



E-Letter

July 2021

In This Issue:

- President's Message
- Affiliate Activities
- Notable Birthdays
- Send Your Information
- We Remember
- Calendar of Events

Change.

After the past year and a half, most likely all of us have a new perspective on change and everything it connotes.

Change can be frightening, uncomfortable and heartbreaking. It also can be rejuvenating, uplifting and necessary.

One of the biggest changes NFPW found it necessary to make during the COVID-19 pandemic was to shift the 2021 conference from an in-person meeting to a virtual event. It was a tremendous leap of faith. How would members respond? How would potential speakers respond? Could we make the technology work?

What resulted was rejuvenating and uplifting, due in no small measure to the efforts of the conference host affiliate—Arkansas Press Women—and their commitment to what turned out to be a two-year odyssey to get from Baton Rouge in 2019 to Little Rock in 2021.



President's Message

And what a conference it turned out to be! The sessions were interesting, engaging and moving. We heard from such remarkable women as Michelle Duster, the great-granddaughter of African-American journalist and activist Ida B. Wells, and Elizabeth Eckford, one of nine African-American students who integrated Little Rock's Central High School in 1957. I hope those of you who heard them speak were as inspired as I was.



We also had a chance to learn the latest about drones, podcasting, social media strategies, writing memoirs, being a food and travel writer, and misinformation on the Internet—all relevant and important topics in today's rapidly changing media world.

Online attendance for the sessions and the Communicator of Achievement presentation ranged from a couple dozen to 75, which was wonderful to see because none of us was quite certain what to expect. Not surprisingly, the online presentation of the 2021 Professional

Communications Contest Awards drew the most viewers with more than 200 members signing on.

Congratulations again to our 2021 Communicator of Achievement—Sherri Burr of New Mexico Press Women; the 2021 Professional Communications Contest Sweepstakes Winner—Judith Zaffirini from Press Women of Texas; and the 2021 Professional Communications Contest Affiliate Winner—Delaware Press Association.

Congratulations also to our Best of the Best winner in the 2021 National High School Communications Contest—Sumit Nalavade of Heritage High School in Frisco, Texas.

Going forward, the success of our virtual conference has given NFPW board members much food for thought about how we approach next year's conference and awards ceremonies.

In a slightly different vein, if you've been following the NFPW online over the past year and a half, you've seen changes there as well. We've redesigned our website, worked to improve member services and tried to make it easier to enter our annual communications contest.

That work has mainly fallen to our management company, and Cate Langley and her team at ALP have handled all of it with unfailing professionalism and good humor. You'll see the tweaks and revisions continuing as we work to make our website even better and use our social media platforms more effectively.

Finally, if you have any thoughts or suggestions about how NFPW can better work for you, please feel free to email me at president@nfpw.org.

Change.

Sometimes you just need to embrace it.

Karen Rowley,
NFPW President

Affiliate News

Alabama Media Professionals

Following up on results from a spring survey, AMP is in the midst of rebranding, boosting membership and increasing its focus on education.

In the survey, most members expressed eagerness or openness to a new AMP logo and color palette, and the board of directors undertook a months-long process to explore options. The board enlisted Savannah Bullard, a talented designer and member who has won numerous AMP and NFPW awards for her work. After multiple meetings in which board members reviewed 51 logo options, six color palettes and seven font styles, they found a winner that all board members -- who represent a diverse cross-section of AMP membership -- believe will carry the organization successfully into the future.



In addition, AMP Vice President Meredith Cummings is building a list of prospective members and is encouraging current AMP members to let her know about colleagues, friends and acquaintances who qualify for membership. Meredith is asking each member to add just one new member. "We will double our current membership by December 31 if we do that," she said.

Her committee also is preparing invitations that will be sent out later this summer—just in time to offer the rest of 2021 membership FREE to those who join by paying 2022 dues. Of course, the invitations will show the new logo and list the benefits of joining AMP and NFPW. Almost all of AMP's current members can easily recall the name of the person who first invited them to join, and Meredith is making that fact a key to growth.

Alaska Professional Communicators

APC's next Lunch Meeting will be Sept. 2 and will feature Michael Ray Taylor and Scott McKinnon. They will talk about "The Emerging Role of Drones in Storytelling, and What Users Should Know about Legal, Safe Drone Usage for Journalism and Other Communication Applications."

Notable Birthdays

July 9, 1893 – **Dorothy Thompson**, one of the few female radio news commentators in the 1930s and the first American journalist to be expelled from Nazi Germany in 1934, was born in Erie County, New York.

July 13, 1837 – **Mary Allen West**, editor of the Woman's Christian Temperance Union newspaper Union Signal and first president of the Illinois Woman's Press Association, was born in Galesburg, Illinois.

July 16, 1821 – **Mary Baker Eddy**, founder of The Church of Christ, Scientist and The Christian Science Monitor, was born near Concord, New Hampshire.

July 16, 1862 – **Ida B. Wells**, African-American journalist, co-owner of the Memphis Free Speech and Headlight newspaper, anti-lynching activist and co-founder of the National Association for the Advancement of Colored People, was born in Holly Springs, Mississippi.

July 19, 1875 – **Alice Dunbar Nelson**, African-American journalist, writer, poet and prominent figure in the Harlem Renaissance, was born in New Orleans, Louisiana.

Send Your Information

We can't communicate what we don't know! Please send news about your affiliates and members for inclusion in the monthly E-Letters and in Agenda, which is published quarterly. Send items to president@nfpw.org. **The deadline for each E-Letter is the 15th of the month preceding.**

We Remember

Arkansas Press Women

APW charter member [Dorothy Stuck](#), 100, died July 1.

Affiliates, please remember to notify NFPW historian Amy Geiszler-Jones, algj64@sbcglobal.net, of the deaths of affiliate/NFPW members so that NFPW may recognize those individuals in the organization's E-Letter, Agenda and annual memorial service. Deaths will be reported in the E-Letter and an extended obituary will appear in Agenda.

Calendar

Upcoming Events

- August 17, 2021 - NFPW Board Meeting
 - September 10, 2021 - Deadline for Fall 2021 Agenda
 - September 14, 2021 - NFPW Board Meeting
 - September 15, 2021 - 2022 Affiliate Dues Due to Headquarters
 - October 1, 2021 - 2022 Professional Communications Contest and High School Communications Contest Open
 - October 1, 2021 - Fall 2021 Agenda Published
 - October 12, 2021 - NFPW Board Meeting
 - October 15, 2021 - 2022 Dues Cycle Begins
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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.

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*"We draw strength, enrichment
and friendship from one
another."*

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