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Journalism
Protecting **Democracy**



NEW MEXICO PRESS ASSOCIATION

**112TH NMPA CONVENTION
& HALL OF FAME LUNCHEON**

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Empowering Journalism, Protecting Democracy



Leota Harriman



Welcome to the 112th Convention & Hall of Fame Luncheon of the New Mexico Press Association!

Our theme this year is "Empowering Journalism, Protecting Democracy," and our annual awards banquet Saturday evening is the place to see the work of dedicated newspaper men and women from across New Mexico.

Our general membership meeting will be held Saturday morning, Oct. 30, starting with a breakfast buffet at 8 a.m., and the meeting following. It's at this meeting that our next board of directors will be elected, along with a presentation about the National Newspaper Association.

Offerings of the morning move on to updates on transparency issues by the N.M. Foundation for Open Government, followed by our Hall of Fame Luncheon, honoring inductee David McCallum. The meat and potatoes of the convention—for me—comes down to two things: the workshops and the camaraderie of spending a few days with what I like to call "Nooz Nerdz." Workshops are on special sections, revenue and sales, and reporting skills in photos, interviewing and headlines.

All of that will be followed by a reception and the NMPA Better Newspaper Contest awards banquet, and then, some post-convention tomfoolery in the form of an adult spelling bee (with cash prizes). Being a reporter is hard, and takes an emotional toll. So is running small businesses, and the past two years have been rough on a lot of newspapers as local advertising has dwindled. Creative solutions for diversifying revenue and boosting readership are needed. The annual convention of the Press

Association is a great cross-breeding ground for ideas, as well as offering the time-honored tradition of appropriating each other's best ideas for adaptation at our own papers.

Empowering journalism means empowering journalists—those tireless attenders of meetings, those writers of high school sports and town council shenanigans. Look to your crews and colleagues. How are they handling the stresses of the pandemic? How can you support and empower those people?

Newspapers are at the core of community, so ubiquitous an idea that we can hardly imagine community without one. What other news outlet will cover a school board election in a district with 150 students? Or a village council with an expected turnout of a few hundred voters? This commitment to democracy, to an engaged citizenry, is central to our identity as newspapers, and nobody does covers elections as well as we do.

Thanks to the tireless efforts of NMPA's executive director Sammy Lopez, this year's convention should be a blast. I hope that you leave it, as I always do, feeling energized and full of ideas, and most importantly, remembering why we love what we do. Journalism matters, and what journalists do protects and fosters democracy. Keep up the good work!

Editor & Publisher, The Independent
2020-21 NMPA President
2018-19 NMPA President

PRESIDENT

Leota Harriman

TERM EXPIRING 2022
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Edgewood, NM 87015

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TERM EXPIRING 2023
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Gallup, NM 87305

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NM 87901

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NMPA 112TH ANNUAL CONVENTION AGENDA 2021

Thursday, Oct. 28

Board & Guest Dinner La Plazuela at La Fonda 6:00 p.m.
Santa Fe Room at La Fonda

Friday, Oct. 29

NMPA Board of Directors Meeting 9:00 a.m.

DeVargas room

Newspaper Staff New Assignment Meeting 11:00 a.m.

DeVargas room

Buffet Lunch 11:45 a.m. – 12:45 p.m.

Welcome Convention Newspaper Staff

Announcement of New Mexico Local News Fellowship

Michael V. Marcotte & Gwyneth Doland

Anasazi room north

FRIDAY AFTERNOON SESSIONS

The State of the Newspaper Industry 1:00 p.m. – 2:00 p.m.

Steve Gall Executive Advertising Director

Albuquerque Publishing Company

Anasazi room north

Bus to Meow Wolf 2:00 p.m. – 3:45 p.m.

Social Event 5:00 p.m.

Cava room

- New Mexico Wine Growers Association Wine Tasting
- Wine & Cheese
- Book Signing; by Anne Hillerman
- Flamenco Dancer by EmiArteFlamenco
- SPJ/NMPA combined event with vendors

Saturday, Oct. 30

Breakfast Buffet & General 8:00 a.m.

Membership Meeting

Anasazi room north

General Membership Meeting 8:30 – 9:45 a.m.

Anasazi room north

- Election of Board of Directors
- NNA presentation by K. Brett Wesner
Wesner Publications Company

SATURDAY MORNING SESSIONS 10:00 a.m. - 10:45 a.m.

GENERAL TRACK

Room Zia - A

10:00 a.m. – 10:45 a.m.

NMPA

Board of Directors meeting

EDITORIAL TRACK

Room Zia - C

10:00 a.m. – 10:45 a.m.

BETTER WEB DESIGN*

Chaired by **Bill Ostendorf, President & Founder**
Creative Circle Media Solutions

***SEE COURSE DESCRIPTIONS ON PAGES 9-10**

**Updates on Transparency
Issues from Around the State**

Room Zia- B

11:00 a.m. – 11:45 a.m.

Susan M. Boe, President
New Mexico Foundation for
Open Government (FOG)



Melanie Majors, Director
New Mexico Foundation for
Open Government (FOG)

HALL OF FAME LUNCHEON PRESENTATION

Noon - 1:30 p.m.

The Washington Post

January 6, Coverage by Lauren Saks (Zoom)

Hall of Fame Inductee David McCallum

■ SATURDAY AFTERNOON SESSIONS 1:30 p.m.-4:00 p.m.

SPECIAL SECTION TRACK

Room Zia - A

1:30 – 2:15 p.m.

**ARE YOU PAUSED
OR POISED?***

Wanda Moeller
Vice-President of Advertising
Albuquerque Publishing
Company

2:20 p.m. – 3:05 p.m.

19 SPECIAL SECTION IDEAS*

Chris Baker, Publisher
The Taos News
*19 great special section ideas
that will work anywhere, files to
help promote and calendars to
keep you on track*

3:15 p.m. – 4:00 p.m.

**HOW TO DESIGN A
GREAT SECTION***

Bill Ostendorf
President & Founder
Creative Circle Media Solutions

REVENUE TRACK

Room Zia - B

1:30 – 2:15 p.m.

**HOW TO SELL ADVERTISING
USING RESEARCH***

Marianne Grogan, President
Coda Ventures, LLC

2:20– 3:05 p.m.

SALES MANAGEMENT*

Steve Gall
Executive Advertising Director
Albuquerque Publishing
Company

3:15 – 4 :00 p.m. Column

**MODERNIZING THE PUBLIC
NOTICE PROCESS WITH
COLUMN***

Enrique Diaz
Customer Success at Column

EDITORIAL TRACK

Room Zia - C

1:30 – 2:15 p.m.

**IMPROVING PHOTO
CONTENT***

Bill Ostendorf
President & Founder
Creative Circle Media
Solutions

2:20 – 3:05 p.m.

BETTER HEADLINES*

Bill Ostendorf
President & Founder
Creative Circle Media
Solutions

3:15 p.m. – 4:00 p.m.

INTERVIEWING*

Phill Casaus, Editor
New Mexican

■ SATURDAY EVENING EVENTS

Networking with Vendors 4:00 p.m.

Reception 5:00 p.m.

Anasazi Ballroom

NMPA Better Newspaper 6:30 p.m.

ANNUAL AWARDS BANQUET 8:30 p.m.

• Adult Spelling Bee, Nick Seibel



**NMPA 112TH ANNUAL
CONVENTION AGENDA 2021**

***SEE COURSE DESCRIPTIONS ON PAGES 9-10**



STUDENT ATTENDEES



Brandon Carroll

Brandon is a senior at the University of New Mexico studying Journalism and Mass Communication. He is the latest recipient of the Sunny505 award, the largest scholarship in the Communication

and Journalism Department. He has since been employed at Sunny505, the second-largest advertising agency in the state of New Mexico. Brandon is also the latest recipient of the Pamela Schneider Memorial scholarship rewarding students for their advertising efforts. Last spring, he attended a journalism boot camp for a think tank in Washington, DC, the Center for Strategic and International Studies. There, he wrote about the multiple crises affecting the Northern Triangle. That semester, Brandon was the team leader in a capstone project to revamp the marketing efforts of UNM's online Strategic Communication program. Brandon has previously worked as an assistant researching misinformation in social media, a journalist for the Rio Rancho Observer, and a marketing assistant for UNM's Health Sciences Center.



Jimena A. Esqueda

Jimena A. Esqueda is a freshman at New Mexico State University majoring in Communications with a minor in Journalism. She was born and raised in El Paso, Texas, but currently resides in Las Cruces, New Mexico. She is fluent in both English and Spanish and part-takes in different forms of writing

ranging from fictional, poetry, prose, and general media writing. She hopes to one day work for a media company as a producer and become a freelance writer in the near future.



Megan Gleason

Megan Gleason is a senior studying music performance and journalism at the University of New Mexico. Originally from Las Vegas, Nevada,

Megan traveled to Albuquerque to study flute with Valerie Potter and started working at the New Mexico Daily Lobo shortly thereafter. She is

now the Editor-in-Chief of the New Mexico Daily Lobo, and has previously served as the news editor and culture editor. After graduating in May, Megan plans to report for a regular news outlet while also teaching her own private flute studio.



Michael Chavez

Hello, I am Michael Chavez, and I am an aspiring journalist. My goal in the future is to become a sports writer/reporter. I have had a love for sports since I was a little kid, and have always been a part of such

activities. I believe interviewing and covering sports as a job would be a dream.



Madeline E. A. Pukite

Madeline Pukite is a beat reporter for the Daily Lobo at the University of New Mexico. Originally from Minneapolis Minnesota, she is currently a sophomore studying political science and journalism at UNM. She hopes to continue to grow as a reporter and hopefully continue

to cover politics in the future. Pukite is also co-captain of UNM's Powerlifting Team and plans to compete for the first time this December. She also loves playing the Ukulele and biking around town.



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New Mexico
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Sunlight is the best disinfectant.

That's why the New Mexico Foundation for Open Government is here. We're a non-partisan, not-for-profit organization that works hand-in-hand with elected officials to promote transparency in government. They know us. They know what we do. And they know they're accountable to us—and to you.

The best way to avoid the danger of darkness is to continually shine the light. That's what we do.

Questions? Call the Hotline at 505-764-3750.

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NMFOG.org



2021 NMPA HALL OF FAME INDUCTEE



DAVID E. McCOLLUM

2021 NMPA HALL OF FAME INDUCTEE

David McCollum got his first taste of newspaper work as a third-grader in tiny Shidler, Oklahoma.

Thirteen years later, he was the retail advertising manager of that state's largest newspaper, the *Daily Oklahoman* in Oklahoma City. In between, he furthered his newspaper interest and met the love of his life, Jaki, at Oklahoma State University in Stillwater.

After working for other newspaper and advertising companies in Oklahoma and Pennsylvania, McCollum found himself in Las Cruces, New Mexico, in 1996.

As president and publisher of the *Las Cruces Sun-News*, then a MediaNews Group daily, led the growth and expansion of the *Sun-News*, its products and working with the corporate team to acquire additional New Mexico newspapers. From 1998 to 2000, the *Sun-News* led the nation in circulation growth.

In 2001, McCollum left New Mexico, temporarily, as it turned out, to become a group publisher in South Texas for CNHI, working with the *Port Arthur News* and the *Orange Leader*, leading a successful financial and strategic turnaround of the operations.

Then 2003 happened.

David and Jaki realized they enjoyed the dry heat of southern New Mexico to the sweltering humidity of south Texas.

More important, they realized how much they missed their friends and their community in Las Cruces.

The McCollums formed a company, *FIG Publications*, and purchased a struggling New Mexico weekly known as the *Las Cruces Bulletin*.

Within a short time, they grew the *Bulletin* into a well-respected community newspaper in what was now New Mexico's second largest city. Over nine years, they continually grew page counts, revenues and staff members, providing a launching pad for many talented, young journalists and designers, as well as a new home for many seasoned newspaper veterans. The combination of skills and personalities was a winning formula, and the team created many successful new publications and earned numerous state and national honors. In 2009, the same year McCollum was chair of the New Mexico Press Association board, *FIG Publications* acquired the *Rio Rancho Observer* and the *Kirtland AFB Nucleus*, continuing the trends of success.

Having sold the *Bulletin* in 2012, the McCollums are now retired and splitting time between New Mexico, North Carolina, and wherever else their whims and their grandchildren may take them.



David and his wife, Jaki at Wrigley Field



David's 70th birthday, surrounded by his family

Friday, Oct. 29

STATE OF THE NEWSPAPER INDUSTRY

Steve Gall

Executive Advertising Director
Albuquerque Publishing Company

The past 13 years have been the toughest years on record for our industry. Amid slipping print readership and ad revenues, what can you/ we do to grow revenues and provide our audience meaningful content? There will be plenty of time for questions and answers as we are all in this together. Gall will also be available after his talk for 1:1's by request.

BOOK SIGNING



Anne Hillerman
New York Times Best selling
author of *Stargazer*

Best selling mystery author J.A. Jance remarked, "Anne Hillerman strikes fire with *Stargazer*. She's a star on her own."

Craig Johnson, author of the *Walt Longmire Series*, says "Anne Hillerman's taken familiar characters and locations and struck out on a literary legacy all her own."

ARE YOU PAUSED OR POISED?

Wanda Moeller

Vice-President of Advertising
Albuquerque Publishing Company

Her presentation, "Are You Paused or Poised" brings to light many of the special pages and sections newspapers can do to help build community – especially during or after a pandemic.

It's important to remember, she said, we're not stacking dollars any more...we're stacking dimes. Small money can make big money if you're poised to succeed in helping your community succeed. Now is not the time for your advertisers to pause or suspend spending money with us.

19 SPECIAL SECTION IDEAS

Chris Baker

Publisher, The Taos News

This is an opportunity to share the latest magazine and niche publication strategies that will work in any market. We will explore innovative approaches that merge fiber and cyber niche products into new revenue drivers. We will discover new ways to unlock the power of social media and how you can connect with your target audience with event marketing. Plus, we will share flyers, promotional pieces, and calendars to keep you on track!

Saturday, Oct. 30

BETTER WEB DESIGN

Bill Ostendorf

President & Founder
Creative Circle Media Solutions

Media sites are among the most cluttered and dysfunctional sites on the web, and it's time to shake things up. How can newspapers build audience and develop content for the web through better design? What kinds of solutions can we develop for advertising and revenue growth? What are some basic tips for getting more subscription signups online? How has the pandemic changed reader behavior? What are some new strategies that might be worth trying? What are some easy areas to improve on virtually every web site?

HOW TO DESIGN A GREAT SECTION

Bill Ostendorf

President & Founder
Creative Circle Media Solution

Most special sections don't look all that special. To capture the attention of readers and advertisers, creating a special look and high-end visuals can really take your special sections to a new level. Too many designers, when they try to do something special, go down the wrong path with more fonts, colors or gimmicks. That's not the answer. White space, consistency and more of a magazine approach is usually the right answer. In fact, making truly special sections might even mean going to slick stock and a real magazine format. It gives your sales team something to sell and your readers something they might want to hold on to. After redesigning hundreds of newspapers and dozens of magazines, Bill is ready to supply lots of tips and examples of how to make special sections shine.



■ IS YOUR AD SALES TEAM FLUENT IN DATA?

Marianne Grogan President
Coda Ventures, LLC

Audience data. Local market data. Category-specific data. Data drives just about every advertising sales conversation these days. Thanks to NMPA, you have that data. In this session, the Coda team will take you through the results of the statewide study commissioned by NMPA as well as your own individual newspaper sales sheets (funded by NMPA) to show you how to use the data and sales materials to have successful sales meetings with your advertisers.

■ SALES MANAGEMENT

Steve Gall
Executive Advertising Director
Albuquerque Publishing Company

What isn't measured isn't managed! Steve plans to cover several management practices and tools that have helped him keep an eye on the prize; REVENUE! This interactive session will also leave time for questions and answers to ensure you leave with a couple of valuable nuggets you can put into practice immediately.

■ MODERNIZING THE PUBLIC NOTICE PROCESS WITH COLUMN

Enrique Diaz
Customer Success at Column

Learn how publishers across the country including NMPA members are utilizing Column to deliver a modern customer experience for public notice and reduce the operational costs of administering the process. This session will include interactive case studies on the experience using Column's tools and offer best practices for publishers looking to enhance their public notice operation — from digital affidavit management to simplified invoicing to modern pagination tools.

■ IMPROVING PHOTO CONTENT

Bill Ostendorf
President & Founder
Creative Circle Media Solutions

Tired of lame photos for your paper? This workshop will help everyone involved in the photo process — reporters, editors, photographers, photo managers and designers — understand how to improve your photo report. Remember, everyone in the newsroom who touches a photo assignment or crops a photo on the page has an impact on your photo quality. This is not just for photographers. We'll focus on content and how to improve it — understanding what makes a compelling photo and how to get more of them. We'll provide a dozen tips, many of which can be put to use immediately without more resources or equipment. Many of these tricks also apply to improving your reporting and writing as well.

■ BETTER HEADLINES FOR READERS

Bill Ostendorf
President & Founder
Creative Circle Media Solutions

What do readers want from your next headline? How you handle these critical elements that can help make or break your readership. Learn how important these elements are along with some proven techniques that will help you dramatically improve the readership of your stories. We'll cover the differences between web and print headlines, too. These are simple tips and insights you can put to work today. A must seminar for copy editors, news editors, reporters, designers and top managers.

■ INTERVIEWING

Phill Casaus
Editor New Mexican interviewing

It's all about the quotes

Whether it's a phoner on deadline, an investigative piece or a long-form profile, the interview remains the backbone of almost any story. Get some tips on how you can make interviews worth your readers' time, increase your sources' faith in your reporting skills and pepper your stories with quotes that offer insight, not just talking points.



Chris Baker

Chris Baker has been the publisher of *The Taos News* since 2000. Baker and his team in Taos publish over 25 niche magazines and guides. Niche revenue is the paper's most significant revenue stream, grossing over \$1 million annually. The 9,000 circulation weekly churns out high-quality fiber and cyber niche products from illustrated maps to sophisticated glossy magazines. He was awarded the Distinguished Alumni Award from New Mexico State University in 2013 for employing over 30 college interns from NMSU. Baker was inducted into the NMPA Hall of Fame in 2018 and was president of the NMPA in 2004. Baker lives in Taos with his wife Lisa and son Aidan.



Susan M. Boe

Ms. Boe holds a B.S., Science Journalism from Iowa State University and a J.D. from the University of Iowa. Ms. Boe began her career as a copy editor for the Corpus Christi Caller Times. Her work experience includes working as a public information officer, a copy editor-reporter, Counsel for a life insurance/financial services company and an associate and partner for Faegre & Benson. She has also served as a part-time counsel for Cassult, Hays & Friedman in Santa Fe and a part-time instructor in Media Law and Regulations at the University of New Mexico.



Phill Casaus

Phill Casaus is editor of *The Santa Fe New Mexican* and his journalism career dates to the 1970s.

Casaus' career began as a stringer at the Bisbee Review in Arizona. He moved back to New Mexico in 1978 and served as a stringer and later a staff member at the Albuquerque Journal in a variety of roles, ranging from sports writer to general assignment reporter to columnist to assistant sports editor.

He became the deputy sports editor at the Albuquerque Tribune in 1997, eventually working as the afternoon paper's city editor, managing editor and editor before it closed in 2008. From there he served as senior editor for local news at the *Rocky Mountain News* in Denver until the publication closed in 2009. Casaus left journalism for eight years, but returned in 2017 to head *The New Mexican*.



Enrique Diaz

Enrique Diaz helps lead account management and strategic implementation of Column's enterprise public notice platform with publishers across US markets. He is a Miami native with deep experience in customer success for technology companies that serve a diverse set of industries.



Gwyneth Doland

Gwyneth teaches media ethics and law, multimedia writing and other courses in the Department of Communication and Journalism at the University of New Mexico. She has been a journalist for more than 20 years, working in newspapers, magazines, on television, radio and online. She is now a correspondent for KNME and a contributing writer at New Mexico in Depth and New Mexico Magazine. Gwyneth was previously the executive director of the New Mexico Foundation for Open Government, and has served on the boards of the Journalism and Women Symposium and the Society of Professional Journalists, Rio Grande Chapter. Her report on government accountability for the Center for Public Integrity in Washington, D.C. was a finalist for the Goldsmith Prize from Harvard's Kennedy

School of Government. Her work has been honored with a First Amendment Award from ACLU-NM as well as awards from SPJ, the National Federation of Press Women, the Association for Alternative News weeklies, the International Regional Magazine Association and the New Mexico Broadcasters Association.



Steve Gall

Steve is a 42-year veteran of the newspaper & media industry. He currently serves as the Executive Advertising Director of Albuquerque Publishing Company. His role includes Digital Strategy and Partnerships, Sales Training and National/ Major Accounts. He served as Director of Multimedia Sales and/or Publisher for APG -ECM Publishing, RiverTown Multimedia, and the Pioneer Press/ twincities.com of Digital First Media. Before that, Steve was VP Advertising for the Tacoma (WA) News Tribune and the Anchorage (AK) Daily News as well as Publisher of the Vail (CO) Daily.

Gall received his BFA degree in Graphic Design with a business minor from the University of Wisconsin-Stevens Point. He spends his free time enjoying the outdoors in Wisconsin water skiing, snow-skiing, biking and spending time with his wife Ellen of 35 years, their 2 daughter's and their husbands, and their grandchildren Alice (5) and Annie (3). He also loves to draw, paint, DIY build, and cook in his spare time.



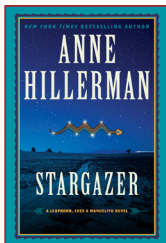
Marianne Grogan

Marianne is President and Co-Founder of Coda Ventures. Her primary focus is working with newspaper clients to deliver high quality, innovative audience and strategic research to help companies sustain and grow revenue.

Previously she was co-founder of Affinity LLC which developed new and innovative audience and ad effectiveness metrics for the national newspaper and magazine industry. Marianne has also held positions as President of Audits & Surveys, President of the IntelliQuest Media Group and SVP of Kantar's Print Division helping companies develop and meet their objectives through data and analytics.



Anne Hillerman



Author Anne Hillerman's most recent novel, *Stargazer*, debuted at #7 on The New York Times Best Seller list. Her inaugural mystery, *Spider Woman's Daughter*, continued the Leaphorn, Chee and Manuelito series her father, Tony Hillerman, started more than 50 years ago. That book received the prestigious Spur Award from Western Writers of America as best first novel. Before becoming a novelist, Anne authored several non-fiction books and also was an award-winning journalist. Anne enjoys interacting with readers in person but has

also given dozens of Zoom talks. She is an enthusiastic supporter of bookstores and especially public libraries. She lives and works in Santa Fe with her rascally dog, Sally and enjoys research trips to the Navajo Nation. Hillerman's seventh mystery novel, *The Sacred Bridge*, is set to be published Spring, 2022.



Michael V. Marcotte

Michael is a Professor of Practice in the Communication & Journalism Department, University of New Mexico, Albuquerque. Mike teaches multimedia reporting and supervises the news innovation/collaboration project he founded, New Mexico News Port. Mike's career includes managing the newsrooms of KPBS in San Diego and KPLU in Seattle. As public media consultant, his clients have included NPR, APM, CPB, Current and stations in Houston, Dallas, San Francisco, Sacramento, Connecticut, Iowa and Indiana. Mike is former president of Public Radio News Directors Inc. and authored PRNDI's news directors guide. Mike was 2012-13 Reynolds Chair for Ethics of Entrepreneurial and Innovative Journalism at University of Nevada, where he

launched Nevada Media Alliance. Mike was 2011 Knight Journalism Fellow at Stanford where he focused on entrepreneurship, leadership, design-thinking and social network analysis. Mike earned his masters and bachelor degrees in journalism from the University of Georgia.



Melanie Majors

Melanie J. Majors, whose 30-year professional career in New Mexico has spanned the fields of journalism, communications and public relations, is executive director of the New Mexico Foundation for Open Government.

Majors served on the FOG board of directors until stepping down in April to fill in as interim director. She took the reins as the permanent director on Aug. 1, 2018.

In 2010 she opened her own Communication firm, The Majors Company, specializing in media training, crisis communication and strategic planning. She still conducts media training.

She started her career as a print reporter where she earned an AP Citation and several NMPA awards for her news coverage. She moved to Albuquerque in 1984 and became a news producer at KOB-TV 4, working in both news and promotions. After moving into public relations, she has provided senior level counsel and strategic relations for some of New Mexico's leading corporations and major projects

including the New Mexico State Engineer, the New Mexico State Fair, the New Mexico Department of Transportation, the New Mexico Office of the Attorney General and the U.S. Department of Energy where she provided technical support to assist the DOE in the development and implementation of public information and public participation community relations program for the Uranium Mill Tailings Remedial Action Project, a \$2 billion, 20-year effort. She is also a media training for the New Mexico Broadcasters Association.

She is the author of numerous publications, including articles published in local, national and international media.

Ms. Majors is active in the communications community: she is a past board member of the Foundation for Open Government; a past president of the New Mexico Chapter of Public Relations Society and a former member of the board of directors of the National Federation of Press Women.

In 2008, the New Mexico chapter of the Public Relations Society of America awarded her the Vista Award. She is a graduate of the University of New Mexico's journalism school and is currently an adjunct professor in that department.



Wanda Moeller

Wanda Moeller is no stranger to managing community newspapers in rural communities during tough economic times while helping newspapers embrace new ideas to enhance the community's assets.

Miss Moeller is the Vice-President of Advertising at the *Albuquerque Journal* and brings a different perspective to advertising with her diverse newspaper background. She's been a news librarian, reporter, editor, publisher and print plant manager at various community newspapers in the Midwest. In her four-decade career she's served in dual positions to help save the newspaper money during downturns in local economic activity. As a result, it has helped her form a clearer picture reader's needs but advertisers, too.

To survive some of the greatest hurdles and hardships in our country's history is a testament

of the strength of community newspapers – no matter the size, according to Moeller. "We have the opportunity to make an impact in the community we serve. When we strive to do just that – it's a true testament the value of our products."

Moeller remains quite bullish about the future of newspapers. "We're not dead. We still are the most viable and reliable source for news and information in our communities – whether one reads our publication in print or online."

Her presentation, "Are You Paused or Poised" brings to light many of the special pages and sections newspapers can do to help build community – especially during or after a pandemic.

It's important to remember, she said, we're not stacking dollars any more...we're stacking dimes. Small money can make big money if you're poised to succeed in helping your community succeed. Now is not the time for your advertisers to pause or suspend spending money with us.



2021 GUEST SPEAKERS



Bill Ostendorf

Bill Ostendorf, founder of Creative Circle Media Solutions, is passionate about preserving family ownership of local media. He has redesigned more than 700 print publications and consulted with hundreds of media companies on three continents. He has led energizing workshops on improving content, design and revenue at more than 1,000 industry events in 23 countries. Creative Circle's software arm – dedicated to creating more innovative media software – supplies modern, easy-to-use web and print production software to hundreds of media outlets.



Lauren Saks

Lauren is a Senior Producer on the Washington Post video team, overseeing a team focused on live and hosted video. Her team develops formats for *WashingtonPost.com* and platforms aimed at new audiences – including TikTok, Instagram and YouTube. Her team has covered the 2020 election cycle, the impeachment proceedings of former president Donald J. Trump, the Met Gala, and NASA/SpaceX and Blue Origin launches. Prior to joining the Post, Lauren was the Director of Programming and Audience Development for PBS Digital Studios. She holds a master's degree from Georgetown University and a bachelor's degree from the Johns Hopkins University.



Brett Wesner

Brett Wesner is Chair of the National Newspaper Association, which represents 1,600 local, community newspapers in all 50 states. A native of Cordell, Oklahoma, where his publishing company is based, Wesner was Press Secretary to the Chairman of the U.S. Senate Intelligence Committee during the IranContra hearings. His family's companies now publish 27 titles in six states.



La Emi

La Emi started studying flamenco with the Maria Benitez Institute for Spanish Arts (ISA) when she was four years. La Emi has danced on stages from New Mexico to Spain, appearing in the production of "El Pintor" at the

National Hispanic Cultural Center in Albuquerque (2010), Entreflamenco, the company of Antonio Granjero and Estefania Ramirez, at the Lodge at Santa Fe (2011, 2012 and 2015), Juan Siddi Flamenco Santa Fe (2013, 2014 and 2016) and Compañia Chuscales y Mina Fajardo (2010-2014). She also danced with the National Institute of Flamenco at the Lodge at Santa Fe in 2017.

La Emi studied and performed extensively in Spain with many of the leading dancers, performers, directors and teachers in the country.

La Emi founded the non-profit EmiArteFlamenco Academy in 2019 where she is the director and a teacher. She began a career with Heritage Hotels & Resorts in partnership with the National Institute of Flamenco in 2018 and produced a second season in 2019. In 2019, La Emi launched her independent company, with a series of performances at The Lodge at Santa Fe.



Gabriel Lautaro Osuna

Gabriel Lautaro Osuna, was born to a family of artists and musicians in New Mexico and began playing as a child. His first teacher was New Mexico legend Cipriano Vigil. Gabriel later studied with some of the greatest flamenco guitar

masters locally and in Spain including Chuscales, El Entri, El Viejin, Ramon Jimenez, Pedro Cuadra, Rafael Habichuela, Juan Maya Marote, Miguel Angel Cortez and David Marin. He has performed extensively in the United States and abroad.



Vicente Griego "El Cartucho"

Dixon/Embudo, NM, Vicente is devoted to Cante Flamenco. In 1999, toured internationally with José Greco II and mentored by Alfonso Gabarri, "El Veneno". Griego is a pupil of guitarist (Jose Valle,

Chuscales) and singer, José Fernández. Griego performs with Yjastros: The American Flamenco Repertory Company, and EmiArteFlamenco. He is lead singer in the Rumba Flamenca band, ReVoZo. Griego's a faculty member in the department of Theatre and Dance at the University of New Mexico.

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New Mexico
State University

2018 | Chris Baker
Taos News

2017 | John Graham
Lovington Leader

2016 | T.H. Lang
Albuquerque Journal

2015 | Kathi Bearden
Hobbs News-Sun

2014 | Robin Martin
Santa Fe New Mexican

2013 | Robert B. Trapp
Rio Grande SUN

2012 | Scot Stinnett
De Baca County News

2011 | Hal Simmons
NMPA Attorney

2010 | Sammy Lopez
Farmington Daily Times

2008 | Kent Walz
Albuquerque Journal

2007 | Guy and Marcia Wood
Sangre de
Cristo Chronicle

2005 | Billie Blair
The Santa Fe
New Mexican

2004 | Jack Swickard
The Triton Group

2003 | Darrel Freeman
Santa Rosa News

2002 | Ned Cantwell
Carlsbad Current-Argus

2001 | Robert M. McKinney
The Santa Fe
New Mexican

2000 | Robert E. Trapp
Rio Grande SUN

2000 | Robert Johnson
New Mexico Foundation
for Open Government

2000 | Ken Green
Artesia Daily Press

2000 | Harold Cousland
Las Cruces Sun-News

1999 | Jack Walz
Lordsburg Liberal

1999 | Dan Storm
The Ruidoso News

1999 | Jerry Crawford
The Albuquerque Journal

1998 | Bob Tooley
The Herald (T or C)

1997 | Keith Green
The Ruidoso News

1996 | Kathryn Morris
Hobbs News-Sun

1996 | William F. Ely
Silver City Daily Press
& Independent

1996 | Stuart Beck
Las Vegas Optic

1995 | John Zollinger
The Gallup Independent

1994 | Alta & Wilson Cliff
Torrance County Citizen

1992 | George Baldwin
The Albuquerque Tribune

1991 | Gordon Greaves
Portales News-Tribune

1991 | Lois Beck
Las Vegas Daily Optic

1990 | Agnes Head
Hobbs Flare

1989 | Robert Beck
Roswell Daily Record

1988 | Al White
Hatch Courier

1988 | Bill Southard
Clovis News Journal

1987 | Marian Barber
Grants Daily Beacon

1987 | Al Stubbs
Alamogordo Daily News

1986 | James K. Green
Artesia Daily Press

1985 | Billie Holder
Alamogordo Daily News

1984 | Val Cooper
Farmington Daily Times

1983 | Robert Brown
Albuquerque Journal

1983 | Jeter Bryan
Alamogordo Daily News

1982 | Carter Waid
Valencia County
News-Bulletin

1982 | Keen Rafferty
UNM Journalism School

1981 | Ed Lewis
Albuquerque News

1981 | M.M. Stinnett
Portales News-Tribune

1980 | Charles Fischer Sr.
Clovis News Journal

1980 | Jack Sifton
Farmington Daily Times

1979 | Paul W. Payton
Lincoln County News

1978 | Thomas M. Pepperday
Albuquerque Journal

1977 | Carey Holbrook
Health City Sun

1976 | Carl C. Magee
New Mexico
State Tribune

1975 | Col. Clyde Ely
Silver City Daily Press

1974 | Frank Pfeiffer
Raton Daily Range

1974 | Arletta Coleman
Sierra County Advocate

1973 | Lincoln O'Brien
Farmington Daily Times

1972 | Paul O. Tooley
The Herald (T or C)

1971 | Floyd Rigdon
Carlsbad Current-Argus

1971 | James Barber
Grants Daily Beacon

1968 | Orville E. Priestley
Las Cruces Sun-News

1968 | E.H. Shaffer
Albuquerque Tribune

1968 | Will Robinson
Roswell Daily Record

1968 | H.P. Pickrell
Albuquerque Journal

1968 | Don Iusk
Silver City Enterprise

1968 | E. Dana Johnson
The Santa Fe
New Mexican

1968 | Will Harrison
Syndicated Columnist

1968 | Daniel C. Burrows
The Albuquerque
Tribune

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Column is a public benefit company founded by Jake Seaton, the fifth generation of local media family based out of Manhattan, Kansas. Column offers publishers a collaborative public notice software platform to streamline operations and deliver a modern order experience to their clients. Since launch in September 2020, the company has signed on a roster of publishing partners including The McClatchy Company, Ogden Newspapers, Adams Publishing Group, The Washington Post, and more.

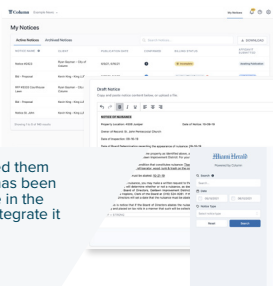
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- 2021 — **Leota Harriman**, The Independent
- 2020 — **Clair Garcia**, Valencia County News-Bulletin
- 2019 — **Leota Harriman**, The Independent
- 2018 — **Nick Seibel**, Silver City Daily Press
- 2017 — **Chris Wood**, Taos News
- 2016 — **Martin Salazar**, Las Vegas Optic
- 2015 — **Rory McClannahan**, Mountain View Telegraph
- 2014 — **Richard Coltharp**, Las Cruces Bulletin
- 2013 — **Ginny Sohn**, Santa Fe New Mexican
- 2012 — **Charles Fischer**, Roswell Daily Record
- 2011 — **Karen Moses**, Albuquerque Journal
- 2010 — **Tom McDonald**, Las Vegas Optic
- 2009 — **David E. McCollum**, Las Cruces Bulletin
- 2008 — **Rockford M. Hayes**, Carlsbad Current-Argus
- 2007 — **Robert B Trapp**, Rio Grande SUN
- 2006 — **Ray Sullivan**, Clovis News Journal
- 2005 — **Dave Puddu**, Valencia County News-Bulletin
- 2004 — **Chris Baker**, The Taos News
- 2003 — **Ty Ransdell**, Santa Fe New Mexican
- 2002 — **Michael J. Ryan (Ty Ransdell)**, Rio Rancho Observer
- 2001 — **Paula Pachorek**, Raton Range
- 2000 — **Julie Moreno**, Clovis News Journal
- 1999 — **Cory Beck**, Roswell Daily Record
- 1998 — **George Fellows**, Taos News
- 1997 — **Kathi Bearden**, Hobbs News-Sun
- 1996 — **Kent Walz**, Albuquerque Journal
- 1995 — **Morrow Hall**, Estancia Valley Citizen
- 1994 — **Evelyn Vigil**, Los Alamos Monitor
- 1993 — **David Mullings**, Raton Range
- 1992 — **Billie Blair**, Santa Fe New Mexican
- 1991 — **Scot Stinnett**, Portales News Tribune
- 1990 — **Guy Wood**, Sangre de Cristo Chronicle
- 1989 — **Jack Swickard**, Roswell Daily Record
- 1988 — **Laurel Knowles**, Santa Fe Reporter
- 1987 — **Eliot O'Brien**, Farmington Daily Times
- 1986 — **Keith Green**, Socorro Defensor Chieftain
- 1985 — **Marian Barber**, Grants Daily Beacon
- 1984 — **Sammy M. Lopez**, The Taos News
- 1983 — **Gerald Crawford**, Albuquerque Journal
- 1982 — **Ned Cantwell**, Carlsbad Current-Argus
- 1981 — **Ken Green**, Ruidoso News
- 1980 — **Marshall Stinnett**, Portales News-Tribune
- 1979 — **Robert Trapp**, Rio Grande SUN
- 1978 — **Valda Cooper**, Farmington Daily Times
- 1977 — **E.J. Lewis**, Albuquerque News
- 1976 — **Ralph Looney**, The Albuquerque Tribune
- 1975 — **A.B. Collado**, El Hispano
- 1974 — **Jack Sifton**, Farmington Daily Times
- 1973 — **Robert Klipsch**, Defensor Chieftain
- 1972 — **Stuart Beck**, Las Vegas Daily Optic
- 1971 — **Paul Payton**, Lincoln County News
- 1970 — **Robert Brown**, Albuquerque Journal
- 1969 — **Wendell Faught**, Deming Headlight
- 1968 — **Jeter Bryan**, Las Cruces Sun-News
- 1967 — **Richard Rice**, Lordsburg Liberal
- 1966 — **Albert Stubbs**, Roswell Daily Record
- 1965 — **Gene Priestley**, Las Cruces Citizen
- 1964 — **Billie Holder**, Alamogordo Daily News
- 1963 — **William Mullane**, Silver City Enterprise
- 1962 — **Robert Summers**, Hobbs Daily News-Sun
- 1961 — **E.B. Guthmann, Jr.**, Springer Tribune
- 1960 — **James Barber**, Grants Daily Beacon
- 1959 — **Bill Colvert**, Carlsbad Current-Argus
- 1958 — **Robert Beck**, Roswell Daily Record
- 1957 — **Paul O. Tooley**, Hot Springs Herald
- 1956 — **Lincoln O'Brien**, Farmington Daily Times
- 1955 — **Ed Guthmann**, Springer Tribune
- 1954 — **Charles Fischer**, Clovis News-Journal
- 1953 — **Carter Waid**, Belen News-Bulletin
- 1952 — **Orville Priestley**, Las Cruces Sun-News
- 1951 — **Murray Morgan**, Alamogordo Daily News
- 1950 — **Frank Pfeiffer**, Raton Daily Range
- 1949 — **Gordon Greaves**, Portales News-Tribune
- 1948 — **David Bronson**, Bronson Printing, Las Cruces
- 1947 — **Dan Burrows**, Albuquerque Tribune
- 1946 — **Earl Grau**, Tucumcari News
- 1945 — **Frank C. Rand Jr.**, The New Mexican
- 1944 — **A.W. Barnes**, Gallup Independent
- 1943 — **Wallace Perry**, Las Cruces Sun News
- 1942 — **B.H. "Doc" Kirby**, Portales News
- 1941 — **Arletta Coleman**, Sierra County Advocate
- 1940 — **Will Harrison**, The New Mexican
- 1939 — **Floyd B. Rigdon**, Carlsbad Current-Argus
- 1938 — **Vincent Jaeger**, Gallup Independent
- 1937 — **Richard Hindley**, Clovis News-Journal
- 1936 — **Carey Holbrook**, Health City Sun
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- 1934 — **Paul Dodge**, Tucumcari News
- 1933 — **Edward J. Manson**, Clovis News-Journal
- 1932 — **Karl Guthmann**, Roy Record
- 1931 — **J.C. McConvery**, The New Mexican
- 1930 — **J.M. McGrath**, Las Vegas Independent
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- 1928 — **Joe Montaner**, Taos
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