



**NEWS from the  
National Federation of Press Women**  
P.O. Box 5556, Arlington, Va. 22205  
(800) 780-2715  
e-mail: [presswomen@aol.com](mailto:presswomen@aol.com)  
Website: [www.nfpw.org](http://www.nfpw.org)

**CONTACT:** Janice Denham  
(314) 965-1079 (home); (314) 821-2462, ext. 165 (work)  
[denham2@mindspring.com](mailto:denham2@mindspring.com)

## **NATIONAL FEDERATION OF PRESS WOMEN HONORS ANCHORAGE WOMAN FOR ACHIEVEMENTS**

SEATTLE, WASH. – Sept. 9, 2005 -- Television journalist Rhonda McBride of Anchorage has been named first runner-up for 2005 Communicator of Achievement by the National Federation of Press Women (NFPW), an organization of professional journalists and communicators.

A reporter for KTUU Channel 2, the Anchorage NBC affiliate, McBride also hosted and produced the weekly Anchorage Public Television talk show, "Consider This." Alaska Press Women, the NFPW affiliate that nominated McBride for the national honor, noted her passion for storytelling and her dedication to improving media coverage of rural Alaskans.

Communicator of Achievement is the highest honor bestowed by NFPW and recognizes achievement in communications, contributions to NFPW and its affiliates, and community service. The awards were announced Sept. 9 at the NFPW annual conference in Seattle. Receiving the top honor was Ree Strange Sheck, a journalist from Santa Fe, N.M.

Having discovered "the thrill of journalism" while reporting for an Idaho TV station, McBride credits much of her storytelling skill to working for almost a decade at KYUK, a public radio and TV station in the tundra community of Bethel, Alaska. The station serves a mostly Yup'ik population.

Committed to improving coverage of rural Alaskan issues, McBride won a national award this year from the Society of Professional Journalists for her series "Courting the Rural Vote." She is a two-time Scripps Howard Foundation national winner for small-market television and has received more than 100 awards from Alaska Press Women, Alaska Press Club and the Alaska Broadcasters Association.

Some of her awards were for pieces on inhalant abuse by village children, a grass-roots Native sobriety movement and the renaissance of the traditional Yup'ik kayak.

“Rhonda says the real reward is not the trophy or certificate, but to give people a voice, people whom we never hear from in mainstream America,” stated Alaska Press Women’s nomination of McBride. “Another big reward...is effecting change.” For example, a series of documentaries in Bethel on drowning was credited with increasing the use of life jackets and reducing drowning fatalities.

Through Alaska Press Women, McBride has begun work on the Rural Journalism Project, collecting essays from veteran Alaska journalists to give to new reporters so they can better understand Alaska Native issues and the uniquely Alaskan experience.

McBride serves as second vice president of Alaska Press Women and has been vice president and a board member of Alaska Press Club. Community organizations regularly tap her to moderate panels or serve as an emcee. Her volunteer activities at her son’s elementary school include teaching a ukulele class.

“Press Women are so wonderfully supportive,” McBride says. For 68 years, the National Federation of Press Women has promoted the highest ethical standards in communications; provided professional development, youth programs and networking; and advocated protection of First Amendment rights.

###