

APW Communicator

the newsletter of Arkansas Press Women

Volume 44, No. 2

Fall 2010

Inside . . .

HS Contest 2
President's
Message 2
Griffie Update 2
Hendrix Parking 2
2011 NFPW
Conference 3
NFPW Winners 3
Registration
Form 4

Fall professional improvement meeting set for Nov. 13

For the first time since 2007, Arkansas Press Women is hosting a fall professional development meeting "Winds of Career Change."

The meeting begins at 10 a.m. on Saturday, Nov. 13, at the Student Life and Technology Center, Hendrix College in Conway.

Layoffs, mergers, paper-to-digital. Whatever the reasons, the changing media landscape means that many people are looking for new opportunities.

The professional development opportunity features advice from communicators who have made the switch from newspaper journalism to other outlets.

On the program are

• **Kelli Reep**, Flywrite Communications - Surviving as a solo practitioner

• **Helen Plotkin**, associate vice president, Hendrix College; and **Mary Hightower**, assistant director communications/marketing, Cooperative Extension Service

Division of Agriculture — Making the change from journalism to academia and agency work

• **Debbie Miller**, features editor of

four local daily newspapers in northwest Arkansas - Cool Gizmos and industry updates

from the Poynter Institute.

Registration for the program is **\$20** which includes lunch on site; only **\$10** for students. Registration deadline is Thursday, Nov. 11.

Checks should be payable to Arkansas Press Women and sent to Mary Hightower, 1301 Golden Pond Rd., Little Rock, AR 72223. Register by e-mail to mary.hightower@gmail.com or by phone (501) 671-2126 and pay at the door.



Winds of
Career Change



APW Business Meeting

Saturday
Nov. 13, 1 p.m.
Campbell Dining
Rm., 2nd Floor
Student Life and
Technology
Center Hendrix
College



HENDRIX
COLLEGE

Debbie Miller is NFPW 2010 Sweepstakes Winner

Debbie Miller is the National Federation of Press Women's 2010 Sweepstakes winner. She received a check for \$250.

Contest entrants accumulate points based on the number of their winning entries and the number of competing entries in those categories.

Miller won five national awards — one first, one second, two thirds and one honorable mention.

She's a five-time APW contest sweepstakes winner and was the NFPW sweepstakes runner-up in 2007.



Five HS students NFPW winners

Five Arkansas high school students won NFPW awards for work published last year in their student newspapers. The national contest is open to first place winners of the APW high school journalism contest.

- **Gareth Patterson**

Bryant HS, **first**, feature photo in "The Prospective."

- **Elizabeth Harms**

Southside HS, Fort Smith, **second**, editorial "Tests need refined focus on learning" in "The Southworld."

- **Katrina Ragsdale**

Bryant HS, **third**, feature writing for story dealing with post traumatic stress disorder.

- **Katie Smith**

Fayetteville HS, **third**, for double-truck layout in "The Register."

- **Jonathon Schmidt**,

Wynne HS, HM opinion piece "War on Wikipedia" in the "Yellow Jacket."

The competition is open to students in grades 9-12 from across the country and is endorsed by the National Association of Secondary School Principals.

National winners receive certificates; first place winners also get a \$100 cash prize.

The five Arkansas students won first place awards the APW contest in April.

The state contest received more than 350 entries from 12 Arkansas high schools.

-- **Kristin Netterstrom**

From the President . . . Mary Hightower

While many see the **Fall Professional Development** meeting as being less important than the annual summer meeting and awards luncheon, I hope you'll make time to attend this meeting.

Our agenda for the "Winds of Career Change" is short, I believe it will provide insights into life "on the other side" of newspaper journalism.

Many of our ranks are finding that the playing field is changing are need knowledge and skills to make the transition into the communications field beyond the newsroom.

Also, at this meeting will be a vote on issues important to the **future of this organization**.

One is the proposal that APW create a new level of membership, one that would allow members to enter the state contest only, but otherwise participate fully in professional development opportunities.

In discussions at our January meeting, we believe this level, along with a lower membership fee, would encourage new members from both the professional and student ranks.

As always, I welcome your feedback. Call me at (501) 671-2126 or e-mail me at mary.hightower@gmail.com.



Carol Griffie Update -- The outpouring of support for **Carol Griffie** through the Arkansas Press Women Scholarship fund has been incredible.

As many of you know, at the time this issue went to print, Carol was in hospice in North Little Rock. Discussion began on what to do, how to support and honor a woman who has meant so much to our organization.

It all started with an idea from **Emily Roberts**. Wouldn't it be great to honor Carol while she knows about it?

The idea spread through APW and was passed on to "Democrat-Gazette" staffers and others in journalism and politics who know Carol. Within three weeks, what began with a simple question turned in to more than \$1,200 in donations to the APW Scholarship in Carol's name.

Thank you all for this incredible gift!

Carol has been honored in another way, too. The Arkansas Pro Chapter of the Society of Professional Journalists honored Carol Griffie with a Lifetime Achievement Award at its Oct. 20 annual banquet.

Please keep Carol in your prayers.

Where to Park at Hendrix College

Campus visitors are welcome to park in any open spot, other than those marked "service."

The Student Life and Technology Center is on the west side of campus near Harkrider St., (US 65). Limited parking is available in the lot between Harkrider and the SLTC near the residence halls that surround the SLTC.

Ample parking can be found a short walk away in a large lot at the corner of Harkrider and Markham or on the west side of Harkrider, near the Wellness and Athletic Center.

Those parking on the west side of Harkrider can cross the street using

a pedestrian overpass visible from the parking lot or by using a pedestrian underpass near the south end of the Wellness and Athletic Center.

APW will meet in the Campbell Dining Room on the second floor of the Student Life and Technology Center.

See map (separate attachment).

-- **Helen Plotkin**



2011 NFPW Conference

Mark your calendars! Iowa Press Women and Nebraska Press Women will host the **2011 NFPW Conference, Sept. 8-11**, at Council Bluffs Casino, Hotel and Convention Center.

Tour opportunities include a Nebraska Prairie pretour Sept. 4-6, Omaha/Council Bluffs day tour Sept. 7, mini-tours on Sept. 8 and an Iowa post-event tour Sept. 11-13.

Communicator of Achievement

The Communicator of Achievement is National Federation of Press Women's highest honor given to the individual nominated by his or her state affiliate for achievement in communications and service to the affiliate, NFPW and the community.

Judging criteria includes the following:

- Professional Achievement -- 60 percent
- Community Service — 20 percent
- Affiliate and NFPW Service — 20 percent

The winner is selected by an outside panel of judges with the exception of one member who is the current NFPW Communicator of Achievement.

Arkansas does well in Chicago

The 2010 NFPW Communications Conference in Chicago was a positive one for Arkansas.

Debbie Miller was the national sweepstakes winner; eight members were national contest winners and five high school students won national awards.

Arkansas winners are

- **Brenda Blagg**, "NW Arkansas Morning News," — **HM** in special articles, government and politics.
- **Malea Hargett**, "Arkansas Catholic" — **first**, publications regularly edited by entrant, non-daily; **second**, editorial/opinion, non-daily newspaper.
- **Mary Hightower**, University of Arkansas Division of Arkansas — **second**, publications regularly edited by entrant.
- **Melissa Jones**, "Arkansas Democrat-Gazette" — **second**, feature story, daily newspaper.
- **Tammy Keith**, "Arkansas Democrat-Gazette" — **second**, spe-

cial articles, social issues; **third**, columns, humorous.

- **Debbie Miller**, Northwest Arkansas Newspapers — **first**, single page or pages regularly edited by entrant; **second**, special articles, arts and entertainment; **third**, special articles education; **third**, section edited by entrant, frequent or regular section; **HM**, special articles food.

- **Emily Roberts**, "Arkansas Catholic" — **first**, website edited by entrant; **third**, page layout, non-daily newspaper.

- **Jeannie Stone**, "Arkansas Democrat-Gazette"— **third**, special articles advertorials; **HM**, special articles sports; **HM**, headline writing.

Congratulations to all the winners and to Debbie Miller, the national sweepstakes winner.

Winning the sweepstakes is not new to Arkansas. **Brenda Blagg** is a past national sweepstakes winner and Miller was runner-up in 2009.



NFPW 2010 Communicator of Achievement candidates

APW now has Blog/Flickr site

To supplement APW's e-communications, APW now has a blog. Visit <http://arkpresswomen.wordpress.com/>. Submit your blog URL for inclusion on our blogroll, or submit links to stories relevant to our industry. Of course, feel free to submit comments and questions!

We also have a Flickr site for photos. If you have photos to upload, contact Mary Hightower for the password.

<http://www.flickr.com/search/?w=42737877@NO38q=&m=test>

APW Communicator
6 Bradford Court
Little Rock, AR 72227



APW Fall Professional Improvement meeting

Print or clip and mail, along with your check payable to **Arkansas Press Women**, to Mary Hightower, 1301 Golden Pond Rd., Little Rock, 72223.

Yes, I am planning to attend the the APW Fall Professional Improvement meeting, Saturday, Nov. 13 at the Student Life and Technology Center at Hendrix College.

Name _____

Address _____

Contact Info (email or phone) _____

Guests _____

Be sure your check arrives by the Nov. 12 deadline. If unsure, call Mary Hightower at (501) 671-2126 or mary.hightower@gmail.com