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The Association for **Women in Communications**

Communiqué

CELEBRATE THE PAST

100

Shape the Future

1909 - 2009

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ADVANCE CONNECT BENEFIT

Expand your network, share it with a colleague

Countdown time! Less than a month left for new members to join for \$100! Tell your fellow communicators who have yet to enjoy the AWC experience that they can join AWC for this special rate only until Dec. 4. The more people you recruit, the closer you are to winning one of the top prizes.

The individual member who recruits the most new members will receive one free year of her/his national dues! The runner-up will receive an HP Digital Camera and Docking Station. To qualify, have the new member write your name on the application in the "Referred by" space to give you credit! So far there are 42 AWC members in the hunt for these prizes.

The chapter with the largest percentage of new members will receive a free registration to the 2011 National Conference. The runner-up will receive \$100 worth of AWC branded merchandise. Click [here](#) for the electronic message you can send to your colleagues. 



From AWC National Chair Sheryl Liddle


AWC has now officially started its next 100 years. We had an awesome conference in Seattle where we indeed celebrated our past with the many people who attended, including some of AWC's past presidents. Everyone gained a better understanding of AWC's 100 years as the DVD on AWC's history was premiered. There were even times when Georgina and Helen, two of AWC's founders, could be seen walking among the attendees. Our thanks and gratitude goes to Cathy Stevens and the Seattle Chapter for ALL of the planning and work that went into making this conference a memorable event.

As we move into our next 100 years, and in keeping with the theme of this year's conference, we plan to reshape the future of this organization. With the growth of new technology and the demand for greater connections between the local and national levels of the organization, we're exploring new ways to reach you and inspire you to help shape your future.

As part of this development your Board has decided to move to a bi-annual conference, so start planning now for 2011. In the meantime, we pledge to give you more resources, more ideas and inspirational programs to use with your chapters that will not only help you personally, but your entire membership professionally. Our prestigious Clarion Awards will continue to be annual. So start planning your entries for 2010.

We will focus on providing the kinds of connections between national and local chapters, as well as independent members, that will help our national membership grow each year, and provide programming and resource support to chapters to build and retain their memberships. Your Board, along with the committees that are forming, is actively working on putting "feet" to these plans. Watch for announcements in January for how these programs will be implemented.

In January we will make a transition within the AWC National Board. Judy Arent-Morency will become the new chair of the Board. It has been my privilege to chair the Board these past four years and I am grateful to those board members who have served with me. As I hand the gavel over to Judy, I do so with the utmost confidence that she will lead AWC in the best direction. I will continue to be part of the exciting times that are ahead for AWC.

We value our members and want to grow together in our careers, chapters and our lives. Welcome to the next 100 years! 



2010 AWC National Chair Judy Morency congratulates Sheryl Liddle on four years as AWC National Chair.



University of Washington student chapter members Marsha Olson and Nicole Lackey bring Theta Sigma Phi founders Georgina McDougall and Helen Ross to life at the 2009 National Conference in Seattle, where the organization was founded in 1909.

100 Women of Note

AWC is looking for 100 women who have contributed at the local, regional, national, or international level, shattered barriers, achieved "firsts," risked their reputations to get their messages out, or are pushing the envelope into the new media space.

Click [here](#) to learn more about nominating an extraordinary woman.

2009 AWC National Conference

During the three-day celebration of AWC's 100th anniversary, packed with sessions, speakers and smiles, AWC board members mingled among attendees and queried guests: "Why did you come to the conference?" "What is your biggest professional challenge?" and "What can AWC do for you?" Watch for an upcoming member survey. The Board and national staff will use the results as a guideline in planning AWC's future.

"I was so excited after attending the 2008 national conference that I started saving money as soon as I got home and vowed to attend the next one, too."

— Kayla Gregory, Purdue University Libraries Marketing Associate



Left to right, Diana Rogers, Kayla Gregory, Deborah Seders, Maria Henneberry and Mary Mendenhall-Core enjoy the welcome reception in the Sheraton Seattle's Cirrus Room.



Headliner Award honoree Lorraine Howell presents "Getting to the Meet of the Matter" during one of the concurrent sessions.



Former AWC National Presidents Karen Carnahan and Susan Chilcott carry on a spirited discussion near a poster advertising the new 100 Women of Note project unveiled at the conference.



Amy Kay and Mary Mendenhall-Core discuss during a session.



Keynote speaker Pattye Moore learns she is an Oklahoma City Chapter By-liner Award honoree and accepts flowers from Oklahoma City chapter member Vonnie Anderson.



Friday afternoon gave attendees the option of a walking tour of downtown Seattle that included a visit to Pike Place Market.



National Chair Sheryl Liddle presents Outstanding Faculty Advisor Award to Bobbi Kay Lewis of Oklahoma State University during Saturday's Chapter Awards Breakfast.



National Board Member and Seattle Chapter President Whitney Mason, left, presents an award to Seattle Chapter Communicator of the Year Award Honoree Lori Matsukawa.



National Board Member and Student Chapter Liaison Linda Strelluf, left, with Rising Star Honoree Mallory Noelke of Drury University, Springfield, MO.



The student chapter from Washington State University was honored as Outstanding Student Chapter during the Chapter Awards Breakfast. Pictured left to right, faculty advisor Roberta Kelly with students Lauren Hobson, Brianna Brennick, Kacie McPartland, Erin Smith, Holly Luka, Erica Van Natta and AWC National Chair Sheryl Liddle.



Attendees review Clarion Award winning submissions during the Clarion Reception before the International Matrix & Clarion Awards Celebration.



Seattle Chapter member Candace Wilson, left, hosts members from the opposite coast, Linda Fritz, center, and Andria Cimino, right, representing the Washington, DC, Chapter.



Seattle Conference Coordinator Cathy Stevens receives a bouquet of flowers and a gift with gratitude from AWC board member Judy Morency during Saturday night's festivities.



Clarion Award winners Anne Lasseigne Tiedt, left, and Amy Carr, right, display their awards given by National Chair Sheryl Liddle.



"What's valuable about membership in AWC are the relationships you build. I hope National keeps members informed, gets chapters involved and encourages them to provide regional meetings in non-conference years."

— Amy Carr
Marketing/PR consultant and writer

Ann Curry, left, news anchor of America's number one morning news program NBC's *Today*, and anchor of *Dateline NBC*, was the 2009 AWC International Matrix Award recipient. She was surprised and delighted to be introduced by longtime friend, broadcast journalist and 2004 AWC Headliner Award Honoree Margaret Larson.

Check out the photo gallery on [the AWC Web site](#).

The She Spot

by *Alycin Bektesh*



Lisa Witter

"Only a group of women would get so close, so quickly," said Lisa Witter, the closing keynote speaker at the 2009 AWC National Conference. The Headliner Luncheon had just concluded and the tears and laughter that resounded through the room reflected the close bond among AWC members.

The community established during the weekend exemplified the characteristic that Witter says makes women strong. "We have the power — it is about taking control of the power," said Witter, who is the COO of Fenton Communications, where she heads women's issues and global affairs.

Although her speech was titled "The She Spot — Why Women Are the Market for Changing the World," Witter has a more inclusive approach. "My idea of feminism is about engaging the other half of the population," she said. "Feminism, for me, is about bringing men and women together."

Witter used a multimedia presentation to exhibit the importance of women in the marketplace. She told the audience that women are the number one "get" for organizations such as Volvo, Jiffy Lube and Home Depot. For instance, these organizations have added play areas for children and wider shopping aisles to accommodate needs of female shoppers.

Witter presented the "four Cs" necessary to connect with women: care, connect, control, cultivate. These attributes hit home for women, and are vital in hooking women for a product or an idea.

Diana Higgins, attending the conference from the Tulsa Chapter, appreciated the perspective gained from Witter's speech. "Especially working for a small non-profit, I am more able to define clearly what our market is," Higgins said.

In order to connect with women, businesses need to show they care by putting a face to their company's image and telling real life stories. Witter also encouraged that humor be used, though she noted women do not tend to laugh at other people's

expense, and for that reason they give the impression they do not have a sense of humor.

"Women often feel out of control," said Witter, emphasizing that giving women control is a crucial aspect in marketing. "They want positive messages and they want to see themselves and their friends as fighters."


Finally, it is important to cultivate the connection to women. Businesses need to think long term, ask for ideas, and show where their money is going.

Since women need to be courted in four categories, they are a much harder group to persuade. But, noted Witter, if you put in the effort to engage the female population, along the way you will have already put in the effort to attract men to your business, and it ends up being a two-for-one strategy. "Except if you are trying to sell tampons," she joked.

"The way that she presented the material was effective," said Bobbi Kay Lewis, the 2009 AWC Outstanding Faculty Advisor, attending the conference from the Oklahoma State University Student Chapter. "Lisa really brought that home well. It's really not about one or the other, women are the more difficult audience and when you get women, you get men too."

Witter also offered hopeful words to women who feel they are up against a glass ceiling. Although she acknowledges a gender gap in many industries, Witter sees a positive trend in technology and online engagement.

"We rock online," Witter said, referring to online games, blogging, social networking and online videos. "It's our time. These tools are ours. Don't be afraid of them," she encouraged the room.

Ultimately, Witter believes in the power of women and their characteristic interest in fostering relationships. "I think there is a bigger message — if we are successful in engaging women, we are successful in building community." 

*Alycin Bektesh is working towards a
Masters in Journalism at Indiana University.*



AWC National Chair Sheryl Liddle, center, presents Most Improved Chapter Award to the Bloomington/Normal Chapter President LaShayna Aikerson, left, and Chapter President-Elect Kathy McFeeters, right.

Congratulations 2009 AWC Chapter Award winners!

The AWC Professional Chapter Awards were presented during the AWC National Conference on Oct. 17, in Seattle.

AWC Austin Chapter

Chapter Excellence Award* • Most Innovative Career Service Programming
Overall Outstanding Chapter • Best Fund-Raising Program

AWC Bloomington/Normal Chapter

Most Improved Chapter • Best Awards & Recognition Event (Small Chapter)

AWC San Antonio Chapter

Student Chapter Programming

AWC Topeka Chapter

Most Creative Program or Event that Advances the Status of Women
and the Practice of Communications

AWC Tulsa Chapter

Best Web site • Best Newsletter • Chapter Excellence Award*
Best Awards & Recognition Event (Large Chapter)

**Chapter Excellence Award category has two winners*

Interested in how the above chapters won?
Check out the winning chapter programming [here](#).

Vote for the National Board of Directors

Learn more about the candidates by [viewing their bios](#) and cast your votes [here](#). You will be asked to login and view the page to vote.

Voting closes Tuesday, Nov. 24th at 11:55pm EST.

Billie Rodely – 1st full term

Melanie Camp – 2nd term

Judy Arent-Morency – 2nd term

Your AWC National Board of Directors Liaisons

Each AWC professional chapter has a friend on the AWC National Board who makes periodic calls and responds to chapter questions and concerns. Please note, some chapter liaisons may have changed.

Austin Prof. Chapter

Jane Baxter Lynn

Bloomington/Normal Prof. Chapter

Maria Henneberry

Dallas Prof. Chapter

Jane Baxter Lynn

Des Moines Prof. Chapter

Linda Strelluf

Detroit Prof. Chapter

Sue Voyles

Independent Members

Melanie Trunkey Camp

Kansas City Prof. Chapter

Sheryl Liddle

Lafayette Prof. Chapter

Judy Arent-Morency

Lubbock Prof. Chapter

Jane Baxter Lynn

New Mexico Prof. Chapter

Mary Kay Switzer

N. New Jersey Prof. Chapter

Sue Voyles

Madison Prof. Chapter

Melanie Trunkey Camp

Oklahoma City Prof. Chapter

Billie Rodely

Rochester Prof. Chapter

Sheryl Liddle

San Antonio Prof. Chapter

Jane Baxter Lynn

Santa Barbara Prof. Chapter

Whitney Mason

Seattle Prof. Chapter

Whitney Mason

S.E. Wisconsin Prof. Chapter

Judy Arent-Morency

South Florida Prof. Chapter

Melanie Trunkey Camp

Springfield, IL, Prof. Chapter

Maria Henneberry

Springfield, MO, Prof. Chapter

Wendy Morlan

Student Chapters

Linda Strelluf

Mary Kay Switzer

Toldeo Prof. Chapter

Sue Voyles

Topeka Prof. Chapter

Wendy Morlan

Tulsa Prof. Chapter

Judy Arent-Morency

Washington, D.C., Prof. Chapter

Melanie Trunkey Camp

AWC network brings a first-time author and publisher together

by Renee Gatz, Northern New Jersey Chapter

When [Renee Gatz](#), a Northern New Jersey Chapter member, completed the manuscript of her first book, she reached out to her fellow AWC members for help directing her toward the next steps of getting published. By using AWC's national database, Gatz was able to contact AWC members and received more than 200 e-mail responses from across the nation. Women Gatz had never met before provided the benefit of their publishing experience, offered contact information of those they felt could help her, and outlined the differences between self-publishing and working with a publishing company. Others provided marketing ideas and offered to help promote the book in their local publications.


Some responses did not include suggestions, but simply their congratulations and encouragement. The support Gatz received was so inspiring to her that it helped her remain motivated to get her book published.

Ultimately, thanks to all the information she was provided, Gatz elected to work with a start-up publishing company right in her own chapter. She met with Donna Thompson and Brenda Hendrickson, owners and partners of Woodpecker Press and members of AWC, to discuss the unique hybrid of self-publishing and using publishing services they offer. The AWC networking, however, did not end there.

Woodpecker Press also was able to direct Gatz to some valuable local resources that were instrumental in the development and marketing of her book. The art designer, [Hit Designs](#), provided a book cover design that has resulted in a tremendous amount of positive feedback. Gatz was directed to a local media company, [Samson Media](#), that helped her design and set up her blog site and provided some great marketing ideas. Additionally, Samson Media referred Gatz to the photographer used for the book, [Sigen Photography](#), and fellow Northern New Jersey Chapter member Holly Kaplansky of [Minuteman Press](#) provided marketing materials to promote the book.



Renee Gatz

All of these connections and eventual successful production of Gatz's first book, "[Wise Words & Witty Expressions](#)," can be linked back to that first e-mail she sent to AWC members requesting help. The production of her book, which shares a collection of expressions her parents spoke to help Gatz navigate life's big and little challenges, is a testament to the women who belong to this organization. Gatz says, "AWC women are committed to utilizing the power of the network and seeing their fellow members meet with success." 

AWCMF Board Selected

At its annual meeting, held in conjunction with the AWC National Conference, the AWC Matrix Foundation selected its 2009-2010 officers:

Marcia Drucker-Holberton, chair
Christine Bricker D'Angela, vice chair
Lynn O'Connell, treasurer
Pat Thorstenson, secretary




Maggie Szymanek was appointed to fill an existing term that ends in 2010, while Bonnie Neff assumes a term that ends in 2011, and Mary Napier joins the board through 2012. Lynn Osborne, immediate past chair, will remain as an ex-officio member along with 2010 AWC Chair Judy Morency. More information about the foundation can be found at <http://matrixfoundation.us>.

Austin to 'Get Smart' across the ages

Did you know, for the first time in our nation's history, five generations share the workplace? The Get Smart 2010 conference theme is "Wisdom Across the Ages: Cross-Generational Conversations." Attendees will gain leadership and communication skills to work effectively with baby boomers, millennials, and everyone in between. Imagine what we can learn from each other!

Dr. Betty Sue Flowers will deliver the keynote address to kick-off Get Smart 2010, the Austin Chapter's third annual professional development conference on Jan. 14.

Dr. Flowers is the former director of the Lyndon Baines Johnson Library and Museum and is an emeritus professor of English at the University of Texas at Austin. She is a poet, lover of and expert in mythology, and consultant to NASA and numerous other organizations. A native Texan, Dr. Flowers now resides in New York City. 

Lubbock Chapter enjoys wine and connecting



Lubbock Chapter members and guests enjoyed a Mediterranean-theme mixer Sept. 22 at McPherson Cellars Winery. The event provided an opportunity for new and prospective members to learn more about the benefits of membership in AWC. Members also enjoyed a networking happy hour in August, held at the winery.

Kayla Bean is now working as an account coordinator for SimulTrans, a translation and localization company, in downtown Austin, Texas. The Austin office is the newest and they are building their clientele from the ground up.

Kini Kedigh Plumlee, communications specialist for Le Bonheur Children's Medical Center Foundation in Memphis, Tenn., has been named as the recipient of the 2009 Charles E. Thornton Award, presented by the University of Memphis Journalism Alumni Club. The award is given to an alumnus who has successfully demonstrated outstanding service or accomplishments to his or her field during the course of a career.

Kris Martinez Farrell, founder and creative director of Chicagoland's Martinez Creative Group, has noticed businesses have been increasing the number of channels and mediums they use to reach their target audiences. So, despite the tight economy, Martinez Creative Group is expanding to meet customer demands and now boasts Web design, writing, social media planning and execution, as well as other marketing functions.

Sherry Saffle, general sales manager at Ramar Communications, received the Lubbock Advertising Federation's Silver Medal Award for her career contributions to the local advertising industry. Several AWC members were on hand to celebrate her accomplishments!

Dr. Mary Kay Switzer was the subject of an impressive article in the Record Gazelle, a Riverside, Calif., newspaper. As author, director, actor, professor and one of the first women to anchor a newscast in the U.S., Switzer was pictured with broadcast journalist Walter Cronkite, Grace Fredericks, the inventor of the chromakey, and Roone Arledge, CBS News chair.

Being part of the bigger picture

by Nicole L. Celestine, Independent member

Someone once told me, "A life worth living is one where you're part of something bigger than you."

Joining the Association for Women in Communications represented the 'bigger picture' that I had been looking for since graduation. I am pleased to be a member of this prominent community of women communicators and excited to contribute toward its efforts.

Now I must confess, before 2008, I knew nothing about AWC, its philosophy, or its programs. In fact, it was only during my final semester at the University of Maryland University College that a fellow student introduced me to it.

After my induction into the Phi Xi Chapter of Lambda Pi Eta, the official communications studies honor society of the National Communication Association in 2008, I began researching AWC to see how graduates like me, who want to further their knowledge and gain experience in the communications career field, could benefit from membership.

Three main aspects of AWC compelled me to join:

The first is AWC's dedication to promote the advancement of women in all communications fields. As a new graduate, just beginning to explore my career options, it is encouraging to know I have a resource that connects me to women in all communications fields who have experience, share similar interests and can offer advice and suggestions.

My communications degree and AWC membership give me the confidence to explore and create opportunities in community and media relations with the Federal Aviation Administration (FAA). I am currently coordinating the FAA's Veterans Day celebrations, one of its community relations programs, to gain experience in both communication fields as they relate to the federal government. This year's celebrations include the FAA receiving an award from the Employer Support for Guard and Reserve, a national organization that recognizes the efforts of employers, like the FAA, who support employees who are called to active duty.

AWC membership helps me improve my skills as a military public affairs specialist with the U.S. Air Force Reserves. I plan to make use of

both environments to create internships and/or networking opportunities for AWC members.

The second aspect is the AWC Matrix Foundation, which provides funds for education, research and publications. By developing such programs as the Certified Communication Professional (CCP) Program, I believe the organization fervently helps members sharpen their proficiency in all communications fields. The 2009 AWC National Conference in Seattle, Wash., my 'home state,' testifies to their philosophy and global responsibility, two qualities that appeal to my notion of what a professional association should be.

An opportunity to get involved is the third aspect that precipitated my joining AWC. Whether your interest lies in writing for, or assisting with, the *Communiqué*, AWC internships, mentoring young adults and school children, or serving on a national task force or committee, these opportunities will sharpen your skills, help you network and create a desire to introduce others to the communications career field.

In the end, you will see like I did, that joining AWC was not only an easy decision to make, but one that will enrich my life. ☺



Lucy Pullen Werner, left, is greeted by independent members Jennifer Engle and Jo-Ann Huff Albers during Saturday night festivities at the 2009 National Conference. The AWC Chair Sheryl Little and the AWC Matrix Foundation warmly recognized Lucy, who as a member of Theta Sigma Phi attended the 50th anniversary celebration, making her the most senior member in attendance at the conference.

FOI and progress of women in communications come alive

by Christine D'Angela, AWC Matrix Foundation Board Member



Honoree Deborah Jacobs in a light moment during the award ceremony.

Declaring herself a “passionate advocate for social justice and a believer in libraries as the most democratic and sacred institutions in our secular cities,” Deborah Jacobs, deputy director of the Bill and Melinda Gates Foundation Global Libraries, accepted the Edith B. Wortman First Amendment Award at the AWC Matrix Foundation Luncheon during the AWC National Conference. In accepting the award bestowed on individuals who have made significant contributions for supporting First Amendment rights, Jacobs recounted several anecdotes underscoring the role of librarians as custodians of the right to our freedom of expression.

“I’m proud to be a librarian and part of the rich tradition of smart people who are committed to social justice and to making the world a better place through libraries,” said Jacobs. “The issue that first showed me the power we have as librarians occurred in 1992, while I was president of the Oregon Library Association. The librarians played a vitally important role in helping to defeat a statewide ballot measure prohibiting any government expenditures to ‘endorse or promote homosexuality.’ To us, this meant we couldn’t buy diverse book collections. The librarians of Oregon fought this measure. Our strong message — keeping books on the shelf — was understood by all and the measure was defeated.”

In addition to her work with the Gates Foundation, Jacobs was city librarian at the Seattle Public Library, where for 11 years she led a major capital program that resulted in a new central library and 26 renovated, new, or expanded branch libraries. She became a library director 21 years ago in Corvallis, Ore., and began her career as a children’s librarian 33 years ago.

Challenges Overcome

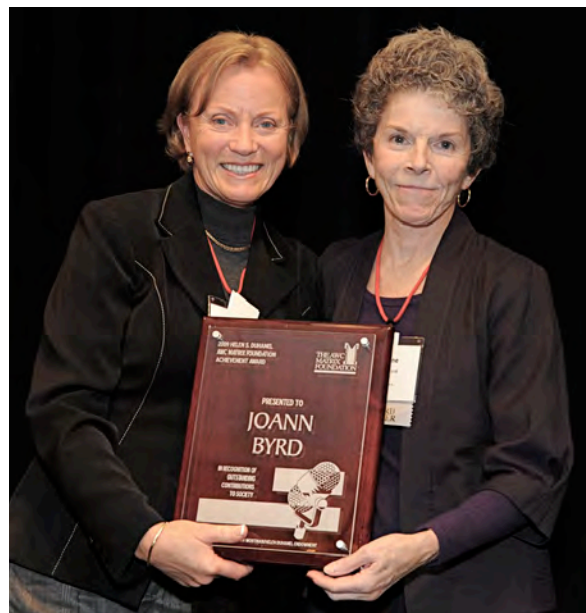
Joann Byrd was honored with the Helen Duhamel Achievement Award that recognizes media professionals who have made significant achievements while overcoming extreme hardships and/or challenges, and who have used their First Amendment rights to give back to society.

Byrd, a retired editor, author and former Pulitzer Prize Board member, paid tribute to the contributions made by Helen Duhamel for helping to “change the country’s expectations of what a woman can do.”

She humorously recounted her career struggles that began with a journalism professor who told her that “women have no place in journalism,” crediting him with “actually doing me a favor. Because of his sexism, I understood for the first time that I would have to work harder and focus more than anyone else.”

She described similar discriminatory practices as she began her reporting career in Seattle and settled for a bureau job “half-way to Idaho” where she “sent stories by Teletype to the city desk downtown.” Since “they rarely saw me,” they “didn’t have to think about the gender of the person producing those stories.” Going forward, Byrd’s career advanced despite setbacks from an automobile accident that temporarily put her in a wheelchair and halo brace and, several years later, the sudden loss of her healthy 47-year-old husband.

The comments of both women captivated the audience. ©



Joann Byrd, right, receives a plaque recognizing her for the Helen Duhamel Achievement Award from AWC Matrix Foundation Chair Lynn Osborne.

Use your local TV station to promote your chapter

by Lois Phillips, PhD, Santa Barbara Chapter
Past-President (2007-2009)

August is usually a slow month but in order to capitalize on an easy venue and not lose momentum, the Santa Barbara Chapter held a tour of the local cable television station's new public access studio. The meeting turned out to be great fun! With about 10 women in attendance, we toured the station, formerly the home of Univision, which was a professional broadcasting environment with three studios, editing rooms, and several high-tech cameras.



Rebecca Christiansen and Lois Phillips discuss membership, in a talk show format, with the cameras rolling.

We learned that when local residents sign up for the inexpensive training requirements, they can produce their own programs out in the field using portable cameras and working with interns or staff as appropriate. In fact, our Women of Achievement Awards Luncheon on May 5th was taped by our local cable channel staff and will air in an edited version for the general public. Members who want to learn how to become producers have


an easy training ground to develop program ideas around their areas of expertise.

After the tour, we used our time at the studio to practice being on camera in a simulated talk show format. (We looked as if we were on the Today Show set.) The incoming and outgoing presidents took five minutes with the cameras rolling to discuss the benefits of membership and four others also enjoyed the experience of being on camera. The edited version of this spot commercial will appear regularly on the cable channel, and has great value to us in promoting our chapter.



Lois Phillips

We realized it would be possible to hold some of our future programs at the television studio as the studios can be set up to accommodate a live audience. Televising our programs means our speakers and panels would get more visibility, as would AWC and the Santa Barbara Chapter, because the channel would broadcast the highlights of the program, and they do this without further time or involvement from us.


We recommend each chapter investigate the local options for producing one or more programs or spot commercials with the help of their local cable television station. After all, there is an FCC requirement for community access to the airwaves and why shouldn't AWC chapters take advantage of this opportunity to practice our media skills? 

AWC recognizes the passing of these important women, members and communicators.

Mary Kimbrough, 94, was an author and journalist in St. Louis, Mo., for six decades. She worked as a reporter and editor for the *St. Louis Star-Times*, the *Post-Dispatch*, and the *Globe-Democrat*, for a combined 36 years, and also worked for Gardner Advertising. Kimbrough was author or co-author of 16 books and continued writing until earlier this decade, then taught classes in writing and communications. She served as national president of Theta Sigma Phi, later AWC, and was honored with the Headliner Award. In 1992, The Press Club of St. Louis named her its Media Person of the Year; and in 2004 the National Federation of Press Women named her its Communicator of Achievement.

Christy Bulkeley was a 1964 graduate of the University of Missouri School of Journalism, and later became the first woman named chief executive officer of a local Gannett-owned newspaper. At age 36, she was honored with the national Head-

liner Award from what is now AWC, and served as national president from 1974-1975. Bulkeley's first professional journalism job was as newsroom clerk at the Rochester, NY, *Times-Union*. After nearly a year of city-desk tasks, she was promoted to report on the local news beat and later promoted to editorial writer. Later she became editor, publisher, and president of the *Saratogian*, a small Gannett daily newspaper in Saratoga Springs, NY. Gannett promoted her to CEO of the Danville, Ill., *Commercial-News* and as a vice president for Gannett's Central Newspaper Group. In 1985, she joined the staff of the Gannett Foundation in Washington, DC, as a vice president, working on issues related to grant and program administration for seven years.

Mary Moyars-Johnson, one of the founding members of the Lafayette, Ind., Chapter, died shortly before the National Conference. The chapter was founded in 1971 in part because local women were not allowed in the local press club. Moyars-Johnson was an active member throughout her life, holding several board positions, mentoring new members and donating her time and expertise to numerous community organizations. 

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Kate Pietrovito (MET'10)

Karin Daly (MET'10)

Mary-Jayne MacDonald (MET'10)





The Association for
Women in Communications

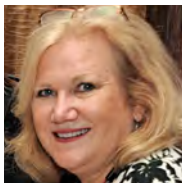
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The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

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Welcome New Members September-October 2009

Austin TX

Amy Vercruyse
Betsy Boone
Candy Graves
Carmen Maverick
Cristen James
Erica Ortego
Jennifer Van Gilder
Julie Lara
Kathryn Tesar
Kelly Klein
Leslie Anderson
Lisa Maxwell
Melissa Pearce
Meredith Ballentine
Merry Klonower
Michelle Roebuck
Nancy Gray
Samantha Heng
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Thomas Holub

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Linda Garbe

Dallas TX

Erica Jennings
Erica Schiller
Mary Reed
Vanette Sherrill

Detroit MI

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