

Fall 2017



NEBRASKA PRESS WOMEN

OS SCONFERENCE E O LEARN A

W₂ O₂ R₁ D₁ P₄ L₂ A₁ Y₁₀

ET W O R K

Meet our newest member

Page 3

Fall Conference
Registration

Pages 4-5

Leta Powell Drake honored

Page 6

Omaha group

Page 7

Reaping the benefits of NPW membership

SHERRY THOMPSON NPW PRESIDENT

One of the best benefits of NPW membership is having the opportunity to connect with other professional communicators. Our spring and fall conferences are great occasions to make new friends and catch up with old friends.

Thanks to several NPW initiatives, these opportunities to connect aren't limited to just twice a year. I encourage you to take advantage of new ways to experience NPW:

- The new Make-a-Match program encourages networking throughout the year between our newer members and veteran members. It might be that a new member has a question about NPW, or the two colleagues may find themselves discussing professional topics or just having an interesting conversation. To participate, as either a new member or veteran member, contact Lori Potter at potterspix@gmail.com. Four matches were made at the spring conference, and we hope to hear of many more pairs of communicators beginning new friendships.

- Regional gatherings provide opportunities to

meet with other communicators in the area. Omaha has hosted two successful gatherings this year, with a third one planned for October 24. Several Kearney-area members gathered in the spring for an evening of crane watching and supper. Other areas are also considering holding such meetings. Let me know if you'd like to organize one!

- A new LinkedIn page for Nebraska Press Women was recently created. Use it and the members-only Facebook page to connect with NPW members online.

- The Professional Development Digest Jill Claflin puts together each month provides opportunities for email discussion on timely topics of interest to communicators.

Another benefit of NPW is traveling throughout the state for conferences. I have to admit that I probably would not have visited Halsey, Gothenburg, Lexington, Genoa and many other places if it wasn't for a conference. All of these were great places to visit, and the local areas were very welcoming. I look forward to visiting Osceola for the first time for the fall

conference on Sept. 30. I hope to see you there!

One of my favorite benefits of NPW membership is seeing talented and accomplished members recognized with awards. Congratulations to the members who won national awards in the NFPW communications contest. Awards will be announced at the conference in early September in Birmingham. I'm also looking forward to learning the identity of our 2017 Communicator of Achievement at our fall conference. In the spring, we'll honor the latest inductees into the Marian Andersen Nebraska Women Journalists Hall of Fame.

It's not too early to start thinking about what you will enter in the communications contest early next year, or to nominate an outstanding member for COA. Our Hall of Fame



currently has 20 members, and Cheryl Alberts Irwin is seeking nominations of accomplished Nebraska women journalists to be considered for the 2018 class of honorees. Details on how to make a nomination are included elsewhere in the newsletter.

I encourage you to take advantage of NPW's many benefits – and to promote NPW to your colleagues. New members who join now receive the rest of this year and all of 2018 for the price of a year membership. I hope to connect with you soon, either in person or online.

Sherry

NEBRASKA PRESS WOMEN

Fall 2017

President:
Sherry Thompson

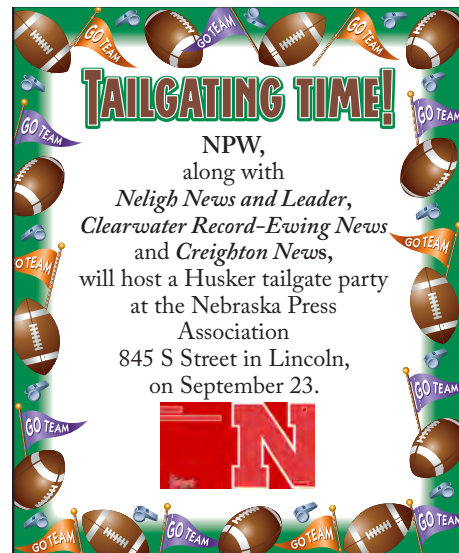
Editor:
LuAnn Schindler

Contributors:
Terri Hahn, Cheryl Alberts Irwin, Molly Klocksins, Jan Knight, Judy Nelson, Lori Potter, LuAnn Schindler, Sherry Thompson

www.nebraskapresswomen.org

Nebraska.Press.Women@gmail.com

Nebraska Press Women, Inc., is an affiliate of the National Federation of Press Women, a nationwide organization of professional women and men pursuing careers across the communications spectrum.



Share the news Added bonus now for new members

JUDY NELSON MEMBERSHIP DIRECTOR

We're talking about "Each one bring one" in Nebraska Press Women this year to encourage all of us to remember to reach out to communicators we know and invite them to join us.

Doing so is a win for our friends and colleagues as they gain the benefits we all find here, and it's a win for NPW as each new member brings diverse talents, knowledge and ideas that enrich our organization. Plus it's just plain fun to be part of a dynamic group of people who are good at what they do, and always looking to be better.

NPW has great benefits to offer those who join, and now there's an added benefit for new members joining between Sept. 1 and the end of the year. Invite your friends and colleagues to join NPW as a new member starting Sept. 1 or after, and they get the rest of 2017 and all of 2018 for the price of a one-year membership.

That's 16 months for the price of 12 for those joining in September; 15 months for those joining in October; 14 months for those joining in – well, you get the picture! It's an added bonus for any new member joining from Sept. 1 on in this calendar year.

So, NPW members, please don't procrastinate. Think of the communicators you know who you believe would enjoy the many benefits NPW and

our national affiliate, the National Federation of Press Women, offer, and invite those people to take part in all that awaits them here.

Invite them to view nfpw.org and nebraska-presswomen.org on the Web for more information about both dual and state-only memberships. Tell them about your own experiences, everything from our monthly Professional Development Digest done so well by Jill Claflin, to contest to the scholarships we offer for high school and college students to the effort underway to help readers learn more about "fake news" to the lively discussions and support and laughter that seem to arise whenever NPW members meet.

New members can join online, or print off the brochure at nebraska-presswomen.org and mail it with their check to the address given. Any new member who joins between Sept. 1 and Dec. 31 will pay the 2017 rate of \$99 for NFPW/NPW membership and \$30 for state-only membership. The dual membership rate increases to \$100 on Jan. 1. For prospective members interested in entering our communications contest, please do let them know that for entries to go on to the national communications contest from our state contest, the person must be a member of our national organization, as well.

Meet our newest member



Carissa Soukup is a 2014 graduate of O'Neill St. Mary's High School, where NPW member LuAnn Schindler served as her journalism instructor. Currently, Carissa is a senior in UNL's College of Journalism and Mass Communications. For the past two summers, Soukup has interned at the *Neligh News and Leader* and *Clearwater Record-Ewing News*. She will begin work with both publications following graduation in May 2018.

Why join NPW?

I joined NPW to be a part of powerful women journalists that I can look up to and learn from in my career.

What has been your favorite assignment, either video or writing?

So far, my favorite writing assignment has been *Taking the Bait*, a story I wrote about trout fishing and Grove Lake. I enjoyed it because I was able to get outdoors and share in the fishing experience. Aside from regular assignments, my favorite journalism adventure is my column, *The Midweek Huddle*, because I get to share my experiences and relate to readers using sports.

What lessons have you learned on the job that you haven't learned in college?

I learned how to use InDesign, how to write for an audience and what makes a good column. There aren't classes for those things in college today. Plus, you can learn everything in college, but you won't perfect it until you get on-the-job experience.

Welcome, Carissa!



NPW fall conference set for Osceola

TERRI HAHN

I'd like to welcome you all to Osceola for the 2017 NPW Fall Conference.

I've been wanting to host you for quite a while and now I'm glad it's finally going to happen. The conference is set for Saturday, Sept. 30, in the St. Vincent Ferrer Catholic Church parish hall.

The expertise and achievements of members will be highlighted during program portions of the fall conference. NPW Professional Development Director Jill Claflin has organized two panel discussions, one focusing on freelancing, the other on the communications contest.

The morning session, from 10:15 to 11:45 a.m., will focus on "The Nuts and Bolts of Freelancing." Several members depend on freelancing for full or supplemental income, and three of them will be sharing tips for how to get started and how to grow a freelance business. They will be joined on the panel by Osceola native Terry Anderson, news editor for agricultural publications produced by Plaindealer Publishing. In that role, he hires freelancers and will share from that perspective.

Among the questions the freelancers will discuss:

- What's the biggest frustration of freelancing your communications skills?
- What are some of the rewards you've discovered?
- How do you set or negotiate rates?
- How do you typically bill for your work -- by the job, by the hour? What about expenses incurred?
- Do you operate under a busi-

ness name? Or is your approach to freelancing more casual?

- Do you typically have a formal contract for each job? What do you look for when you review a contract? What do you watch out for? What would keep you from signing a contract?

- Do you carry any insurance as a freelancer?

- How do you organize your time and create discipline around your freelance assignments?

- What would make you run the other direction from a possible freelance engagement?

- How do you balance freelancing vs. volunteer communications jobs most of us are asked to take on occasionally?

- How competitive is the freelance market in Nebraska?

- Do you have any experience with online freelance services?

- Has your approach to freelancing changed over time? How?

- What's your single best piece of advice for someone considering freelancing?

If you've watched the awards video at spring conferences and wished you could learn more about the winning entries, the afternoon session is for you. "How They Did It: Contest Winners Give Us the Inside Scoop" will feature four winners from the 2016 Communications Contest sharing the stories of how their winning entries came about. The session will run from 1:45 to 3:15 p.m.

Panelists will discuss such questions as:

- At what point in the story process did you know this was a good one?

- Was this an assigned article or one you pursued? Did you have to overcome any obstacles in the story-gathering process?

- What makes this image work so well? Why do you think judges like it so much? Did you get any reaction from readers?

- Did you do much rewriting on this, or did it come pretty quickly into this form? How long do you think you spent writing it?

- What prompts you to enter a particular story or photo, headline, brochure or book in the contest? Is it something you just like, something that you think is important, something others have commented on?

- How do you prepare for contests? Is it something you stay on top of throughout the year, or a process that you put off until you know the full year's body of work?

The NPW contest director will also review the guidelines for entry and offer tips to make sure the entry process is a smooth one.

Both discussions will include time for questions from the audience, so come thinking about freelancing or contest questions you've had. Attendees should head home with a wealth of information they can use.

The 2017 NPW Communicator of Achievement will be presented during the noon luncheon. Also at that time, guest speaker Tasha Walker, president of the Osceola Community Action Group, will share information about the group, how and why it got started and the plan for upcoming projects. NFPW contest winners will also be recognized.



THE SKINNY ABOUT FALL CONFERENCE

FRIDAY, SEPTEMBER 29

It begins with a meeting of the minds!

The conference will open with a board meeting at 6 p.m. Friday at the Chances R restaurant, 124 W. Fifth St. in York. Those attending will order off the menu.

Hotel reservations

A block of 10 rooms (eight with two queen beds and two with one king bed) has been reserved at the New Victoria Inn, 3724 S. Lincoln Ave., in York, just northwest of the I-80 interchange.

Each newly renovated non-smoking room includes a 42-inch flat-screen TV, refrigerator and microwave. A free breakfast bar is open from 5 to 11 a.m. The inn also features free wifi, an indoor swimming pool and complimentary cookies and coffee in the lobby.

The NPW rate is \$64.99 plus tax; reservations are required by Sept. 22. Call (402) 362-1686 and be sure to mention Nebraska Press Women. If you plan to stay in York on Saturday night, the rate may be higher.

SATURDAY, SEPTEMBER 30

Do you know the way to Osceola?

Osceola is just a short 30-minute drive from York. From the hotel, take Highway 81 north - follow the bypass around York - past Benedict and through Stromsburg until you reach the Highways 81/92 junction. Turn right (east) and it's just a couple miles into Osceola. As you come close to town, the highway curves a bit to the north, but don't go that way! Continue straight east on the road that passes the south side of the grain elevators. Just past the railroad tracks, look for the Hospital/Fairgrounds signs. Follow them and turn south (right) on Nance Street. The church is located on the southwest edge of town; the parish hall is a separate building just northeast of the church.

Osceola is also about 90 minutes west of Omaha and 75 miles northwest of Lincoln. If you're coming in from the east on Highway 92, go through town and turn south (left) at the railroad tracks. Follow Nance Street to the church.

Of course, there will be food ... maybe even chocolate!

We will offer a light continental breakfast with mini muffins and cinnamon rolls, coffee and juice.

Lunch will include pulled pork sandwiches, salads, baked beans, chips, dessert and beverages: coffee, ice tea and pop. Anyone with special dietary needs should contact Terri Hahn, ASAP. Registrants are asked to indicate favorite soft drink on the registration form.

How do I register?

Full registration is \$35 for members, \$40 for non-members and \$20 for students and lunch guests. Registration deadline is Friday, Sept. 22. Mail checks, payable to Nebraska Press Women, to Lori Potter, 4437 Parkwood Lane, Kearney, NE 68845. Add \$5 if registering after Sept. 22. Registration is also available online at www.nebraskapresswomen.org.

Questions may be directed to Terri Hahn at (402) 747-4191 (home/cell) and (308) 381-9463 (work). Email addresses are terrihahn41@gmail.com or terri.hahn@theindependent.com.

*Bylaws discussion
planned during
business meeting*

**MOLLY KLOCKSIN
NPW Parliamentarian**

Osama Bin Laden was killed, the University of Nebraska Cornhusker football team was debuting in the Big Ten Conference, and British singer Adele was topping the pop charts with "Rolling in the Deep."

What year was it? 2011. Why am I asking? Because 2011 was the last year that Nebraska Press Women changed its bylaws.

This fall, NPW members will have the chance to make some changes in our bylaws for the first time in six years. We'll keep you in suspense over the details - the proposals are actually fairly minor changes. But you'll find out about them during our Fall Conference in Osceola September 29-30. (Details about the Fall Conference are available elsewhere in this newsletter).

I'm providing this head's up because we need you to be in Osceola when the changes are proposed. To be amended, our bylaws require a two-thirds vote of active members in good standing at a meeting of the general membership. So, please be there during the membership meeting and stay for the other exciting events that weekend.

Congratulations, Leta!

Drake honored with legends award

Lincoln Community Playhouse will honor Connie Dillow (post-humous), Leta Powell Drake, David Landis and Rod McCullough as Playhouse Legends at the Party with the Playhouse gala event on Thursday, October 19, at the Lincoln Country Club.

Leta Powell Drake appeared in 11 shows from 1964-2009, including *Steel Magnolias* (Ouiser) and *The Prime of Miss Jean Brodie* (Jean). She was instrumental in the creation of the OLLI/Playhouse Radio Active Players and has appeared in all eight of these shows.

The event is open to the public. Tickets are \$75 each and are available at lincolnplayhouse.com or by calling the box office at 402-489-7529.

The gala, scheduled from 6:30 p.m. to 10 p.m. will include the Legends presentation, dinner, cash bar, auction and entertainment from Playhouse performers.

Each season, individuals are selected to receive the honor of Playhouse Legend. This award will be given to people who, over a long period of time, have made a lasting impression on the theatre and community. Whether onstage or behind the scenes, Playhouse Legends have created the high standards of performance and community impact that have made Lincoln Community Playhouse a cultural cornerstone.



Leta Powell Drake

Connie Dillow was in eight Playhouse shows from 1994-2006, including *Driving Miss Daisy* (Daisy) and *Arsenic and Old Lace* (Abby Brewster). She made a significant impact on the Lincoln theatre community as the teacher and guiding force of the Advanced Theatre Company, held at the Playhouse, for area high school students.



David Landis made memorable appearances in 22 shows from 1987 to 2002 including *Amadeus* (Salieri) and *1776* (John Adams).



Rod McCullough had a run of 22 shows from 1967-1988 including *Of Mice and Men* (Lennie) and *Cat on a Hot Tin Roof* (Big Daddy). He also served as LCP's Managing Director from 1982 to 2000.



Don't Touch That Dial features Drake's Kalamity Kate

The Nebraska History Museum presents "Don't Touch That Dial: Kalamity Kate and the George Churley Puppets," a new exhibit featuring Leta Powell Drake's iconic character.

The exhibit, which opened Aug. 18, continues until June 17, 2018. Outfits, including the blonde wig worn by Drake, are on display, alongside several puppets that appeared on-air.

Kalamity Kate's Cartoon Corral first aired in 1957 on Lincoln's Channel 10.

The museum is located at 131 Centennial Mall North, Lincoln.

The path to publication

Self-publishing tips offered at Omaha network gathering

JAN KNIGHT

Have you ever considered writing a book, only to be discouraged by thoughts of the competitive world of book sales, literary agents and big publishing houses?

If so, take note: Digital self-publishing might be for you.

That's according to Omaha publishers Lisa Peltó and Sandra Wendel, who provided book publishing tips to members of the NPW Omaha Network on Tuesday, Aug. 22, in Swanson Library at 90th and Dodge.

Digital self-publishing provides authors the opportunity to avoid rejection slips by producing their own books, said Wendel, an experienced editor who has worked on three Holocaust memoirs and four books written by Omaha police officers, to name a few. Referring to authors she has worked with, Wendel observed that "seeing your own book in print is a Zen-like moment."

Further, digital self-publishing banishes the traditional publishing house approach of requiring bulk printings of 1,000 books or more. When books are stored digitally,

they can be printed in small to large quantities quickly, a type of precision that has the added benefit of eliminating landfills full of unsold books, Peltó said.

Finally, self-publishing offers freedom to publish

an Omaha book publishing services company. In contrast, Wendel said, self-publishers tend to be most focused on the stories they want to tell, with some authors wanting only a few of their books print-

to market themselves and their work, an activity that many writers detest.

And although strong writing is still in demand, it is common to see weak work in self-published submissions, said Wendel, who highly recommended that authors find a professional editor to check their work. Not doing so is one of the most common "things people do wrong when self-publishing," Wendel said.

Peltó agreed, saying that authors should "put some money into" their work to ensure that their books are well-presented—meaning professionally edited, professionally designed and professionally marketed.

The next meeting of the NPW Omaha Network is scheduled for 5:30 p.m. to 7 p.m. Tuesday, Oct. 24, in the Swanson Library Meeting Room on the ground floor. The topic: How Fake News and New Gatekeepers are Impacting the Communication Field.

For more information about the Oct. 24 meeting and/or about the NPW Omaha Network, contact Jan Knight at jknightfree-lancing@gmail.com.



Word to the wise • Lisa Peltó and Sandra Wendel offered practical advice about self-publishing during an Aug. 22 meeting of the NPW Omaha Network.

Photo by Sherry Thompson / NPW

in ways that large publishing houses don't provide, Peltó said. "Can they make money from this book?" That's what [big] publishers think about," said Peltó, who is president of Concierge Marketing Inc.,

ed for themselves or family members.

Peltó and Wendel cautioned that self-publishing is not necessarily a painless process. For example, self-publishing in hopes of sales requires authors

Networking is one of the biggest benefits of being a Nebraska Press Women member. It's always great to connect with other communicators at conferences and exchange ideas. Now, those connections can continue throughout the year.

Nebraska Press Women has a new LinkedIn page, which should be a great way to connect professionally with other communicators. Please

follow us and help us reach others on LinkedIn who would benefit from NPW.



The Nebraska Press Women Facebook group is a members-only forum where participants can pose questions to their peers, post job

openings, share interesting articles, join in conversations and more. The group also makes it easier to keep up with NPW news posts.

If you are on Facebook and aren't yet part of the group, search for "Nebraska Press Women" closed group and request to join it. While you are at it, be sure to "like" the Nebraska Press Women public page if you have not already done so.

Keeping You In The Know



NPW Board Members

- President** – Sherry Thompson, Omaha
Vice President – Cheryl Alberts Irwin, Lincoln
Treasurer – Lori Potter, Kearney
Secretary – Beverly Wieler, West Point
Communicator of Achievement Award – Barb Batie, Lexington
Communications Contest – Terri Hahn, Osceola and Mary Jane Skala, Kearney
High School Contest – Bette Pore, Grand Island and LuAnn Schindler, Clearwater
Historian – Mary Pat Finn Hoag, Norfolk
Legislative/First Amendment – Jan Knight, Omaha
Member Services – Ruth Brown, Lincoln
Membership – Judy Nelson, Lincoln
Newsletter – LuAnn Schindler, Clearwater
Publicity – Glennis Nagel, Kearney
Parliamentarian – Molly Klocksinn, Lincoln
Professional Development – Jill Claflin, Cozad
Scholarships – Tammy Bain, North Platte
Past President – Bette Pore, Grand Island

Nominations Sought for 2018 Women Journalists Hall of Fame

CHERYL ALBERTS IRWIN

Writer. Author. Educator. Administrator. Counselor. Business owner. Publisher. Suffragette. All have one thing in common: Nebraska women journalists whose outstanding careers served their communities and their state.

All are honorees in the Marian Andersen Nebraska Women Journalists Hall of Fame. The talent, initiative, intelligence and stamina of these women have made a difference for the profession, for the community and for those who followed in their footsteps.

Nominations are being sought for the 2018 HOF. Candidates must have a Nebraska background by birth or work experience, and must have spent a significant amount of their professional careers in Nebraska. Nominees will be judged on:

- Contributions to the profession.
- Achievements within the profession.
- Service to communities (local as well as Nebraska and/or regional/national). "Communities" refers to both the community in which she lives and works as well as to her professional community.

Nominations must give compelling reasons why the candidate should be selected. Each nomination must be accompanied by two letters of support, each of which addresses at least one of these criteria. See the Hall of Fame tab at <http://nebraskapresswomen.org> for linkage to the nomination form and guidelines.

Final selections will be made by the NPW Board of Directors. Every vote counts -- entire elections have been turned on their heads when everyone voted!

Many people you know are worthy, so be thinking of who you would like to recognize and be a part of the HOF. It is especially important for 2018 because there are no carryover nominees from last year. However, anyone nominated for 2018 who is not selected, will carry over to 2019. NPW friends and members, as well as the general public, are encouraged to submit nominations from the fields of broadcast, print or online, news, advertising or public relations.

Deadline for submission is Jan. 22, 2018. Honorees will be recognized during the 2018 spring convention in Omaha.

The hall was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities. Portraits of 20 women are in the Hall of Fame, located at the University of Nebraska-Lincoln's Andersen Hall and home of the College of Journalism and Mass Communications.

Marian Andersen, for whom the hall is named, is a UNL journalism alumna and Phi Beta Kappa member who made her mark through community service.

Fall conference Saturday, Sept. 30 Osceola, Nebraska



Conference schedule

Friday, Sept. 29

- NPW Board Meeting, 6 p.m., Chances R, 124 W. Fifth St., York

Saturday, Sept. 30

- Registration and continental breakfast, 8:30 to 9 a.m., St Vincent Ferrer Catholic Church parish hall, 751 S. Nance St., Osceola
- Business meeting, 9 to 10 a.m.
- “The Nuts and Bolts of Freelancing,” panel discussion, 10:15 to 11:45 a.m.
- Communicator of Achievement luncheon, noon to 1:30 p.m. Luncheon will also include speaker Tasha Walker, president of the Osceola Community Action Group, and recognition of NFPW contest winners.
- “How They Did It: Contest Winners Give Us the Inside Scoop,” panel discussion, 1:45 to 3:15 p.m.

Hotel information

A block of 10 rooms has been reserved at the New Victorian Inn in York for Friday night, Sept. 29.

The inn, 3724 S. Lincoln Ave., is located just northwest of the I-80 interchange at York.

Each non-smoking room has two queen beds (or one king bed), a refrigerator and microwave. A free breakfast bar is open from 5 to 11 a.m. The inn also features an indoor swimming pool and complimentary cookies and coffee in the lobby.

The NPW rate is \$64.99 plus tax; reservations are required by Sept. 22. Call (402) 362-1686 for reservations and be sure to mention Nebraska Press Women. If you plan to stay in York on Saturday night, the rate may be higher.

Registration deadline is Sept. 22; hotel reservation deadline is Sept. 22

NPW Fall Conference Registration Saturday, Sept. 30; Osceola, Nebraska



Name: _____

Address: _____

Email: _____ Phone: _____

_____ Full registration (members), \$35
(add \$5 if paying after Sept. 22)

_____ Students and lunch guests: \$20

_____ Full registration (nonmembers), \$40
(add \$5 if paying after Sept. 22)

Preferred soft drink: _____

*Send registrations to: Lori Potter, PO Box 1988, Kearney, NE 68845
Registration also available online at www.nebraskapresswomen.org*