

Summer 2022, Vol. 84, No.4

# Agenda

Quarterly Newsletter of the  
National Federation of Press



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## President's Message: We had a blast

By Karen Rowley  
NFPW President

By the time you read this, the 2022 NFPW Conference in Fargo, North Dakota, will have ended.

And what a wonderful conference it was! The speakers were lively and engaging, the information presented was interesting and relevant, and Fargo was an amazing city with tasty food, intriguing sights and friendly people.

We had a blast.

Most important of all, we had a chance to reconnect with each other and remind ourselves of why we value NFPW. It's about more than the organization, itself — it's about the relationships we establish and the friendships we cultivate.

I want to say a special thank you to North Dakota Professional Communicators, who were our hosts for the conference. They did a tremendous job from the cool stuff in the swag bags to the quality of the sessions to the opportunity to record and livestream portions of the conference.

Special thanks also go to Cate Langley, our executive director, who shepherded boxes of material to Fargo, answered countless questions and helped keep things running smoothly.

For the first time, we were able to record most of our conference sessions, and we expect to make them available on the NFPW website soon. If you attended the conference, access is included in your registration fee. If not, you still will be able to watch the sessions for a fee.

I also wanted to let all of you know about two actions the NFPW board of directors took. The first was the development of a strategic plan to help move the organization forward. We still have some work to do to refine the



Cate Langley, left, and Karen Rowley take a turn staffing the registration table at the 2022 NFPW conference in Fargo, North Dakota.

plan, but as soon as we do, we'll share it with you. The second was the decision to increase national dues in 2023 by \$5 — from \$85 to \$90. NFPW bylaws require the board to adjust the national dues according to the Consumer Price Index, and in the past year, the CPI has risen.

Finally, I want to invite all of you to mark your calendars for next year's conference. It will be June 22-24, 2023, in Cincinnati, Ohio.

I look forward to seeing all of you there!

**"The truth and facts are under relentless attack. An informed and aware viewer or reader can be our most important ally in our pursuit of the truth."**

*— Lester Holt, anchor of NBC Nightly News with Lester Holt and Dateline NBC*

### On the Cover:

The 85th anniversary of the National Federation of Press Women was celebrated in Fargo, North Dakota, with honors presented to three outstanding members, Lu-Ann Schindler, Tracy Frank and Joan Bey. Read their stories inside this issue.



# Schindler named NFPW's Communicator of Achievement

LuAnn Schindler of Nebraska has received the 2022 Communicator of Achievement Award from the National Federation of Press Women (NFPW). The prestigious award has been given for 65 years.

Schindler received the honor during a celebration at the organization's annual conference in Fargo, North Dakota, the last weekend in June.

A member of Nebraska Press Women, Schindler, is co-publisher (along with her husband, Scott) and editor-in-chief of the weekly Summerland Advocate-Messenger, serving the communities of Clearwater, Orchard, Ewing, Page and Royal.

NFPW, now in its 85th year, is a nationwide organization of professional women and men pursuing careers across the spectrum of journalism and communications.

The Communicator of Achievement award is the highest honor bestowed by NFPW upon those members who have distinguished themselves within and beyond their field.

The recipient, chosen from nominees selected by state affiliates from around the country, is recognized for exceptional achievement in the communications field, as well as service to NFPW, the affiliate organization and the community.

Schindler grew up in Clay Center, Nebraska, and graduated from Hastings College. She then taught journalism, English and speech in Wauneta/Palisade, Wausa, O'Neill and Norfolk. Her students regularly competed for state speech championships and placed in the top 10 in journalism contests. After 25 years of teaching, Schindler



**LuAnn Schindler reacts to winning the COA award.** (Photo by Lori Potter)

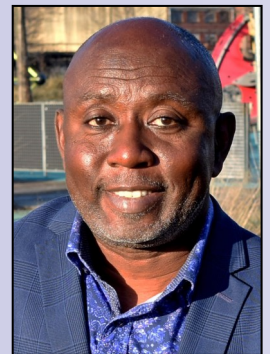
became managing editor at the Clearwater Record/Ewing News, also writing a column for the Creighton News.

In 2019, the Schindlers founded the Summerland Advocate-Messenger, which prints a broadsheet edition and offers news online. Schindler's reporting in the Advocate-Messenger is widely credited with helping the new Summerland school district's bond issue to pass, as Schindler and her staff fulfilled a newspaper's aim of providing detailed, accurate information to citizens.

Schindler is an active member of Nebraska Press Women (NPW), co-directing its high school communications contest, editing the organization's newsletter and winning numerous awards in NPW and NFPW communications contests. She is also a frequent presenter at NPW conferences and events.

Recently named Clearwater's Volunteer of the Year, Schindler has been an officer of the Clearwater Chamber of Commerce, president of the Clearwater Public Library Trustees and a founding member of the Clearwater Historical Society.

Runner-up in the Communicator of Achievement competition was Solomon Crenshaw Jr., an active member of Alabama Media Professionals and an independent journalist. A native of Birmingham, Ala., Crenshaw was a reporter for 38 years at the Birmingham News and Alabama Media Group. He now owns SCJr Content Providers, producing stories through writing, photography and videography.



**Solomon Crenshaw**

Other nominees for the 2022 NFPW Communicator of Achievement, each put forward by their NFPW affiliate organization are:

- Gwendolynne Larson, Kansas Professional Communicators
- Margaret Cheasebro, New Mexico Press Women
- Jo Ann Mathews, North Carolina Press Club
- Sarah Mudder, North Dakota Professional Communicators.



# North Dakota multimedia storyteller wins sweepstakes award



Tracy Frank, NFPW sweepstakes winner

**By Carrie Knudson  
North Dakota Press Women**

Tracy Frank has known since high school that she was meant to write. Her high school English teacher entered one of her essays into a competition and that ignited her decision to pursue a career in journalism, graduating from the University of Maryland, College Park.

Fargo was Frank's first NFPW conference, and she took first place in the sweepstakes competition, based on points given for each award.

"This competition was full of incredible writers and entries, and I am deeply honored — and surprised— to have won sweepstakes," Frank said. "I couldn't have done it without my mentor, Karen Stensrud, who has guided me as I've transitioned from journalism to marketing; my design partner, Lourdes Hawley, who inspires me to challenge myself, and the rest of the super-talented Bell Bank team."

In her role as a senior multimedia storyteller at Bell Bank in Fargo, Frank writes everything from ad copy to

web and newsletter articles.

"I have loved stories for as long as I can remember," Frank says. "They teach us about our world, challenge our way of thinking, and connect us like nothing else. Whether an ad or novel, stories have power. As writers, that's something we can't ever forget."

Frank has worked at Bell for six years and was a print and broadcast journalist in Fargo for 15 years. Along the way, she has written and produced videos for nonprofit organizations, and she co-wrote and produced a locally inspired musical.

"As artists, it's easy to doubt ourselves," Frank notes. "NFPW and North Dakota Professional Communicators not only provide a sense of validation, but they also provide wonderful opportunities to connect with and learn from incredibly talented and insightful peers."

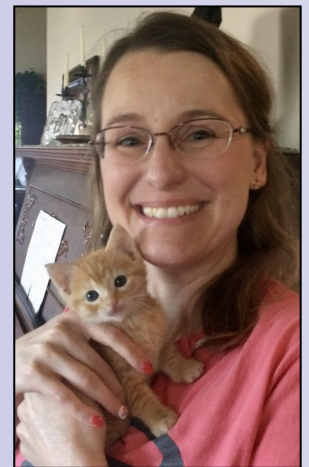
Frank and her husband, Tristin, live in West Fargo with their two kids, three cats, one dog and, often, multiple foster cats and kittens.

Frank started her career at what is now Valley News Live in Fargo. After five years, she started writing for The Forum of Fargo-Moorhead, where she was also involved with the company's AgWeek TV show.

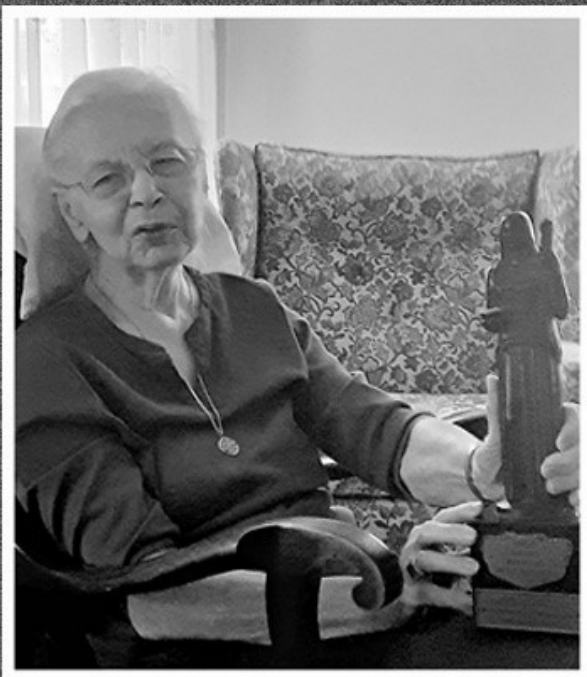
It was a difficult decision to leave journalism, but Frank has loved her experience in marketing — especially the people she's met and worked with along the way.

"Being named the 2022 National Sweepstakes Award winner is a tremendous achievement and a testament to the high quality of Tracy's work," said NFPW President Karen Rowley. "NFPW members adhere to the highest standards in their work, and we're delighted to be able to recognize that. Congratulations to Tracy and North Dakota Professional Communicators."

*Read more about the contest on page 8.*



Tracy Frank at home



**'Members not only become lifelong friends, but they also give each other professional support and guidance along the way.'**

Joan Bey holds the bronze sculpture of Vespa, virgin goddess of the hearth, home and family, she was presented at the Waldorf Astoria in New York City for "Outstanding Excellence in the Presentation of News About Food in the Indianapolis Times. Photo courtesy of Woman's Press Club of Indiana.

## Hoosier marks 70 years of NFPW membership

**By Viv Sade**

**Woman's Press Club of Indiana**

Joan Bey was born the year Charles Lindbergh flew The Spirit of St. Louis across the Atlantic Ocean, grew up during the Great Depression and graduated from high school when World War II was near an end.

Today, Bey, 94, lives in Indianapolis, Indiana, and has been a member of Woman's Press Club of Indiana and the National Federation of Press Women longer than some members have been alive. She joined WPCI/NFPW 70 years ago, in January 1952, making her the most tenured member in the state and the nation.

Bey was born in Boston, Indiana, a small town a few miles south of Richmond, on Nov. 30, 1927, one of two children. Her family lived in a farmhouse with Bey's great-grandparents. Her father died in his 50s of Parkinson's disease, her brother is also deceased and her mother was 102 when she died in 2010.

"Mother married five times," Bey said. "Dad was a 4th Degree Knight of Columbus and after he died, all the older members of the K of C (Knights of Columbus)

would get in line to marry her. When one husband died, another one got in line. She survived them all," she said, chuckling.

Bey was the only journalism student at St. Mary of the Woods College to have her work published off campus, which led to her first job at the Indiana Catholic & Record (now The Criterion). After earning a bachelor's degree in journalism and graduating in 1949, Bey moved from the college campus just outside Terre Haute to Indianapolis, where she rented a room from a lady who, along with her family, became lifelong friends.

Bey was working at the Catholic & Record when she heard an employee was leaving her post at the Indianapolis Times. Bey decided she wanted that job.

"I went back every month and inquired about the opening until I got the job," she said. "I worked there up until 10 days before I had my first child."

Bey heard about WPCI from a member she sometimes met for lunch. Back in those days, Bey said, mem-

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# 70 years of NFPW membership . . .

*(Continued from page 5)*

bers were not just automatically accepted, they had to apply for membership.

"We had to submit clippings of our work and give references," she said, "and we also had to have worked in daily media for at least a year."

As soon as she had a year under her belt, she applied to become a member.

"I was so anxious to join WPCI," Bey said. "I was finally accepted and submitted my dues check in late 1951. They held the check for several weeks so I wouldn't have to pay the annual dues twice, so my start date was officially 1952."

The Indianapolis Times was using canned copy for the food section, which irked Bey. One day while reading over the articles being considered for publication, Bey said, she told her editor, "These are not the kinds of food that people cook or eat in the Midwest."

The newspaper editor did not take offense at Bey's candor. Instead, he made her the new food editor.

Bey loved the job and worked closely on copy, layout and design with J. Hugh O'Donnell, the in-house artist. "I had a food page every week and a featured recipe on Sunday. J. Hugh was a wonderful artist and would create the art to match the theme of what I was writing about."

Bey's dedication and passion for her work paid off. In 1952, she was flown to New York City and put up at the Waldorf Astoria Hotel where her work was recognized nationally by the newspaper industry and the American Meat Institute. There, she was presented with a bronze sculpture of Vespa, virgin goddess of the hearth, home and family, for "Outstanding Excellence in the Presentation of News About Food in the Indianapolis Times."

While working at the Times, Bey was invited to dinner by a friend, who also invited a man named John Joseph "Jack" Bey.

"Jack and I just hit it off," Bey said.

They married May 8, 1954, and had three children. The youngest, John, diagnosed with diabetes at the age of 5, died in September 2021, at the age of 62.

Bey is no stranger to tragedy. Her husband, Jack, was 42 when he was killed in the summer of 1968 after a semi-truck crashed into his automobile.

"I was 40 when Jack died and the kids were 9, 10 and 12," Bey said. Stunned by Jack's sudden death, Joan said she didn't do anything or make any sudden decisions for herself, choosing instead to comfort and care for her grieving children.

Living through the Great Depression taught her to live frugally and invest wisely. For that reason, she was able to stay home and care for her children and did not have to return to work right away, she said.

Years later, when she did return to the workforce, Bey worked in public relations, first for Weight Watchers and then for the U.S. Environmental Protection Agency auto emission testing program.

Another longtime WPCI member, Marion Garmel, credits Bey with holding the affiliate together with her dedication and work as the group's historian. When Garmel joined WPCI 49 years ago, Bey was the historian.

"When I joined, the previous historian had died, and Joan took over the position," Garmel said. "She got all the files in order and kept meticulous notes. I could call and ask about anyone (nominated for an award) and get two pages about them and their accomplishments in no time."

When Joan decided to retire as historian, no one wanted to take over the monumental task, Garmel said.

"Joan really loved WPCI, so she got all of the WPCI files and memorabilia together and delivered many boxes to the Indianapolis Historical Society," where the records were restored and maintained, Garmel said.

Because of Bey's work as historian, WPCI established an annual Joan Bey History Award and presented it to Bey in 2018. In 2019, WPCI presented the award to the Indiana Historical Society staff for their professionalism and countless hours spent preserving the affiliate's historical artifacts and records.

Another longtime member, Julie Slaymaker, praised Bey for her unfailing dedication and loyalty to WPCI, recalling when she and her late husband, Gene, first met Bey.

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# 70 years of NFPW membership . . .

*(Continued from page 6)*

"Gene and I met Joan Bey at the NFPW Conference in Vail, Colorado, 36 years ago. Since we didn't know anybody, we were so grateful to Joan for taking us under her wing. She's been the 'wind beneath my wings' ever since.

"Joan has been my mentor and adviser in journalism and life. When I've been on top of the mountain winning awards or in the depths of despair dealing with life's losses, Joan has been there applauding and encouraging me. Or convincing me that I am strong enough to survive," Slaymaker said.

**"She's done a lot of** praying for me and I've needed it! I will never forget the day I was holding my mother's hand as she was just hours away from death and I looked up to see Joan. That act of loyal and compassionate friendship symbolizes everything good about WPCI, our caring sisterhood of talented journalists."

Slaymaker said she got lucky when journalism mom (Bey) chose to adopt her as a journalism daughter that day in Vail.

Recalling the many friendships she made through WPCI and NFPW, Bey mentioned several members who have passed away, including Louise Eleanor Ross Kleinhenz, a 45-year member of WPCI/NFPW who served the organization as president, historian and Bulletin editor before her death in 1977.

"She was kind, hardworking and dearly loved by all who knew her," Bey said. In the 1950s, WPCI members met at a hotel in downtown Indianapolis on Washington Street, Bey said, and their meals cost about \$2.50. "We usually did not have enough money for dessert, and Louise would make cookies for us in the shape of Indiana. That's just the kind of person she was."

In her honor, WPCI awards the annual Louise E. Kleinhenz Scholarship to adults who want to upgrade their journalistic skills.

Two other lifelong friends Bey met through WPCI were Rae Ann Cannon, who lived in Elwood, and Martha Parks, who was president of California's press club.

"Rae Ann was so personable, you couldn't help but like her," Bey said. "And Martha and I remained friends

even after she moved from California back to her hometown in Memphis. We always kept in touch through phone calls and letters."

Bey was at the NFPW conference in Virginia when fellow WPCI member and friend Hortense Myers died during the Friday night banquet.

"Hortense got up from the table and said she was going up to our room," Bey said. "She walked up the first flight of stairs and collapsed on the landing. We had planned to give her a special award the following night, but ended up giving it to her son, instead."

Bey had the sad task of contacting Myers' family and informing them of her death.

"Hortense wrote for UPI and covered the Indiana Statehouse," Bey said. "She was truly beloved. She was not only kind, but unbiased and fair in everything she did."

Myers is also memorialized with an annual WPCI scholarship given to a college junior pursuing a career in journalism.

Bey served as president of WPCI from 1982 through 1984 and was the state's Communicator of Achievement in 1991. At that time, Bey said, she remembered WPCI having about 150 members. Because she also filled in for other officers while they were out of state or the country, she has served in every office in WPCI, including membership. During her more active years in WPCI, Bey attended 19 of 23 NFPW conferences in different states throughout the U.S. WPCI President Natalie Hoefer said Bey is "an absolute treasure."

"She's contributed so much to the organization during her seven decades," Hoefer said. "And, having been a member for 65 percent of our 109 years in existence, Joan is a walking archive of organizational knowledge. It's such a privilege to know her from that point of view, and even more so as a person."

Bey offers a bit of advice for anyone considering membership in WPCI/NFPW:

"It's a great organization to join because members not only become lifelong friends, but they also give each other professional support and guidance along the way."

# North Dakota storyteller, Delaware win sweepstakes

**Judges work through nearly 2,000 entries to choose contest winners**

Tracy Frank of North Dakota was honored June 25, 2022, at the NFPW contest awards dinner and ceremony in Fargo as the NFPW sweepstakes winner of the annual communications contest.

Frank won \$250 cash and a plaque for finishing in first place. Originally from Casselton, North Dakota, Frank earned a degree in journalism from the University of Maryland, where she studied abroad during a Semester at Sea (visiting 10 countries) and interned at ABC's 20/20 news show in Washington, D.C. Returning to North Dakota, she was a reporter for 10 years at The Forum newspaper in Fargo before serving as a news reporter, fill-in anchor and producer at WDAY-TV.

A member of North Dakota Professional Communicators and NFPW since 2018, Frank has won numerous communications contest awards and was named the second-place sweepstakes winner for NFPW's national contest in 2020. Read more about Frank on page 4.

Mary Jane Skala of Nebraska and Lynda Abegg of South Carolina tied for second place with identical number of points earned for their scores in the national contest.

Skala, a writer and columnist for the Kearney Hub, writes features and covers health issues for the newspaper. She also writes a weekly column about moving to the sometimes-quirky corn and cattle country after



**Mary Jane Skala**

40 years as a newspaper editor in Cleveland. She was the NFPW sweepstakes winner in 2020 and 1996. Skala is an accomplished writer and consistently finishes in the top three in the national contest. She has been a member of NFPW since 1974.

Abegg is a longtime journalist and writer. As a Media Women of South Carolina member, Abegg uses her talent with words to make readers laugh, cry, ponder and imagine. Whether through one of her many newspaper columns, articles and books or even skit material for the Daughters of the American Revolution conferences that she's penned, Abegg has mastered the art of making a point without, as she says "being preachy or anything."

She has been a member of NFPW since 1995. Her belief in the power of the written word and her ability to find just the right words to inform without showing partiality draws a reader into the story regardless of the subject matter and gives Abegg's work authenticity and credibility in an ever-changing world.



**Lynda Abegg**

Both sweepstakes runners-up received checks for \$75.

For the ninth consecutive year, Delaware Press Association captured the first-place affiliate award. Delaware also won the top affiliate award in 2007 and 2011.

NFPW is a nationwide organization of women and men pursuing careers across the communications spectrum, including print and electronic journalism, freelancing, new media, books, public relations, marketing, graphic design, photography, advertising, radio and television. Recipients from across the country were honored for excellence in communications during an awards ceremony in Fargo, North Dakota.

A distinguished group of professional journalists, communications specialists and educators judged nearly 2,000 entries in a wide variety of categories. Only first-place winning entries at the state level are eligible to enter the national contest. All entries were published or broadcast between Jan. 1 and Dec. 31, 2021.



## Affiliate and Member News . . .

Telling stories a fresh way

**By Sharon Almirall**

### **Colorado Press Women**

Humans verbalizing stories to each other is an older communications vehicle than the written word. The newest way to relate stories is the podcast, a thriving method of storytelling that captures the attention of listeners eager to tune in to any of an estimated 2 million podcasts.

Three enthusiastic podcasters equipped with mechanisms to podcast from their homes and mobile offices gave an overview of their interest in podcasting at the annual spring meeting of Colorado Press Women.

"Podcasting speaks to how people want to hear stories, and everyone can tell them," Pam Moore said.

Moore, a writer and women's health and fitness expert, started Real Fit to continue the discussion with fellow female athletes and trainers about their common interests. She's interviewed elite triathlete Jennifer Harrison; coach, writer and activist Jena Schwartz; and multi-sport athlete and sexual assault survivor Rona Kilmer, among others.

Jo Ann Allen started her podcast *Been There, Done That* as a natural progression from her work in radio broadcasting. She has podcasted for three years and explains there are videos that teach how.

"If you know someone younger, work with them," Allen said when asked how to start podcasting. "Don't let the mechanisms deter you."



**Participants at the podcast program were, from left, Jo Ann Allen, moderator Gay Porter DeNileon, Pam Moore and Denise Gorant Gliwa. Photo courtesy of Colorado Press Women.**

*Been There, Done That* focuses on individual conversations with Baby Boomers about their lives. Recent guests include award-winning journalist and author Maria Hinojosa, retired firefighter Laura (last name withheld) and Democracy Now! radio host Amy Goodman.

Denise Gorant Gliwa has a broad range of communications and marketing experiences, and introduced her podcast in 2021.

"I've been listening to podcasts since before people even knew about podcasts. I make a list of topics and do research on those topics."

Gliwa hosts *Bite Your Tongue* with her friend Dr. Ellen Braaten. The podcast features advice from a variety of experts about how to parent adult children. Recent episodes include how to relate to a daughter-in-law, address finances and mother difficult children.

The panel was moderated by CPW member Gay Porter DeNileon, an avid podcast listener and writer.

Watch the entire panel discussion on CPW's [YouTube channel](#).

IWPA awards luncheon greets full house

after COVID hiatus

**By Cora Weisenberger**

### **Immediate Past President**

### **Illinois Woman's Press Association**

The IWPA hosted the much-anticipated return of the Mate E. Palmer Communications Awards luncheon on June 4.

The annual event, which celebrates award recipients in both professional and high school categories, had not been held since 2019 as it sat out a two-year hiatus due to the COVID pandemic.

New for this year was the luncheon's location. Instead of a Chicago venue, which has been chosen in the recent past, the event was held at The Public Landing Restaurant in southwest suburban Lockport. The Landing occupies the historic Gaylord Building, a former warehouse

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## Affiliate and Member News . . .

(Continued from page 9)

that was once the construction depot for digging the Illinois & Michigan Canal and is now on the National Register of Historic Places.

The familiar highlights of the awards luncheon were on hand. Communications professionals, high school students, friends, family and supporters were in attendance, filling the banquet room.

Keynote speakers were Suzanne Hanney, recipient of this year's Silver Feather Award, and Dennis Brown, teacher and journalism adviser for Huntley High School in Huntley, Illinois, recipient of the Silver Pen Award, given to the high school with the most accumulated awards points in the contest.

"The Silver Feather is a lifetime achievement award," said Hanney, an IWPA member and the editor-in-chief of Streetwise magazine. "IWPA made journalism fun again."

Brown, in his keynote address, credited his students and school administration for the success of his journalism program and for winning the Silver Feather Award.

"We're proud of all the awards we won. It's something [the students] need to see and hear," said Brown.

"The last two years have been very challenging to be a journalism adviser and teacher," he said.

"During the COVID shutdown I thought, 'How are we going to do this?' But the [student] editors were like, 'We've got this.'... In the midst

of bad things happening, they kept producing quality work."

### Virginia Professional Communicators

VPC hosted an in-person spring conference/luncheon event April 30 in Richmond to network, celebrate state-level contest winners and announce and hear from the organization's Newsmaker of the Year.

About 30 people attended.

One of VPC's

highest honors — Newsmaker of the Year — was presented to

Luisa Igloria, Virginia's poet laureate, a Filipina American poet

and author of various award-winning collections.

The state contest results are available on the affiliate's [website](#).

And, you can check out the latest member profiles on [Karen Schwartzkopf](#) and [Beth JoJack](#), written by Terry Haycock, first vice president for membership.

### Missouri Professional Communicators

Ruth E. Thaler-Carter of St. Louis was officially inducted into her high school alumni hall of fame (Brighton High School, Rochester, New York) on June 3 for her professional success and



Luisa A. Igloria



Ruth E. Thaler-Carter

service to colleagues in writing, editing and proofreading; philanthropy in education and diversity; and keeping lifelong friends connected as "our Internet before there was an Internet." While in Rochester for the event, she spoke to a third-grade city school class about self- and peer-editing, and to three English classes at her high school alma mater about the value of good writing.

Thaler-Carter also recently spoke at a FanExpo conference in St. Louis about finding, working with or becoming an editor.



Wilma Moore-Black, left, presents a customized gift bag to Kansas COA Gwen Larson.

### Wichita Professional Communicators

Wichita Professional Communicators (WPC) was proud to salute this year's Kansas COA Gwen Larson during the annual awards luncheon in Goddard, Kansas.

On behalf of WPC president Sean Jones, Wilma Moore-Black made a special presentation to Larson, who finished her two-year term as the NFPW president last year.

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Next deadline for Agenda is Sept. 10 for publication in October 2022



**Flashback to 2021 with WPC Braggers' Rights** — While browsing through her picture files, Wilma Moore-Black ran across this photo of an authentic check presentation. A local law firm, DeVaughn James, constantly promotes and encourages the public to submit entries for a \$500 cash award for doing great deeds in the community. Our 2021 WPC President Darcy Gray believed in WPC work and mission and applied. Wichita Professional Communicators won an award from KAKE-TV and DeVaughn James Injury Lawyers given to local nonprofit organizations that have a positive impact on the community and demonstrate adding greater value and resources to the community. Each year, WPC hosts monthly luncheons and seeks donations to provide a \$2,000 scholarship to a communications student in or around Wichita. Pictured, left to right, Dawn Monroe, Sean Jones, Emily Christensen, Darcy Gray (2021 WPC president who submitted the entry) and Wilma Moore-Black. Read more on the [WPC website](#).

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"We are so proud of your accomplishments," Moore-Black said. "You are an amazing individual who has made us so shockingly proud at the state and national levels."

Moore-Black was filling in for Jones, who was completing his quarantine for COVID.

The gift included a customized candle that read "you are the sunshine," a scarf made in India, mugs,

pens, Panera gift cards and snacks for Larson's road trip to the NFPW conference in North Dakota. WPC magnetic pins and the ones people wear, all made by WPC member Dawn Monroe of DawnMonroe

## Agenda DEADLINES

Deadline for submitting photos and/or stories for the next issue of Agenda is:

**Sept. 10, 2022**

For publication October 2022

Send submissions to

[cathykoon1952@gmail.com](mailto:cathykoon1952@gmail.com)



# It's never too late to become a contest winner; you must meet your state's deadline for entries

**By Wilma Moore-Black**  
**Kansas Professional Communicators**

WICHITA -- Everybody loves to win. Everybody loves seeing the joy, happiness and feelings of achievement that come when your name is called to accept an award.

At age 70, I felt like that when called to receive my second place award in the specialty article/arts and entertainment category. The article entered in the reviews division was titled, "Giving back at Tallgrass Film Festival." And, one of the judges said: "A great look at backstage of a major event. This is a view that few receive."

My review stemmed from many firsthand experiences volunteering for the Tallgrass Film Festival in Wichita. We'd worked for more than six months prepping for the first Gordon Parks Outstanding Black Filmmaker Award. I have the honor of being publicist for David Parks, the son of Gordon Parks, a Fort Scott, Kansas, native, who became the first African American to be a pho-

tographer for Life magazine. Parks was recognized nationally for creating, writing and directing "The Learning Tree" and "Shaft." Both films are more than 50 years old.

I share Parks' accomplishments and legacy at the festival and with whomever I meet. He's been one of my heroes since I was a teenager.



Gordon Parks' tenacity, dedication, humbleness, candor and love of creativity are what I love about him. He used a camera as his choice of weapons against sexism, discrimination, racism, hatred and all the inequalities of the world.

With that being stated, I'm inspired to enter works that I believe

need to be shared in the annual NFPW contest.

So, as Gwen Larson, announced she had certificates for the 2021 awards to hand out, I was too excited. COVID created so many problems with people attending conferences in person so we did presentations via Zoom. I

was so proud on Saturday, June 11, to get my five awards, two of them first-place winners. I read and re-read the categories, and I found stories that I believed were good message pieces and should work. They were first places in the media pitch and informational column. Second-place awards were accepted for specialty articles/physical

health, specialty articles/personal essay and specialty articles/obituary.

A judge wrote about my personal essay entry: "A moving statement of your life, faith and individual credo. Your writing is made even stronger by sharing various aspects of your life and career that illustrate your beliefs."

And so it is.



**National Federation of Press Women**

# Pennsylvania contest director explains the importance of submitting multiple entries

By Kay Stephens

Pennsylvania Press Club

I've been associated with NFPW for about 15 years now, and I can tell you that it has been a wise investment of time and money.

Every year when contest time rolls around, I am among those who breathe a heavy sigh about the work involved in preparing entries. In my case, it usually means looking back through a year of newspaper stories to pinpoint potential entries, then rereading the stories to see if they measure up to what I consider a good prospect.

Once I have a list, I track down PDFs – small -ized versions of newspaper pages — that can be uploaded to the online contest website. But while I'm doing that, I'm also scrutinizing the category definitions to make sure my stories fit. In some cases, the task requires changing a story from one category to another. In a few cases, it's a matter of excluding a story because it doesn't fit. All in all, it takes effort, and more than once, I've said I'll just pay the \$25 late fee 'cause I'm not ready to close out my entry.

So why do I do it? Probably because I still like to compete. After more than 40 years in the newspaper business, I still like to win an award, partly for the recognition it brings. I very much appreciate it when someone, be it a reader or a judge, tells me they like my work.

I started writing newspaper stories when I was in high school – the same age of some of our award winners here today – and I can tell you it is high praise when someone starts talking about a story I wrote or when I hear them talking about a story they read – and I recognize the words they're speaking because those were words I wrote.

In my office – which I suspect mirrors conditions many of us labor under – the praise from bosses and co-workers regularly lags. We all know that when one story gets done, you move on to the next one. Same goes for the bosses as they read stories and worry about the next day's edition. We never run out of work because there's always another story waiting to be told.



Kay Stephens, left, presenting award at state luncheon.

So contest time is self-evaluation time when I look at my work and ask, "What did I accomplish last year?" And that's generally followed by the what-do-I-want-to-accomplish-next-year question. In between those questions, there's always an evaluation going as to what the judges will think. Will they like this story, that story, maybe both?

That's why I like contests. I still love finding my name on the winners' list of any writing contest, perhaps because that makes a contest fun.

So I'd like to encourage you to keep entering our NFPW contests and to encourage your friends to enter. The two-tiered system provides state and then national levels with dozens of categories because our members, who were once predominantly newspaper writers, have moved on to all kind of careers in communications. Keep that in mind as you promote the organization and contest. I swear we have a category for every kind of communicator – whether you're into writing, editing, designing, photography or some newer form of communication, such as blog writing and podcasts.

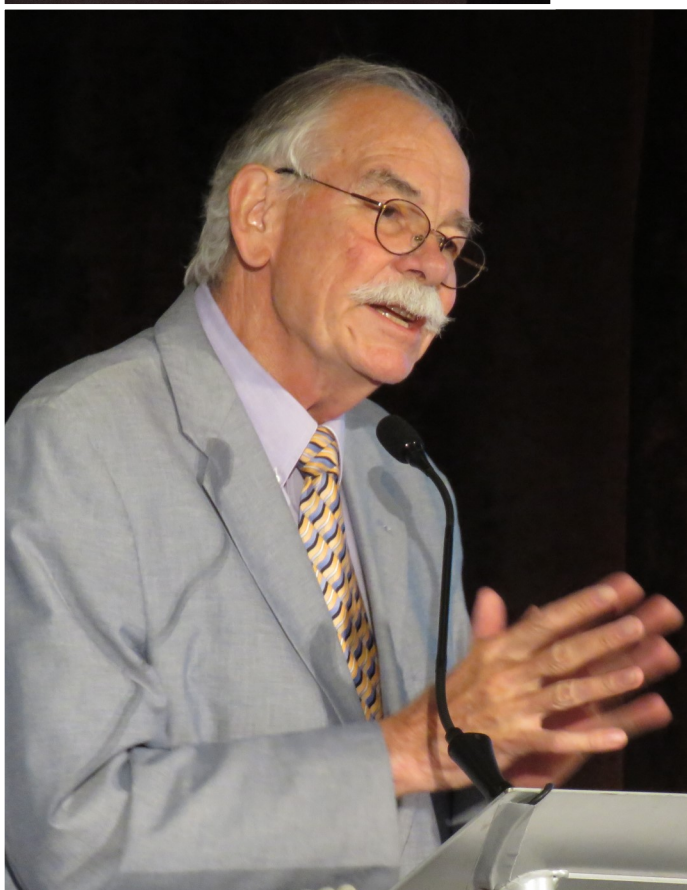
One more thing that makes our contest a little bit of fun is the sweepstakes award based on the number of points on each winning entry. If you only submit one or two entries, you'll probably never win that recognition. The award is designed to be an incentive to encourage people to submit multiple entries. It raises more money and helps make the contest more competitive. That means your award is even more meaningful.

*Taken from a presentation made during the PPC spring awards luncheon by contest director Kay Stephens to help guests understand why contests and awards are important.*





## **Dynamic speakers inspire, entertain at 2022 conference**



Clockwise from top left; Keynote speaker and kindness podcaster Nicole Phillips of Aberdeen, South Dakota; Newsroom to newsletter speaker Christopher Ingraham of Red Lake Co., Minnesota; Bold North speaker Andrea Mokros of Minneapolis, and Mike Jacobs, North Dakota News Cooperative and President's Roundtable speaker.



# High school students honored for outstanding communications work

A sophomore from Arkansas was honored as the NFPW Award of Achievement winner for the 2022 NFPW High School Communications Contest.

Claire Hudnell from Lakeside High School in Hot Springs, Arkansas, won the honor, commonly called the "Best of the Best" award. She received a \$250 cash award, and her school communications program received a \$250 check. Hudnell won first-place honors in the video feature story category for a story focused on a high school student with vision problems.

Hudnell was in Brazil for a service mission for her church and was unable to attend the awards luncheon.

The contest, sponsored by the NFPW Education Fund, received nearly 2,000 entries this year.

High school students first competed in statewide communications contests sponsored by the states where they live. Students living in a state without a contest competed in the NFPW at-large contest. First-place winners in the state and at-large contest advanced to the national round of competition. The first-place national winning entries were then judged by a third set of judges, who selected the best of the best winner.

The first-place winners in each category received a \$100 cash prize. The national winners were announced May 16 in a Zoom ceremony.

The winners are listed on the [NFPW.org](https://www.nfpw.org) website with a link to all first-place entries. First-place winners in each category:

Editorial – Ellie Armstrong, Kate Alvarado and Amelia Pozniak, Huntley High School, Huntley, Illinois, Credit Recovery: The Easy Way Out

Opinion – Olivia Gaziano, Metea Valley High School, Aurora, Illinois, See Something, say something: administrators take no action

News Story – Gerson Melton, Har-Ber High School, Springdale, Arkansas, Students debate patriotism in wake of 'Star Spangled Banner Act'

Feature Story – Greta Miller, Eleanor Creelman and Ari Bowman, Emmaus High School, Emmaus, Pennsylvania, "Self-medication: When substance abuse and mental health collide."

Sports story – Delaney Cairns, Huntley High School, Huntley, Illinois, "Dancer jumps back in after ATV accident"

Columns or Blog – Desiree Luo, The Harker School, San Jose, California, "Celebrating Buster Posey/Giants vs Dodgers: a rivalry for the ages."

Review – Drake Johnson, Ben Davis High School, Indianapolis, Indiana, This game is a masterpiece



**Kyla Henige of Illinois, winner of an honorable mention in the high school contest, attended the conference in Fargo on a first-time grant and spoke briefly. Photo by Lori Potter.**

News or Feature Photo – Maggie Merckens, Shawnee Mission East High School, Prairie Village, Kansas, Candle Lighting

Sports Photo – Zoe Gillespie, Westside High School, Omaha, Nebraska, PHOTO GALLERY: Boys Varsity Basketball vs Millard North

Cartooning – Elleiana Green, Marian High School, Omaha, Nebraska, Gerrymandering

Graphics/Photo Illustration – Olivia Lake, Sparkman High School, Madison, Alabama, Silent Connection

Single Page Layout – Peyton Moore, Shawnee Mission East, Prairie Village, Kansas, "The Boys (Are Almost) Back."

Double-truck Layout – Delaney Davis, Westside High School, Omaha, Nebraska, Lademi Davies: How one student manages a complex balancing act

Environment – Rebecca Beckas and Alyssa Hillwig, Shaler Area High School, Pittsburgh, Pennsylvania, "Sustainability class having impact on students and, community."

Radio Prepared Report – Nyah Simpson and Malina Wong, Carlmont High School, Belmont, California,

Radio/Television Interview or Talk Show – Claire Cody and Selma Fuseni, Stamford High School, Stamford, Connecticut, Mayoral Candidates Discuss Education

Best Newscast: Radio or Television – Blake Dawson, Marissa Perkins, Hannah Kinkead, and Will Turner, Noblesville High School, Noblesville, Indiana, round The County May 27, 2021

Video News Story – Payton Hostetler, Uniontown Area Senior High School, Uniontown, Pennsylvania, The Impact of COVID-19 on UHS

Video Feature Story – Claire Hudnell, Lakeside High School, Hot Springs, Arkansas, Vision Interrupted

Video Sports Story – Ella Aceves and Eliya Hobson, Homewood-Flossmoor High School, Flossmoor, Illinois, HF Fields Get Turf

Yearbook Layout – Lucy Bickel, Eastern Lebanon County School District, Myerstown, Pennsylvania, Like & Comment - Social Media Spread

Yearbook Photo – Sydney Laput, Huntley High School, Huntley, Illinois, Ready, Aim, Fire

Yearbook Copywriting – Kylie Daniell, Midway High School, Waco, Texas, "Pandemic Club."



NFPW Education Fund silent auction aficionados Betty Packard, Angela Smith, Marsha Shuler and Danielle Teigen met for the Meet & Greet scavenger hunt.

# Silent Auction



Bidders, including a number of first-timers, make last-second bids to ensure their win of favored silent auction items.

## Marsha Hoffman Secretary, Education Fund

While there were countless reunions at the 2022 NFPW conference in Fargo, one reunion was especially sweet – attendees bidding “high and often” in the Education Fund’s first live silent auction since 2019.

Proceeds help fund first-timer grants, which cover registration costs for NFPW members attending their first conference; professional development grants for NFPW members, and the annual high school communications contest.

Many of the 16 first-timers in Fargo pitched in when the challenge was made to have a bid entered for every item. If that occurred, a generous donor would give an extra \$100. Kudos to the newcomers for “paying it forward” as a thank you for receiving grants.

And when it came time to check out and claim their purchases, nearly all bidders elected to round up their totals, giving \$100 instead of \$91, for instance.

Members dug deep to bid on the 152 items. The final tally is \$3,885. This includes the \$100 donation (every item had at least one bid) and a \$1,000 donation from a generous member.

The Education Fund board would like to thank all who heeded the call to “bid high, bid often.”

Members can contribute at any time or make donations in honor of a birthday or loved one. Donations may be submitted to the Education Fund via the Education Fund page on the [NFPW.org website](https://www.nfpw.org).



### **Illinois Woman's Press Association**

Aldona Lipskis, 93, died May 11, 2022, in Wood Dale, Illinois, where she had lived since 1960. She had been a member of NFPW and IWPA for 55 years.



Born in Kaunas, Lithuania, she spent her first decades in the U.S. modeling in Chicago and New York. In 1966, Aldona and fellow IWPA member Millie Vickery created the publication "Pulse of the Doctor's Wife," an offshoot of the Illinois State Medical Society publication. They received numerous awards, including first place from the Illinois Press Association.

She had served on several boards, including the American Lung Association and American Cancer Society of Illinois.

### **Missouri Professional Communicators**

Alice Handelman, 79, died May 16, 2022, after battling leukemia.

Handelman's passion for journalism began as a teenager, writing for school newspapers.



An award-winning writer and photographer, she met her husband of 55 years during an interview as a reporter for the University of Missouri student newspaper. She discovered a freelance writing career allowed her to continue her career am-

bitions while raising a family. She wrote feature stories and hosted a TV news show about the St. Louis Blues hockey team and taught a class for women on understanding the sport. She served on several boards, including MPC, and her Jewish philanthropy touched many.

Marge Polcyn, 93, who helped plan Missouri Professional Communicators' programs and judge contests, died Feb. 5, 2022.



Her role as public affairs officer for St. Louis Public Schools from 1976 to 1993 included years of public attention during a court-sanctioned desegregation plan. She also served 10 years as executive director of the St. Louis Press Club. She held board and advisory positions for Women in Communication, Older Women's League and Mathews-Dickey Boys and Girls Club. She earned a master's degree in mass communications and media from Webster University while working full time and being the mother of four children. She was an NFPW member from 1997 to 2015.

### **Oregon Press Women**

Suzanne (Sue) Graham, 70, died March 5, 2022. She was born in Australia and studied for a doctorate in English literature at



the University of London. She moved to Portland, Oregon, where she launched a successful career in public relations and communications and joined Oregon Press Women.

At the end of her career, she was the global PR spokesperson for two technology companies, Mentor Graphics and Siemens.

Graham raised two children, Caitlin and Gavin, wrote poetry and was an avid world traveler. One of her photos won a travel magazine award. Twenty years of recurring breast cancer ended her life shortly after she retired.

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# NFPW's highest honor for members

## Communicator of Achievement



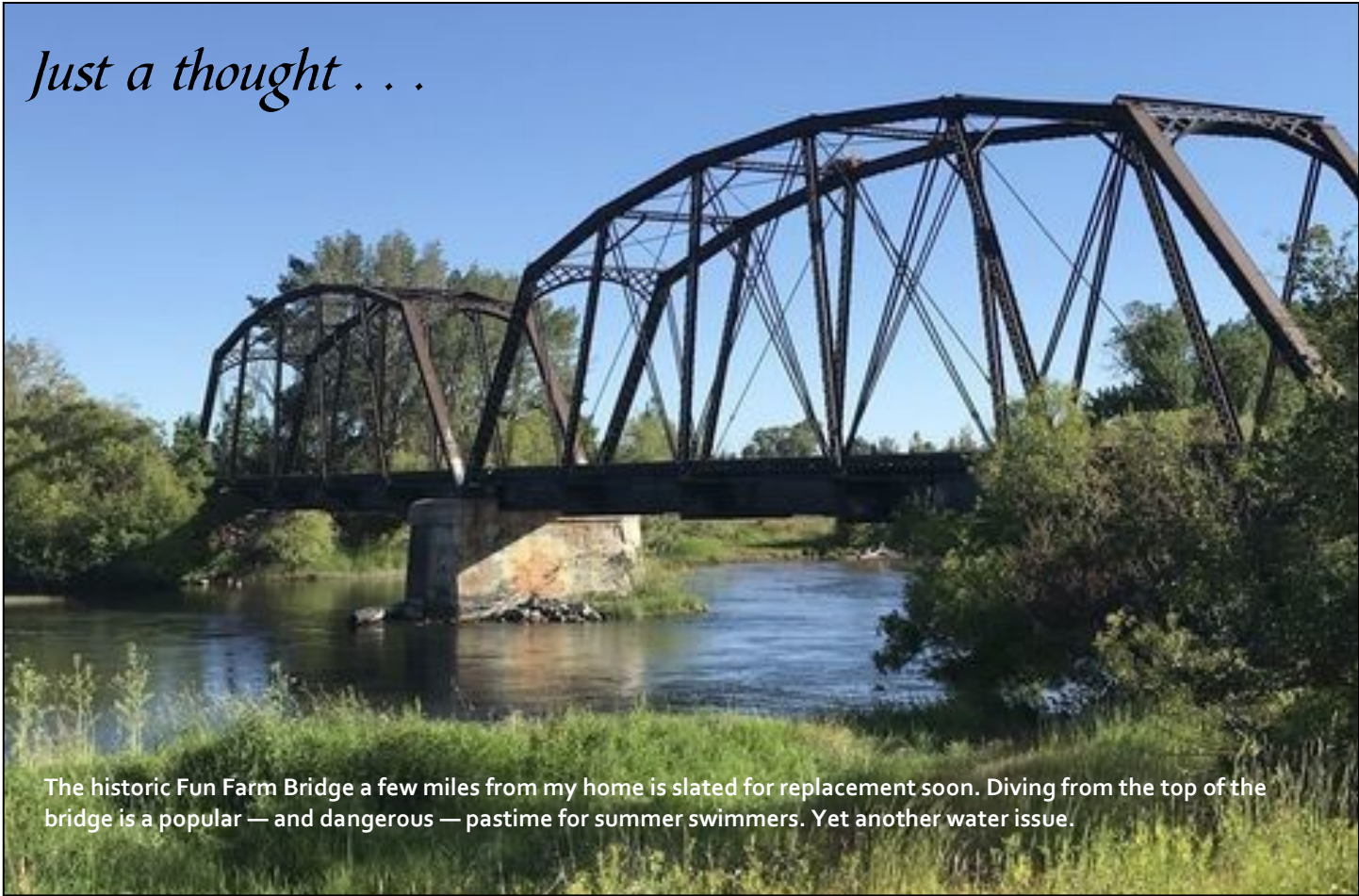
Past NFPW Communicator of Achievement winners who attended the 2022 conference in Fargo, North Dakota, are, from left, Karen Stensrud, North Dakota COA in 2010 and current COA contest director; Betty Packard, California COA in 2006 and current silent auction director; Sherri Burr, New Mexico COA in 2021; Cynthia Price, Virginia COA in 2012 and former NFPW president, and Loretta Hall, New Mexico COA in 2016. *Photo by Lori Potter.*



NFPW's 2022 Communicator of Achievement, LuAnn Schindler and her husband/ business partner, Scott, were at the Fargo conference when she was announced as the award winner, left. COA Director Karen Stensrud reads LuAnn Schindler's biography in sync with the video that introduced each of the nominees.



*Just a thought . . .*



The historic Fun Farm Bridge a few miles from my home is slated for replacement soon. Diving from the top of the bridge is a popular — and dangerous — pastime for summer swimmers. Yet another water issue.

**By Cathy Koon**  
**Media Network Idaho, Agenda Editor**

Water: Climate change, flooding, drought, depleting aquifers, endangered fish species, dam breaching. All issues facing the West and likely the rest of the country.

The recent flooding in Yellowstone National Park (just an hour's drive from my house) has refocused attention on water issues.

People are moving to Idaho in droves from places where water is disappearing, literally, as reservoirs, lakes and rivers go dry. But they bring their problems with them. Municipalities and water districts cannot continue to meet the demand for water wells and septic systems. Some communities have placed moratoriums on issuing permits for those facilities. People who bought subdivision lots to build homes are now faced with not being able to drill wells or install sewer systems. It could be years before they can get the necessary permits.

Here in my hometown of St. Anthony, Idaho, a local developer purchased 311 acres south of town with plans to get the land annexed to the city so those hundreds of future homes can be added to the city infrastructure.

The problem from my perspective: Existing water, sewer, garbage, fire, police, streets and schools can't handle the added load and will require very expensive upgrades.

And who pays for that? The usual response is the developer, but let's get real. The city will borrow money to expand services, hire more workers (if they can find any), buy more equipment, and on and on. The school district will bond to build more classrooms and athletic fields and hire more teachers (if they can find any). Sure, the developer will have to pay impact fees, but in the long run, it is the taxpayers who will foot the bill.

This scenario is playing out all over Idaho and the West. And it all goes back to water.

So what does all this have to do with NFPW?

We are an organization tasked with informing the public of the issues behind the headlines, getting media messages out to the masses, recognizing the issues and educating ourselves. We are communicators, and we need to educate ourselves about issues or events that may become front-page news.

# NFPW Leadership Directory

## 2021 ELECTED OFFICERS

### President:

Karen Rowley, Louisiana

### Vice President:

Julie Campbell, Virginia

### Secretary:

Meredith Cummings, Alabama

### Treasurer:

Debbie Miller, Arkansas

### Immediate Past President:

Gwen Larson, Kansas

## APPOINTED BOARD

### Archivist:

Paula Casey, At-Large

### Communicator of Achievement Director:

Karen Stensrud, North Dakota

### FAN Co-Directors:

Marsha Shuler, Louisiana

Angela Smith, Texas

### Historian:

Amy Geiszler-Jones, Kansas

### Assistant Historian:

Mary Pat Finn-Hoag, Nebraska

### Hospitality and Protocol:

Catherine Petrini, Virginia & D.C.

### Parliamentarian:

Allison Stein, Missouri

### POPPS President:

Mark Fowser, Delaware

### Presidential Adviser — Conference Liaison:

Meg Hunt, South Carolina

### Presidential Adviser — Membership:

Cynthia Price, Virginia

### Presidential Adviser — Contest Director:

Teri Ehresman, Idaho

### Student Membership Director:

Unfilled

### Publications Director:

Cathy Koon, Idaho

### Publications Assistant:

Jane Newton Falany, Alabama

### Web Director:

Cate Langley, NFPW Executive Director

### 2022 Conference Co-Directors:

Sadie Rudolph, North Dakota

Tammy Fogle, North Dakota

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- Quarter / Page  $4.064 \times 5.2 = \$15$
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- Payment can be made by credit card over the phone (571) 295-5900.

## NFPW Headquarters

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