities, and the communities they form.

At Saturday's lunch, we'll hear from **Andrew Tarvin**, the world's first humor e-engineer, who teaches people how to get better results while having more fun. He says humor can help individuals be more productive, less stressed and happier at work. He is the best-selling author of "Humor That Works: 501 Ways to Beat Stress, Increase Productivity, and Have Fun at Work" and his [TEDx talk](#) has been viewed more than 100,000 times.

Conference program goes digital

The NFPW Conference will not have a printed program book this year. Don't worry, though, because you'll still have all of the information you need, and you can start reviewing it now.

All of the conference details also are available on the NFPW website. We've included speaker bios, session descriptions and the [conference schedule](#).

We also have included logistics details, including information about the hotel and transportation options.

Going digital means we are saving trees, money and time because conference programs require much effort to design, write and print. We'll also be able to update any of the sections with last-minute changes.

Of course, we all know that a paperless world is not going to happen anytime soon. We'll be including a one-page "Schedule at a Glance" in the registration materials.

We will also provide a one-page handout of conference attendees with their email and Twitter handles, if applicable. We're encouraging everyone who is on Twitter to tweet throughout the conference. Networking is such an important part of conference and with the addition of email addresses, it should be easier to reach out after the event.



Storytelling to dominate conference sessions

When it comes to content and communicating, we've got the speakers for you.

If you're looking for topics related to newspapers, check out these sessions:

- **Meredith Cummings** of The University of Alabama will share the life-changing lessons she learned from 10,000 miles of newsrooms and what they mean for you.
- **David Penticuff**, editor of the *Chronicle-Tribune (Indiana)*, and **George Taylor**, editor of the *Bethlehem Press*, will discuss how community journalism is still thriving in many places as the desire for honest, relevant coverage of local life remains important.
- **Bill White**, a *Morning Call* columnist and blogger will discuss grammar, romance and Christmas lights in one session. Seriously!

For those of you concerned about fake news, Nebraska Press Women member and NFPW past president **Lori**

Potter has you covered. She will present a session on "Fighting Back Against 'Fake News.'" She'll share her affiliate's awareness campaign and discuss this important issue.

You can also learn about some big changes for the 2019 communications contest from **Michele Cook** and **Teri Ehresman**, managers of the NFPW contest. They'll offer tips and tricks to help your entries get noticed by the judges.

Last year, Crayola announced "Bluetiful" as the name of its new blue crayon, becoming the 19th active blue color. **Josh Kroo**, director of Marketing Communications and Interactive Products for Crayola, will share how a simple idea turned into the biggest promotion in Crayola's 115-year history via the power of creative thinking, disruption and storytelling.

If you want to learn about the multi-generational workplace, podcasting or developing an e-learning site,



Top, from left: **Meredith Cummings**, **David Penticuff**
Bottom: **George Taylor**, **Bill White**

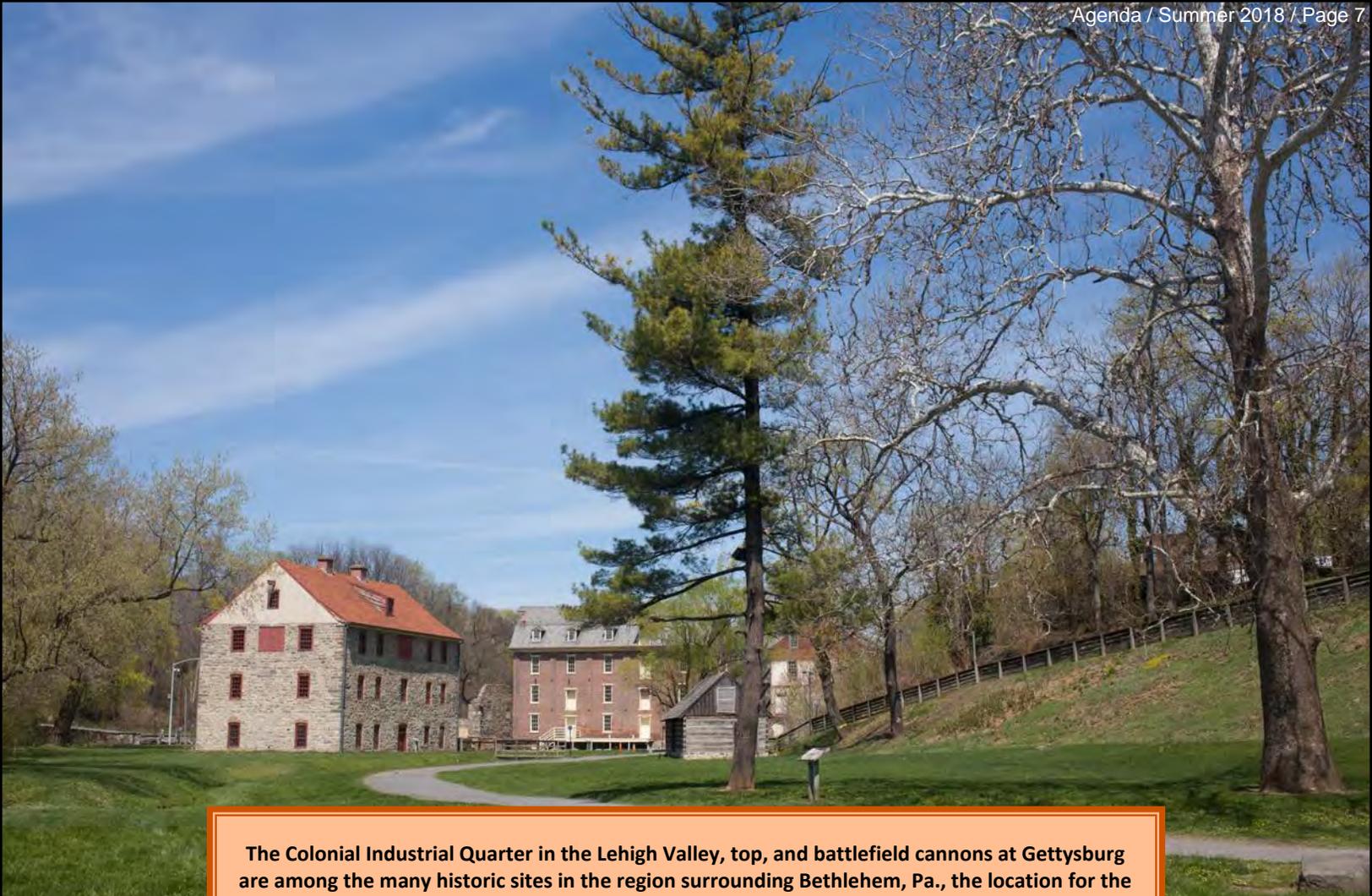
you'll want to attend the sessions offered by **Chris Whitney**, **Kayla Dwyer** and **Jill Miller**.

Whitney, who is director of the Career Center at The University of Scranton, will share what to expect and how to embrace millennials and Gen Z as they enter the workplace. And Dwyer, who works for the *Morning Call*, will offer a primer on the world of podcasting from inspiration to post-production. Meanwhile, Miller will share the lessons she learned in setting up a membership-based website that includes using module-based class videos, podcasts, live webinars and social-learning tools.

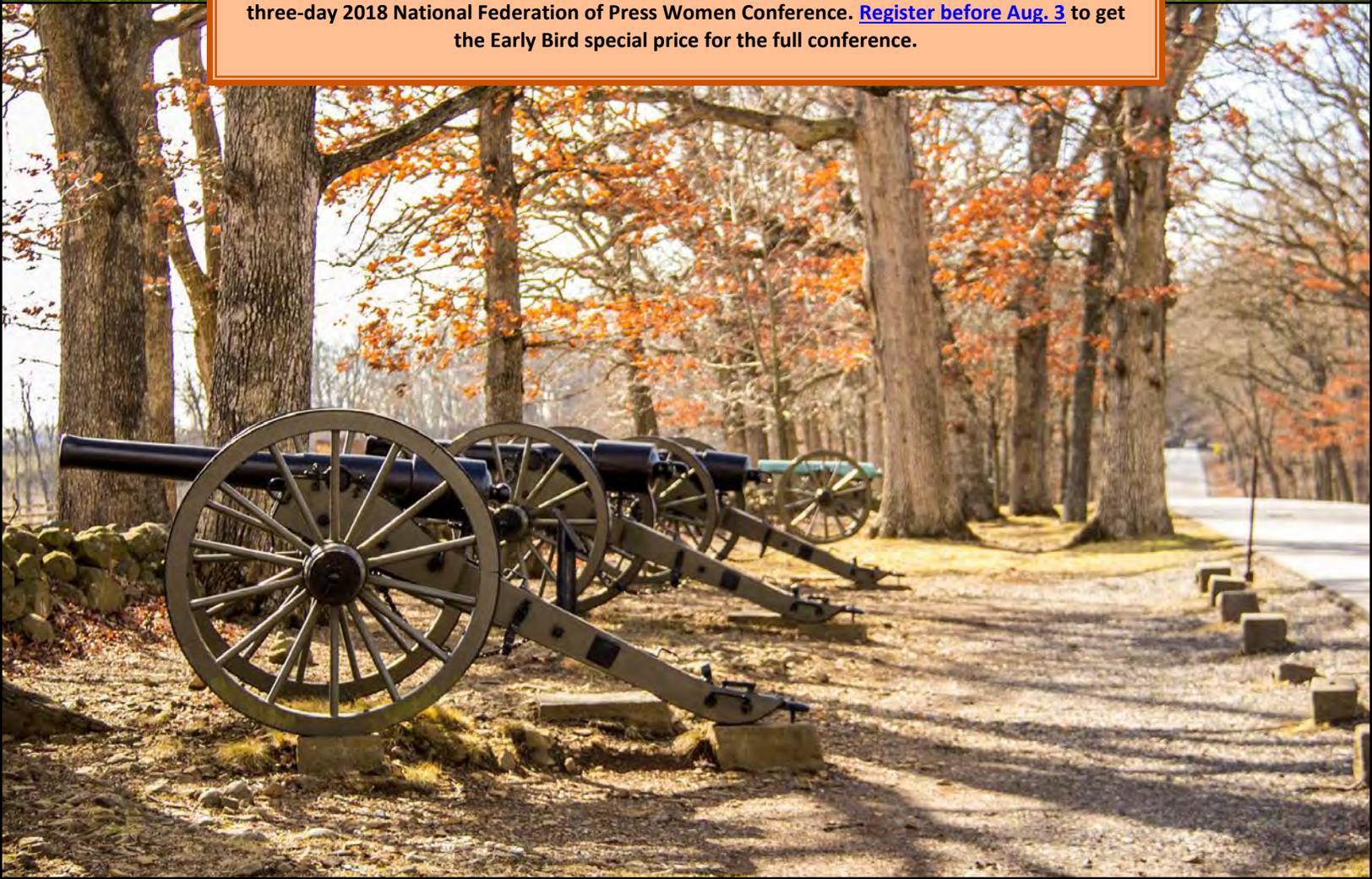
Adrian Grieve of the Tri-County Chapter Red Cross will talk about planning and preparing our communities for all types of disasters. **Ashley Miller** of the Lehigh Valley Health Network will share how you can create appealing visuals online that don't require expensive professional production. **Kathleen Parrish** of Lafayette College will share different and innovative ways to tell stories using digital tools.



From left: **Chris Whitney**, **Kayla Dwyer** and **Jill D. Miller**



The Colonial Industrial Quarter in the Lehigh Valley, top, and battlefield cannons at Gettysburg are among the many historic sites in the region surrounding Bethlehem, Pa., the location for the three-day 2018 National Federation of Press Women Conference. [Register before Aug. 3](#) to get the Early Bird special price for the full conference.



Networking skills beneficial while securing speakers

By Cynthia Price

One of the reasons I joined Virginia Professional Communicators and NFPW was for the networking opportunities. However, early in my career, I didn't know the first thing about networking and as an extreme introvert at the time, networking was a challenge.

Fast forward a few decades, and my networking skills have vastly improved. I used all of those skills to find speakers for this year's NFPW conference in Bethlehem, Pa.

About nine months ago, I reached out to fellow university media communicators in Pennsylvania. I introduced myself and shared how I was seeking experts on a variety of communications topics. Because I spend my days pitching experts on a variety of topics, I was confident these individuals would have some suggestions. And they did.

I also asked friends in the communications field if they had suggestions. I stressed that their recommendations needed to be of experts who lived and worked in the Lehigh Valley, where Bethlehem is located, so we could keep down our costs for travel or speaker fees. Fortunately, I received a few recommendations that way.

In my profession, I receive numerous invites to attend communications conferences on a variety of topics. I became a sleuth, digging through conference programs to identify topics of interest and speakers who might be from Pennsylvania. Once I found them, if their topic was appropriate, I reached out and filled a few more speaker slots.

Another source was individuals I had heard speak or with

whom I had participated in one of their online trainings. I asked these individuals for speaker suggestions, knowing their calendars were likely full. Surprisingly, a few said they would be willing and were available to speak at the conference.

Facebook was an obvious source. I posted once for recommendations. Although I only received one response, the suggestion was exactly what I was seeking – and another spot was filled.

A few NFPW members also committed to speaking. It's always nice to have firsthand knowledge of a speaker to ensure the person's presentation will be on point and geared toward the audience.

Finally, my family proved helpful. My sister told me about a speaker she heard on the topic of productivity. She found him inspiring and noted she gained numerous tips. I reached out to that person, and he agreed to speak.

My mum became a secret weapon for me. I shared with her how I was struggling to find appropriate reporters and editors from the region. Unbeknownst to me, she read the local newspapers with an eye toward potential speakers and then mailed me a list of suggestions with their email addresses. I should note that my mum is not on social media and does not have a computer so she went above and beyond.

With everyone's assistance and plenty of networking, the speaker slots are filled. Personally, I can't wait to learn from them. You can learn about our speakers at <https://www.nfpw.org/conference-speakers.php> and about the topics at <https://www.nfpw.org/conference-sessions.php>.

Getting to, staying in Bethlehem, Pa.

Bethlehem is served by the Lehigh Valley International Airport (ABE), which offers 11 nonstop routes along the East Coast aboard Allegiant, American, Delta and United Airlines. The airport connects from major hubs, including Philadelphia International Airport.

Amtrak also serves Philadelphia, and Bethlehem is a short drive from Philly if you'd prefer to rent a car.

The Comfort Suites Bethlehem is at 120 W. Third St. in Bethlehem. The fully renovated hotel offers shuttle service to and from ABE airport and to historic downtown Bethlehem and the Sands Casino, which is built on the grounds of the former Bethlehem Steel plant. The rate is \$119 per night.

Call the Comfort Suites Bethlehem at (610) 882-9700. To receive the group rate of \$119 plus tax per night, mention the National Federation of Press Women Group Block 2018. The cut-off-date to make a reservation is Aug. 31.



NFPW joins coalition to fight newsprint tariffs, urges members to sign petition opposing tax

Dear NFPW member,

There are many ways to silence a free press. Direct censorship, costly lawsuits, unfavorable licensing. Now we have a modern form: take away the paper used to print the newspapers.

Because of one New York investment firm's exploitation of U.S. trade laws,

American newspapers are now grappling with skyrocketing printing costs and shortages of newsprint. This problem comes through a tax—a tariff—placed on newsprint from Canada by an ongoing

U.S. Department of Commerce and International Trade Commission investigation. Most newsprint in America comes from Canada, always has. Now, as the U.S. taxes that paper at a 32 percent top rate, Canadian producers are turning away from the U.S. and shipping their paper to India and Europe, or converting their manufacturing to make linerboard, or products less costly.

Even the four newsprint mills in the U.S. that are NOT plaintiffs in this trade

case brought by NORPAC of Washington state are opposing the tariffs. Why? Because they know, in the long run, it will hurt newspapers. It will cost U.S. workers their jobs. Trade law is not supposed to do that. It is supposed to create jobs, not destroy them.

Americans still count on newspapers

for most of the local news in this country. Even if there are websites and apps, it is the printed newspaper whose revenues drive digital. Without paper, much of the local journalism withers and dies.

Now it is our turn to speak back to NORPAC and oppose this outrageous trade case. Please consider signing the petition found on this website, and ask your friends and colleagues to do so as well. www.stopnewsprinttariffs.org

NFPW is now an official member of the coalition fighting the tariffs.

Sincerely,
Marianne Wolf-Astrauskas

President
National Federation of Press Women



NFPW Code of Ethics

As a professional communicator, I recognize my responsibility to the public which has placed its trust and confidence in my work, and will endeavor to do nothing to abuse this obligation.

With truth as my ultimate goal, I will adhere to the highest standards of professional communication, never consciously misleading reader, viewer or listener; and will avoid any compromise of my objectivity or fairness.

Because I believe that professional communicators must be obligated only to the people's right to know, I affirm that freedom of the press is to be guarded as an inalienable right of the citizens of a free society.

I pledge to use this freedom wisely and to uphold the right of communicators to express unpopular opinions as well as the right to agree with the majority.

— Adopted in 1975
Annual NFPW Conference, Sun Valley, Idaho

Conference in Louisiana set for Spring 2019, plan now for return to early schedule

NFPW is returning to a springtime schedule for its 2019 conference in Baton Rouge, La.

The 2019 conference will be held June 27-29 at the Hilton Baton Rouge Capitol Center in downtown Baton Rouge. Pre-tours are planned for June 24-26.

Dates for the 2020 conference in Little Rock, Ark., will stick to the spring schedule with the dates to be determined. Details about the Louisiana conference and plans for future events will be revealed at the 2018 conference in Bethlehem, Pa., this Sept. 6-8.

Prior to the 2000 Conference in Anchorage, Alaska, NFPW annual meetings were held in the spring. The change was made to take advantage of cheaper airfare and post-Labor Day pricing for hotel and meals in Alaska.

Eight nominated for 2018 NFPW Communicator of Achievement award

Eight state affiliates have nominated candidates for this year's NFPW Communicator of Achievement. The prestigious award honors an NFPW member who has compiled an impressive body of work in the communications field, has given of herself in community service and who has been active in the National Federation of Press Women. The winner will be announced and honored at the annual conference banquet on Sept. 8 in Bethlehem, Pa.

This year's nominees are Michelle Carter, California; Billie Travalini, Delaware; Susan Brauer, Illinois; Georgia Gianakos Buchanan, Indiana; Amy Geiszler-Jones, Kansas; Judy Nelson, Nebraska; Jessica Savage, New Mexico; and R Thomas Berner, Pennsylvania. Meet this impressive group of nominees:



California

Michelle Carter says being nosy is the key to her career. From being a middle school reporter to breaking the glass ceiling as female editor-in-chief of a daily newspaper (under her guidance named one of the best small newspapers in America by ASNE), institutionalized nosiness guided her. Her career shifted with an invitation to join a delegation to Russia; she posed nosy questions across all 11 time zones. Seeing the misery of

Chernobyl brought tears and, upon returning home, she started a foundation and raised over \$500,000 and planeloads of medical supplies for a Belarus hospital serving radiation patients. An unexpected invitation from USIA brought Michelle to a post-Soviet, pre-Putin bubble of freedom to midwife the birth of an independent Russian press. Nosiness also made her a journalism instructor and author. Along the way she married, became a grandmother, found time to volunteer for California Press Women and now edits airplane magazines from home.



Delaware

Billie Travalini began her journalism career by getting to know Cosmopolitan's Helen Gurley Brown and walking into the *News Journal* saying, "Please print this article." They did, and a degree in journalism and hundreds of bylines followed. Looking for ways to further give voice to those left out of the conversation, she took on creative writing. Recent publications include: "The Moth, Lakeview International Journal of Literature and

Art" and "Selected Stories from the 14th International Conference of the Short Story" (Chinese and English). She has read from her work at universities worldwide and at local libraries

and coffee shops. Her award-winning memoir, "Blood Sisters," was chosen by Wesley College as the Common Read for incoming freshmen. She co-founded and coordinates the Lewes [Delaware] Creative Writers Conference, now in its 11th year, teaches writing at Wilmington University, and is busy at work on "Rules to Survive Childhood," a sequel to "Blood Sisters."



Illinois

Susan Brauer has a BS and MS in Electric Engineering from the University of Illinois at Chicago. Now retired from engineering, she previously was the dean of Academic Affairs at DeVry University, a technical manager at Motorola and a design and development engineer at Argon National Laboratory. Founder and president of Dreamers Tapestry, Inc. (www.dreamerstapestry.com), her self-published book "Just Keep Dancing" was awarded first place in

the Illinois Woman's Press Association's Mate E. Palmer Literary Competition. More than 3,500 copies have been purchased and distributed to Illinois high school students, and she continues to speak at "Stop the Violence" workshops in high schools and universities in the Midwest. Additional presentations given by Susan at universities and women's business, professional, and nonprofit organizations, which focus on personal and career challenges women face, include: "Changes," "Effective Presentations," "Career and Life Transitions," and "Just Keep Dancing: The Power of Change."



Indiana

Georgia Gianakos Buchanan was born in 1926 to Greek immigrant parents in Indianapolis, Ind. She worked her way through Butler University and in 1949 became the radio, television and movie editor of *The Indianapolis News*. This was followed by a stint with Mutual Broadcasting in Washington, D.C., before returning to Indianapolis as the sometimes-single mother of a

special needs son. Determined to give her son the best opportunities possible, Georgia plunged into the world of special needs children, which led to a second career in philanthropy. She chaired or co-chaired 30 fundraisers raising \$1 million for the arts, the mentally ill and challenged children. She served on 15 boards and was president of Indiana Special Olympics and the Mental Health Association of Marion County. She also is the author of three books: a novel, a memoir and an advice book on "How to Live Beyond 90 Without Falling Down."

We remember . . .

Aida (Shanafelt) Kouyoumjian

At Large: Washington

Aida (Shanafelt) Kouyoumjian, teacher, writer, musician, actor, dancer, lecturer and fundraiser, died April 26, 2018. She was 89.



NFPW members who were lucky enough to be on the Denver Conference post-tour will remember Aida, the opera lover, as the woman standing front and center on the natural stage at Red Rocks Amphitheater and singing arias to the sky.

The 50-year resident of Mercer Island, Wash., died at her home in Bellevue, a suburb of Seattle. She was born in Fallujah, Iraq, and was raised and educated in Baghdad. In 1952, she moved to the U.S. to study at the University of Washington in Seattle on a year-long Fulbright Scholarship and never left.

But in many ways, Aida never left the Armenian community in Iraq, either. She was a noted historian of the Armenian Genocide, telling the story through her mother's life in her non-fiction book, "Between Two Rivers: A Story of the Armenian Genocide."

Aida was a guest columnist for the *Seattle Post-Intelligencer*, most recently contributing columns on her understanding of the war in Iraq.

She came to NFPW as a presenter of her mother's story at the 1986 Seattle Convention and liked the organization so well that she joined and attended many more conferences.

Her freelance newspaper features and editorials were often about Armenian history. She received a first-place award from the Washington Press Association, a former NFPW affiliate, for

an editorial that appeared in the *Seattle Post-Intelligencer*. She also was the recipient of the Pacific Northwest Writers' Association Prize for Non-fiction.

Aida was a teacher at Washington state's Mercer Island Public Schools for 28 years, 1968-96, and was a lecturer at Bellevue Community College, 2009-2011. At the age of 69, she was hired by the UW to tutor graduate students in Turkish, Armenian and Arabic. She remained on the UW staff for seven years before retiring.

She was preceded in death by her parents and two brothers. She is survived by her three sons, six grandsons, two granddaughters, five great-grandchildren, and nieces and nephews.

Ruth Raymond Thone Nebraska Press Women

Ruth Raymond Thone, freelance writer, author, radio commentator, community activist and former first lady of Nebraska, died at age 86 on May 3, 2018, less than three months after the death of her husband, former Nebraska Gov. Charley Thone.



Ruth's spunky nature led her to defy societal expectations of what a first lady of Nebraska should do and be. She slid down the swooping staircase in the Governor's Mansion during an interview, and the resulting photograph made the front page of every major paper in the state.

A native of Scottsbluff, Neb., she pursued a journalism degree at the University of Nebraska-Lincoln, returning home in the summers to work on her hometown paper. She authored three books and wrote countless articles for newspapers and magazines. She was a commentator on Nebraska Public Radio and a columnist for the *Neighborhood Extra*, *Lincoln Star* and

Omaha World-Herald. She also served as advertising manager for the Nebraska State Education publication, "Nebraska Education News."

Ruth met Thone in 1952, when she was editor of the University of Nebraska's student newspaper and he was working in the state attorney general's office. An interview led to a date, and they were married in 1953.

She was a longtime member of NPW. While her life as a politician's wife kept her from serving the affiliate as an officer or on a committee, she helped out as a communications contest judge and convention speaker. She was the group's 2014 Communicator of Achievement and a consistent winner in both Nebraska Press Women and NFPW communications contests.

She tackled controversial issues, such as the plight of dispossessed Palestinians. After visiting Nicaragua in 1984, Ruth began speaking about U.S. involvement in that nation's civil war as little more than protecting American business interests in the region. She became a Quaker, attending weekly vigils to protest U.S. actions in Nicaragua, and served on the state and national boards of Common Cause. She was active in numerous organizations, including the National Organization for Women, and received many honors, including being named Nebraska Woman of the Year in 1999.

In addition to her husband, she was preceded in death by her parents and two sisters. Survivors include her three daughters, two granddaughters, and nieces and nephews.

**Please submit death notices
or obituaries of NFPW members,
past or present, to:**

**Jane Newton Falany
NFPW Historian
janehenry@gmail.com**

Eight nominated . . .

(Continued from page 10)



Kansas

With 30 years of experience, **Amy Geizler-Jones** delivers first-class feature articles, newsletter content and design, profiles, web content, marketing brochures and social media management. Geizler-Jones is the current president of the Wichita Professional Communicators and served as its enewsletter editor for nine consecutive years. Owner of Golden Light Communications, an

independent business, she is respected as a top-notch editor and writer who respects deadlines. With a gift for colorful writing and insightful interviewing, she brings her stories alive with well-researched questions. Her stories have covered topics ranging from a vice presidential visit to a U.S. overseas base, spy planes, the crooked house that reportedly inspired a nursery rhyme and questionable social activities on U.S. military bases to the stories of cancer survivors, the latest medical news, an NFL player investing in his community, home and gardening topics, and fun things to do with the family.



Nebraska

Described by former co-workers and supervisors as dedicated, dependable, and professional, **Judy Nelson** has and continues to get the job done and get it done right. During her career she worked for two newspapers and more than 30 years at the University of Nebraska-Lincoln, most of those in the Institute of Agriculture and Natural Resources. In her "spare" time she wrote plays,

poetry, nine novels and one novella. She is a 46-year member of Nebraska Press Women and devoted 700 hours toward developing that organization's five-year strategic plan, which will run from 2016-2020. She served two times as affiliate president, held various offices and board positions, and currently is the membership chair. Nelson's humble and compassionate nature has led her to help the less fortunate by donating at the local food pantry, Matt Talbot Kitchen and sharing Gifts of Love with City Impact, a community resource center.



New Mexico

Jessica Savage is currently a scholarship adviser in the College of Arts and Sciences at New Mexico State University, where she oversees scholarships for more than 300 students in 24 departments. She is also the media and communications director for the National Public Observatory, where she publicizes astronomy outreach programs and works with feature writers. As an award-winning journalist with 17 years of

experience in media relations, she is a regular contributor to *Desert Exposure*, a monthly newspaper, and she contributes features and profiles to "Las Cruces Magazine." Jessica also has extensive experience in data management and retrieval systems, working in data management for the Chihuahuan Desert Network. For the last several years, she managed the Zia Awards for New Mexico Press Women, a prestigious book award for authors in the Southwest. She has been a board member for NMPW for nearly a decade and is the chapter's public relations director.



Pennsylvania

R Thomas Berner is a professor emeritus of journalism and American studies at Pennsylvania State University. After he retired in 2003, he and his wife spent eight years in Santa Fe, N.M., where Berner continued to teach online for Penn State and other universities and to write a textbook (his eighth). Berner has lectured twice in China for the Fulbright program, once in 2005 after retiring. He was New Mexico's COA in 2010. A native

Pennsylvanian, Berner began his newspaper career right out of high school in 1961 at *The Evening Courier* in Tamaqua. After service in the Navy, he received two degrees (English and journalism) from Penn State while working fulltime as a city editor at two newspapers, the *Pennsylvania Mirror* and then the *Centre Daily Times*. During his 28 years on the faculty, Berner also spent one summer on the metropolitan copy desk of the *Philadelphia Inquirer*.



NFPW recognizes affiliate communicators

Congratulations to all of the affiliate Communicators of Achievement, including Karen Stensrud, who was recognized again as North Dakota's COA. Since Karen was named the national COA in 2010, she was not eligible for this year's national award.

For a complete list of past COA winners, [click here](#).

Dad's WWII memento inspires Memorial Day project

By Judi Turpen
Indiana

May 16, 2018

I finished a project today. It is perhaps one of the most personally satisfying of my career. Now comes the most agonizing part – those long, long days when the editor has possession of my material.

I submitted it online about two hours ago, and already I am pacing the floor and trying not to drown myself in more coffee and play endless rounds of Free-Cell to occupy my restless mind.

Only a few times in my career as a full-time journalist was I fortunate enough to take a project from my inspiration to publication. As a freelance writer, this is my first.

The inspiration came to me when I was rifling through my closet and found a brightly colored silk scarf Dad brought home to Mom (they weren't officially courting yet) after World War II. A couple of pictures fell from the scarf when I picked it up. That was nearly four months ago.

Later I browsed through a digital file of pictures and found another photo, taken at Uncle Raymond's funeral in 2016. He was my late husband's uncle and a veteran of the Korean War.

The project grew and I began to visualize a masterpiece.

In January, I approached the editor of the weekly newspaper from my hometown. It was a small market, but I felt strongly that was where I wanted to go with it. If they used it in the company's other publications, that would be even better.

Several days after submitting my proposal, I got a "yes."

For weeks I worked through some personal health problems. Symptoms of Parkinson's disease had become increasingly difficult to deal with in recent years, and I often fell into deep depression. Writing had become so difficult. When I put pen to paper, the text often revealed my unsteadiness and appeared similar to



Judi Turpen

that of relatives I watched age when I was a child. Depression was another illness that plagued my whole life.

When I looked at the photos, I was reminded of the fortitude of veterans (family or strangers) that kept them going long after their wars. I was inspired to learn about more veterans near home. Sometimes I wasn't sure I could do it, but the project quickly became a thing of the heart. It truly was an acknowledgment of the servicemen and women and less about my needing or owning this project. I was amazed with the sense of pride, humility and gratitude shining in these fighters.

To find just the right people, I contacted friends and acquaintances connected with military veterans who served in war times. Most of the vets were affiliated with the American Legion, Veterans of Foreign Wars or the 40&8.

I met with couples and sometimes their adult children, and they brought out cherished pictures to share memories of harsher times and the things that helped them through.

Sometimes there were lighter moments in the interview sessions. For instance, Linda and Dave were all smiles as they told me about their son's misinterpretation of the night that brought them together.

Dave went to a chapter of the USO when he returned from Vietnam. Linda was a hostess. It wasn't long before they married. Years later, their son, who suffered with frequent ear infections, didn't always hear well. So, he told [his second-grade] his parents met on a UFO!

A World War II veteran, Jack told me the experiences he had after joining the Navy on the "buddy plan" with his best friend, Eugene. They served on a ship together until a rollicking game of "King of the Raft" sent Eugene to the hospital. Jack said they built a raft from wooden skids in the supply area and he, Eugene and another

friend played in the water beside their stationary ship. Eugene caught his foot between two boards and broke his leg. It was years before Jack learned that Eugene survived the war.

Day after day I pondered over my collection of pictures and stories. I struggled over each word after coming to grips with a target of 1,200 words. My first draft was more than 2,000. My final draft was over 1,350, but I pointed out that 38 of those words were above my byline so they shouldn't count.

Jack's son and daughter-in-law, Danna and Janet, scanned selected photos into the computer and emailed them to me. Linda and Dave did the same. My son took pictures on his cell phone of the black-and-white pictures from my personal treasure and emailed them to me. (There is always a way when my scanner/printer/copier goes on the fritz.)

I forwarded them all to the editor.

The final draft of the text was my fourth revision.

I did a quick word count (so easy with the toolbar) and a spell check before attaching my article to an email to the editorial desk. I held my breath and hit Send.

Now there is nothing to do but toss and turn and pace and wait – at least four more days before it goes to press as a special for Memorial Day 2018.

I opened my Facebook page and contacted "veterans" of newsrooms. Many are NFPW members, and I knew they could relate to my growing attachment to this project, along with my feeling of angst while I waited for the editor to make his marks.

(Judi Turpen of Woman's Press Club of Indiana wrote this account of how she came to write the story published for Memorial Day by the Pendleton Time Post. [Click here](#) to read her story.



Eugene, middle; Jack, right, and their friend whose name Jack could not remember, in their early years in the U.S. Navy.



Jack Vangets

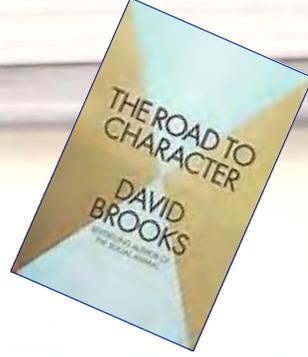
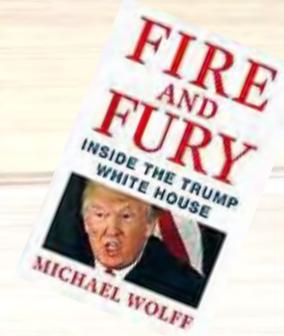
Conference speakers list most recent reads

As communicators, we can't help but ask others what they are reading. We did that with our stellar lineup of speakers for the 2018 NFPW Conference in Bethlehem, Pa.

We spoke with most of the speakers in March and April. They shared the last book they each had read. Some provided both a fiction and a non-fiction selection.

Here's the list with the speaker noted in parenthesis:

- ☐ "American Icon: Alan Mullaly and the Fight to Save Ford Motor Company" by Bryce G. Hoffman (Josh Kroo)
- ☐ "The American Jubilee" by Porter Stansberry (Roger Hudak)
- ☐ "Barbarian Days: A Surfing Life" by William Finnegan (Meredith Cummings: This book changed the way I think about words)
- ☐ "Bones Don't Lie" by Melina Leigh (Michele Cook)
- ☐ "Crisis Ready: Building an Invincible Brand in an Uncertain World" by Melissa Agnes (Andrew Tarvin)
- ☐ "Critical Incidents in Group Counseling" by Lawrence E. Tyson (Chris Whitney)
- ☐ "Fire and Fury Inside the Trump White House" by Michael Wolff (Ashley Miller)
- ☐ "The Fix" by David Baldacci (Paula Otto)
- ☐ "The Girl on the Train" by Paula Hawkins (Adrian Grieve)
- ☐ "Goddess: The Secret Lives of Marilyn Monroe" by Anthony Summers (Shonali Burke)
- ☐ "Grant" by Ron Chernow (David Penticuff)
- ☐ "Hillbilly Elegy" by J.D. Vance (George Taylor)
- ☐ "Last Chance for Justice: How Relentless Investigators Uncovered New Evidence Convicting the Birmingham Church Bombers" by T.K. Thorne (Lori Potter)
- ☐ "Little Soldiers: An American Boy, a Chinese School, and the Global Race to Achieve" by Lenora Chu (Kayla Dwyer)
- ☐ "Max Perkins: Editor of Genius" by A. Scott Berg (Kathleen Parrish)
- ☐ "The Road to Character" by David Brooks (Paula Otto)
- ☐ "The True Believer: Thoughts on the Nature of Mass Movements" by Eric Hoffer (George Taylor)
- ☐ "The Sympathizer" by Viet Thanh Nguyen" (Maryanne Reed)
- ☐ "Use of Force" by Brad Thor (Bill White)
- ☐ "You are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life" by Jen Sincero (Jill Miller)
- ☐ "The Wedding Pact" by Denise Grover Swank (Teri Ehresman)
- ☐ "World War Z: An Oral History of the Zombie War" by Max Brooks (Josh Kroo)



By Cynthia Price Virginia

Each year we get a crop of new students to work in our office. During our first meeting, we always ask them what are their favorite sources of news. We're encouraged when they list a traditional outlet and, we also quickly start using any other sources we didn't know about.

We put the same question to our speakers. Here are their go-to sources:

- ◆ BBC – Michele Cook, Adrian Grieve
- ◆ CNN – Roger Hudak, Bill White
- ◆ The Daily Podcast – Josh Kroo, Maryanne Reed

- ◆ My Facebook and Twitter feeds – Ashley Miller
- ◆ The Hustle (newsletter) – Andrew Tarvin
- ◆ *Kearney Hub* – Lori Potter
- ◆ Local news stations – Chris Whitney
- ◆ My wife – George Taylor
- ◆ *Morning Call* – Bill White
- ◆ *The New York Times* – Meredith Cummings, Kayla Dwyer, Teri Ehresman, Josh Kroo, Kathleen Parish, Maryanne Reed
- ◆ NPR – George Taylor
- ◆ *Richmond Times-Dispatch* – Paula Otto
- ◆ theSkimm – Shonali Burke
- ◆ *Wall Street Journal* – David Penticuff
- ◆ *Washington Post* – Jill Miller, Paula Otto



Contest directors announce major changes for 2019

By Michele Cook
NFPW Contest Manager

The 2018 NFPW Professional Communications Contest is over, but that doesn't mean the contest team is sitting back sipping sweet tea. The team is busy preparing to celebrate the winners at the national conference in Bethlehem, Pa., this September and gearing up for the 2019 contest.

The 2018 contest was a great success, but there is always room for improvement. The team asked for feedback from contestants, affiliate leaders and judges, and was rewarded with plenty of good ideas. In response, the team has made some big changes for 2019 they think you will love.

For the Affiliate Directors

One of the biggest changes for 2019 is how the contest will be managed. In the past, a dedicated volunteer from each state would oversee the affiliate's contest. It was a big job. Affiliate directors had to keep up with entrants, read each entry to be sure all the requirements were met, find judges, forward winners to national and make sure each winner was a member of NFPW. The size of the job made it tough to find volunteers, especially for some of our smaller affiliates.

To make it easier for each affiliate to participate, the national contest team will be taking on the majority of these tasks. The affiliates will still make the rules for their own contests. They will still set the prices and decide if only members or both members and non-members can enter at the state level, but the affiliate directors will not be shouldering the same burden as they were in the past. They also still get the fun part — celebrating their state's winners.

This year, state affiliate directors will be asked to assist the national team in finding state judges, spreading the word to state affiliate members and people who may be interested in entering the contest and announcing the winners. That's it. No more confusing computer programs, vetting entries or chasing people down. The national contest team will be handling all of the techy stuff and vetting the entries.

To cover the cost of such a big management change, the NFPW board of directors has decided to raise the affiliate fee per entry from \$1 to \$3. The team hopes this change will encourage smaller affiliates to participate in the contest and take the burden off our volunteers.

For the Contestants

The contest team hears from a lot of contestants each year. Some have questions about categories, about where their entry will fit, but the biggest issues have been computer-related. This year, the team will be streamlining the entry process to eliminate some of the confusion. The system will still be the same,

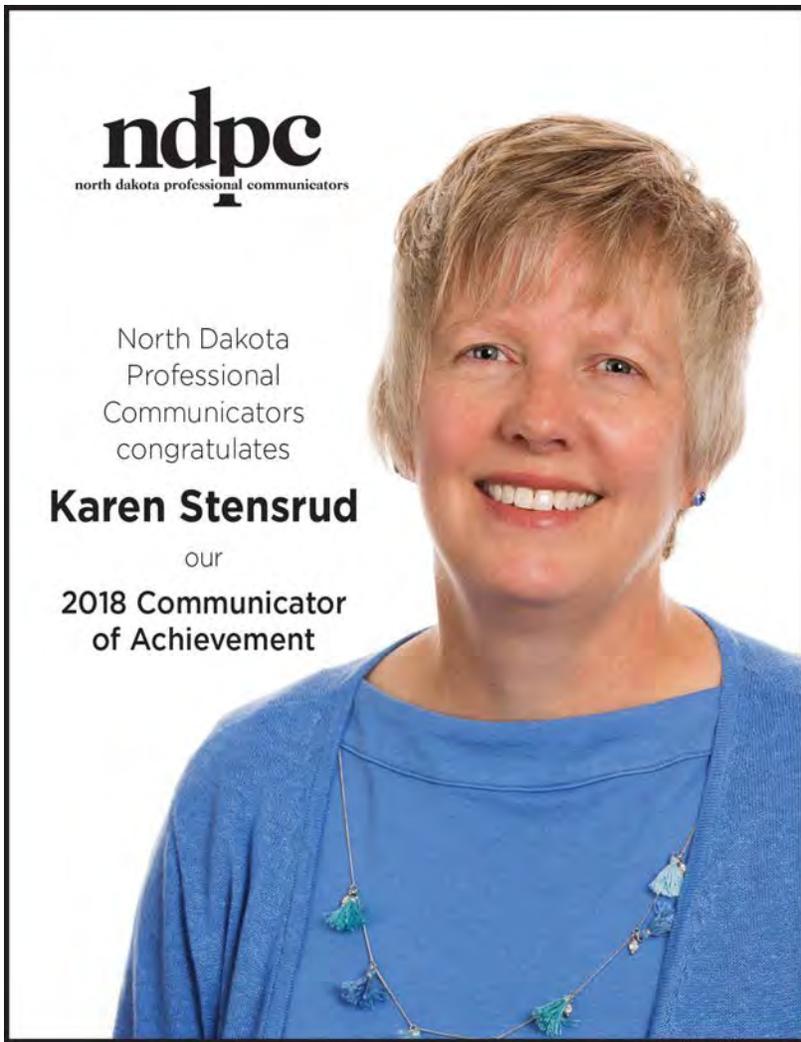


but the entry process will be simpler and more straightforward, making it easier to understand.

Another big change for the contestants will be new categories and changes to existing categories. Many of you asked for more digital categories to reflect the changes in the journalism industry. The team listened and has added categories for e-newsletters, video for web, web news reporting and a personal website category, just to name a few. It has also removed the requirement for two articles in the specialty categories. For 2019, your best article in a specialty category will be all that is required.

Going Digital

The 2019 NFPW Professional Communications contest will be an all-digital competition. No hard-copy entries will be accepted, and all payments must be made online through the contest system. While some members may groan at the all-digital format, no checks or books will be lost in the mail. 🗝️



FIU study shows women earn less, experience negative cultures and still face glass ceiling in communications industries

(Miami, Fla.) A new national survey conducted by the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication at Florida International University found that more women are middle managers and in junior-level positions in the communication industries, while men dominate top management positions, and the culture of the company most often prevents women from being promoted and keeps them from advancing in their careers. Women are also more likely to spend fewer years in the communications professions than men and lack longevity in their current positions. In addition, in this age of digital communication, communicators, both men and women, enter their positions without any digital training and do not receive digital training in their current jobs.

These were some conclusions from the second survey distributed nationally by the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication in the College of Communication, Architecture + the Arts at Florida International University. The 2018 survey was distributed to the membership of 22 national professional organizations representing newspapers, digital/mobile/online, broadcast, public relations, advertising and magazines. Respondents represented all 50 states.

Minorities, both men and women, typically have spent less time in their jobs. Hispanics are on the lowest end of the salary scales, followed by Caucasians. African-Americans and multiracial respondents do slightly better, and Asian-Americans score the best. The companies respondents work for infrequently offer diversity initiatives to increase the number of female employees or mentoring



programs for ethnic and racial minorities. Women dominate lower salary levels in all the communications professions. However, those working in public relations, advertising and market communication do slightly better than those in the journalism professions.

More women than men experience an interruption in their full-time work. Nearly half of all respondents said they had experienced an interruption in their full-time work and nearly all of those were women. Men cited layoffs or termination as the reason for the longest leave of absence while women most frequently cited parental leave. Women also said they had been passed over for advancement into a management position because of a “men only” culture in their companies.

The first survey was conducted by the Kopenhagen Center in 2016, and comparisons to 2018 responses show little progress in all areas except salaries, where there were some advancements. In 2016, more earned \$25,001-\$50,000 than any other category. In 2018, that has increased to \$50,001-\$75,000 as the level more cited than any other. African-American women tend to do slightly better than other ethnic or racial groups, followed by Caucasians and then Hispanics.

Lillian Lodge Kopenhagen, executive director of the Kopenhagen Center for the Advancement of women in Communication, stated, “This survey, which was sent to individuals in all of the communica-

tions industries at the same time, gave us critical results to help us understand the current role and status of women working in those industries. Interestingly, workplace culture came to the forefront as inhibiting advancement for women, a factor that companies need to have more awareness of in providing equity for all employees.”

She continued, “Women have made few advancements in the workplace in moving ahead in their professions. Since half the population of this country is female, the communications industries need to have that percentage of women represented in those who are providing information to the public. It guarantees a balanced point of view and a fair and accurate representation of our society.”

To view the Final Report, [click here](#).

(The Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication in the College of Communication, Architecture + the Arts (CARTA) was established in May 2013. Its mission is to empower both women professionals and academics in all the fields of communication, in order to develop visionaries and leaders who can make a difference in their communities and their profession. Lillian Lodge Kopenhagen, Ed.D., dean emeritus and professor, is a nationally known authority and researcher on the First Amendment and the student press and issues related to women in the marketplace. Kopenhagen serves as the executive director of the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication, which she founded. She was also honored in 2011 by FIU President Mark Rosenberg with the FIU Distinguished University Service Medallion as an “exemplary role model” of the industry and the community and for demonstrating “a vision, initiative and drive that have been instrumental for almost four decades in the development of the university and the school.”)

**[Register now for the](#)
NFPW Communications Conference
Sept. 6-8, 2018
Bethlehem, Pa.**

Paint your own hex sign

Throughout rural Pennsylvania, you may spot brightly painted, elaborate designs usually in circles on barns.

They are known as hex signs, and this folk art is emblematic of Pennsylvania German culture.

Former NFPW member Linda Koehler, who retired from the *Times News* of Lehigh, Pa., has been pursuing her other passion, decorative art, and conducts painting classes at her home.

She will lead a "Painting Pa. Hex Signs Workshop" where she will explain the meaning behind hex signs and give us a chance to paint one of our own, which will be a wonderful souvenir of your time in Pennsylvania.

Linda will talk about the familiar symbols of Pennsylvania folk art in the painting. The Distelfink is a stylized goldfinch, representing happiness and good fortune. Tulips represent faith, hope and charity, and can also be used to represent the Holy Trinity. Leaves represent long life, strength, nature and beauty of life on earth. A heart represents love. She also extended the tip of one of the leaves to form a quill that just finished printing the word "Truth," something Linda believes all journalists are obligated to report and print.

We'll meet Wednesday evening for the workshop, which also will include pizza, salad and refreshments. The cost is \$10/person.

To register, [go here](#).



Pets, electronic devices, gratitude play role in morning routines

We wanted to learn more about our speakers this year so we asked them a series of rapid-fire questions. The answers were surprisingly candid.

In response to the question, "What is the first thing you do when you wake up?" the answers were inspirational, recognizable and often telling.

Pets play a big role in the morning. Meredith Cummings says she has to push a cat off her head. Jill Miller says, "I love on my rescue miniature poodle, Jack." Bill White feeds all of his animals. "We have a dog and four cats, and they're very insistent."

And then there are our pesky electronic devices. Kayla Dwyer admits, "Ugh, I'm a brainwashed fool, but I check my news alerts on my iPhone." Adrian Grieve and George Taylor both do the same thing.

Some combine pets and technology. Lori Potter greets her calico kitty Tas and checks the National Weather Forecast for the day on her phone.



Ashley Miller checks her phone and then "I move a pug off my blanket, so I can get out of bed." Paula Otto says, "I take the dog out with my phone in hand to check overnight headlines."

Some are reflective. Shonali Burke wakes up and says, "Thank you." Michele Cook pauses to read her daily Bible verse.

A few go straight for the coffee, including Roger Hudak. Teri Ehresman jumps in the shower to wake up. Meanwhile, David Penticuff reads "Real Clear Politics" online while eating Rice Krispies with a banana.

Hitting the snooze button is a popular response, including by Josh Kroo and Kathleen Parrish. Andrew Tarvin admits to hitting the snooze button two to 300 times!

A few are ambitious. Chris Whitney says she makes her bed, while Maryanne Reed tackles The New York Times crossword puzzle.

What do you do when you first wake up?



The Waterworks

Historic Moravian Bethlehem continues effort to be World Heritage Site

Historic Moravian Bethlehem, a National Historic Landmark District, has been honored with placement on the U.S. Tentative List for eventual nomination to the UNESCO World Heritage List. Also on the list are Chicago’s early skyscrapers, Ellis Island, the Brooklyn Bridge and Central Park in New York City.

The United States uses the list to nominate sites for the exclusive World Heritage designation already bestowed on the likes of Independence Hall and Yellowstone National Park.

The World Heritage list includes 1,052 sites – 23 in the United States – of natural or cultural significance, representing a “masterpiece of human creative genius” or exhibiting “exceptional natural beauty.”

Historic Moravian Bethlehem’s footprint is 14 acres of the original 18th-century Moravian settlement that served as the center of Moravian activities in America. The settlement played a key role in both the international and American Moravian communities.

With its intact core of original buildings, this National Historic Landmark District preserves some of the most important structures and sites relating to the Moravians in the New World and is significant as an outstanding example of Moravian architecture and town planning.

Today, visitors can walk the streets and experience some of the finest 18th-century colonial Germanic architecture in the nation and explore some of the artifacts that speak to the Moravian community.

Within the settlement are two buildings recognized as historic landmarks, the Waterworks and the Gemeinhaus community hall. The Waterworks was the first municipal water pump system in America.

The endeavor has been underway since 2002 and has taken much effort led by Historic Bethlehem Museums & Sites.



Gemeinhaus community hall



iPhone or Android? The mobile debate continues

Which is better an iPhone or an Android? It's a question people often argue about. We decided to ask our speakers and see if we could settle the question. That didn't happen.

We had 10 iPhone users and nine Android users. Most speakers simply shared their preference, but a few were more vocal. Here's what we learned:

- ◆ Shonali Burke: iPhone!!!
- ◆ Meredith Cummings: iPhone forever!
- ◆ Ashley Miller: Android, all the way! Fun fact: I have never owned an Apple product.
- ◆ Jill Miller: iPhone, but would switch to Google in a heartbeat if my carrier supported it.
- ◆ Chris Whitney: What's "Android"? LOL!

We're on Facebook



We're posting lots of fun facts about Bethlehem and the many places we'll visit.

You can also learn about our speakers, who willingly answered some offbeat questions from us. Some of their answers are included in stories in this issue of "Agenda." We'll also post up-to-the-minute changes.

We hope you'll share your conference experiences, too, on the main page. It's a great way to further connect.

Did you know NFPW is on Facebook?

If you are considering attending conference or have already signed up, be sure to like the NFPW Facebook face and then click on the Events tab. Here's the link:

<https://www.facebook.com/events/1992359537712915/>

NFPW National Federation of Press Women



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- Conference Home
- Registration Links
- Schedule
- Speakers
- Sessions
- Hotel/Airport
- Pre-Tour
- Day Tours
- Post-Tour
- Future/Past Conferences

Schedule

NFPW 2018 Communications Conference

Below is the NFPW 2018 Communications Conference schedule at a glance. To learn more, visit our [speakers](#) and [sessions](#).

FRIDAY | SEPT. 7, 2018

8:45-10 AM

- Welcome
- Keynote: **Startup "U": Innovating and Transforming Journalism Education**
 - Speaker: Maryanne Reed, dean of the West Virginia University Reed College of Media

Join NFPW or Renew Membership



Even without a printed conference book in Pennsylvania, attendees will be able to track schedules, look up speaker profiles, read the profiles of Communicator of Achievement nominees and keep in touch with other attendees and affiliate members back home. All aspects of the conference will be available at the touch of a keyboard—computer, tablet or cell phone. Log in to the NFPW website, hit the "Conference" button and gain access to all things conference. Or you can log in to Facebook ([click here](#)) and join the action and interaction.



C.F. Martin & Co. ® (www.martinguitar.com) has been creating the finest instruments in the world for more than 180 years. Martin guitars are handmade by skilled craftsmen and women, who use a combination of new design and techniques, at the company's factory in Nazareth, Pa.

10 reasons to come to Pennsylvania

1. Learn how to spot fake news and plan for a crisis while you also learn about podcasting and Generation Z.
2. Network with colleagues from around the country.
3. The Moravian Book Shop is the oldest continuously operating book shop in the world. It was founded in 1745. How many books will you buy?
4. You'll learn about Pennsylvania hex signs. Then you'll have a chance to paint one of your own.
5. With four keynote speakers, you'll gain valuable insights. And we have many more speakers on a variety of topics (see #1).
6. Explore Philadelphia and Lancaster on the pre-tour, Gettysburg on the post-tour and cool museums, including Martin Guitar and Crayola on the day tour.
7. Celebrate your contest win! Even better, celebrate with a fellow member!
8. Bethlehem is home to Pennsylvania's largest casino, the Sands Casino Resort, built on the grounds of the former Bethlehem Steel plant.
9. Learn about Moravians. We promise they aren't aliens.
10. Pretzels! Seriously, Pennsylvania produces 80 percent of the nation's pretzels.

Woman's Press Club
of Indiana

An affiliate of the National Federation of Press Women



Congratulates its
2018 Communicator of Achievement

Georgia Gianakos Buchanan

Nebraska Press
Women



offer
congratulations
to
Judy Nelson,
our
Communicator
of Achievement



Congratulations

R. Thomas Berner

*Nominee for
Communicator of Achievement
by the
Pennsylvania Press Club
Host of the 2018 NFPW Conference
Bethlehem, Pennsylvania*



The Illinois Woman's Press Association
congratulates **Susan Brauer**, its 2018
Communicator of Achievement.



Kansas Professional Communicators
congratulates

Amy Geiszler-Jones
on her nomination for
NFPW 2018
Communicator of Achievement



**From Under
the Russian Snow**

By Michelle A. Carter



**Come to Authors' Corner
and meet California's
Communicator of Achievement**

Author Michelle Carter will be signing copies of *From Under the Russian Snow*, a winner in this year's NFPW competition.

Snow is her critically acclaimed memoir of 1995, the year she left her job as managing editor of a San Francisco Bay Area daily newspaper and went to Russia as the USIA Journalist-in-Residence to midwife editors through the birth of an independent press in the post-Soviet, pre-Putin era.

It's the story of a professional woman of 50 who embraces a great adventure, in an exotic setting, only to suffer one of life's harshest blows.



Published by Bedazzled Ink Press, September 2017

www.FromUndertheRussianSnow.org

Michelle is a dynamic speaker who just returned from her most recent trip to Russia. She also pledges to come (in person or via FaceTime) to any book group that chooses to read *Snow*. Contact her at mickicartr@gmail.com.

NFPW high school contest winner on a journalistic mission

(Editor's Note: Evelyn Sanchez won first place in the NFPW high school contest, and her newspaper advisor, Tom Hayes, won first place in the NFPW communications contest for advising student publications.)

By Tim Swarens
The Indianapolis Star

Not long after I met Evelyn Sanchez, a man asked me at a party why anyone in 2018 would study for a career in journalism.

It's a fair question. Evelyn, who plans to major in journalism this fall at Indiana University, has a great answer:

"Where I'm from, specifically Veracruz, it's dangerous to be a journalist," Evelyn says. "There have been many deaths because they were giving the facts. I would love to be a part of that, giving the facts, even though I know it's dangerous. Even if my life were in danger, the facts are more important. I don't want to keep everything hidden; I want people to know what's really happening."

In 2017, according to the Committee to Protect Journalists, 46 journalists were killed attempting to give the facts, to expose what was hidden. Six of those journalists were murdered working in Mexico, the country Evelyn's family left to come to Indiana when she was 2 years old.

I interviewed Evelyn on the last day of her senior year at Ben Davis High School, and just below the surface, her emotions were running deep and strong. They broke through, in the form of tears, when I asked about the impact her journalism teacher, Tom Hayes, has had on her life.

"He's like a father figure to me," she says. "He's given me a lot of opportunities. He just saw my potential, which I didn't think anyone would see. Without him, I probably wouldn't know what to do now."

Both student and teacher recently earned national recognition. Last month, Youth Journalism International named Evelyn its 2018 Student Journalist of the Year. On her last day of high school, Evelyn learned that she'd also received the National Federation of Press Women's



Tom Hayes and Evelyn Sanchez

award for best Video News Story. The same organization earlier had recognized Tom Hayes as the nation's Faculty Adviser of the Year for Student Publications.

Not bad for one year at one high school in the middle of America.

Hayes, who just completed his 12th year at Ben Davis, teaches about 100 students in the school's journalism classes and serves as faculty adviser for the student newspaper and yearbook. He knows most of his students will never pursue journalism as a career, but he also knows how important it is in a variety of fields to learn how to write with clarity and accuracy, to meet deadlines, to interview and interact with a diverse set of people, and to discern what is and isn't credible information.

Evelyn is one student who is planning a career in journalism; she even hopes one day to start her own media company. That may sound ambitious for a new high school graduate, but I wouldn't bet against her.

As that man at the party alluded, she'll enter a profession that is in flux and under attack. Journalism today is a vastly different enterprise that when I landed my first full-time newspaper job almost 35 years ago.

Back then, in the Reagan era, we didn't have a president who attacked journalists

and brushed aside his own mistakes with constant charges of "fake news." We also didn't have nearly as much competition as there is in the digital age. The job market was far more stable as a result.

Those were, some would say, the glory days of American journalism.

But I wouldn't go back even if I could. Yes, career paths are more uncertain now. Social media give critics with an agenda a set of drums they can pound around the clock. Stress levels are higher than ever when the day's news cycle can change five times between morning coffee and an after-deadline beer.

Yet the impact of what journalists do is both more immediate and longer-lasting than it's ever been. My colleagues at IndyStar have proven that repeatedly in the past couple of years. Ask Larry Nasser's victims if you doubt that.

It's not an easy business, but journalism will always matter—will always be essential—in a democracy, and so we'll continue to need bright young people like Evelyn Sanchez to march into schools like IU to learn the trade.

As Evelyn says, "It's not a selfish job. You're giving people what they need to know what's going on in the world."

Amen, Evelyn, amen. 🙏

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Just a thought . . .



When I'm not working on Agenda or one of my craft projects, I try to be out looking for rocks and photo ops. Rock formations in Yellowstone National Park provide great photo ops and a look at the region's geologic history. Above, travertine formations at Mammoth Hot Springs, and below, a petrified tree stump on display outside the Mammoth Visitor Center. Photos by Cathy Koon



By Cathy Koon
Agenda Editor

Reading obituaries is getting harder and harder. Too often these days, I read about someone whose death touches me personally.

And the obituaries we publish in Agenda are no exception. When I saw that Aida Kouyoumjian had died, I remembered the important life lessons I learned from her during a critical time in my life. My daughter had just returned from a one-year deployment to Iraq with the Idaho National Guard, and I was not in a good frame of mind. Aida's gentle understanding and her story of growing up in Iraq gave me a new perspective on hate and racism.

Aida was an amazing woman. I will miss her.

* * * *

I recently resigned as treasurer of the NFPW Education Fund after more than 10 years. The way I went about it was not my finest hour. I left a number of people in the lurch without explanation or apology.

I went against one of my Dad's important rules of conduct: Never act in anger. Wait until you cool off.

As a police officer, he would not write a ticket when the offender had pissed him off. The poor soul got a tongue-lashing instead. A friend of mine once told me he would much rather have had the ticket.

I would now like to say how sorry I am that I failed to conduct myself honorably. I will miss my close association with the Education Fund and the people who work so hard to make it work.

For those of you who may not know, the Ed Fund pays all expenses for the high school communications contest, helped cover costs for implementing the digital communications contests, awards professional development scholarships for members and gives the first-timer awards.

Its primary source of income is the silent auction. It is important that you bid high and bid often to make sure the Education Fund thrives.

It is also important that you donate items for the auction. Think about how well an item will sell and how the buyer is going to get it home. Heavy or bulky items, while they might be desirable, sometimes don't sell because they won't fit into luggage, crucial with the airlines charging more for luggage.

* * * *

Serving in a national office is rewarding, challenging, life-altering and fun. I highly recommend it. Volunteer for committee assignments, run for office and get involved. You will get more out of your membership than you can imagine. 🐿️

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“Agenda” DEADLINES

Deadlines for submitting photos and/or stories for upcoming issues of *Agenda* are:

Sept. 30 for a publication date of Oct. 20

Dec. 30 for a publication date of Feb. 1

May 10 for a publication date of June 1

Send submissions to
 Editor Cathy Koon at
cakoon52@cableone.net

NFPW is proud to be an associate and partner with:

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- World Press Freedom Committee
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