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TypeRider

Arizona Press Women

APW members take national awards



Betsy Rice



Conrad J. Storad



Brenda Warneka, left; Arlene Uslander

by Brenda Warneka

Betsy Rice, Conrad Storad and Arlene Uslander jointly with Brenda Warneka, all APW members, are winners in the 2011 National Federation Press Women Communications Contest.

Rice took first place in the “Manuals & Handbooks—Print” category, second place in “Audio Visuals—Video production” and received an honorable mention in a third category. Storad won first place in “Children’s Books Nonfiction.” Arlene Uslander and Brenda Warneka, as co-editors, received second place in “Books Edited by Entrant.”

The contest, which provides an opportunity to compete in a wide range of categories, encourages and rewards excellence in communication. Entries are judged by leaders in their fields of expertise.

NFPW contest winners were honored at the NFPW Annual Communications Contest Awards Banquet at the national conference which took place in September. To qualify for the 2011 national contest, entries had to have been published, issued, broadcast or e-published between January 1 and December 31, 2010.

Update: NFPW 2012 Conference in Scottsdale by Pam Stevenson

Plans are moving ahead for the 2012 NFPW Conference to be hosted by APW in Scottsdale.

The theme is “Making History in Arizona” and Barbara Lacy donated one of her colorful southwest paintings for the logo.

Pam Stevenson, who is now chairing the 2012 conference and with Glennis McNeal, made a presentation at the recent 2011 NFPW Conference inviting members to come to Arizona next year. They

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A view of the pool from the rooftop of the Hotel Valley Ho.

A Culturekeeper among us

APW member Lois McFarland was among 10 individuals and groups selected this year as Arizona Culturekeepers and honored at the 2011 Arizona Culturekeepers induction luncheon recently held at the Westin Kierland Resort & Spa in Scottsdale.

The program was started in 2002 to recognize state residents who are committed to upholding the traditions, rituals and culture of Arizona. The goal is to have 100 individuals or groups named to this honor roll in time for the 2012 Arizona centennial.

McFarland was presented with an award that describes her contributions to the state. Her photo will be displayed on a plaque along the walls of the resort's meeting space, including Culturekeepers Hall, a special area of the hotel adjacent to the Kierland Grand Ballroom.



Sheila Roe, left, and Carol Hughes join Lois McFarland at the 2011 Arizona Culturekeepers induction luncheon at the Westin Kierland Resort & Spa in Scottsdale. Photo by Craig McFarland

Other Arizona Culturekeepers named this year included Bernard "Bunny" Fontana, Tucson, professor, author and historian; Peterson Zah, Navajo Nation, educator, past president of Navajo Nation; William Otwell, Prescott, architect; Mary Manross, Scottsdale, land preservationist and former Scottsdale mayor; J.J. Lamb, Vail, historic preservationist; Lloyd Clark, Sun City, writer, historian; Setalla Family, Winslow, Hopi pottery; Carson Thomas, Wickenburg, artist, saddlemaker; and the Arizona Site Steward Program.

Information about Arizona Culturekeepers is online at www.kierlandresort.com/#/resort/about-us/arizona-culturekeepers.

APW member gets nod from AAA contest

"Grace Voss Frederick's *Affair With Arizona*," a story written by APW member Emily Pritchard Cary's, is a finalist in the Arizona Authors Association 2011 Literary Contest. It will be featured in the 2012 *Arizona Literary Magazine* Centennial Edition, which is published by Five Star Publications, a company owned by APW member Linda Radke.

Grace Voss Frederick died in January 2009 at the age of 103, having successfully planned and accomplished the construction of the Grace Museum for the Preservation of Americana in Cave Creek. The museum's displays are modeled on Smithsonian Institution multi-media protocol and are built around her personal collection of technological wonders. They trace our nation's cultural and scientific history from Native American art to the Apollo 11 moon landing.



Grace Voss Frederick

A Broadway leading lady of the 1920s, Grace Voss joined CBS in 1931 and appeared on 19 15-minute experimental television broadcasts. She was on the cover of major women's magazines before launching her own photography studio. Her photographs appeared weekly in the *New York Times*.

After marrying another photographer, Claude Frederick, she and her husband got in on the ground floor of television and were honored numerous times for their imaginative background scenery on major shows. Frederick invented a three-plex projector that created a moving effect. The prototype is now on display at Brigham Young University.

Frederick and her husband traveled worldwide, amassing rare memorabilia for their dream project.

After retiring, the couple purchased a large property in Cave Creek for their home and the museum that now occupies what was once an air strip. Following her husband's death, Frederick, then in her 80s, undertook the project by herself, supervising every detail and recording many of the narrations. The museum is open to schools and touring groups.

APW members, guests gather at Valley Ho

by Carol Hughes

Five APW members and four guests had a behind-the-scenes tour of the legendary Hotel Valley Ho, site for the 2012 NFPW convention. The September monthly meeting/tour was led by professional guide Ace Bailey and the hotel's concierge, Judy Kabler.

The hotel, which opened in 1956, is reported to be the best preserved example of U.S. mid-century hotel architecture, according to Bailey, who has lived in the neighborhood most of her life, admittedly sneaking into the hotel pool as a teenager.

APW members participating in the tour were: Barbara Lacy, Patricia Myers, Christina Powers, Sheila Roe and Carol Hughes. One stop on their tour was the rooftop with a view of the mountains, downtown Scottsdale and the hotel property, including the outdoor O-shaped pool, which some say looks like a martini glass with an olive.

The tour also stopped in Cafe ZuZu, which gets its name from the mother of one of the owners. According to the tour guide, the children of Scott Lyon could not pronounce their grandmother Rosie's name, calling her ZuZu instead. When the renovated Hotel Valley Ho opened in 2005, so did the new Cafe ZuZu.

More information about the Valley Ho is online at www.hotelvalleyho.com/scottsdalehotels/index.html.



Barbara Lacy, Patricia Myers, Christina Powers, Sheila Roe, Carol Hughes and others toured the Valley Ho.

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focused on the history and beauty of Arizona that attendees can see on the 2012 tours, as well as the historic Valley Ho Hotel that will be the 2012 conference headquarters.

The Pre-Tour will feature Northern Arizona, beginning in Payson and heading up to Winslow, Route 66, the Navajo and Hopi reservations, Flagstaff and the Grand Canyon.

Day Tours in the Phoenix area will include the Desert Botanical Garden and the Heard Museum.

Following the conference, the Post-Tour will go south to the Tohono O'odam reservation, Tubac,

Mission San Xavier and the Singing Wind Bookshop.

Plans are also being made to present several possible workshop tracks during the conference.

- New Media: skills for 21st century reporters – ASU Cronkite School of Journalism
- 24/7 Journalism: merging print, video and online media
- Historical Journalism: educational writing, historic biographies, travel writing
- Future of Public Television/Radio

- Crossover Journalism to Fiction
- Social Media: technology marketing and public relations

Many of those at this year's conference said they are already making plans to come to Arizona next year, reports Stevenson.

Many tasks, large and small, will need to be accomplished over the next year to make the Arizona 2012 NFPW Conference a success.

Anyone who wants to volunteer to help should contact Stevenson at PStevensonComm@cox.net or 480-829-2676.

Be cautious of brokered time

by Arlene Uslander

Imagine my excitement when I returned home from out of town and listened to a message on my answering machine from a man who said he was the guest coordinator for the Lifetime TV channel and would like to talk to me about the book Brenda Warneka and I co-authored, *The Mystery of Fate: Common Coincidence or Divine Intervention?* (www.thefatesite.com)

After I told my heart to stop thumping, I dialed the number he left and was able to reach him the first time I called. He had a very pleasant, friendly voice, and we spoke for about 20 minutes, during which time he told me he was intrigued by the subject of the book, asked me if I would please send him a copy and give him Brenda's phone number. He also wanted me to tell him briefly about a few of the stories Brenda and I might want to talk about on the Lifetime daily morning show called *The Balancing Act*.

When I asked him how he had heard about the book, he said he makes it his business to seek out award-winning books and to contact authors for the show. He also told me the show is produced in Florida, so we would have to fly to Florida in order to be on the show. He was very nice, and I enjoyed talking to him. I do watch the Lifetime channel occasionally and know that the programs are geared to women. I subsequently looked up *The Balancing Act* on Google and it is a genuine show.

The man and I discussed possible dates and, of course, I said he would have to check with Brenda, who at the time was on an extended driving trip with her husband. When I thought our conversation was almost over and that we would decide on the date once he had spoken to Brenda, he told me there would be a number of papers we would need to sign that he would send me, including a licensing fee for \$5,900. Not sure I had heard him correctly, I said, "How much?" and he repeated the number. I quickly added up in my head the number of books we would have to sell from being on the show, which by the way, would be for 5 minutes, in order to earn royalties that would surpass \$5,900, and said, "Thank you very much, but no thanks!" I was flabbergasted and very disappointed.

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Save Date: January 21, 2012

"Creating Best Sellers For Children" is the working title of a half-day seminar sponsored by APW and held at Arizona State Historical Society's Museum of Papago Park from 8:30 a.m. to 2 p.m. on Saturday, January 21, 2012. The general public is welcome to attend.

Speakers lined up so far include award-winning children's book author Conrad Stord, who will talk about nonfiction writing; prize-winning writer Juanita Havill, who will discuss writing fiction for children; and award-winning writer, editor and promotional agent Lynda Exley, who will give valuable information on marketing children's books.

Workshop fees are to be determined. Additional information will be available in the November APW Newsletter.

The historical museum is located at 1300 N. College Ave. in Tempe. Nonmember writers can be put on a mailing list for more details on the workshop by emailing Lynda Exley at Exlent@aol.com.

Reservations should be made by Jan. 15 by emailing apw.reservations@gmail.com.

Make your beat a book

"From Journalist to Author: Turning Your Beat into a Book," is an informative, idea-generating program hosted by Valley of the Sun Chapter, SPJ and presented from 6 to 8:30 p.m. on Friday, Oct. 7 at Monti's La Casa Vieja in Tempe.

The program features three former Virg Hill Community Journalist of the Year winners: Jana Boomersbach, Shanna Hogan and Terry Greene Sterling. All three have published nonfiction books crafted from their experience as working journalists.

The program will be held in the Rio Salado room at Monti's, which at 100 S. Mill Ave. The cost is \$5 for SPJ members and students, and \$10 for nonmembers and guests. RSVP by Oct. 5 to p.collins@ananews.com. For more details, visit www.phoenixspj.org.

APW Remembers...

Approaching Arizona's Centennial, the APW newsletter will run stories by long-time industry professionals that tell how they perceive journalism, reporting the news, writing features, etc. has changed over the last 100 years or reflect on the most memorable interviews they've done throughout their careers. Submit your stories with photo(s) to editor at exlent@aol.com.

One heck of a VIP interview

by Joan Cox

Rumors and flapping ears are a presswoman's best friends followed by great detective work. Rumors are often whispered, seen with a hand over a giggling mouth, chattered at a water fountain or the question, "did you hear that...?"

I learned about flapping ears while at a tough, daily 10-week training course at Ohio Bell telephone company in Cleveland, Ohio. Our trainer said this 10 times or more daily, "You'll do better by flapping your ears instead of your mouth!"

In other words, ask questions and listen. Really! Through the years I have used this reminder over and over again.

So it was that one day I was "working" Pennington, Tucson Elite Street. Usually people were walking determinedly to their favorite store. My casual glance noticed that there were small groups gathered here and there along the sidewalks. They seemed to be talking in whispers or lowered voices. Now and then a man would happen by. Then one man seemed to know most of the women and politely tipped his hat as he passed by. One woman poked her companion, called his name and motioned him to join them. He did so, and soon the conversation became animated. In

moments the man departed, grinning.

There was no way I could ignore this. As soon as I could, I sidled up to a display window and smoothly put myself close to the women and casually remarked about the lovely display. Then I remarked that I was a newcomer and was interested in



Longtime APW member Joan Cox revisits her interview with Eleanor Roosevelt., shown above.

Tucson's history. I noted how surprised I was that in the bygone days there were so many important people who had noted that Tucson was much more than a dusty little western town.

We chit chatted a little, but no matter how casually I tried, the women were too polite to reveal the excitement to me.

I told them how nice it was to meet them, bade them goodbye and headed to the corner Pennington Drug Store for a cup of coffee. I inched up on the counter, sat on the stool and ordered my coffee. I engaged the girl who served me to get a conversation going.

"There seems to be a lot of excitement in town today. I bet everyone who comes in is excited to tell you what a fun job you have getting to know everyone on the street," I said.

She nodded, looked around to see if anyone was near, leaned over the counter and whispered, "Eleanor Roosevelt." She shushed, me with a finger at her lip, looked around again and went back to polish the coffee maker.

WOW! I nearly fell off the stool. "Are you sure?" I asked.

"That's what they're saying," she replied.

I held my cup up for a refill, lingered a little while, left a goodly tip, walked nonchalantly out the door, and then raced to my car and headed to the station, KTAN-NBC. Thankfully the boss was in, so I spilled the news to him."

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IN TOUCH WITH APW

Jane Eppinga signed her books: *Arizona Sheriffs: Badges and Bad Men; Apache Junction and the Superstition Mountains; Tombstone; Tucson, Arizona; They made their Mark: An Illustrated History of the Society of Woman Geographers; Around Tombstone: Ghost towns and Gunfights; Historic Walks of Tombstone and Bisbee;* and, *La Malinche* at the Rendezvous of Gunfighters in Tombstone and Vigilante Days also in Tombstone. She also presented a

program at Win Bundy's Singing Winds Bookshop. Eppinga has begun work on a new Arcadia book which will cover the history of Saguaro National Park. Info: www.desert-silhouettes.com.

Bee Pine, 96, a longtime APW member, died peacefully of natural causes on Sept. 24, 2011, at her son's home in Oakland, Calif. She was a respected public relations professional for the Catholic Diocese of Phoenix, Red Cross and United Way from the 1960s to 1990s. After retiring, she lived and worked as an English teacher in China for several years. — *submitted by Patricia Myers*

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"Harry," I blurted out. "Call your dad (who works for Tucson Newspapers) and ask him if he knows about Eleanor Roosevelt, and if not who will! Harry, please, please."

Harry looked at me. I pointed to the phone. He grinned and called his dad.

After a bit of conversation, Harry shoved a paper with two names on it across the desk to me. "Go after it tiger," he said and showed me to the door.

Back at my desk, I dialed the numbers to no avail, except for references, more dialing, more references. At long last, someone inferred that she usually stays at the Arizona Inn. That was the lead I wanted. But why, the Arizona Inn?

Out in the parking, lot I revved up my baby, a 1947 Pontiac and headed to the Inn.

Once at the Inn, I noted that both sides of the streets had cars lined up, bumper to bumper. That opened my eyes wide. Up the steps I went to the front desk.

Trying to be casual I asked, "My goodness what's happening?"

The desk clerk looked back at me as if to say, "You dumb kid don't you know we are always busy."

Boldly I said, "There is a rumor around town that Eleanor Roosevelt is here."

He didn't bother to answer but picked up the phone and with a short conversation put the phone down and said, "Come with me."

I followed him to the door that said Managers Office. Totally surprised but relieved when the manager welcomed me and led me to a comfortable chair. After a few words of introduction and my questions about the rumor, she smiled and related a bit of Tucson's history. I learned that Isabelle Greenway was a remarkable woman whose history is often retold. I was almost breathless when I learned that Ms. Greenway not only built and owned the Inn, she was bridesmaid at Roosevelt's wedding.

In answer to my questions, I learned that Roosevelt would meet with the media on a given date at 10 a.m. I wanted to hug the manager. But I thanked her from the bottom of my heart, said goodbye and drove back to the station.

I rushed to tell Harry that the rumor was true. Then I knew I had to record my usual 5-minute 10 a.m. radio program.

I blurted out to Harry, "Please the guys have to record for me."

Harry nodded his head.

"Gee, thanks Harry," I said. "You'll remember to have the guys record, won't you?"

I looked in my closet and wondered what to wear. I chose a homemade cotton dress and headed for the Inn. At the lobby two other women and I were led by the desk clerk to a small upstairs living room where Roosevelt waited for us. After introductions all around, we were seated comfortably. I learned that one of my companions was the wife of the city manager of the *Tucson Daily Citizen*. The young lady was dressed very stylish as if she just walked off a page of *Vogue*.

Eleanor a tall, stately woman was seated comfortably with her hair pulled back, but not tightly. She wore a light-brown dress with a black rolled collar, cotton stockings and flat heeled shoes.

The half hour with Eleanor passed too quickly. As the other two interviewers turned to leave the room I lingered and turned back to express my heartfelt thanks for the honor of meeting her.

I was so elated on my way to the car. I felt I was on cloud nine. I had spoken and shaken hands with Eleanor Roosevelt, wife of Franklin Delano Roosevelt, President of the United States of America.

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Scam or legitimate?

Well, readers, perhaps you already know something I did not. So I talked to a publicist whom I highly respect, Marsha Friedman, author of *Celebretize Yourself* and CEO of EMSI Public Relations, thinking that perhaps Brenda and I had been the intended victims of some kind of scam. This is what Marsha had to say:



Arlene Uslander writes about her encounter with a time broker.

“Yes, it is a very real program on Lifetime TV, but take no offense. Their approach to you is very common in the hopes that you would be so excited they called, that you would be willing to pay to be a guest on the show.

“It’s not uncommon for shows to charge for the time. It’s not a licensing fee no matter what they tell you. They’re basically offering you the opportunity to buy the air time, only instead of it being an advertisement, it’s a guest interview.

“This is very, very common in radio. In fact, unbeknownst to most consumers, the weekend shows you hear on talk radio are almost all shows that are paid for by the host of that show. The radio shows exist because the host is buying the time. He or she is an expert in some area and that one hour weekly show is a great way to build his or her platform as an expert ... great marketing. It’s called brokered time.

“Well, some cable TV shows and networks have started to charge authors a fee to appear as guests on the show. They figure they have an audience for your message so they are going to charge you for that time to appear in front of them. It’s a good source of revenue for them.

“But,” added Marsha, “it’s not a good investment for any author. It would be highly unusual to be able to recoup the costs in book sales.”

So, be cautious of any call inviting you to discuss your book on TV until you find out about the fine print – unless, of course, it is Oprah herself calling.

Member photos needed!

Attention APWers: Newsletter Editor Lynda Exley is compiling a photo bank so there are always photos handy when she is publishing information in the APW newsletter about all the members' wonderful accomplishments, contributed stories or workshop engagements.

The photos can also be placed on disk and handed down to any APW Newsletter editors that follow her.

Your participation is vital! Please email photos to her as attachments to exlent@aol.com, and put APW PHOTO BANK in the subject line. Photographs must be in JPEG format and around 150 or greater dpi. They can be in color or black and white, but colored photos are preferred.

Be certain to include a caption in the body of the email that identifies subject(s) of photo, whether the member is with the Southern, Northern or Central District of APW, if a photo credit is required and anything else that would be helpful for identification.

If you are sending a photo of a member other than yourself, make sure you have the subject's permission before doing so.

You are also welcome to include a biographical paragraph or two with any photos you send.

Thank you to all the members who have already been kind enough to take the time to send photos for the newsletter!

Submissions wanted!

Share industry related news with your fellow APW members including committee reports, event news, writing contests, industry related articles, industry-related personal accomplishments ... anything you think would be of value to our membership!

Send submissions, photos and art to Lynda Exley at exlent@aol.com. The deadline for the November issue is October 21.