



## **MYRAM BORDERS (Class of 1954)**

Journalist Myram Borders, a native of the hill country in Kentucky, moved West at the age of four when her parents decided to settle in the small, friendly desert town of Las Vegas when the population was about 8,000. She grew up "with" Las Vegas and was awarded a Harold's Club Scholarship upon graduation from Las Vegas High School to attend the University of Nevada Reno where she graduated with a degree in journalism.

She immediately went to work in 1958 for United Press International (UPI), a worldwide wire service that provided news to more than 6,000 newspapers, and thousands of television and radio stations. Myram was assigned to bureaus in Reno, San Diego, and Los Angeles before being named Las Vegas Bureau Manager for UPI in 1965, a post she held more than two decades. During her tenure, the UPI by-line of Myram Borders appeared worldwide as she reported from Las Vegas on Nevada gaming, politics, organized crime, race riots, Strip hotel fires, the Howard Hughes era, nuclear testing at the Nevada Test Site, Strip entertainment, labor unrest, celebrity divorces and weddings and the antics of Super Stars of the yesterday, i.e. Judy Garland, Elvis Presley, Frank Sinatra etc.

She served three terms as president of the Las Vegas Chapter of the Society of Professional Journalists (SPJ -- originally Sigma Delta Chi) and was a member of the western regional SPJ Freedom of Information Committee for a decade. She was among a handful of journalists instrumental in drafting and obtaining passage of the Nevada Open Meeting Law signed into law by Gov. Mike O'Callaghan. Myram also was the only journalist appointed to a Nevada Supreme Court Blue Ribbon Commission which cleared the way for cameras to shoot in Nevada courtrooms. Additionally, Myram anchored "Nevada Week in Review" on Vegas PBS for two years and moderated numerous statewide televised political debates over a 10-year period sponsored by the League of Women Voters.

Upon leaving UPI, she opened the first full-time Las Vegas office for Gannet Newspapers (a nationwide chain including USA Today, Reno Gazette Journal), was appointed Nevada Commissioner of Consumer Affairs by Gov. Bob Miller (18 months, from 1990 to 1992) and in 1992 was named Bureau Chief of the Las Vegas News Bureau, a division of the marketing department of the Las Vegas Convention and Visitors Authority. She headed

the Las Vegas News Bureau from 1992 to 2002 and directed a staff of writers and photographers in providing domestic and international media with information and graphics promoting Las Vegas as a worldwide travel destination.

During her career, Myram traveled the world with stops in Europe, Asia, Africa, Antarctica, Australia, South America and throughout North America. She retired in 2002 and lives in Las Vegas.

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