



July 2, 2025

Dear Ms. Robin McKinney Martin and Mr. Bill Church,

On June 19, 2025, the Santa Fe New Mexican published multiple and injurious falsehoods about Independent Women's Forum (hereinafter referred to as IWF). IWF demands that the Santa Fe New Mexican immediately cease and desist from publishing and disseminating false, misleading, and defamatory information and communications intended to disparage IWF.

Furthermore, solely due to the Santa Fe New Mexican's dissemination of false information, IWF was forced to find an alternative location to host the **"Her Game. Her Legacy."** event with less than 24 hours' notice.

The Santa Fe New Mexican falsely characterized the **"Her Game. Her Legacy."** event as an anti-transgender event, labeling the event in Santa Fe as a "transgender athletes in women's sports event" and a "bus tour against trans athletes in women's sports." Your article is not only factually inaccurate, but it appears to have been crafted with a clear intent to cast the event, and by extension, its organizers and participants, in a deliberately negative and harmful light. This represents a gross departure from ethical journalism and is unacceptable.

The article included knowingly false and inflammatory claims and failed to accurately describe **"Her Game. Her Legacy."** Specifically, the event was a celebration of Title IX's 53rd anniversary and the kickoff to National Women's Sports Week. Athletes, parents, and coaches were invited to celebrate female athletes—past, present, and future. The article completely ignored the easily verifiable facts regarding the event and, instead, misled the public with a false narrative about the nature and intent of the event. Your failure to verify basic facts before publication constitutes negligence.

The false narrative created by the Santa Fe New Mexican directly resulted in the breach of contract by the original host, the Santa Fe Farmers' Market Institute (SFFMI). In a public post, the SFFMI stated: *"The facilities use agreement signed by the Independent Women's Forum described the event as a 'Celebration for Athletes and Families.' That description was fundamentally misleading as the event described today in media reports is a partisan political event."* The SFFMI referenced the Santa Fe New Mexican article. The Santa Fe New Mexican's false, misleading, and defamatory article was the direct cause of the cancellation by SFFMI of IWF's **"Her Game. Her Legacy."** event.

Further, the Santa Fe New Mexican stated (falsely) throughout the article that the **"Her Game. Her Legacy."** event was hosted by Independent Women's Voice (I WV), a 501(c)(4). This is a blatant lie, which further contributed to the cancellation by SFFMI.

As you are aware, Independent Women's Forum is a 501(c)(3), a nonprofit organization that is tax-exempt under the Internal Revenue Code. As a 501(c)(3), IWF must only engage in nonpartisan and nonpolitical advocacy. As a 501(c)(3) organization for over 30 years, IWF's events are nonpartisan and nonpolitical. The Santa Fe New Mexican knowingly published false information by stating the event was an IWF event, which legally may engage in partisan political activity as a 501(c)(4) organization. The Santa Fe New Mexican's intentional and deceptive publication of the wrong organization directly contributed to IWF's loss and damages.

In addition to the Santa Fe New Mexican's culpability with respect to IWF's monetary loss, the article's tone, selective quoting, and omission of critical context strongly prove that the piece was not written in pursuit of fair or balanced reporting. Instead, it was published with the specific intention of discrediting the event and maligning those involved. Such conduct implies actual malice or, at the very least, a reckless disregard for the truth, a serious matter under defamation law. This intentional misrepresentation has already caused reputational harm to IWF.

Accordingly, we hereby demand that you immediately cease and desist from disseminating inaccurate information regarding IWF. We are prepared to utilize all available legal action against you to prohibit the continuance of your actions. Natural and probable consequences of your actions, including the dissemination of inaccurate information, include:

(i) damage to the business reputation of IWF; (ii) tortious interference with IWF's relationships with the public; and/or (iii) loss of financial support.

In the event you fail to comply with these demands upon your receipt of this letter, we are prepared to take appropriate legal actions against you, which may seek relief such as (but not limited to) the following:

1. A court order to enjoin and restrain the dissemination of inaccurate information about IWF;
2. Damages, including any or all of the following:
 - a. injury to IWF's reputation;
 - b. injury to and dilution of IWF's goodwill;
 - c. lost financial support;
 - d. expenses associated with preventing the public from being deceived by your inaccurate communications;
 - e. expenses associated with advertisement necessary to correct public confusion; and
 - f. any other such damages incurred by IWF.
3. Attorney fees, Court fees, and other costs.

Should you fail to comply, IWF will have no choice but to pursue all available legal remedies, including but not limited to claims for defamation, injunctive relief, and monetary damages. This letter does not constitute all of the facts or legal claims, and all rights are expressly reserved.

In order to avoid any further legal action against you, we anticipate that you will govern yourself accordingly.

Sincerely,

A handwritten signature in black ink that reads "Beth Parlato". The script is cursive and elegant, with the first letters of the first and last names being capitalized and prominent.

Beth Parlato
Senior Legal Advisor
Independent Women's Law Center