



## Keelers tell wolf tales at March luncheon *A question of*

by Mariah Oxford

For Dorothy and Leo Keeler, success has been bought through persistence, a little bit of luck, and a penchant for life-long learning. Featured speakers at APW's March luncheon, the Keelers talked about their experiences as self-taught wildlife photographers and authors of a new e-book for children, *Tell Me Why . . . My Armpits Won't Dry*.

The presentation began with a skillfully narrated slide show depicting their work with the Toklat wolf pack of Denali National Park. Their experience with this pack began in 1989, when they were lucky enough to get their first close-up shots of these increasingly rare animals. Prior to that, all their observations of wolves had been at the distance of a half-mile. On this occasion, Leo was able to get a little bit closer. Then, when his camera ran out of film and started automatic rewind, the wolf began to

come toward him. "I don't know if it was the noise of the camera or the fact that I had stopped following it to reload," explained Leo, "but it decided to come up and stop about 15 feet away. It was the first time I had the chance to look into the eyes of a wolf and recognize how curious they are about us and what we're doing in their world and how to interact with us."

Leo and Dorothy were very excited and thought an opportunity like that would never happen again. But the next year they were amazed to come upon a wolf and five pups. "It was a magical day for us," remembered Leo. For half an hour, he and Dorothy were able to watch the pups interact and imitate their elders. They observed individual characteristics in the pups, even joking that one indolent wolf, "Mr. Lazy," shared some character traits with Leo himself.

The Keelers reported their unique find to Denali park rangers, who indicated that wolf sightings then were extremely rare. Until their encounter, it had been 12 years since anybody besides biologists or park rangers had seen wolf pups. And it hasn't happened again since. That means that in a span of 24 years, there's been only one 30-minute opportunity to capture

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## *ethics . . . or service?*

by Rose Ragsdale

*First, I'd like to thank Alaska Press Women and the editor of Articulation for providing me with this forum for discussion. If you have thoughts on the subject I describe below that you'd like to share, feel free to contact me (RoseRagsdale@hotmail.com) or for more public consumption, submit your response to Articulation.*

Not long ago I faced something of an ethical dilemma. It didn't start out that way. When my friend Anchorage Mayor George Wuerch asked me to consider serving on one of the municipality's many boards and commissions, I immediately recognized that some positions would be off limits to me because of my full-time employment as a business, military, and public-policy journalist in Anchorage.

But I was also excited by the possibility of being able to give public service in a meaningful way that would allow me to stretch my capabilities and satisfy some of my curiosity about our community and its government. The uppermost thought that came to me was that here might be a way to help the community by bringing to discussions my unique perspective and

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## KEELERS (from page 1)

on film the antics of Toklat pups in the wild.



After that incident, the couple fell in love with the wolves of Denali and became amateur wildlife researchers. They started collecting information about how the wolves utilize their habitat—how they move through the park and follow their prey.

The Keelers were amazed to find that the wolves are very comfortable with people—so much so that, in one instance, a wolf even “posed” on each side of a tour bus as if to make sure everyone got a chance to take its picture. Leo noted that opportunities like this with wild wolves don’t really occur anywhere else in the world. “Toklats really offer a unique opportunity to get portrait shots that you can’t get anywhere else,” he said. “Most of what you see in calendars are game-farm wolves that are hand-raised for Disney movies.”

For the Keelers, the freedom of the Toklat wolves has become a major issue. “We think the Toklat is the most unique pack of wolves in the world. We estimate that at least 20,000 people a year on buses have the wolves come by them fairly close. We need to let them pass on the trait of being accepting of humans by demonstration; it is not a genetic trait.” The Keelers

created their slide show as part of a lobbying attempt to ensure protection for the Toklat pack, especially in the area outside the park that is part of their natural home range. “We want to maintain the possibility of everybody having good, close-up encounters with the wolves,” explained Leo. “At the same time, when the wolves are outside the park, they shouldn’t have to be looking over their shoulders, so to speak. We don’t want to see the sunset of a truly rare opportunity to observe these wolves in the wild.”

At the conclusion of the formal presentation, Dorothy talked about their current project, a 68-page interactive e-book entitled *Tell Me Why . . . My Armpits Won’t Dry*.

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*“You have no idea how much we both admire what you folks do. It was only when we started getting actively involved in the wolf issue that we realized what an art and gift it is to be able to take a complex issue, sort and sift all the facts, figures, and emotions, and somehow convey that through the written word in a manner that would motivate and move people. And all of you, in your work, do that on a deadline. How in the world do you do it?”*

—Dorothy Keeler, to Alaska Press Women

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While this particular book has been seen as “too Alaskan” by some publishers, its format has garnered a lot of attention and is in the pro-

cess of being patented. As its name suggests, the Read, Name, Color, Frame™ format includes four components. It begins with 24 whimsical poems paired with the Keelers’ dramatic wildlife photography, followed by three pages of fun facts and name games. The Keelers transformed the photos into line art to create coloring pages, which can be printed out from the computer so that children can color them repeatedly. Finally, the book comes with framing instructions, so that children can easily ready their masterpieces for space on the refrigerator or in mom’s office.

Dorothy is to be admired for her tenacity in learning the technology needed to put the book together. She taught herself how to use the computer, how to do layout, and how to design web pages using HTML, which she renamed “Hellaciously Tormenting Malicious Language.”

It’s clear that when it comes to their passions, Dorothy and Leo don’t let much stand in their way. Dorothy’s favorite quote sums it up: “When you reach the end of the light you have and you settle into the darkness of the unknown, you must believe one of two things—either you’ll have something to stand on or you’ll learn how to fly.” With a little luck, when you do, your armpits will be dry.

Read more about the Keelers in the February issue of *Arctication*, or visit their web site [www.awimages.com](http://www.awimages.com). To download 15 sample pages of *Tell Me Why . . . My Armpits Won’t Dry*, go to [www.kids-ebook.com/](http://www.kids-ebook.com/). To learn more about the Toklat wolves, check the Web site, [www.akwildlife.org/campaigns/toklat/](http://www.akwildlife.org/campaigns/toklat/).

# The Prez Sez . . . by Judy Griffin

## How & why APW movers and shakers find time to volunteer

Soon Alaska Press Women will receive ballots to vote for new APW officers. When the new president is installed in September, that person will need to fill many appointed positions. Together, the team of elected and appointed leaders is responsible for the operating success of APW. This column provides some insights on why members take on the duties of elected officers or accept important appointments to fill additional roles integral to maintaining our organization.

Catching up with **John and Nancy Killoran** for their input meant seizing a sliver of available time because their volunteer responsibilities for the Special Olympics World Winter Games were accelerating. I wondered how two people with challenging careers could find the energy and time to become involved in numerous professional-, sport-, and church-related volunteer activities. Nancy is the public information officer for the University of Alaska Anchorage and a journalism professor, and John is chief of public affairs for the U.S. Army Corps of Engineers in Anchorage. They maintain the Alaska Press Women Web site, a task that requires monthly posting of the newsletters and changing other information.

I asked them about volunteering in general and why they give so much of their time. John responded, "Nancy and I are frequent volunteers probably

because we like to do things that are good for the community whenever we can, utilize our talents, and—probably the strongest reason—we either get cornered or are weak, or both, when called upon and say 'yes.'"

They took on the Web page because APW needed a site. After developing the home page in November 1999, they've continued to maintain it. "We've learned a lot," John said. He named several benefits of APW involvement: professional and social interaction, ability to contribute to the community, and individual improvement

John explained that after being the top officer of one of the two largest Little Leagues in Alaska, he had cut back to only summer tournament assistance three years ago. "Last fall I was caught off guard and admitted I missed it," he said. "So I am now an assistant district administrator and in charge of the largest element of the program, boys' Major baseball 11- to 12-year olds." He admitted that it's a lot of work, but he's happy to be back in the thick of things.

John added, "There is a definite correlation with getting busy folks to do things, because they generally are juggling a lot and have an affinity for getting things done—eventually. We both are generally overcommitted at work and as volunteers."

The Killorans, who had been on the public relations operating committee for the 1996 Arctic Winter

Games, volunteered for the 2001 Special Olympics World Winter Games. Nancy was media commissioner, and John was deputy commissioner. In addition, Nancy is public relations chair for the diocese of their church, and John serves on the church vestry board.

**Doris Thomas**, environmental community relations coordinator for Elmendorf Air Force Base, has been an APW member for 20 years. She has held several offices and was president from 1998 to 2000. She headed the Alaska affiliate during planning and hosting of the national conference in Girdwood during September 2000. Thomas also is a long-time member of the Coast Guard Auxiliary, a civilian arm of the agency that promotes boating education. And, she's been active

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Karen L. Lew  
*Proofreader:*  
Diane Walters  
*Photographer:*  
Pat Richardson

## **PREZ SEZ** (from page 3)

in the local and state levels of that organization.

“I get involved because I’m interested, and sometimes things snowball,” she said. One reason people like her have a tough time saying “no” is that they recognize the work that needs to be done and the paucity of volunteers to do the work.

“It amazes me when I see people who don’t do any volunteer work,” Thomas added. “Of course, their houses are probably much cleaner than mine.”

**Karen Lew**, editor of this newsletter and a member of APW for 30 years, has been vice president twice, chair of the Contest Committee twice, and Publicity Committee chair. She also managed the newsletter once before. Despite full-time employment with the Alaska Department of Fish and Game, freelance work, and editing a quarterly church newsletter, Lew still makes time to edit and lay out the APW monthly newsletter and participate in board meetings, attend luncheons, and support other APW activities.

She said her APW newsletter role is satisfying because it lets her use her talents for something she really cares about—communication. “I can see that it helps people connect with one another. So many problems occur because people have become disconnected and have trouble communicating,” she explained.

Another 20-year member is **Dianne Barske**, a freelance writer, artist, and art teacher who has held almost every office on the board and recently was chair of the Schol-

arship Committee for three years. She has also served on the boards of Alaska Children’s Services, Very Special Arts Alaska, and the Alaska Festival of Music.

Barske said that helping is something she enjoys doing. “APW is one of my favorite things,” she added. Barske explained that one of the biggest rewards is the opportunity to observe and interact with a “group of characters.” She explained, “I’m drawn to the interesting, outspoken, and really colorful people in the organization.”

Speaking of colorful people, **Barbara Brown**, communications and marketing officer for the Municipality of Anchorage Cultural & Recreational Services Department and a freelance writer, has added a lot of verve to board and luncheon meetings. In addition to volunteer roles as president of the Alaska Center for the Book and serving on the board of the Anchorage Literacy Project, Brown is in her second term as APW treasurer.

She said that she attended luncheons for a few years and accepted the role as treasurer because she felt guilty about the work others were doing in the organization. Brown said now she regrets missing any board meetings. “Our meetings are so funny. The individuals really don’t know how funny they are,” she added.

According to Brown, meeting other communication professionals is another benefit of board participation. “Now I come to luncheons and know people. I’ve been introduced to a whole range of people.” She said she’s found APW to be a great vehicle for networking because the membership includes media, public relations, and other

professionals.

**Me.** I was willing to take the role as president this year because I felt it was my turn to give back to the organization. I knew that I’d have better control of my time as owner of my own business; for years, I’d been in a job wrought with unpredictable deadlines that kept me from making other commitments. Years ago, I had held roles as APW recording secretary and nominating chair and president of Big Brothers/Big Sisters of Anchorage.

I can affirm that working with interesting and talented people is a major benefit of APW board service. Taking care of business in an organization whose benefit you believe in is rewarding, too.

**You.** Volunteers are needed for the coming year. You can give your time and energy at many levels. For example, board participation is optional for committee chairs and other roles.

Think about what you might harvest from becoming more involved in APW—résumé enhancement, professional skills, personal growth, new friends and contacts, the opportunity to advance to national roles (as Ella Wright has done) . . . even entertainment!

For more information, call me at 345-0900 or contact me by e-mail: [jfgriffin@chugach.net](mailto:jfgriffin@chugach.net).



**See page 11 for descriptions of the duties of officers and other leaders on APW’s board of directors.**

# Tools for the Trade

## Somewhere between Strunk & White and CMS

by Karen L. Lew

As both a writer and an editor, I'm always on the lookout for references that make my job easier . . . and more accurate. While attending a meeting of the Bay Area Editors' Forum in San Francisco, I discovered a gem. *The Copyeditor's Handbook* by Amy Einsohn fits nicely between the sometimes simplistic Strunk & White (*The Elements of Style*) and the frequently challenging *Chicago Manual of Style* (CMS). In fact, what Amy originally set out to write was the equivalent of Cliff Notes for the latter somewhat daunting tome. The final product is, however, a supplement to, and not a substitute for, an editorial style manual.

*The Copyeditor's Handbook* is particularly "user friendly." As the author writes, "Although all the manuals are filled with rules, preferences, exceptions, and examples, they assume their readers already understand what copyeditors do, why the rules matter, and how and when to apply, bend, or break the rules."

The book is primarily for copyeditors, but any writer will find its straightforward, and delightfully humorous, presentation of information valuable. The discussion of punctuation alone is worth its weight in newsprint. Plus, the author's friendly tone makes it easy to read (and digest). For example, here's advice on pronoun-antecedent agreement from the "Grammar: Principles and Pitfalls" chapter:

The tide has now turned, and the newer grammar books recommend using the plural pronoun after an indefinite subject: "Everyone took their seat." . . . For copyeditors, however, "everyone . . . they" is sure to remain a sticky wicket. Some authors will denounce the construction as barbaric, and a copyeditor has little to gain (and much to lose) by attempting to impose the newest old fashion on a reluctant author. Conversely, those copyeditors who are discomfited by the construction—the authorities' blessing notwithstanding—are advised to keep their preferences to themselves when they encounter an author who embraces the construction. Copyeditors who find this use

of *they* distasteful need not use it in any documents they write, but it's not cricket to impose this preference on authors who view linguistic change as a virtue, not a vice.

(I, of course, am one of the conservatives who will not allow the tide to turn from the traditional forms of agreement. But at least Amy has warned me that I may drown in the waters of progress if I rigidly adhere to my preferences when editing others' writings.)

Amy Einsohn teaches copyediting in the San Francisco Bay Area. Her book follows the order she uses in teaching copyediting courses. "We explore the general tasks, procedures, and processes (part 1) before scrutinizing the mechanical conventions (part 2), and then we look at grammar, organization, and other 'big picture' topics (part 3)." The book also has exercises for honing one's writing/editing skills, and answer keys provide hand-marked manuscript and line-by-line explanations for the exercises. These are of great value for those of us who are called upon to "teach" others the basics of writing and editing.

Published by the University of California Press, *The Copyeditor's Handbook* has received excellent reviews. Margaret Mahan, editor of *The Chicago Manual of Style*, writes "A basic text for beginning copyeditors and a good read for old pros, this handbook will also enlighten any editor contemplating freelance work." Kim Hawley, president of The Chicago Book Clinic, says it is "a definite 'must have' for the beginning to intermediate editor, and even the experienced editor; an indispensable reference tool."

Even if you don't consider yourself an "editor," this book will help keep you, as a writer, in the good graces of every copyeditor who works with your material.

The hardcover edition of *The Copyeditor's Handbook* is available for \$35.00; the softcover edition costs \$19.95. According to Amy, "copies can be ordered from any of the dot-commers (Powells, Amazon, Barnesandnoble), from the University of California Press Web site <[www.ucpress.edu/copyedit](http://www.ucpress.edu/copyedit)>, or from the University of California Press toll-free line (800-777-4726)." Amazon has been offering a 20% discount, she noted.

# APW welcomes new members

*Alaska Press Women is delighted to welcome a number of new members to its ranks. We are also pleased to learn about them by means of these profiles, written by students in APW member Barbara Brown's Journalism and Public Communications class at the University of Alaska Anchorage.*

## New member: Pamela Eldridge

by Mike Scott



Pamela Eldridge has traveled a long way from her smoggy beginnings. Growing up in the suburbs of Los Angeles, Eldridge married shortly after graduating from high school and began a new life in the scenic mountains of northern California. Both of Eldridge's sons were born during this period of fresh mountain air, vegetable gardens, and animal raising.

A promotion with the U.S. Bureau of Land Management (BLM) earned by Eldridge's husband facilitated another move for the family; this one, however, turned out to be the beginning of Eldridge's life in public relations. As a member of the Eureka quilting guild, she became editor of the

guild newsletter and was soon named president of the group. During her time as president, the guild held its first quilt show, attracting more than 1000 visitors, at the local college.

Another move came in 1991, this time to Anchorage. Her experience as editor of the Eureka quilting newsletter helped Eldridge obtain a position in the public affairs office of the BLM. There she worked with two members of Alaska Press Women, Jane Mangus and Ella Wright, who introduced her to the group. Eldridge continued with the BLM as well as worked with the U.S. Army Corps of Engineers, all the while hoping for a move to the public relations department; however, this move never came.

When her sons left home, Eldridge seized the opportunity to return to school and eventually gain the elusive public relations position she had been seeking. Returning to school full time in the fall of 2000, Eldridge expects to graduate in the spring of 2003. She hopes to gain employment, after graduation, with a large public relations firm, a hospital, the State of Alaska, the oil industry, or again with the federal government.

## New member:

## Mariah Oxford

by Shannon Kelly

Mariah Oxford is the publications and communications officer for Alaska USA Federal Credit Union. She began working at Alaska USA in November 2000 after serving two years with the Peace Corps.

Mariah spent two years teaching English with her husband in Moldova, a small state in the former Soviet Union. "We felt we had something to give, but in truth we learned a lot more from the people than we ever taught," she said.



*(continued on next page)*

**OXFORD** (from previous page)

Shortly after returning to the United States in August 2000, Mariah began her job with Alaska USA. She and her husband are still making the transition back into American culture. “Everyday I think about the people back in my old town, and I wonder how they are doing without water, electricity, or heat in the winter. With that perspective, everything seems so wasteful here,” she commented.

Mariah has also had to adjust to a new work environment—the financial industry. She has a wide variety of duties, including writing press releases, radio scripts, articles, and other financial information to help serve the clients. She has enjoyed learning about interest rates and mortgages.

In her free time, Mariah sings with the Anchorage Concert Chorus. Most recently, she performed at the opening ceremonies of the 2001 Special Olympics World Winter Games. Also, Mariah and her husband are planning to sponsor two Moldovan women to come and attend the University of Alaska Anchorage.

Mariah is a 1991 graduate of Knox College in Galesburg, Illinois, with a degree in creative writing. This is also the alma mater of John Podesta (recent White House Chief of Staff).

For more information about Mariah’s travels to Moldova, visit [www.thezephyr.com/archives/moldova/htm](http://www.thezephyr.com/archives/moldova/htm). Also see her review of the Peace Corps Web site on page 9.

Mariah can be reached at [marketing@alaskausa.org](mailto:marketing@alaskausa.org).

## New member: Sonya Senkowsky

by Pam Eldridge

Whether she is on the ground examining mushrooms or on the bottom of the Pacific Ocean in a submersible, Sonya Senkowsky is exactly where she wants to be: in Alaska. While love of science is her driving interest, writing about science is how she expresses that interest.

Soon after high school, Senkowsky worked for the Academy of Natural Sciences in Philadelphia. There she wrote about exhibits and translated technical subjects for a general audience. Senkowsky has also worked as a medical writer at a hospital, as a metro reporter for the *Washington (D.C.) Times*, and as a suburban correspondent for the *Philadelphia Inquirer*.

Five years ago, Senkowsky faced a job transition. She made a decision that changed her life; she wanted to be a features reporter in Alaska. Two weeks later, she saw an ad from the *Anchorage Daily News (ADN)*, applied, and got the job. As an ADN features reporter, she has had the opportunity to see and write about Alaska, but she also discovered a surprise benefit. Out of all the assignments she was given to write about Alaska, she realized the science of Alaska was what really excited her.

Senkowsky is now a freelance science writer and a part-time copy editor for ADN. “Scientists have to focus and super-focus. I like to keep broadening my world. Writing about it gives me the opportunity to keep opening doors,” she said.



“It [freelance writing] gives me the opportunity to explain to the general public things they might not stop to examine closely, or what scientists haven’t put in everyday language yet.”

Senkowsky is a board member of the Alaska Press Club, a member of the Society of Professional Journalists (SPJ), and a member of the National Association of Science Writers.

She earned a Master of Arts degree in journalism from the University of Maryland. She has received awards from the Alaska Press Club and from the SPJ Western Washington Professional Chapter, was a finalist for Missouri Lifestyles Journalism Award, has a graduate fellowship from the University of Maryland College of Journalism, and has a writing fellowship from the Marine Biological Laboratory (Woods Hole).

Senkowsky may be reached at [sonyasen@nasw.org](mailto:sonyasen@nasw.org) or 333-7805.

# University of Alaska Anchorage students collect mass-communications history for exhibit

by Nancy Killoran

Here's a project that should be dear to the hearts of all professional communicators. From Bush radio stations and newspapers in frontier Alaska to satellite communications, real-time television programs, glossy magazines, and streaming video over the World Wide Web, Alaska has managed to pack a lot of mass-communications history into the past century.

The statewide project "Pioneer Puzzle Pieces," being conducted by UAA journalism students, seeks to assemble the state's media history this spring. The students want to collect artifacts, documents, and photographs to compile Alaska's mass-communication history for a permanent, on-campus exhibit in the Journalism and Public Commu-

nications Department in Building K on the UAA campus.

"Alaska's mass-communications history is rich with great pioneers, innovative ideas, and Alaska Native contributions," explains journalism junior Shirley Mickelson. "We want to collect and preserve these items before pieces of this history are forgotten or lost forever."

Persons with information or items relevant to this project should contact "Pioneer Puzzle Pieces" by April 30, 2001, to arrange transfer for these valuable artifacts. The project seeks photographic originals or copies of pioneer journalists, media offices, significant events, organizational documents for professional media associa-

tions, and public documents relating to media in the state. Larger items might include broadcast and print production equipment and media logos, banners, mastheads, or advertisements.

UAA students Steve Johnson, Shirley Mickelson, and Sarah Walker are coordinating "Pioneer Puzzle Pieces." Contact them by phone at (907) 349-6442, by e-mail [atuaajpc@netscape.net](mailto:atuaajpc@netscape.net), or by mail at Pioneer PuzzlePieces, P.O. Box 200816, Anchorage, AK 99520. Contact Nancy Killoran, UAA Journalism and Public Communication professor and advisor for this project, by e-mail at [annbk@uaa.alaska.edu](mailto:annbk@uaa.alaska.edu) or by phone at (907) 786-1013.

## How to Contact APW Officers

### *Elected Officers*

Judy Griffin, President .....	<a href="mailto:jfgriffin@chugach.net">jfgriffin@chugach.net</a>
Diane Walters, 1st Vice President—Public Relations .....	<a href="mailto:Diane.H.Walters@poa02.usace.army.mil">Diane.H.Walters@poa02.usace.army.mil</a>
Carol Gales, 2nd Vice President—Regional Member Liaison .....	<a href="mailto:gales@nshcorp.org">gales@nshcorp.org</a>
Asta Corley, 3rd Vice President—Programs .....	<a href="mailto:acorley@adn.com">acorley@adn.com</a>
Barbara Brown, Treasurer .....	<a href="mailto:brownbs@ci.anchorage.ak.us">brownbs@ci.anchorage.ak.us</a>
Dianne Barske, Secretary .....	<a href="mailto:dbarske@alaska.com">dbarske@alaska.com</a>

### *Appointed Officers (alphabetical by last name)*

Carol Day, Historian .....	<a href="mailto:carolday@chugach.net">carolday@chugach.net</a>
Carol Gales, High School Contest Chair .....	<a href="mailto:gales@nshcorp.org">gales@nshcorp.org</a>
Connie Graffis, Scholarship Chair .....	<a href="mailto:connie_graffis@KAKM.pbs.org">connie_graffis@KAKM.pbs.org</a>
Jan Ingram, Communicator of Achievement Chair .....	<a href="mailto:impact@ak.net">impact@ak.net</a>
John Killoran, Web Master .....	<a href="mailto:jpnbk@gci.net">jpnbk@gci.net</a>
Nancy Killoran, Web Master .....	<a href="mailto:jpnbk@gci.net">jpnbk@gci.net</a>
Karen L. Lew, Articulation Publisher .....	<a href="mailto:KarenLLew@micronet.net">KarenLLew@micronet.net</a>
Elise Patkotak, Membership Chair .....	<a href="mailto:TheParrot@aol.com">TheParrot@aol.com</a>
Pat Richardson, Archivist .....	<a href="mailto:patricia.l.richardson@poa02.usace.army.mil">patricia.l.richardson@poa02.usace.army.mil</a>
Thetus Smith, Reservation & E-Mail Express Manager .....	<a href="mailto:thetus@gci.net">thetus@gci.net</a>
Doris Thomas, Immediate Past-President .....	<a href="mailto:sethomas@alaska.net">sethomas@alaska.net</a>

# www. Web site reviews

*Several members have reported Web sites that may be of interest to APW members and friends, or the design and function of which are worthy of attention. You are welcome to submit your favorites (or least favorites!) as examples of sites that are well (or poorly) designed and that offer information of interest to those in the communications field.*

## **www.peacecorpswriters.org** by Mariah Oxford

Take a reading tour of countries from Afghanistan to Zaire at [www.peacecorpswriters.org](http://www.peacecorpswriters.org). This site offers short stories, letters home, book reviews, essays, and poems written by Peace Corps volunteers about their experiences abroad. This is the only source I've found that showcases such candid stories about the Peace Corps

experience, which is both fulfilling and frustrating. The site features a regular newsletter, a section on opportunities for writers, information about the history of the Peace Corps, and a bibliography of nearly 500 Peace Corps writers, organized both alphabetically and by the country in which they served.

Read here about the infamous "Postcard Affair," a seemingly innocuous postcard home that almost derailed the Nigeria Program before it even got off the ground. Read about the original Peace Corps Outward Bound training program, which vigorously tested the physical capacity of the trainees. Think you are a natural for the Corps? Take the original test covering everything from Verbal Aptitude and Agriculture to Mechanical Skills and United States History to find out if you would have made the cut

for the 1960s Peace Corps. Finally, take some inspiration from site editor John Coyne, who offers 100 gems of wisdom in "How to Write a Novel in 100 Days or Less."

Even though the content is rewarding, the mechanics of the site are a little awkward. Some links are broken, and you have to be a patient navigator to find certain pages. The best way to access everything is to go to the Site Index immediately and browse the titles for something interesting.

Overall, the Web site [www.peacecorpswriters.org](http://www.peacecorpswriters.org) fulfills its mission (and the third goal of the Peace Corps), which is to "bring the world home." If you like reading about other countries and cultures from an American perspective, it's worth a look.

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## *Contributions to Articulation*

We're counting on you to provide *Articulation* with content. Please send materials by Monday, May 14, for the May issue to Karen Lew at [karenllew@micronet.net](mailto:karenllew@micronet.net).

We're looking for these items:

- Professional or personal news about members
- Short tips on writing, editing, or graphics
- Reviews of books, web sites, or other material used in our profession
- Responses to subjects raised in this newsletter
- Articles about any aspect of APW or NFPW
- Activities of related organizations
- Job, education, training, or other opportunities for members

## **ETHICS** (from page 1)

my willingness to seek out the opinions of those who often are overlooked in public decision-making. I mentioned my excitement at the prospect to some other journalists. A few emphatically warned me away from accepting such an appointment, saying it would be an absolute conflict of interest.

Some said they saw no problem at all with holding an appointed position in the public arena, as long as the work did not fall within the regular areas on which I report and write. Many felt there could be more potential for conflicts of interest on some boards and commissions than on others, and urged me to choose my preferences carefully.

According to those who objected most strenuously, my work as a journalist precluded me from participating in government on *any* level except the most basic ones of a citizen (i.e., voting and serving on a jury and in the military). To do anything else would be a betrayal of industry standards to which I have agreed to adhere as a professional journalist.

I disagree. I believe that I am a citizen first and a journalist second. While my profession requires me to remain apart from society in many situations, I do not believe it prohibits all types of public service. Moreover, I believe the discipline gained in seeing many sides of an issue in the profession of journal-

ism often is precisely what's needed in many public settings.

Well, I stood for the appointment and ended up getting my first choice—a seat on the Anchorage Historic Preservation Commission. It is a two-year appointment. I hope to offer meaningful service in the position and help our community continue to preserve its rich heritage. (If you have input on any thing pertaining to historic preservation in Anchorage, do not hesitate to contact me by e-mail at [RoseRagsdale@hotmail.com](mailto:RoseRagsdale@hotmail.com).)

Already, the municipality has asked me to sign an official “conflict of interest” form. Thus, I suspect this subject comes up often among nonjournalists as well.

## **Prepare to nominate APW members for these awards**

In May, when APW members receive their ballots for new officers, they also will be asked to nominate one APW member for each of these awards.

**Betzi Woodman Spark Plug Award:** This award recognizes a member who energized APW throughout the year. The member used good organizational skills and motivated others to act on behalf of APW.

In addition to providing the name of the person you are nominating for this award, you must include a short description of how the member meets the Spark Plug criteria.

**Kay Kennedy Gold Nugget Award:** This award recognizes a member for professional and business accomplishments.

Winners of these awards since 1991 are listed in the table to the right.

<b>Year</b>	<b>Spark Plug Award</b>	<b>Gold Nugget Award</b>
2000	Dalene Perrigo	Dianne Barske
1999	Doris Thomas	Barbara Brown
1998	Carolyn Rinehart	Chrystal Carr Jeter
1997	Doris Thomas	Francine Taylor
1996	Asta Corley	Elise Patkotak
1995	Andrea Veach	
1994	Francine Taylor	Alissa Crandall
1993	Nancy Cain Schmitt/ Gloria Maschmeyer	Elizabeth Lauzen
1992	Jan Ingram/ Ella Wright	Donna Gavac
1991	Ella Wright/ Jeanne Johnson	Nancy Cain Schmitt

Visit these sites for more winners: [www.akpresswomen.com/sparkplug.htm](http://www.akpresswomen.com/sparkplug.htm) and [www.akpresswomen.com/goldnugget.htm](http://www.akpresswomen.com/goldnugget.htm).

## ***Duties of APW officers and board members***

**President:** presides at all meetings and issues calls for meetings; appoints chairpersons of standing and special committees; signs contracts for the organization (*This office can only be filled by an individual who has previously served on the APW Board of Directors.*)

**First Vice President:** acts in the president's absence or as assigned; handles media relations and ensures that APW receives positive publicity

**Second Vice President:** recruits for members outside of Southcentral Alaska; serves as a liaison for those members

**Third Vice President:** identifies and arranges for speakers (personalities who motivate, promote, work, and teach journalism and other fields of communication) to address monthly luncheons

**Secretary:** takes minutes during business meetings and at the annual meeting

**Treasurer:** collects luncheon fees; manages the financial affairs of the organization; reports to the board

Leaders also are needed to manage the following committees, projects, and ongoing tasks (these leaders also sit on the board):

- Membership
- E-mail Express
- Nominating
- Communications Contest
- High School Journalism Contest
- Scholarship
- Newsletter
- History of APW
- Archives of APW
- Communicator of Achievement
- Web Site Design and Maintenance

## **May luncheon features student journalism contest awards *and* dynamic speaker**

by Asta Corley

Awards to high-school students winning in Alaska Press Women High-School Journalism Contest—which was coordinated by Carol Gale, APW second vice president, will be presented at the May 3 APW luncheon. Speaker for that luncheon will be Rachel D'Oro, a longtime journalist with more than 15 years' experience as a newspaper reporter in California and Alaska. D'Oro will discuss the recent launching of *Anchorage* magazine. She will describe how it evolved, under a tight deadline, through the *Alaska* magazine staff.

Early in her career, D'Oro honed her reporting skills by working for a private detective in northern California before going on to newspapers. Memorable newspaper assignments include the Big Lake Fire, interviewing an Oklahoma City bombing survivor who moved to Alaska, the Los Angeles riots of 1992, documenting a killer gang member's life, and covering the Long Beach Grand Prix, earthquakes, mudslides, and murder. During the early 1990s, she also wrote a weekly consumer column called "The Recession Fighter," which ran in the Long Beach *Press-Telegram*.

Two years ago, D'Oro left daily newspaper work to try something new: freelance writing and editing. She's a regular freelancer for the Associated Press. Until recently, she worked part time as a research editor at *Alaska* magazine, where

she was responsible for the "From Ketchikan to Barrow" state round-up section and the "End of the Trail" obituary section.

Now she's editor of *Alaska* magazine's new *Anchorage* magazine, a magazine-within-a-magazine running inside Alaska every other issue. The first issue will make its debut with the May-June issue.



*Top of the world writers*

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11:30 a.m.  
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36th and New Seward  
Anchorage

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\$16.00 guests  
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## ***First Amendment Network News from NFPW***

April 4, 2001

WASHINGTON—Americans strongly support open government and the concept of freedom of information, but they are ambivalent about how to balance openness against privacy concerns, according to a new public-opinion poll released by the First Amendment Center and the American Society of Newspaper Editors (ASNE).

More than 90% of respondents said access to public records was important to them, and six in 10 said public access to government records was “crucial” to the functioning of good government. However, when asked about certain issues facing the country today, 61% of respondents said they were “very concerned” about “personal privacy,” and more than half (54%) supported strengthening privacy laws even if it meant losing access to some records held by the government.

“At a time when so many government decisions are driven by data, access to public information by a free press and an interested public is more critical than ever,” said Ken Paulson, executive director of the First Amendment Center. “We have to make the case that greater access to government information benefits the public and not just the press.”

The poll of 1,005 adult Americans was the first to explore the interactions among issues of access, government openness, personal privacy, and freedom of information (FOI) laws at the national level. The survey is part of a two-year project by ASNE to develop new strategies for expanding and protecting freedom of informa-

tion at a time when the Internet, privacy issues and the commercialization of records are changing the landscape for openness.

“The poll and other research give us a good sense of what we’re up against,” said Anders Gyllenhaal, FOI committee chair. “It tells us exactly where we have people’s support and where we have to do more work to build it.”

The results show that efforts to ensure government openness must bear in mind a complicated set of public concerns about privacy and the potential for information abuse. Among the key findings were the following:

- *Most people support principles of access to government records:* Almost all Americans (91%) agreed with the statement, “Even if I never need to view a public record myself, it is important that I have the right to do so.”
- *People want more access to government records, hearings, and meetings:* Nearly half (48%) said Americans have “too little” access to government records, and 45% said the same about government meetings and hearings.
- *There is concern about the sale of information:* A majority of respondents (86%) said they were “very concerned” when either the government or private companies sold personal information previously collected about them.
- *There is a willingness to reduce journalists’ access if it protects privacy:* More than half (56%) of respondents said they would support new personal privacy laws even if it curtails the ability of journalists to play their watchdog role.

- *Internet raises privacy concerns:* Nearly four in 10 (38%) said they were “more concerned” about personal privacy since they’ve had access to the Internet, and only 22% said all government records should be made available online. However, 59% said the benefits of using the Internet are greater than the privacy problems that go along with using the Internet.

ASNE’s Freedom of Information Committee spent the past year studying how technology, the Internet and changing public opinions are affecting access issues. This coming year, the committee will draw up strategies for strengthening FOI.

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### **WEB SITES** (from page 9)

**[www.flightview.com](http://www.flightview.com)**

**by Mary Margaret Hughes, an APW friend (via Thetus Smith)**

I know I hardly ever share information, but this time I was so impressed I just had to! Ever wanted flight information and couldn’t really get what you were after from the airlines? Okay! Go to <<http://www.flightview.com>> flightview and select “Find-A-Flight.” Then enter your flight number and airline name. After a short pause, you will see the current info on the particular flight you chose. By current info I mean: flight status, when the plane actually departed and is really supposed to land, type of aircraft, and a doppler weather screen. This may not mean a whole lot to most folks, but if you have family, friends, or colleagues traveling that you need to track, this is the site for you. Oh yes, and the info it gives you is in real time.