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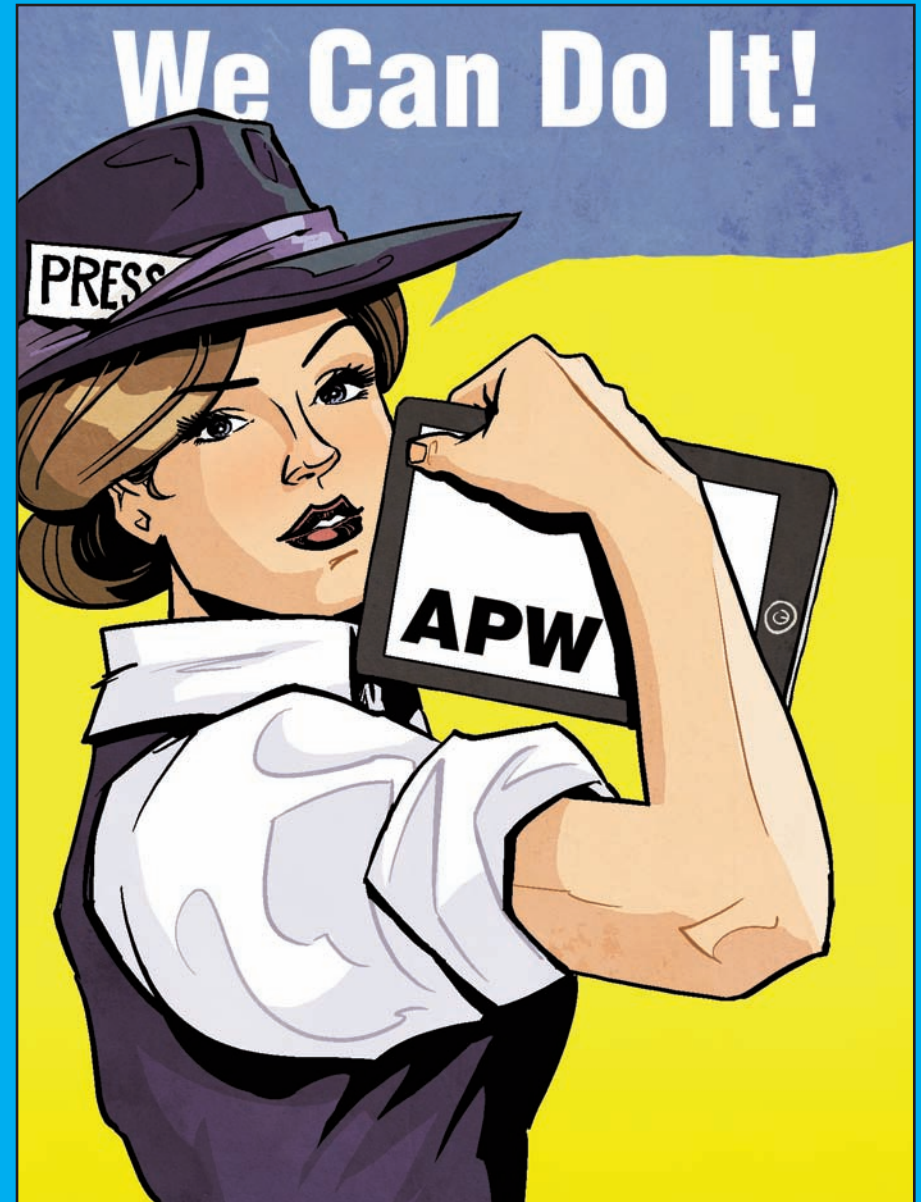
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**2012 Arkansas Press Women
Summer meeting • Best Brains Colloquium •
2012 Communications Contest Awards**

We Can Do it!

June 16, 2012

Witt Stephens Nature Center • Little Rock

9 a.m.-10 a.m.
APW Board meeting

10 a.m.-11:45 a.m.
Best Brains Colloquium

11:45-Noon
Break

Noon-1 p.m.
Lunch and Keynote
by author and former APW and NFPW President
Charlotte Schexnayder
who will talk about her new book "Salty Old Editor."

1 p.m.- 3 p.m.
Scholarship and Awards presentation

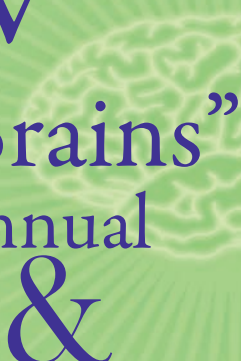
Special thanks to:

Debbie Miller, for shepherding our annual contest
Kristin Netterstrom, for securing the venue and catering
Dusty Higgins, for creating our program cover art
Judy Howard, for producing our awards certificates
Karen Segrave for her photography
Dr. Dale Zacher for organizing the Best Brains colloquium
and to
Charlotte Schexnayder, for continuing to
inspire APW members.

APW

"Best Brains"

2012 Annual Awards & Colloquium



Our 2012 graduate student presenters:

Lisa Beckham Reber

*Crisis as Catalyst: The Painful Path to an Independent
Cherokee Press*

Michael "Tony" Guanella

*The Journalistic Roles of Arkansas Internment Camp
Newspapers, 1942-45*

Rachel Newton

*Being a Good Neighbor: Changing Attitudes and Calming
Fears Towards*

Tatjana Koroliova

*Discourse analysis of the coverage of the Revolution through
Social Networks in Belarusian media*

Michael Taggard

The Gray Lady and the Mighty 7th

Abstracts for these presentations are available at
arkpresswomen.wordpress.com

2012 APW Communications Contest

1. News Reporting

B. Daily Newspaper

First: Laurie Whalen, Arkansas Democrat-Gazette

“Chicken grower fighting the heat”

“Firm hopes stun method will ruffle fewer feathers”

Judge’s comments: “Excellent, easy-to-read writing marked by clarity and clever word choice. Great stories.”

Second: Kristin Netterstrom, Arkansas Democrat-Gazette

“In LR tax vote, business aim sticky”

“Utility looks to Texas for water-serving tips”

Judge’s comments: “This reporter is very good making complicated matters easy to follow”

2. Enterprise

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Vilonia Tornado”

Judge’s comments: “Good writing and comprehensive coverage make for a fantastic package.”

3. Investigative Reporting

First: Kristin Netterstrom, Arkansas Democrat-Gazette

“Homeowners point to LR in code woes”

“Not obligated to fix drive way, West LR home owner testifies”

Judge’s comments: “A first-rate story by a tough reporter who didn’t give up in shining a light on a public misdeed. Very good follow-up story, too.”

5. Special Series

First: William “Bill” Shrum, The Daily Leader

“One Woman’s Story of Pain, Fear and Survival”

Judge’s comments: “A tragic story beautifully told. Great narrative flow. I was hooked all the way.”

6. Editorial/Opinion

A. Nondaily Newspaper

First: Jenny DeShields, The Weekly Vista

“Occupy Bella Vista?”

Judge’s comments: The writer does a great job of stating the case and then backing it up. Excellent use of language.

7. Feature story

B. Daily newspaper

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“UCA graduate recalls escape from South Tower”

Judge’s comments: “I picked this for first place because of the writing and organiza-

tion. You gave the reader details about a young man at the beginning of his work career — and all his thoughts and feelings. It was a very good read.”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“She’s there in my thoughts”

Third: Debbie Miller, Northwest Arkansas Newspapers

“Honored to Serve”

Honorable Mention: Debbie Miller, Northwest Arkansas Newspapers

“What’s in a name?”

Honorable Mention: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Mother remembers life of 2-year-old daughter”

C. Publication, Magazine, Supplement

First: Tammy Keith, Arkansas Life

“Remembering 9/11”

Judge’s comments: “Great job of letting the subjects tell the story!”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Friends Forever”

Third: Tammy Keith, Arkansas Life

“Daughter of a Hero”

Honorable Mention: Sally Carroll, The Village Voice

“Shelter staff, volunteers work for cold noses, warm hearts”

8. Personality Profile

A. 500 words or fewer

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Russellville woman: marriage, faith better ...”

Judge’s comments: “Wow! Again, you pack so much in 500 words. Kristin gave you some great material to use. Great job condensing it.”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Clinton woman and her mother diagnosed in their 30s”

Third: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“UCA student organizes barefoot walk”

B. More than 500 words

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Barclay McConnell”

Judge’s comments: “Great job getting the ‘real’ story – another side of this public figure.”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Russell Allison”

Third: Sally Carroll, The Village Voice

“Tour of Duty”

Honorable Mention: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Patrick Moore”

9. Specialty articles

A. Business

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Hey, Taxi!”

“Curly-Bob’s Special Sauce”

Judge’s comments: “Colorful writing by a real storyteller who knows the impact of effective word play and imagery.”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“New chamber president has passion for area”

“Morrilton official: Facility Bosch vacating ‘silver lining’”

B. Agriculture, Agribusiness, Aquaculture

First: Mary Hightower, UA Cooperative Extension Service

“UA grape variety rises from ash pile”

“Nursery industry banks on ‘eyes in the sky’”

Judge’s comments: “Nice opening on the grape story. Good description in the nursery story. It helps the reader and makes the story more understandable.”

Second: Laurie Whalen, Arkansas Democrat-Gazette

“U.S. rules proposed for poultry industry hatch clashing views”

“Poultry changes reaction mixed; Some say they come up short”

C. Arts And Entertainment

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition, Three Rivers edition

“Conway artist chosen for first Toad Suck Daze poster”

“Searcy troupe to perform Beebe woman’s play”

Judge’s comments: “Great job letting Heather Mainard’s personality shine through. Enjoyed the backstage look at the Dessert Theatre.”

Second: Debbie Miller, Northwest Arkansas Newspapers

“A Sound Decision”

“Finding Sweet Harmony”

D. Physical Health, Fitness, Mental Health, Self-Help

First: Tammy Keith, Arkansas Life

“Flirting with Fad Diets”

“Killer Summer Heat is Here”

Judge’s comments: “Two fact-filled, very educational articles. Great service for readers.”

Second: Debbie Miller, Northwest Arkansas Newspapers

“Words of Comfort”

“From Family to Fighters”

Third: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition Syncweekly.com

“Out of the darkness”

“The ‘silent epidemic’”

E. Education

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Everybody deserves a chance”

“Charlotte Rainey Green”

Judge’s comments: “Everybody – The founders deserve recognition for their work. Charlotte – Great look at what schools truly face today. Thanks for letting Green tell her story.”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition, Tri-Lakes edition

“Hendrix professor receives Exemplary Teacher Award”

“Magnet school provides free summer lunches”

H. Government Or Politics

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Street proposal elicits angst, approval”

“A place for dogs to play”

Judge’s comments: “This writer uses her conversational style and great eye for detail to draw readers into public policy stories.”

I. History

First: Sally Carroll, The Village Voice

“Tour of duty”

“Hulls fight for family, country”

J. Home

First: Tammy Keith, Arkansas Life

“A Hopeful Place”

“Welcome to the iHouse”

Judge’s comments: “Nice contrast in entries. Shows you have well-rounded coverage.”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition, and Arkansas Life

“Cozy Cabin”

“Summertime is Party Time”

L. Religion

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition

“Terry Kimbrow”

“Anderson Wilkins”

Second: Maryanne Meyerriecks, Arkansas Catholic

“Barling couple shares their big day with entire parish”

“New bishop in Dodge City, Kan., has ties to Arkansas”

N. Social Issues

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition
“Without a home”
“Conway mom gets her wish”
Judge’s comments: “You do a great job of covering your community,”

Third: Maryanne Meyerriecks, Arkansas Catholic
“Parish, Community stand by Costa Rican family in court”
“Retired dentist has a heart for pregnancy resource center”

O. Sports

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition
“Cyclones blow into town”
“An extended snow day”
Judge’s comments: “Fascinating stories and two very different basketball worlds. This writer’s stories don’t read like the same old cliché-filled sports copy. Well-reported, well-written.”

P. Hobby Or Crafts

First: Tammy Keith, Arkansas Life, Arkansas Democrat-Gazette, Three Rivers edition
“Collecting the classics”
“Women make quilts for youth ranch”

S. Green/Environmental

First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition
“Open, honest debate”
“Valuable part of campus”

10. Columns

A. Humorous
First: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition, Three Rivers edition
“A million ways to write a killer obit”
“To text or not to text”
Second: Vivian Lawson Hogue, Log Cabin Democrat
“Dust in the Wind”
“Rise in Fall”
Third: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition
“Battling bedbugs buck naked”
“Holy, high meringue, pie girl!”
Honorable Mention: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition
“Fat cat thinks he’s been kidnapped”
“The 40s are worse than the 30s”

B. General

First: Leeanna Walker, Rogers Morning News

“Save Now Graduates, But Follow Your Heart”

“City Needs Storm Shelters”

Judge’s comments: “Both were easy reads.”

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition, and Three Rivers edition

“Pictures bring back memories”

“Listening to families of Sept. 11”

Third: Vivian Lawson Hogue, Log Cabin Democrat

“Spoons: Another Sign of Winter”

“Living in the ‘present’ moment”

Honorable Mention: William “Bill” Shrum, The Daily Leader

“Believing in ‘Angels’”

“Moving on but remembering when”

12. Pages Edited by Entrant Other Than Lifestyle/Entertainment

A. Nondaily Newspaper

Honorable Mention: Jenny DeShields, The Weekly Vista
“Sports and Recreation”

B. Daily Newspaper

First: Debbie Miller, Northwest Arkansas Newspapers
“Our Town”

14. Sections/Supplements Edited by Entrant – Infrequent

A. Nondaily Newspaper

First: Jenny DeShields, The Weekly Vista
“Recipes for Healthy Aging”

Judge’s comments: “What I love about this section is its organization. I open the tab and get an immediate understanding of why it’s being published. As I page through, I find a lot to read. Nice work.”

Second: Jenny DeShields, The Weekly Vista
“‘Tis the Season”

15. Publications Regularly Edited by Entrant

C. Publication for General/Specialized Circulation

First: Vivian Lawson Hogue, Faulkner Facts and Fiddlings
“Spring/Summer 2011”
“Fall/Winter 2011”

Judge’s comments: “Nice clean look to magazine. Good choice of font for text.”

Second: Sally Carroll and Christy Attlesey, Bella Vista Village Property Owners Association

“The Village Voice”

16. Page Layout

A. Nondaily Newspaper

First: Jenny DeShields, Siloam Springs Herald-Leader
“Lifestyles”

Judge’s comments: “Extremely creative designs that draw readers in. You can tell the designer puts a lot of thought and effort into her work.”

Second: Emily Roberts, Arkansas Catholic
“Centennial issue”
“Open Your Hearts in Welcome issue”

Judge’s comments: “Clean, creative designs. Strong use of white space and clear headlines make this designer’s work very strong.”

Third: Jenny DeShields, The Weekly Vista
“Lifestyles”
“Sports & Recreation”

17. Headlines and Original Graphics

A. Headline Writing

Second: Tammy Keith, Arkansas Democrat-Gazette, River Valley & Ozark edition
“Come-pearing cooks”
“Battling bed bugs buck naked”
“Holy, high meringue, pie girl!”
“Cars, cash and contest confidence”

20. Photography in a Printed Publication Other Than Newspaper

E. Photo Essay

First: Michelle Parks, Fay Jones School of Architecture, ReView
“Ozark Modern’ Highlights Stone-Designed Furniture”

Judge’s comments: “Great photography, great detail work. The captions beneath the photographs — and the text — give the photographs added relevance.”

Second: Michelle Parks, Fay Jones School of Architecture, ReView
“End of the Crit Cube Era”

22. Photographer/writer

First: Bobbie Crockett, Pine Bluff Commercial
“There is so much more to agriculture ...”

Judge’s comments: “Great photography and story showing the joy and concentration students experience at participating in an innovative agriculture camp.”

42. Single-Sheet Poster

A. Single sheet original poster

First: Emily Roberts, Arkansas Catholic
“Arkansas Catholic: A Century of Faith in News”

Judge’s comments: All elements work together for overall message — thumbnails of old issues, color block to showcase headlines, copy to explain why readers should subscribe.”

45. Community or Institutional Relations

First: Mary Hightower, University of Arkansas Division of Agriculture
“Arkansas Rice Expo”

Judge’s comments: “Great submission. The goals were clearly written, and the outcomes as well.”

Honorable Mention: Sally Carroll and Christy Attlessey, The Village Voice

“Photo contest”

50. Printed Materials

A. External Annual Report

First: Debbie Archer, Carol Sanders, Bobbie Crockett and Brad Mayhugh, University of Arkansas at Pine Bluff Communications

“Pursuit of Excellence — 2011 Calendar and Biennial Report”

Judge’s comments: “I liked this strategy of pursuing an annual report in a fashion that was interesting to read.”

51. Magazine

B. Four-Color

First: Helen Plotkin, Hendrix College

“Hendrix Magazine”

Judge’s comments: “It’s clear the goals were met with this magazine. I love how this entrant takes the time to survey its readers and then made the necessary adjustments to improve it. Well done!”

Second: Michelle Parks, Fay Jones School of Architecture, University of Arkansas
“ReView”

52. Magapaper/Tabloid

Second: Sally Carroll & Christy Attlessey, Bella Vista Village Property Owners Association “The Village Voice”

53. Newsletter

B. Four-Color Print

First: Tara Berry and Debbie Miller, NorthWest Arkansas Community College
“The NWACC Insight, Nov. 4”

Judge’s comments: “Crisp, clean look. Lots of good info for employees.”

Second: Tara Berry and Debbie Miller, NorthWest Arkansas Community College
“The NWACC Insight, Oct. 4”

Third: Maryanne Meyerriecks, St. Scholastica Monastery “Horizons”

58. News or Feature Release

A. News release

First: Debbie Miller, NorthWest Arkansas Community College
“NWACC Will Host Return To Learn”

Judge’s comments: “Great coverage and the results of this campaign are clear and evident.”

Second: Bobbie Crockett, University of Arkansas at Pine Bluff
“Split pond system may be economical option”

Third: Debbie Miller, NorthWest Arkansas Community College
“Testing Center Makes Grade”

Honorable Mention: Carol Sanders, University of Arkansas at Pine Bluff
“Status of Pigford II”

B. Feature Release

First: Bobbie Crockett, University of Arkansas at Pine Bluff
“Llama displaced by tornado finds new home at UAPB farm”

Judge's comments: "Interesting story. Good job acting quickly to retain news peg. Great placement."

Second: Carol Sanders, University of Arkansas at Pine Bluff
"Yams or sweet potato"

Third: Debbie Miller, NorthWest Arkansas Community College
"NWACC Faculty Member Named To National Office"

Honorable mention: Carol Sanders, University of Arkansas at Pine Bluff
"Sweet Potato Journey From Slip to Store"

59. Multiple Release

First: Debbie Miller, NorthWest Arkansas Community College
"A Knight To Remember"
"Concert Will Honor Father, Faculty Member"

Judge's comments: "Excellent features that gave a deserving man his final 15 minutes."

60. Media Kit

First: Debbie Miller, NorthWest Arkansas Community College
"NWACC play promotional materials"

Judge's comments: "Good job finding additional background for media kit"

61. Speeches

First: Vivian Lawson Hogue
"Living in the Present Moment"

Judge's comments: "Nice nostalgia."

A special thanks to this year's judges:

- Larry Henry, Channel 5 News, NorthWest Arkansas, former newspaper editor
- Gwen Larson, Emporia State University Marketing and Media Relations
- Kay Stephens, writer, Altoona (Pa.) Mirror
- Laurinda Joenks, educator, former Living editor, The Morning News, Springdale
- Teleia Farrell, vice president, Regan Communications Group, Boston, Mass.

Sweepstakes

Each year, a sweepstakes winner is chosen who accrues the most points in a weighted points system.

2012 Winner: Tammy Keith

Your acting APW Board*

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Newsletter editor

Carol Sanders Reiner
1890 program,
University of Arkansas at Pine Bluff

Scholarship Chair

Bill Shrum
Stuttgart Daily Leader
870-673-8533

FOI Director

Brenda Blagg

*Please note that the board members' terms expired in June 2011. We need your help in nominating and electing new members.

Notes

Dear APW members,

In 1949, a group of women journalists pooled their smarts, expertise and drive for excellence to form Arkansas Press Women as a means for mutual support and continued professional development.

Sixty-three years later, our mission hasn't changed, but our membership has.

Over the last three years, we have reached a turning point. We have struggled with higher costs of membership and increasingly demanding schedules that have resulted in declining membership.

Yet we have more tools at our disposal than ever before, such as the Internet and last year's gift of \$25,000 from the Maudine Sanders' estate to promote our educational efforts.

I am asking each of you to consider taking an hour a day or an hour a month to donate your smarts, your expertise and your drive for excellence to reinvigorate Arkansas Press Women.

We need your help to serve on the board, to offer educational presentations to high school and other students, to help us publicize our successes and spread the word to colleagues in the communications field.

Let's make this organization about more than just a contest. We can do this -- but only with your help.

Thank you all for your support.

Sincerely,



Mary Hightower