

AGENDA

Quarterly Newsletter

National Federation of Press Women



Colorado media veteran wins COA

By Karen Stensrud

NFPW Communicator of Achievement Director

Marilyn Saltzman of Conifer, Colorado, was named NFPW's 2023 Communicator of Achievement at the national conference in Cincinnati.

She is "the magnificent Marilyn," in the words of Colorado Press Women President Sandy Nance.

The COA award, the highest honor bestowed on members, has been given for 66 years.

Barb Bierman Batie of Lexington, Nebraska, was named the runner-up.

Saltzman was a seasoned Jefferson County Schools communications manager in April 1999 when two Columbine High School students shot and killed 12 classmates and a teacher, and wounded 26 others.

Saltzman was swept into "the center of the storm," as her then-boss put it, dealing with news media from around the world, devastated families and a traumatized community. Her life has never been the same.

Saltzman's stellar career has also encompassed newspaper reporting and editing, founding a consulting firm focused on crisis

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Marilyn Saltzman reacts to winning COA for 2023.

Photo by Lori Potter of Nebraska.

Texas senator nabs sweepstakes award

By Teri Ehresman

Communications Contest Chair

A Texas senator and communications business owner won the overall sweepstakes award in the National Federation of Press Women's 2023 Professional Communications Contest.

And Arkansas Press Women won its first-ever affiliate

sweepstakes award, dethroning Delaware Press Association, which had taken the top award for nine consecutive years.

Judith Zaffirini of Laredo was announced as the sweepstakes winner June 24, 2023, at the NFPW awards dinner and ceremony in Cincinnati, Ohio. She won \$250

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President's Message: Having a Moment

By Julie Campbell
NFPW President

With my new copy of "Explore St. Louis" in hand — I figured I could read about the site of next year's conference while I ate — I wandered down to the hotel lobby for supper.

It was Sunday, June 25, my last night in Cincinnati. The 2023 NFPW conference had come to an official end the night before after a busy week of city tours, board meetings and information-packed presentations. We'd also celebrated the Communicators of Achievement and the accomplished contest winners, and installed a new board. I'd stayed an extra day because I wanted to tour the nearby Cincinnati Zoo. Most attendees had departed earlier on Sunday. I wasn't sure who was still around, if anyone at all.

To my delight, I spotted six fellow members: Mary Pat Finn-Hoag, Marsha Hoffman, Katherine Keniston, Glennis McNeal, Elaine Hobson Miller and Angela Smith. Having enjoyed a full day of touring, they'd just ordered pizza and invited me to join them.

And so, without one iota of planning, the perfect end to the conference ensued.

We were all a little tired, but in that good way that comes from wrapping up a good time. We discussed their

tour of sites associated with President William Howard Taft, my amble around the zoo, travel tips, the hotel's tasty banquet meals, Elaine's prize-winning article and the healthy number of first-timers in attendance. We also remembered our late friend Julie Hoffman, a longtime member and Marsha's sister. Sitting around the table, surrounded by these companions, I felt wrapped in a gentle glow.

I bet you've had your own such moments — during the conference, at an affiliate event, while calling another member for professional advice. If you're a new member, it is one of the many benefits of belonging to NFPW and our affiliates. We enjoy each other's company when we're together, and we hold in our hearts those who are no longer with us.

After I returned home the next day, I scarcely had time to unpack and do my laundry before plunging back into a demanding schedule. A freelance editing gig with a looming deadline, the assembly of a committee for another organization, the composition of this column. If you attended the conference, no doubt you faced your own re-entry into a routine. It takes some doing.

As I juggled these tasks, though, I found inspiration in my memory of that final night at the conference. I would not have met these people anywhere else than NFPW, and I'm so grateful.

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 at the NFPW Conference in Sun Valley, Idaho

COA winner . . .

(Continued from page 1)

communications, working with state lawmakers to pass a media literacy curriculum and resource bank, helping assure better access to health care and food for the needy, authoring or co-authoring many books and articles, and opposing racism.

Along with holding every elected position in Colorado Press Women except treasurer, Saltzman has served NFPW in several capacities. Batie, a native of Battle Creek, Nebraska, and a graduate of the University of Nebraska in Lincoln, is an active member of Nebraska Press Women (NPW) and is a freelance reporter, photographer and columnist specializing in agriculture. She has been a member of NPW and NFPW for 41 years and serves as the state organization's vice president. She has won numerous NPW and NFPW communications contest awards.

Other nominees were: Carolanne Griffith Roberts, Alabama Media Professionals; Mary Hightower, Arkansas Press Women; Marlene Cook, Illinois Woman's Press Association; Léonie Rosenstiel, New Mexico Press Women; Kathy Newbern, North Carolina Press Club; Tracy Frank, North Dakota Professional Communicators; and Kimberly Loehr, Virginia Professional Communicators.



NFPW 2023 COA Marilyn Saltzman, back to camera, gets a hug from fellow nominee Marlene Cook while getting a standing ovation from the audience. Photo by Lori Potter, Nebraska.

Conference program now online

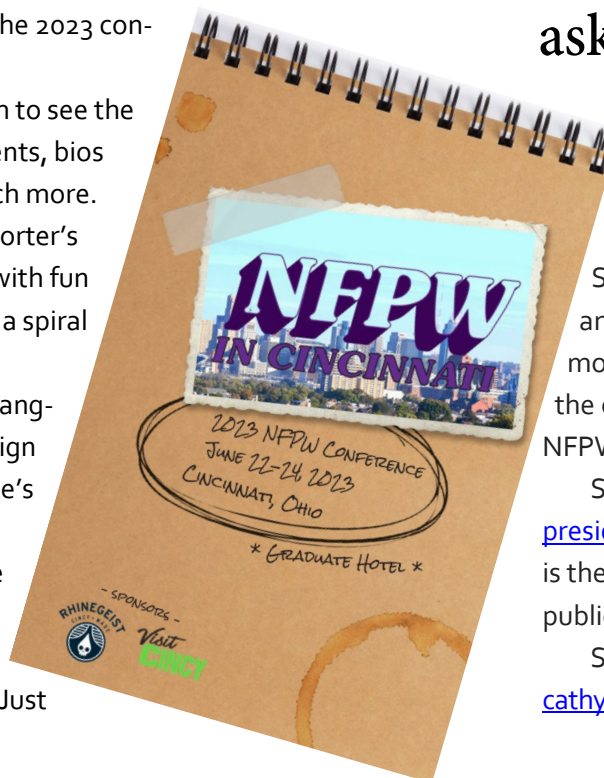
Wondering what you missed at the 2023 conference in Cincinnati?

You could check out the program to see the schedule of workshops and main events, bios and photos of the speakers, and much more.

It was designed to look like a reporter's notebook (or maybe a junk journal) with fun page layouts and held together with a spiral binding.

NFPW Executive Director Cate Langley gives credit for the ingenious design to "my designer, Erin Strother . . . She's fabulous! She took what the board envisioned and made it happen. The printed version had the spiral bound at the top, and everyone loved it."

The program is available online. Just follow this [link](#).



E-Letter, AGENDA asking for content

We can't communicate what we don't know, and that's where our members come in.

Share news about your affiliates and members for inclusion in the monthly E-Letter and in AGENDA, the official quarterly newsletter of NFPW.

Send items for the E-Letter to president@nfpw.org. The deadline is the 15th of the month preceding publication.

Send items for AGENDA to cathykoon1952@gmail.com.

Celebrating Communicators of Achievement



COA



Top: 2023 COA Marilyn Saltzman speaks to the crowd after she received NFPW's top honor. Center: COA nominees, from left, Kimberly Loehr, Carolanne Griffith Roberts, Marlene Cook, Marilyn Saltzman, Barb Batie and Tracy Frank. Absent were Leonie Rosenstiel, Kathy Newbern and Mary Hightower. Left, Colorado Press Women members toast Marilyn Saltzman to celebrate her win as NFPW Communicator of Achievement for 2023, from left, Karen Petersen, Ann Lockhart, Marilyn Saltzman, Sandy Nance and Gay Porter De Nileon. Photos by Lori Potter.

Sweepstakes winners . . .

(Continued from page 1)

cash and a plaque for finishing in first place. She was unable to attend to accept her award.

She is the first Hispanic woman ever elected to the Texas Senate, the second highest-ranking senator and highest-ranking woman and Hispanic senator. She was re-elected in 2020 by a landslide.



Judith Zaffirini

Zaffirini has received more than 1,100 awards and honors for her legislative, public service and professional work, including more than 400 awards in communication. She has 13 years of teaching experience, including college and university levels.

She has won many awards from PWT and NFPW for her publications, speeches and public relations campaigns. Zaffirini also was named the sweepstakes winner in 2021.

Through her business, Zaffirini Communications, she provides professional communication services, such as consulting, workshops and seminars, keynote addresses, and writing.

"Congratulations to Judith on being named the 2023 National Sweepstakes Award winner," NFPW President Karen Rowley said. "Her work represents the high standards NFPW members adhere to, and we're delighted to be able to recognize her accomplishment — especially since this is the second time in three years she has been named the national sweepstakes winner."

Mary Jane Skala of Kearney, Nebraska, a reporter for the Kearney Hub, finished in second place in the sweepstakes competition.

She writes features and covers health issues for her newspaper. She also writes a weekly column about moving to the sometimes-quirky corn and cattle country after 40 years as a newspaper editor in Cleveland. She was the NFPW sweepstakes winner in 2020 and 1996.



Mary Jane Skala

Skala is an accomplished writer and consistently finishes in the top three in the national contest. She receives a check for \$100 for finishing in second place.

Tying for third place in the contest were Cris Barrish and Bill Newcott, both of Delaware.

Barrish, a national award-winning investigative reporter, writes and produces news and feature stories and produces videos for WHY, the leading public media organization in the Philadelphia Region of Delaware, New Jersey and Pennsylvania.



Cris Barrish

The senior investigative reporter at the Wilmington (Del.) News Journal for many years, Barrish won dozens of national and regional awards for his exposés about corruption, incompetence and sheer outrageousness in the First State. He won the University of Colorado/Denver Press Club Al Nakkula Award for Police Reporting and other honors for his Pulitzer Prize-nominated series of investigative stories on the failed efforts by police, prosecutors and medical officials to stop a pedophile pediatrician who raped more than 100 young girls he treated.

Newcott has written for many publications, including National Geographic, The Saturday Evening Post, Alaska Beyond and Northwest Travel, and is producing state and national award-winning feature stories and a monthly column, "Treasure Hunting," for Delaware Beach Life. Also, during his wide-ranging career in communications, he has been an award-winning film critic, columnist, TV host and creator of AARP's Movies For Grownups (and AARP Travel editor).



Bill Newcott

For the first time since affiliate sweepstakes awards have been given, the Arkansas Press Women affiliate won the sweepstakes award.



For a complete list of winners, go to [2023 Sweepstakes & Contest Winners \(nfpw.org\)](https://www.nfpw.org/2023-Sweepstakes-Contest-Winners)

Janice Denham, left, and Ruth Thaler-Carter issue the official invitation to the 2024 conference next year in St. Louis. The event will be June 20-22, 2024, hosted by Missouri Professional Communicators.



New board includes unexpected member

Julie Campbell of Virginia Professional Communicators was installed as the new president of NFPW during the 2023 national conference in Cincinnati.

She succeeds Karen Rowley of Louisiana.

A last-minute change in the slate of candidates was needed when Wilma Black-Moore of Texas withdrew her bid for the vice president's slot, citing personal reasons.

Under the NFPW bylaws, the slot was left vacant for the election. Debbie Miller of Arkansas Press Women, the elected secretary, moved into the vice presidency after the election. Kristin Netterstrom Higgins of Arkansas Press Women later accepted the secretary position for one year.

A special election will be held at the 2024 conference to fill the spot.

Here is the official list of board members:



**Kristin
Netterstrom Higgins**

President: Julie Campbell, Virginia Professional Communicators

Vice President: Debbie Miller, Arkansas Press Women

Secretary: Kristin Netterstrom Higgins, Arkansas Press Women

Treasurer: Karen Stensrud, North Dakota Professional Communicators

Education Fund Director/Past President: Karen Rowley, Louisiana Press Women



Newly elected board members are, from left, President Julie Campbell, Vice President Debbie Miller and Secretary Karen Stensrud.



Recipients of 50-year milestone awards, presented by NFPW President Karen Rowley, were, from left, Ann Lockhart, Marlene Cook and Julie Slaymaker. Photos by Lori Potter.

Milestone recognition tradition continues at conference

Thirty-one NFPW members reached significant milestones of belonging to the organization this year.

Starting at the 25-year level and continuing in five-year increments, these members were recognized at the NFPW annual conference with a short bio in the printed program. The bios will also be published on the NFPW website.

The honorees are:

60 years

- Arizona Press Women: Cheri Cross-Bushnell

50 years

- Colorado Press Women: Ann Lockhart
- Illinois Woman's Press Association: Marlene Cook
- Woman's Press Club of Indiana: Julie Slaymaker

45 years

- Alaska Professional Communicators: Pat Richardson
- Arkansas Press Women: Helen Sheffield Plotkin
- Colorado Press Women: Sue Deans, Sandy Michel Nance
- North Carolina Press Club: Gwen A. White
- Oregon Press Women: Anne Koppel Conway
- Press Women of Texas: H. Janet Sacarello and Angela Smith
- Virginia Press Women: Gail Kent

40 years

- California Press Women: Maria Budzynski
- Woman's Press Club of Indiana: Jean Flora Glick
- Kansas Professional Communicators: Becky Funke
- Missouri Professional Communicators: Pat Treacy
- Nebraska Press Women: Sherry Thompson
- Pennsylvania Press Club: Melissa Piper Nelson
- Press Women of Texas: Bonnie Arnold
- Virginia Press Women: Louise C. Seals

35 years

- Alabama Media Professionals: Mary Wimberley
- Woman's Press Club of Indiana: Gena Asher
- Missouri Professional Communicators: Allison Stein
- Virginia Press Women: Pamela Stallsmith

30 years

- North Dakota Professional Communicators: Karen Stensrud

25 years

- Alabama Media Professionals: Sandra Bearden
- Delaware Press Association: Mary Leah Christmas and Bridget Paverd
- Missouri Professional Communicators: Janice Denham
- Nebraska Press Women: Stephanie Geery-Zink
- Virginia Press Women: Carol Pierce



In memoriam . . .

Nine individuals who died or whose death was reported to NFPW since the 2022 national conference were remembered during the In Memoriam service at the 2023 NFPW conference in Cincinnati. Representatives of their affiliates participated in a candle-lighting ceremony on the opening day of the conference.

Remembered were:

- Arkansas Press Women: Brenda Blagg
- Arkansas Press Women: Ouida Hutto Cox
- Colorado Press Women: Joan Vandiver Frisch
- Media Network Idaho: Annie Vivian Davis Rydalch
- Kansas Professional Communicators: Debbi Elmore
- Missouri Professional Communicators: Susan Fadem
- North Dakota Professional Communicators: Ellen Crawford
- Arkansas Press Women: Marion Garmel
- Arkansas Press Women: Joline Nelson Moore Ohmart



NFPW members go through the taco bar at the Rhinegeist Brewery Taproom during the Thursday night reception. Such receptions are the opening event at NFPW national conferences. *Photo by Lori Potter.*



Conference snapshots

Top left: Speaker Jill Miller

Top right: Speakers Sherri Burr of New Mexico, left, and Linda Hass of Michigan

Left: Speaker Cris Blackstone of New Hampshire

Bottom: Betty Packard of California takes a stroll through the Silent Auction. Packard has long been known as Queen of the Silent Auction for her dedicated service in organizing and supervising the annual fundraiser for the NFPW Education Fund. Items are donated by members and affiliates. This year's auction raised approximately \$4,100. The nonprofit education fund pays for first-timer grants, research and training grants, and the high school contest. It is chaired by the immediate past president of NFPW. *Photo by Lori Potter.*



Indiana school wins top award in high school contest



NFPW Contest Chair Teri Ehresman presented the Julie Hoffman Memorial Best of the Best Award to Tsion Daniel, editor-in-chief of the winning high school entry from HiLite News Magazine.

By Teri Ehresman NFPW Contest Chair

Four students from the HiLite News magazine in Carmel, Indiana, won top honors in the 2023 NFPW High School Communications Contest.

The contest, recently renamed the Julie Hoffman Memorial Best of the Best Award, recognizes what judges determine to be the best entry in the high school contest. This year's top winners were Tsion Daniel, Darshini Shankar, Rose Clark and Jane Martens. Daniel, who was editor-in-chief of the magazine, accepted the award at the NFPW conference in Cincinnati on behalf of her school. The winning entry was a graphic illustration, "Do You Get Déjà Vu?"

The students split \$250 for winning the Best of the Best award, and their school communications program also won \$250. This is the first time an Indiana school has won the top contest honors.

Nearly 2,000 students participated in this year's contest, sponsored

by the NFPW Education Fund. Students first competed in a statewide contest, and first-place winners advanced to the national round of competition. In states without a contest, NFPW hosted an at-large contest, with first-place winners advancing to national competition.

First-place winners in each category get \$100 cash prizes. They include:

Editorial: Southwest Career & Technical Academy Editorial Board, Southwest Career & Technical Academy, Las Vegas, Nevada, "Affirmative Action — If Ended, Then Mend It."

Opinion: Isabella Xu, The Nueva School, Los Altos, California, "Figure skating's expiration date."

News Story: Jessy Gone, Huntley High School, Huntley, Illinois, "Stay Positive Dawgs."

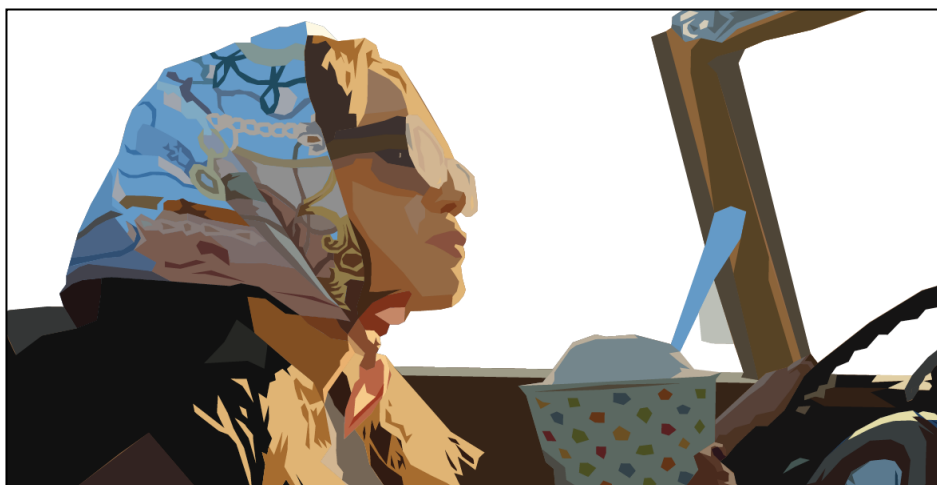
Feature Story: Audrey Marvin, Har-Ber High School, Springdale, Arkansas, "Student rises above behavioral struggles and redefines stereotypes."

Sports story: Michael Messele, East Mecklenburg High School, Charlotte, North Carolina, "Hohm swims his way to UNC commitment."

Columns or Blog: Isabella Xu, The Nueva School, Los Altos, California, "Must-read books from 2022."

Review: Hidaya Fatao, East Mecklenburg High School, Charlotte, North Carolina, "Teens relate to HBO's 'Euphoria,' not corrupted by it."

News or Feature Photo: Riley Eck, Shawnee Mission East High School, Fairway, Kansas, "Tireless Fun."



To see how this illustration was used in the winning entry, you can follow this link: "[Do You Get Déjà Vu?](#)"

(Continued on page 11)

High school contest . . .

(Continued from page 10)

Sports Photo: Kelly Montague, Strath Haven High School, West Chester, Pennsylvania, "They Can't Stop What They Can't Catch."

Cartooning: Arcade Encarnacion, Southwest Career & Technical Academy, Las Vegas, Nevada, "TRUMPCORE 2022."

Graphics/Photo Illustration: Darshini Shankar, Rose Clark, Tsion Daniel, and Jane Martens, HiLite Newsmagazine, Carmel, Indiana, "Do You Get Deja Vu?"

Single Page Layout: Jennifer Huang and Kelly Liu, Stevenson High School, Lincolnshire, Illinois, "Pencils Down."

Double-truck Layout: Bria Howard, Sparkman High School, Huntsville, Alabama, "Creating Confidence."

Environment: Kaila Chun, Kylie Tzeng, and McKenna Rausch, Palo Alto High School, Palo Alto, California, "The Place We Call Home."

Radio or Podcast Prepared Report: Farhana Khan, Mount Pleasant High School, Wilmington, Delaware, "Frozen at MPHS TCC."

Radio/Television Interview or Talk Show: Patrice

St. Jean, Homewood-Flossmoor High School, Flossmoor, Illinois, "Student Activists."

Best Newscast: Radio or Television: Nevaeh Robinson and Carsyn Hobson, Bryant High School, Bryant, Arkansas, Hornet News, "Now Episode 2 2022."

Video News Story: Ellie Lakatos and Travis McGinnis, Southwest Career & Technical Academy, Las Vegas, Nevada, "'GIRLS IN TECH' Promotes STEM Careers."

Video Feature Story: Sylvan Prey-Harbaugh and Joyce Huang, Strath Haven High School, Wallingford, Pennsylvania, "Haven on TikTok."

Video Sports Story: Nate Locker and Kalel Fargo, Homewood-Flossmoor High School, Flossmoor, Illinois, "Bigger Than Basketball."

Yearbook Layout: Brooklyn Lul, Lexington High School, Lexington, Nebraska, "Created to Create."

Yearbook Photo: Josie Torres, Shawnee Mission Northwest High School, Shawnee, Kansas, "No More Waiting."

Yearbook Copywriting: Nina Kudlacz, Ralston High School, Ralston, Nebraska, "For Tanner."

Communications contests get new leaders

NFPW's long-time contest director, Teri Ehresman, is dividing up the responsibilities for both the professional and high school contests.



Teri Ehresman

Ehresman has been chair for both contests — six years for the professional contest and four years for the high school contest. She oversaw the transition to the new online contest four years ago.

Helen Plotkin of Arkansas will be the professional contest chair with Cris Blackstone of New Hampshire, Marsha Hoffman of Iowa and Monica Springer of Kansas working as at-large contest chairs.

Ehresman will continue as director of the high school contest, and Elizabeth Granger of Indiana will be the at-large high school contest director. Ehresman said the high school contest is her first love and chose to concentrate it.

Ehresman, a former NFPW president and member of Media Network Idaho, has chaired the national contest for six years under presidents Marianne Astrauskas, Gwen Larson and Karen Rowley.



A slightly different kind of conference

**Karen Rowley, Louisiana
Immediate Past President**

The recently concluded 2023 NFPW Conference in Cincinnati, Ohio, was memorable for several things — the unconventional conference hotel, the speakers who mostly came from within our very talented membership



Karen Rowley

and — most notably — the singular responsibility the NFPW executive board had for planning the event.

Typically, annual conferences are hosted by a state affiliate, which determines the city in which the conference will be held, finds the hotel in collaboration with the NFPW management team, puts together the program of speakers and sessions, and plans any pre- and post-tours.

However, we were unable to find an affiliate in a position to host the 2023 conference, and board members decided to take on the task. We made the decision for a few reasons.

First, we felt NFPW had to hold a conference in 2023 because we didn't want to lose the momentum created by the Fargo, North Dakota, conference in 2022.

Second, we knew we had a strong management team that was accustomed to seeking proposals from potential conference sites and hotels and negotiating the best deal possible.

Third, we wanted to see whether NFPW could have a successful conference if the board and the national office planned the meeting.

From there we divided up the tasks.

Our executive director, Cate Langley, worked on finding a city and a conference hotel and came up with three



options, from which the board settled on Cincinnati and the Graduate Hotel. Then she went to work organizing the tours.

For its part, the board put together a small committee that focused on the Thursday night welcome reception and the conference speakers and sessions. Working together, we put together a program that eventually became the Cincinnati conference.

That's not to say we didn't encounter hiccups along the way. We did. There were distinct disadvantages to planning a conference remotely, particularly the lack of contacts and local knowledge. But we adapted and adjusted — as NFPW members do.

And based on comments we heard during and after the conference, the result of our hard work was a successful conference with a fun welcome reception, engaging and informative speakers, a cool hotel and interesting tours.

Ultimately, the Cincinnati conference showed us we have options for the future.

Having a state affiliate host the annual conference is still our first choice, but if that's not possible, the national board can step in. Or, if an affiliate is interested in hosting but would like to partner with the national board in some capacity to work on a conference jointly, we also can do that.

The possibilities are endless. NFPW members are creative people ... we will always find a way.



National Federation of Press Women

Last seen at Authors Alley...*The Hoarder's Wife*,
By Deborah S. Greenhut

SECOND PLACE

NFPW

2023 NATIONAL FEDERATION OF PRESS WOMEN'S
AT-LARGE COMMUNICATIONS CONTEST

Deborah Greenhut

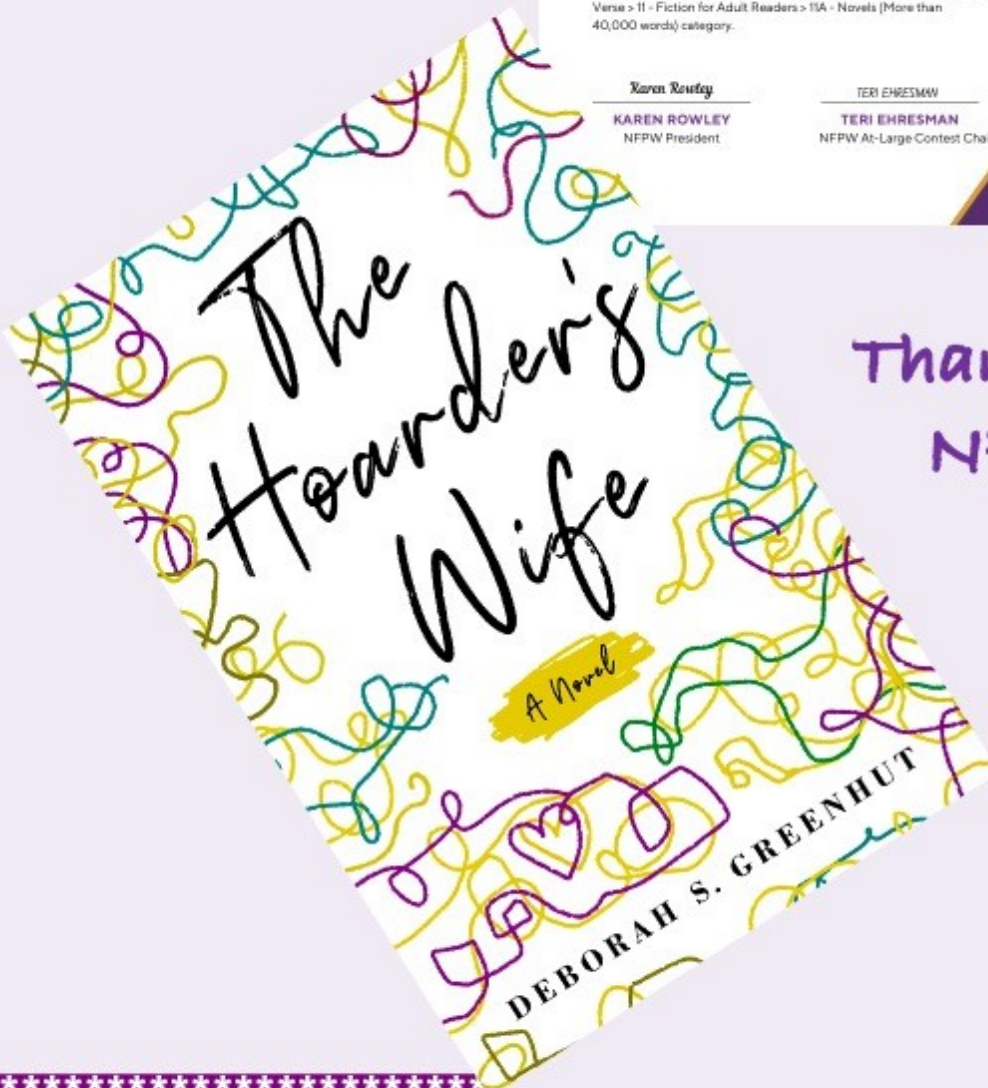
The National Federation of Press Women recognizes Deborah Greenhut for exemplary work in the form of the Books, Short Stories, Verse > 11 - Fiction for Adult Readers > 11A - Novels (More than 40,000 words) category.

Karen Rowley

KAREN ROWLEY
NFPW President

Teri Ehresman

TERI EHRESMAN
NFPW At-Large Contest Chair



Thank you,
NFPW!

Available on Amazon.com, Barnes & Noble, Woodhall Press

Affiliate and Member News . . .



Left to right: Lifetime member and 2023 COA nominee Marlene Cook receives flowers from President Art Brauer; Marlene speaking at the podium; IWPA member Carrie Steinweg talks about her career as a freelancer; Theresa Knipe demonstrates how writing differs between high school and college academics; IWPA member Janice Newman gives advice on how communicators can use social media to promote their brand, and IWPA member Dr. Janis Clark Johnston shares her experiences on publishing books and branching out to blogging. *Photos courtesy of IWPA.*

Illinois Woman's Press Association By Cora Weisenberger

Change is perhaps the best way to describe the communications profession in the 21st century, and the IWPA gave current and would-be writers a sense of that change at its Writers' Workshop in April.

It was the first post-pandemic, in-person educational event held by the 138-year-old organization.

Presenters included members and non-members who spoke on topics including life as a freelancer, tips for high school students as they transition to writing for college, using social media to develop career and blog writing. The event was held at the South Holland Public Library in South Holland.

The event kicked off with Marlene Cook, a lifetime member, giving a brief history of the IWPA, whose members have included such historical figures as social reformer Jane Addams, women's rights activist Susan B. Anthony and diplomat, activist and First Lady Eleanor Roosevelt.

Marlene also said she was looking forward to attending this year's NFPW national conference – her 47th.

"It's like a family reunion every year," she said.

Other presenters included Theresa Knipe, Transition High School to College Writing; Janis Clark Johnson, Blog Writing and Book Publishing; Janice Newman, Social Media, and Carrie Steinweg, Freelance 101.

The presentations were followed by writers giving readings of their published or-in progress works. These authors were Susan Brauer, Judith Bush Butler and Janice Newman.

Submitting obituaries

Please remember to notify NFPW Historian [Amy Geiszler-Jones](#) of the deaths of affiliate/ NFPW members so NFPW may recognize those individuals in *AGENDA*, *E-Letter* and the annual memorial service during conference.

Death notices are published in the *E-Letter* and obituaries in *AGENDA*.

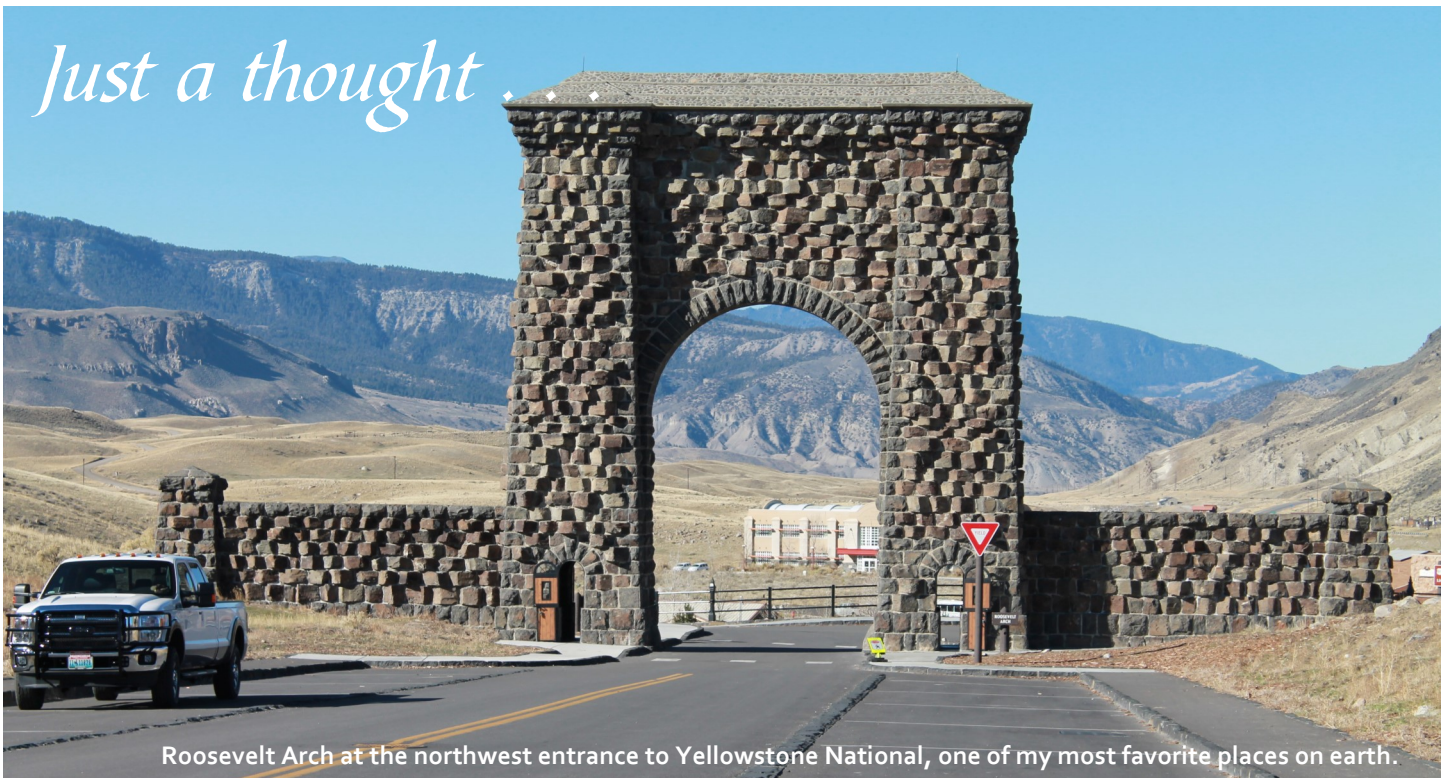
AGENDA Publication Schedule

The first week of

- October 2023
- January 2024
- April 2024
- July 2024

The deadline for submitting content is the 10th of the month prior to publication.

Just a thought ♦ ♦ ♦



Roosevelt Arch at the northwest entrance to Yellowstone National, one of my most favorite places on earth.

By Cathy Koon
Media Network Idaho, AGENDA Editor

Planning a national conference for NFPW is no easy task. Idaho has done it four times, one of them in another state. I was there for three of the four.

This year's conference was planned by the NFPW board. No one stood up and offered to host, so the board and headquarters did the job. Kudos and beyond to them. The board also developed a new master plan for NFPW to guide us for the next five years. Also not an easy feat.

Kudos to Missouri Press Women for stepping up and offering to host us in 2024. I wish them luck and give my word to promote the event as long as they keep me in the loop. I can't print what I don't know.

The same goes for the rest of you. Send me photos, news items, story ideas, criticism or praise. Just let me know what you think.

My publications assistant, Jane Falany, has been pursuing stories about news literacy for an ongoing series in AGENDA. We've had what I feel is good success with the topic so far.

I would love to have updates from members who live through hurricanes and tornadoes. Every time I read about one in an area where I know we have members, I say a prayer they are okay. How are you affected by wild-

fires? Smoke from fires? Water shortages and drought?

And how do you deal with issues facing our profession these days? What are those issues in your workplace? And how has your affiliate helped you cope?

I also accept opinion pieces. And photos are always welcome.

The general rule for length is 400 words. Long articles that take up several pages have been published, but studies show we lose readers when we have to jump a story more than once. Better to keep it to one page, with a photo or two.

I've broken that rule many times because I'm too often on a deadline that doesn't allow me the time to contact the author and ask for a shorter rewrite. And I don't like to make that kind of time-consuming edit.

That said, I want to congratulate Marilyn Saltzman on being chosen our Communicator of Achievement. She richly deserves the honor. The mass shooting at Columbine High School in Colorado was the first of its kind in what has become a regular occurrence in this country.

Imagine the horrors of that day for a young school district employee thrust to the forefront of a story that went global. Imagine the demons she must still live with. Through it all she has maintained her infectious smile and her kind heart. Way to go, Marilyn. You are magnificent.

NFPW Leadership Directory

2023 ELECTED OFFICERS

President:

Julie Campbell, Virginia

Vice President:

Debbie Miller, Arkansas

Secretary:

Kristin Netterstrom Higgins, Arkansas

Treasurer:

Karen Stensrud, North Dakota

Immediate Past President:

Karen Rowley, Louisiana

APPOINTED BOARD AS OF MAY 2023

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

Publications Director:

Cathy Koon, Idaho

Publications Assistant:

Jane Newton Falany, Alabama

Web Director:

Cate Langley, NFPW Executive Director

2024 Conference Committee:

Missouri Professional Communicators

Ad Rates for AGENDA

- Full / Page $8.250 \times 10.625 = \$50$
- Half / Page $8.250 \times 5.175 = \$30$
- Half / Page $4.063 \times 10.637 = \$30$
- Quarter / Page $8.250 \times 2.476 = \$15$
- Quarter / Page $4.064 \times 5.2 = \$15$
- 1/8 / Page $1.875 \times 10.563 = \$10$
- 1/8 / Page $4.075 \times 2.476 = \$10$

Discounts are available for multiple runs of the same ad.

Ad Specifications

- Ads must be submitted in JPEG format, camera-ready.
- Design and content of ads are the responsibility of the advertiser. The AGENDA editorial staff has the final say on whether ad content is appropriate.
- Payment must be made at time of submission.
- Payment by check should be sent to NFPW Headquarters, 140B Purcellville Gateway Drive, Suite 120, Purcellville, VA 20132.
- Payment can be made by credit card over the phone (571) 295-5900.

NFPW Headquarters

Cate Langley, Executive Director
140B Purcellville Gateway Drive
Suite 120
Purcellville, VA 20132

Phone: 571-295-5900
info@nfpw.org