



Colorado Press Women

exPRESSIONs

Newsletter of Colorado Press Women

SEPTEMBER 2006

200+ attend Rendezvous in the Rockies in Denver

More than 200 journalists and communicators attended Rendezvous in the Rockies, the National Federation of Press Women's annual conference, Sept. 7–9 at the Adam's Mark Hotel in downtown Denver. The conference, organized and hosted by Colorado Press Women, drew 75 first timers, an NFPW conference record.

Denver Mayor John Hickenlooper welcomed attendees Saturday morning, Sept. 9, and discussed his mayoral campaign and transitioning from running a microbrewery to running the city of Denver.



Denver Mayor John Hickenlooper impressed the NFPW Conference audience at breakfast Sept. 9.

Attendees also heard keynote speakers **T.R. Reid**, Rocky Mountain bureau chief for the *Washington Post*; **Patty Limerick**, University of Colorado-Boulder history professor and director of the Center of the American West; **Tad Bartimus**, syndicated columnist and 28-year Associated Press correspondent; **Jeannette Walls**, MSNBC.com columnist and author of *The Glass Castle*; and **Heloise**, syndicated columnist and longtime NFPW member.

Postconference Party: Oct. 5

Join us Oct. 5 to celebrate the success of Rendezvous in the Rockies and welcome new members who have joined CPW this year.

The party begins at 6 p.m. Thursday, Oct. 5, at the home of Glennys McPhilimy, 1068 Ridglea Way, in east Boulder, 303-499-1921. There will be appetizers, wine and soft drinks. Cost: \$10.

RSVP to Gay Porter DeNileon, (H) 303-347-6278; (W) 303-274-4066, or e-mail: gporter@awwa.org.

From Denver, take US 36 to the Foothills Parkway Exit, go north over the viaduct and turn right at the first traffic light, onto Baseline. Go to the dead end at Cherryvale; turn left and pick up Baseline again at the next intersection. Turn right and go to Stearns and turn left and follow it around to Ridglea. The house is on the southeast corner of Stearns and Ridglea.

From central Boulder, take Arapahoe about five miles east. Halfway up the hill, just beyond the Boulder Valley Schools Ed Center, turn right on Westview. Go to the second stop sign, turn right onto Stearns, then left on Ridglea.

If you are coming from points north of Boulder, call Glennys, 303-499-1921, for directions.



Ethics panelists Fred Brown (seated) and T.R. Reid addressed a standing-room-only audience about the fine lines between ethical and unethical news coverage, their take on shield laws and the popularity of news blogs.

Two days of concurrent professional development workshops drew large audiences and standing-room-only attendance at several sessions. Some 150 attended receptions Thursday night at the Colorado History Museum and Friday night at the Denver Press Club.



Boulder Daily Camera editor Sue Deans discusses pushing the boundaries of traditional journalism at the Look Who Made It To Management workshop. Glennys McPhelimy (seated from left) facilitated the panel, which included KUSA TV vice president Patti Dennis and Rocky Mountain News managing editor Deb Goeken.

Conference highlights included recognition of the accomplishments of **CPW's Communicator of Achievement Joyce Davis** at Friday night's banquet. NFPW presented the national 2006 Communicator of Achievement award to Betty J. Packard, a management consultant of San Francisco, Calif. First runner-up for NFPW COA is Vivian Sade-Rosswurm. Saturday night, CPW members raked in 22 awards in categories ranging from short story, entertainment, religion, enterprise writing and continuing coverage writing to editing, writing for the Web and brochure design.

The silent auction generated more than \$3,000 for the NFPW Education Fund, which provides professional development grants to members. This year, the fund provided 19 first time conference attendee grants.

Complete Conference Coverage

Read all about it — complete coverage of the **pretours, keynote speeches and workshops** — at www.coloradopresswomen.org/roundup.shtml . CPW thanks all the NFPW members from across the country who contributed stories and photos to the coverage.

Diverse workshops capture audience

Journalists got their fill at a number of captivating workshops. There are plenty of reasons to revisit the issue of ethics, given the number of recent violations, said panelist Fred Brown, at a jam-packed ethics session. Another presentation taught reporters some new vocabulary: convergence. Instead of a story belonging to one format or medium, the news is morphing to include several media from one source at the same time.

Women interested in climbing the corporate ladder got a chance to hear from several successful managers at another workshop. The tips these newsroom leaders shared would help any journalist do better at her job. Two other panels explored constitutional questions. Though one focused on the First Amendment and the other on the right to privacy, both examined the idea of a shield law for reporters wanting to keep sources confidential. In addition, women sports journalists discussed the effects of Title IX on their profession and the state of sports coverage today.

On the public relations track, NFPW members learned that regardless of the size of the special event, going the extra mile would mean a better chance of getting publicity. A workshop on the growing Hispanic market delved into not only demographics, but also the nitty-gritty on how to reach this audience.

Aspiring authors took advantage of several expert sessions. Publishers and published writers shared tips on getting from proposal to print. They posed numerous important questions for novices to answer to get them on the right road. In another enlivening presentation, Elyse Singleton gave writers 10 ways of weaving humor into a story. Low pay, high fun was the message from three travel writers. They suggested preparing two stories – one for print and one for the Internet. Finally, conference attendees heard from two prolific mystery novelists, who explained they have different creative processes.

Several sessions appealed to a cross-section of NFPW members. At his digital photography workshop, Rick Giase recommended what to look for in a camera and spelled out different kinds of batteries. In “Portrait of a Muslim Cowgirl,” author and lawyer Asma Hasan said the truth is more fascinating than preconceived ideas. She wants to motivate journalists to dig deeper when covering issues involving Muslims. Another panel discussed what it was like to face a crisis. They talked about responding in the short-term and long-term, and how it affected them personally.



NFPW national conferences often produce memorable reunions, like this one with two former Colorado residents, Carole McKelvey of Albuquerque and keynoter Tad Bartimus (right) of Hawaii.

Of course, the annual conference would not be complete without awards and tours. At Friday evening's banquet, NFPW bestowed the Communicator of Achievement Award. Press Women members and guests also enjoyed numerous sights of Colorado, including in Colorado Springs, Breckenridge and Boulder. Another group headed to Red Rocks and the historic Brown Palace Hotel.

Sponsors

The conference's success is largely due to the support of sponsors: Connie Ghent and Ginnie Gleason, Janus Capital Group, Publications Printers, xpedx International Paper Co., the *Fort Collins Coloradoan*, Denver Newspaper Agency, Coors Brewing Co., Lauren Lehman, Ska Brewery, Avery Brewery, Bristol Brewery, Left Hand Brewing Co., Spero Winery, Balistreri Vineyards, Fulcrum Publishing, Frontier Airlines, Southwest Airlines, Dorothy Bland of Gannett Co., Gannett Foundation, May Anderson, the Colorado Press Association and the Denver Press Club.

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