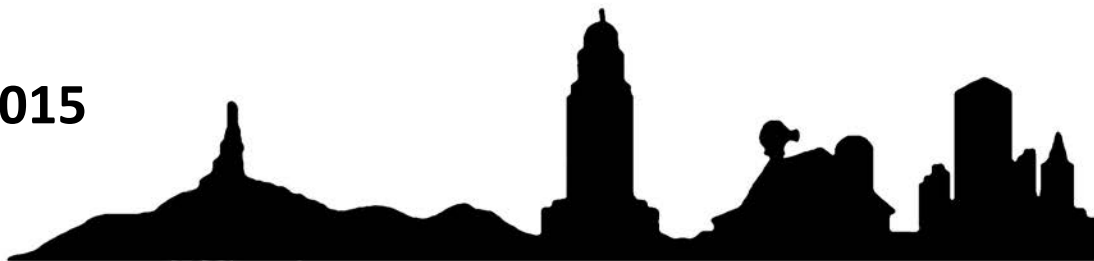


September 2015



NEBRASKA PRESS WOMEN

Fall conference will connect past and present to enhance future

By Barb Micek

Drums are pounding in anticipation of the NPW fall conference on Saturday, Oct. 3 at the Genoa Indian School in Genoa.

Smoke signals indicate the conference will highlight our professional communicators, and our part of Nebraska history as we delve into the conference theme of "Touring The Past to Promote the Future."

The site of the conference has been on the National Registry of Historic Places since 1978. The Genoa Indian School was the only Federal Boarding School in Nebraska and one of the largest in the United States. It was in operation from 1883 to 1934. The campus once served Native American children from ten states and more than 20 tribes in 30 buildings on 640 acres. Today, the Manual Training Building and Interpretive Center houses the myriad of historical contents with an authentic classroom on the second floor. The site attracts nearly 3,000 visitors a year from all over the world.

The conference will begin for board members with a 6 p.m. board meeting on Friday, Oct. 2 at the Husker House at 1754 33rd Avenue, in Columbus, located only two blocks north of the Super 8 where a block of rooms has been reserved.

On Saturday morning, registration and breakfast will be from 8 to 8:30 a.m. at the Genoa Indian School at 209 E. Webster Avenue.

Homemade muffins and cinnamon rolls will be catered by the pop-

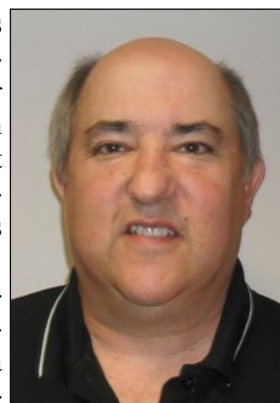


PARKING FOR THE GENOA INDIAN SCHOOL, WHERE THE NPW CONFERENCE WILL TAKE PLACE, IS AVAILABLE JUST A BLOCK AWAY.

ular Fill My Cup coffee house in Genoa. The general membership meeting will follow from 8:30 to 9:45 a.m.

After a short break, Mark Miller, Senior Communication Specialist at Nebraska Public Power District, will present "The Evolution of the Infographics in Social and Traditional Media: Survival in the Digital Age." Mark is a short fiction writer, journalist and business writer. A native Nebraskan, Mark graduated with a teaching degree from Wayne State College, and holds a master's degree in English from the University of Nebraska-Lincoln. He has taught high school English, journalism, and writing; written and shot photos for a weekly newspaper, the Burt County Plaindealer in Tekamah.

Miller has won the Prairie Schooner short fiction award, first place in Nebraska Press Association's Better Newspaper Competition for a sports column, and awards in business writing for project communication by the International Association of Business Communicators and in annual report design and writing by the American Public Power Association.



MARK MILLER

(Continued on page 3)

Nominations invited for Hall of Fame on page 4

President's Notes: Keep the Momentum Going

By Sherry Thompson

It's been exciting this summer to take part in meetings to both plan for Nebraska Press Women's future and to pay tribute to its past. Eighteen members spent a Saturday in July in Grand Island talking about goals, objectives and action steps to ensure NPW remains a vibrant, vital organization that meets members' needs today and in the future. Then, three weeks later, a committee met in Lincoln to brainstorm ways to celebrate our 70th anniversary in 2016.

Under the expert leadership of Judy Nelson, planning meeting participants worked in groups to come up with suggestions for goals and action steps in three key areas: visibility, membership, and programming and member services. I was in awe of the energy, enthusiasm and creativity in the room during these discussions.

Let's keep this momentum going as we launch the plan later this year and use it as a roadmap for the next few years. The strategic planning team continues to work on

creating the best plan possible, ensuring that it reflects members' priorities as expressed in the survey and through planning activities held earlier this year and at the July meeting. The plan will be just a piece of paper, though; it will take the commitment of the NPW board and members to put it into action and accomplish results.

The one thing that has become obvious during the process is how much Nebraska Press Women means to our members, both professionally and personally. It's that love for the organization and dedication to making it stronger that will allow our group - working together - to accomplish our goals and meet our objectives.

A big shout out to everyone who contributed to the planning process, whether it was completing the survey; taking part in the strengths, weaknesses, opportunities and threats discussion; participating in the spring conference visioning workshop; and/or brainstorming goals, objectives and action steps

during the July 11 planning meeting. Your input has been invaluable to the process. And, special thanks to the committee that has taken the lead in the planning process - facilitator Judy Nelson, along with Cheryl Alberts Irwin, Kerry Hoffschneider and Jill Claflin.

As we look to the future with a new plan to move Nebraska Press Women forward, we remain aware of and connected to our rich past and the contributions of those who came before us.

Nebraska Press Women was founded in March 1946 when newspaper women gathered at Omaha's Hotel Paxton for breakfast, compliments of the Nebraska Press Association, which was not yet open to women. I look forward to learning more about NPW's first seven decades as we celebrate its accomplishments during the course of next year.

We'll meet in Lincoln for the 2016 spring convention, and then move to central Nebraska when Kearney hosts the fall conference.

You'll hear more about both



SHERRY THOMPSON

2016 conferences at the fall membership meeting. Barb Micek and Nancy Hansen have a great day planned for Oct. 3 at the historic U.S. Industrial Indian School in Genoa. Check out this newsletter for details on how the theme, "Touring the Past to Promote the Future," will come to life through speakers, programs and a tour of the school.

The fall convention is a great opportunity to invite your friends and colleagues to see what Nebraska Press Women is all about. Share this newsletter with them and extend a personal invitation for them to attend. I hope to see you on Oct. 3!

Silent auction to raise funds for anniversary celebration

A silent auction to raise money for Nebraska Press Women's 70th anniversary celebration next year will add a little excitement to the fall convention October 3 in Genoa. You'll be able to bid on items including autographed books, themed baskets, gift cards and much more.

Have a new item you'd like to donate? Bring it to the board meeting on October 2 or to the general membership meeting on October 3. Perhaps you have a connection with a business that might donate an item or gift card. Feel free to ask for a donation. We'll recognize business donors in the next newsletter.

If you have questions, please contact Sherry Thompson, sherrythompson@cox.net.

2015 NPW Board

President: Sherry Thompson
Vice President: Cheryl Alberts Irwin
Secretary: vacant
Treasurer: Lori Potter
Achievement Award: Barb Batie
Communication Contest: Terri Hahn and Glennis Nagel
High School Contest: Bette Pore
Historian: Mary Pat Finn-Hoag
Member Services: Barb Micek
Membership: Judy Nelson and Kerry Hoffschneider
Newsletter: Mary Pierce
Publicity: Terri Hahn
Legislative/First Amendment: Stephanie Geery-Zink
Parliamentarian: Beverly Wieler
Scholarship: Jill Claflin
Past President: Bette Pore

Fall conference will connect past and present to enhance...

(Continued from page 1)

Two guided tours will be given of the Genoa Indian School (members and guests will be split into two groups). The first tour will follow Mark's presentation at 11 a.m. The second tour will be given after speaker Nancy Carlson's afternoon presentation. Cameras are allowed, so be prepared with plenty of room on your disk.

While the tours are being given, others can shop at the gift shop and browse through the many displays and photos at the interpretive center.

At noon, a relaxing and delicious luncheon will again be catered by Fill My Cup, which will serve a fill-your-own-croissant buffet of chicken

salad, deli ham, deli turkey, several different cheeses and a variety of condiments, along with a cream cheese grape salad, Chinese coleslaw, and Sopapilla cheesecake and the Chef's Special Chocolate Delight for desserts.

After lunch, the Communicator of Achievement will be announced.

Following the COA presentation, Nancy Carlson, MA Anthropology/Archeology, will speak on "The Pawnee and Archeology in Central Nebraska" followed by the second guided tour of the Indian School.

Throughout the day names will be drawn for door prizes, so please bring any items you wish to donate.

We are looking forward to seeing



NANCY CARLSON WILL GIVE TALK

each one of you in Genoa, so mark your calendars and reserve Oct. 3 for a rich date with fun, fellowship, learning and history as you have never experienced before in Genoa.

HOTEL INFORMATION

The Super 8 is located at 3324 20th St. in Columbus.

A block of rooms has been reserved for \$59.99 for double occupancy. Deadline is Sept. 22.

A hospitality room will be available and a continental breakfast is served.

Phone (402) 563-3456 for reservations.

Register now!

Full registration:

Members: \$30, Students: \$25

Guests and non-members: \$35

(Add \$5 if paying after Sept. 22)

Lunch only: \$15

Name: _____

Address: _____

City, State, Zip Code: _____

Email: _____

Phone: _____

Send registration to:

Lori Potter

4437 Parkwood Lane, Kearney, NE 68845

Fall conference agenda at a glance:

Saturday, Oct. 3

8-8:30 a.m. Registration

8:30-9:45 a.m. Welcome, introductions and general membership meeting

9:45-10 a.m. break

10-11 a.m. The Evolution of the Infographics in Social and Traditional Media: Survival in the Digital Age by Mark Miller, Senior Communication Specialist at NPPD

11-11:45 a.m. first tour of Genoa Indian School, gift shop open, set-up for Communicator of Achievement announcement and fellowship of members and guests, final bids on silent auction

11:45- Noon: Get seated for COA luncheon

Noon-1:15 p.m. COA luncheon

1:15-1:30 p.m. break

1:30 p.m. Announcement of silent auction

1:45-2:45 p.m. Speaker, archeologist Nancy Carlson, MA Anthropology/Archeology, will speak on The Pawnee and Archeology in Central Nebraska

2:45 p.m. Second tour; gift shop open; fellowship with members and guests

“When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left and could say, ‘I used everything you gave me.’”

Erma Bombeck

Nominations invited for Hall of Fame

By Cheryl Alberts Irwin

Nominations are being accepted for the Marian Andersen Nebraska Women Journalists Hall of Fame. Deadline for submission is Jan. 22, 2016.

Hall of Fame honorees will be recognized April 23, 2016, during Nebraska Press Women's 70th anniversary conference in Lincoln.

NPW friends and members, as well as the general public, are encouraged to submit nominations for the award. Women nominated may be living or deceased, may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations submitted in 2015 will be considered again in 2016, and it's not necessary to resubmit the nomination.

Nominations will be judged on:

- Contributions to the profession.
- Achievements within the profession.
- Service to communities (local as well as Nebraska and/or regional/national).

Nominations must give compelling reasons why the woman should be selected and 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 nebraskapresswomen.org for linkage to the nomination form and guidelines or go directly to nebraskapresswomen.org/?page_id=303).

Final selections will be made by the NPW Board of Directors.

The hall of fame 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 16 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.



THE MARIAN ANDERSEN NEBRASKA WOMEN JOURNALISTS HALL OF FAME

Past Hall of Fame honorees

2011

Bess Furman Armstrong
Wilma Crumley
Lynne Gras
Marj Marlette
Beverly Pollock
Deanna Sands

2012

Mildred Brown
Harriet Dakin MacMurphy
Mary McGrath

2013

Clara Bewick Colby
Maxine Moul

2014

Gwen Lindberg
Leta Powell Drake
Elia Wilkinson Peattie

2015

Joan Rossiter Burney
Beverly Deepe Kever

Nebraska Press Women member news

New NPW-NFPW member **Ashley White**, who was the lead website editor and city beat reporter for the Kearney Hub, started Aug. 17 at The Advocate in Baton Rouge, La., where she will work full-time on the online side of the news delivery system. She still will be at a newspaper with an NFPW past president, Marsha Shuler, The Advocate's statehouse reporter who was NFPW president from 2007-2009.

Congratulations to **Bette Pore** who

has been promoted to senior editor at the Grand Island Independent. One of the benefits of the job is its new daytime schedule. Bette is past president of Nebraska Press Women and is director of the high school contest.

Best of luck to **Mary Jane Skala**, who has moved 750 miles away to near Abiquiu, N.M., to take a position at Ghost Ranch. Mary Jane joined Nebraska Press Women a few years ago when she began work in June 2012 at the Kearney Hub. She

was elected NPW secretary last fall. In her resignation letter, Mary Jane wrote: "I have thoroughly enjoyed being part of Nebraska Press Women. I've solidified friendships and learned a lot about journalism in Nebraska. I will always remember fondly such events such as the awards presentation banquet in April at Mac's Creek Winery, playing a kazoo, the woman in Ogallala who started her own auto repair business, and even meeting Kalamity Kate."

Secretary vote set for fall business meeting

Nebraska Press Women members will vote to fill NPW's open secretary's position at fall convention Saturday, Oct. 3 in Genoa.

Nancy S. Hansen of Fullerton has agreed to be a candidate for the office that came open when Mary Jane Skala resigned as NPW secretary and moved to New Mexico to take a position there. Hansen will fill out Skala's term, which ends in fall 2016.

Born and raised on a farm in Hamilton County, Hansen has a Bachelor of Science degree with a major in Vocational Allied Health Occupations Education and a minor in coaching from the University of Nebraska-Lincoln.

While student teaching at Grand Island Senior High and for the next few years, she worked as a reporter covering sports, especially professional basketball in Kansas City, and in Boston when she lived there.

Later she worked as a freelancer covering stories from Texas to Wisconsin.

In the early 1980s, Hansen returned to school and received a graduate assistantship to the United States Sports Academy in Mobile, Ala. She later completed her Masters of Science at Indiana University at Bloomington, where she also had a graduate assistantship.

Hansen worked in Washington, D.C., and returned to Nebraska in the late 1980s, first working for Back to the Bible in Lincoln. She then opened a consulting business helping new businesses and small businesses organize for better efficiency, plus she did research for various political and nonpolitical concerns. In December 2011, she took a position beginning as a Customer Service Representative at Offutt Air Force Base for a year civilian term.

In addition to her early training in both medical and holistic health, she retains a love of history and education. She has participated in multi-levels of politics, Jaycees and 4-H club activities. She volunteers at the



NANCY HANSEN

Danish-American Archives and Library in Blair, and writes books and does speaking engagements with NPW member Barb Dush-Micek.

Hansen, who has a daughter, Bree, continues taking advanced coursework toward specialization in Nebraska history.

Be a gem for membership – Give the gift of NPW today!

There's still time before the Nebraska Press Women Fall Conference to take part in this exciting membership recruitment incentive.

It's a great way to say thank you to the organization that has done so much to educate, inspire and connect communicators. Extend the benefits of Nebraska Press Women to your peers in the journalism and communication industry. What a gift! A gift of friendship, exploration, connectivity and legacy. A gift that truly keeps on giving.

Below is how the incentive works...

2015 — The first person who recruits three new members gets their choice of a beautiful necklace or bracelet donated by a generous anonymous donor who is passionate about growing the mission of Nebraska Press Women. If we have more than one recruiter at the same time, all the names will be put in a drawing. Recruiters will be honored at the Fall Conference to be held October 2-3 in Genoa at the U.S. Indian Industrial School.

2016 — Go for the Gold.

We are encouraging people to "go for the gold" and to also be in the running to win a Black Hills Gold necklace

the end of the upcoming two-year membership term. If individuals recruit six or more new members by the 2016 fall membership meeting, they will be entered to win the stunning necklace. The drawing will take place at the 2016 fall conference.

*Members need to tell Judy Nelson or Kerry Hoffschneider who they recruited and who actually joined amongst their recruits.

Email Kerry at wordeed@outlook.com or call (402) 363-8963 or Judy at nebwriter@gmail.com or call (402) 464-7830.



BEAUTIFUL JEWELRY TO BE GIVEN AWAY!

Keever recognized in national Newseum

By Cheryl Alberts Irwin

"Reporting Vietnam," a Newseum exhibit now on display, includes Beverly Deepe Keever, a 2015 Marian Andersen Nebraska Women Journalists Hall of Fame honoree.

The Newseum exhibit marks the 50th anniversary of America's first televised war and explores stories of how journalists brought news about the war to a divided nation.

Keever, a Carleton-area native, was the war's continuous longest-serving Western correspondent. Death Zones and Darling Spies, about her seven years reporting on the war, was the 2015 One Book One Nebraska.

To see Keever's presence at the Newseum, visit www.newseum.org/2015/07/16/reporting-vietnam-beverly-deepe/.

The interactive Newseum is one of the top attractions in Washington, D.C. Visitors may experience the stories of yesterday and today through the eyes of the media while celebrating the freedoms guaranteed to all Americans by the First Amendment.



DEEPE KEEVER

Help NPW celebrate its 70th anniversary

By Molly Klocksinn

Your convention planning committee has tentatively set aside Friday night, April 22, 2016, for an NPW Board of Directors meeting, and Saturday, April 23, 2016, for a full day of hands-on workshops and exciting speakers.

Following the morning workshops, join us for lunch as we announce the NPW high school and collegiate contest winners, as well as the NPW Hall of Fame recipients.

After dinner, NPW Communications Contest winners will be announced.

For details, visit www.nebraska press-women.org or join our Nebraska Press Women Facebook group.

Nebraska-isms: Community Journalism

By LuAnn Schindler

"A newspaper is a circulating library with high blood pressure."

I would have to agree with those words, penned by sports journalist and long-time humor columnist, Arthur Baer. During the past month, I have had the opportunity to judge several segments of the Arizona Press newspaper contest. While it has been a rewarding experience, judging has been stressful, at times.

Why? High quality work makes it difficult choosing a winner. Work that gives me pause and makes me want to sit back and savor each syllable, each nuance, each sense of place. Articles filled with investigative reporting, loaded with facts and figures. Personal interest stories that tug at the heart or introduce new subject matter.

More often than not, I'll catch myself perusing the non-contest entries filling the tearsheets, cursing when an article is jumped and that tearsheet isn't included, causing me to scour the paper's website until I locate the article to find out 'the rest of the story.'

I've learned a lot about article selection, writing style and layout. Good writers are good readers and take note of what does or does not work. It's interesting to read a story lede and consider how I would have written it if I were on that beat. Writers take different paths to lay out the groundwork, but the ultimate finish line is the same: present factual information by capturing the reader's attention.

Noting differences in design style hasn't caused my blood pressure to skyrocket, but it has made me think more about what ends up on the page, which fonts do or don't complement one another, why it's important to maintain consistency and why an updated style gives a paper an edginess, a

contemporary vibe.

One contest division required three full-page examples dated throughout the year. Watching one paper transform its look by several simple changes - font style and consistent story placement - was eye-opening.

Several of the newsrooms that submitted work operate with a staff of two covering the outlying areas, while others are staffed with an arsenal of journalists, photographers and videographers. Bottom line: quality journalism results when journalists write with integrity and adhere to strong journalistic ethics, whether it's from an office of two or 20.

The main lesson reinforced is that whether we live in Nebraska or Arizona, many issues have universal importance. The difference: the personalized elements from the people who live in the area. Residents in both states are concerned about water rights, immigration reform, the state of the almighty dollar, the rising costs of education. I read articles that created analogies to current issues we Nebraskans face.

That's the thing about community journalism: it's a never-ending newsfeed that replenishes itself on a weekly - and daily - basis. Sometimes news is positive; other times, well, the truth isn't always a glossy Hollywood interpretation. Sometimes, the news is difficult to hear; it causes readers to face realities, it's a reflection of the area and ourselves that we may not want to look at logically.

Community journalism works because it's consistent, it's honest, it's valued.

From what I read as a judge, it's here to stay.

(This column originally appeared in the Creighton News and Clearwater Record-Ewing News)

Planning for the future

(photo right)

NPW member Judy Nelson writes down goals and priorities shared during a meeting on the strategic planning process. The meeting was held in July and was attended by 18 people, including four new members.

(Photo below)

The focus group includes, from left, Judy Nelson, Terri Hahn, Jessica Kokesh, Leta Powell Drake, Barb Batie and Jill Claflin.

(Photos by Lori Potter)

