

NPW NEWS_eLETTER

Theme of the NPW 2011 Spring Convention: The Way We Are Out West

by Lyn Messersmith

News is news, and reporting is reporting, right? Yes and no. Rural areas have unique concerns and a more informal approach to communication. This is reflected in small town newspapers across the less populated sections of our state. How to meet these needs while adhering to standards of excellence in our profession will be the focus of NPW's April 29–30 Convention at Halsey's State 4-H Camp in the Nebraska National Forest, located on Highway 2, west of Broken Bow.

The Forest entrance is well marked and lies just west of Halsey city limits. (Don't blink; using the words Halsey and city in the same sentence is a stretch!) After turning south, you will

shortly encounter a sign on your right, which indicates the road to the Camp. It is a short drive, something over a mile. Come to the lodge to check in and get directions to your cabins. Friday latecomers should note approximate arrival time on registrations, so that either Lyn or Sandy can be available at the lodge to assist in finding the cabins.

This convention will have a somewhat different ambiance, reflecting the diversity of culture and geography that exists across Nebraska. Come prepared for a real camping experience, which means providing your own towels and bedding, and being in dorm style accommodations. (Not to worry, outhouses are not in the



The Nebraska National Forest near Halsey is the site of the 2011 NPW Spring Convention.

plan!) Casual clothing and a warm jacket would be wise; spring comes late to the western areas of our state.

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The Nebraska National Forest reflects the diverse geography that exists across Nebraska.



The State 4-H Camp provides a lovely setting for the weekend activities.

PRESIDENT'S COLUMN

So much is happening!

Sunshine Week is March 13–19. Regardless of whether or not you get this newsletter before the week is over, give some thought to the importance of open government and to the public's right to know. Consider how you can encourage people to play an active role in government, and give them access to information that makes their lives better and their communities stronger. Sunshine Week is really a year-long activity.

Spring Convention is April 29–30 at the State 4-H Camp just outside Halsey. It's the Sandhills in springtime plus professional development. Lyn Messersmith and Sandy Benson negotiated a very low rate that includes board, room and registration, but bring your own sheets, towels and a flashlight. (Yes, you will have heat and indoor plumbing plus I've heard the food is fantastic!) Do one night or two but come join the fun. You'll go home with new information, new perspective and new friends.

Contests: Winners of this year's NPW Professional Communications Contest will be announced at the Spring Convention near Halsey. Barb Micek and Andrea Cranford will tell us the results. High School Contest co-chairs Sara Giboney and Betsy Friedrich-Herrman will have results of that youth contest to be announced. And Barb Batie will tell us who this year's Memorial Scholarship and Excellence in Media Scholarship winners are.

NFPW Conference is Sept. 8–10 at Harrah's in Council Bluffs. Write it on your calendar now and plan to attend. A national convention will never be closer or more affordable than this one co-hosted



Ruth Brown

by Nebraska and Iowa. Lori Potter has the pre-tour ready to go, Stephanie Geery-Zink is finalizing speakers, and Sherry Thompson is coordinating sponsorships. Numerous other NPW members as well as Iowa members are also helping with speakers and sponsorships.

Fall Convention will be held in conjunction with the NFPW Conference. We will not have a separate program but will have a specific time for a business meeting and for a meal at which time we will announce our Communicator of Achievement and our very first inductees into the Marian Andersen Nebraska Women Journalists Hall of Fame. Tell your employers now that you need to be away from the office on Sept. 8–10.

Personal thanks to Carole Meyer who agreed to take on the NPW newsletter and also to the many other NPW members who are working so hard for the organization. You are propelling us to a new level of greatness.

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NPW forms new Hall of Fame

by Bette Pore

Nebraska Press Women is forming the Marian Andersen Nebraska Women Journalists Hall of Fame, with the inaugural class to be inducted in September.

“The purpose of this new hall of fame is to recognize the working women journalists who may never have become a newspaper publisher, broadcast station manager or ad agency president, but who, through talent, initiative, intelligence and stamina, made a difference for the profession, for their communities and for those who follow in their footsteps,” said Bette Pore, NPW vice president.

The hall of fame is sponsored by and named for Marian Andersen of Omaha, a graduate of the College of Journalism and Mass Communication at the University of Nebraska-Lincoln.

Nominations will be accepted from the general public. Application deadline for the 2011 class is June 1.

“We anticipate inducting several women journalists into the hall of fame in the inaugural year,” Pore said. “Nominations that are not chosen will be kept for consideration during the following year.”

Those nominated may be living or dead and may come from any facet of the journalism profession—broadcast, print or online, news or advertising, public relations or any other aspect of journalism. They must have a Nebraska background

by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations will be judged on:

- Contributions to the profession.
- Achievements within the profession.
- Service to her communities (local as well as state 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. They are to be submitted to: Bette Pore, 2821 Cross Pointe Drive, Grand Island, NE 68803 by June 1. A nomination form and guidelines will soon be on the NPW website, www.nebraskapresswomen.org.

Final selection will be made by the NPW Board of Directors. The first inductees will be announced at the 2011 National Federation of Press Women/Nebraska Press Women meeting to be Sept. 8–10 in Council Bluffs, Iowa. In the future, annual induction ceremonies will be conducted at NPW’s spring convention.

The Marian Andersen Nebraska Women Journalists Hall of Fame will be located at the UNL College of Journalism & Mass Communication, the same location as the Nebraska Broadcasters Hall of Fame and the Nebraska Newspapers Hall of Fame.

Marian Andersen to sponsor Hall of Fame



Marian Andersen

“A woman who gives generously of her time, talents and resources has agreed to give once again to her beloved journalism,” said Ruth Brown, NPW president.

Marian Andersen of Omaha, a UNL journalism alumna, recently agreed to be the permanent exclusive sponsor of the Nebraska Women Journalists Hall of Fame, thereby assuring that the hall will exist in perpetuity. To recognize her generosity, the hall will hereafter be named the Marian Andersen Nebraska Women Journalists Hall of Fame.

Some NPW members may know Marian through her husband, Harold Andersen, retired publisher and chief executive officer of the Omaha World-Herald. However, Marian has made a name for herself through her service on numerous boards, ranging from local to international.

Marian has served on boards for the Public Broadcasting System, YMCA, United Way, the Nebraska Arts Council, the State Historical Society, and Opera Omaha, to name a few.

Thank you

Dear NPW Members,

Thank you for your kind thoughts and prayers at the passing of my Mom. The pink azalea plant sent by NPW was beautiful—pink was my Mom’s favorite color. Thanks, too, to you who came, sent cards, called, or made a donation to the Beel Memorial Fund in Mom’s memory. You bring me comfort in a difficult time, and I do so thank you.

With gratitude,
Judy Nelson

Conference planning well under way **Volunteers needed!**

by *Stephanie Geery-Zink*

Past President, 2011 NFPW Conference planning committee co-chair

The 2011 NFPW Conference planning committee (me, Sherry Thompson, and Marsha and Julie Hoffman from Iowa) has been working hard to get speakers, sponsorships and conference-related events lined up.

Speakers

With the help of volunteers we have managed to line up quite a few of the speakers, including some of the keynote meal speakers. We're thrilled to announce Joan and Juli Burney will kick off the conference during Thursday night's Communicator of Achievement event with their special brand of mother-daughter repartee!

Our Friday breakfast keynote speaker will be Dr. Thomas Gouttierre, director of the Center for Afghanistan Studies at the University of Nebraska at Omaha, who will be speaking about Afghanistan 10 years after 9/11.

Our luncheon keynote speaker on Friday will be Matt Waite, Pulitzer Prize winner as principal developer for Politifact.com and brand-new instructor at the University of Nebraska-Lincoln's College of Journalism. He is a huge supporter of social media and blogging as a method of communicating with audiences. He is excited to speak to NFPW since his grandmother Loretta Waite is a member of Iowa Press Women.

We're still waiting on confirmation for our Saturday speakers, so we won't release that information quite yet.

Volunteers

And now we come to the critical issue: We need volunteers! Co-chair Sherry Thompson and I have some time carved out at the spring conference at Halsey to talk about what we need to accomplish before September's conference. We still need people to contact sponsors and we will need a lot of help leading up to and during the conference. We emphasize that this is an entire affiliate (technically two affiliate!) effort so we are going to need all hands on deck! Those willing to help with the immediate need of soliciting sponsors may contact Sherry at sherrythompson@cox.net.

Plan to attend conference

We encourage all of you to attend the conference, which is from Sept. 8-10, at Harrah's in Council Bluffs, Iowa, the Nebraska pre-tour, the Iowa post-tour and the Omaha day trips. There's a grant for first-time attendees available (more information on the website, www.nfpw.org) with the application due sometime in June. I was a lucky recipient of one of the first-timer grants for the 2006 Denver conference and I had a great time. It is well worth the effort and it will never get any closer than Omaha-Council Bluffs, saving the cost of traveling to the conference location!

If you need to contact me about conference matters, please give me a call at 402-328-9969 (cell) or email geeryznk@inebraska.com.

Nearly 170 entries were received for NPW High School Communication Contest

Students sent in entries in seventeen categories including editorial, opinion, news, feature, column, layout, video news story and video sports story.

The deadline to submit entries was Feb. 28.

The twelve schools that entered were Fremont High School, Rock County High School, Superior High School, Grand Island Senior High School, Papillion-La Vista South High School, Omaha Marian High School, Broken Bow High School, Omaha Central High School, Elkhorn High School, Omaha Westside High School, Wood River High School and Crete High School.

The entries will now go to the judges, who will determine first, second and third place winners.

First place winners will be invited to attend the NPW spring convention April 30 to receive their certificates. Their entries will then go on to national competition. First place winners will take home \$100, and second and third place winners will receive a plaque.

The NFPW contest is the only nationwide communications competition for high school students and is endorsed by the National Association of Secondary School Principals.

Last year, 254 entries from fourteen schools were entered in the competition.

By-laws changes proposed

During NPW's April 30 business meeting at the State 4-H Camp in Halsey, members will be asked to vote on the following changes to the organization's by-laws which have been proposed by the NPW board of directors:

- **Article III Membership, Section III Emeritus.** "Any active member who retires from professional communications work may elect to become an emeritus member with all privileges of the organization except voting and holding office." (Would allow emeritus members to vote and hold office.)
- **Article III Membership, Section V. Student.** Add the following: "Students may form their own campus affiliate upon petitioning NPW and providing proof of five or more members in good standing and sponsorship of two active or retired NPW members who shall act as advisers to the affiliate. To continue use of the Nebraska Press Women name and logo, at least five members must annually pay dues to the state." (First sentence would make NPW consistent with NFPW; last sentence needed to maintain affiliate.)
- **Article IV Meetings, Section IV Informal Action by Members.** "Any action required by law to be taken at a meeting of the members, may be taken without a meeting if a consent in writing, setting forth the action so taken, shall be signed by all (a majority of) the members entitled to vote." Also add the sentence, "This may be done by e-mail or other electronic or digital means." (Would clarify email vote.)
- **Article VI: Elections, Section VI.** "Newly elected officers shall take office immediately after their election.

Outgoing officers shall have 30 days to relinquish their records to their successors." Add the sentence, "The exception is the outgoing treasurer who shall hold office until the end of the year, completing year-end reports before turning over the records to the new treasurer." (Would clarify treasurer's role.)

- **Article XIII: Dues. Section 1.** "Active member dues: Annual

dues for active members shall be the total of current NFPW and NPW dues. Dues are delinquent after Jan. 1 of each year. Dues of NPW members accepted for membership at or after the fall convention (September through December) shall be credited as dues for the year beginning the first of the following year." (Would make dates consistent with NFPW.)

NEW NPW & NFPW MEMBERS

Please welcome the following new members of NPW and NFPW.

NPW affiliate members

Regan Anson, director of marketing and communications, Peru State College, ranson@peru.edu

Joyce Dunn, Omaha book author, lvnlite@cox.net

Jaylene Eilenstine, marketing director, All Makes Office Equipment, Omaha, jaylenee@allmakes.com

Laura Keller, freelance writer; accounting assistant, Fidelity National Title, Omaha; Laura.Keller@fnf.com

Molly Klocksinn, case advocate, Nebraska Advocacy Services, Lincoln, mklocksinn@neb.rr.com

Eileen Wirth, chair, Department of Journalism, Creighton University, emw@creighton.edu

NPW/NFPW professional members

Trina Creighton, associate professor, UNL College of Journalism and Mass Communications, tcreighton2@unl.edu

Stephanie Gallaway, multimedia developer, Kearney Daily Hub, skgallaway@hotmail.com

Mary Garbacz, lecturer and coordinator of the Strategic Discussions for Nebraska, UNL College of Journalism and Mass Communications, mgarbacz2@unl.edu

Tara Heil, copy editor, Kearney Daily Hub, tara.heil@kearneyhub.com

Kerry Hoffschneider, public relations director, Epworth Village, York, Kerry@epworthvillage.org

Jamie Klein, UNL College of Journalism and Mass Communications student, jamielklein@gmail.com

Deborah Trivitt, president, Trivett Public Relations, Omaha, trivittpr@cox.net

Laura Vroman, editor, Midland News, Valentine, editor@valentineneeds.com, chillatiger@yahoo.com

New website is launched

NPW's redesigned, reorganized and totally updated website is ready for all to view.

Sara Leimbach, a UNL senior majoring in advertising and public relations, completed revisions and pushed it live on March 24. She's now writing a guide on how to maintain the site.

"One of the big things I'm really pleased with is the Pay Pal button so that state-only dues can be paid online," said Ruth Brown, who has been working closely with Sara. The Pay Pal button will also make it possible to pay online for items such as NPW notecards, portfolios and shirts, and to have those items mailed to members.

"I'm excited about the new design, the Shop NPW button on the Membership drop-down menu, about the opportunities for feedback, for archiving news releases and newsletters, and for the ease of maintaining the site; I'm excited about everything and can't wait for it to go live," Brown said.

To see the newly revised NPW website, members should go to www.nebraskapresswomen.org/stage.

MEMBER NEWS

Photographs by Lori Potter of Kearney were selected for exhibit at two central Nebraska art shows related to the spring migration season.

She has three photos—two of sandhill cranes and one of an eagle—at Grand Island's Stuhr Museum of the Prairie Pioneer through April 10 as part of the annual "Wings Over the Platte" art show.

Several other Potter photos of Nebraska prairies and wildlife are part of the first "Paradise on the Prairie" art show in Alma March 21–26. The show is part of Harlan County Tourism's White Pelican Homecoming Celebration to attract birdwatchers to Harlan County Lake.

National Federation of Press Women First Vice President Lori Potter of Kearney will attend the spring NFPW board meeting in Greenville, S.C., April 8–9, with a some pre-meeting sightseeing planned in the region and into southwest North Carolina.

The agenda will include an update on the 2011 NFPW

Convention and Iowa and Nebraska tours by convention co-chair Marsha Hoffman of Council Bluffs and Potter, director of the Nebraska Prairie Pre-Tour.

Lori Potter, longtime agriculture and natural resources writer at the Kearney Hub, earned two honorable mention awards in the 2010 North American Agricultural Journalists' communications contest.

One of her wins was in the news category for her "Effects of Humane Society of the U.S." entry. Potter's other winning entry came in the columns and analysis category for her Dec. 3 "Potter's Wheel" column: "What's new at the farm? Scary old cave finally is gone".

The judge wrote: "A good story is always a delight to read. This columnist takes us back to the family farm and describes the changes that have happened since childhood. And while it would have been easy to end on a down note because of the decreasing number of family owned farms, the writer discovers a positive development to surprise us with at the end."

New Beel notecards available in gift shops

The demand last fall for our Marianne Beel notecards was so great that we have sold out! We've



Windmill at sunrise in Cherry County.

ordered new sets—replacing the cactus flower with Beel's beautiful windmill at sunrise in Cherry County. The photos featuring a newborn Hereford calf and storm clouds behind horses in a pasture remain in the set. As before, each packet contains six 5x7 notecards—with two each of the selected images. The cards are printed and ready for you to pick up at convention in Halsey.

The cost to NPW members is \$10 a packet, plus \$2 for shipping if you want them mailed. We're also trying to get them placed in select gift shops around the state.

The proceeds will benefit the Marianne Beel Scholarship, established in memory of longtime NPW member Marianne Beel of Valentine, Sandhills photographer and mentor to many aspiring journalists, who died in 2007. The first Beel Scholarship was awarded last spring.

POTTER'S WHEEL

by Lori Potter

On Thanksgiving Day, as Mom and I were leaving the farmhouse south of Wilcox where I grew up, my brother opened the front door and said, "See anything different?"

There have been many changes on the farm since I was a child, including home renovations that extended walls into the front yard and what used to be a two-stall garage.

I'm not at the farm often, so I'm never sure what is different or when it changed.

Plus, the view out the front door isn't burned into my brain. Like most farm families, we didn't use our front door much. Our main entry was the back door of the back porch, where we deposited our coats and muddy shoes.

I knew something was different as I studied the front yard, but what? Maybe Glen had removed one of the big past-their-prime evergreen trees that Grandpa Potter had planted.

"The cave is gone," Glen said, as if it was obvious.

Flat ground and green grass have replaced the mound of concrete topped by an inclined wood door. The outdoor cellar we called "the cave" is gone. It was one of the wonderfully creepy places of my childhood.

Mom stored canned fruits and vegetables inside it. My twin sister Lisa and I would carefully walk down the steps, keeping an eye out for spiders, snakes and other icky creatures that often shared the cool, dark, damp space.

We played on and around the cave, but never used it as a jump ramp. We didn't have skateboards or mountain bikes, just big old Huffy bicycles. Instead, we'd run up the door and jump off the back of the cave, clearing its concrete

shoulders and landing in the grass with arms outstretched as if they held a parachute.

I have a black-and-white photo of Lisa and me standing on the concrete ledge above the cave door bundled up in our winter coats, hats and boots.

We also never used the cave for its intended purpose, as a storm shelter. We went to the basement on stormy nights. There was little incentive to go outside in the wind and rain to wrestle with the cellar door or to share the damp, dark space with creepy crawlies.

The going-to-the-cave option might have been more appealing if we'd ever looked across the wheat field to the west to see a tornado on the ground and headed our way.

Glen, who's known for telling a good story, described how difficult it was to remove the old cave and fill the hole with sand, sand and more sand. When the backhoe operator first whacked the top of the cave, there was only a "clunk." It took several blows just to get the first small opening in the top.

Glen was asked how thick the cave walls and ceiling were. He replied that if our ancestors were told that 8 inches of concrete would do, they probably ordered 12 inches.

The cave removal wasn't the only change at the farm.

The barn has new metal siding, with red walls and a white roof. It looks good and is much better protection for Glen's cattle.

I'm a little sentimental for the old, authentic wood, but not enough to have volunteered to paint the weathered barn. Lisa and I did that one summer as teenagers. The wood absorbed paint like a sponge and Dad



Lori Potter

probably thought he'd go broke buying red paint.

There now are more pivot irrigation systems and fewer windbreaks and farmsteads in the Ash Grove-Pleasant View neighborhood of northwest Franklin County.

Also gone are so many people of my parents' generation who were in their prime when I was a child, including aunts, uncles, cousins and neighbors who seemed like family. I know Mom feels that loss most of all when we go to the farm.

On Thanksgiving Day, we learned that not all change is about loss.

There's a new-to-the-neighborhood house settling onto its basement foundation just north and across the road from our farm. An old two-story house that had been home to my dad's first cousins and sat sad and empty there for years was torn down.

My first cousin's daughter and her family moved in a bigger old farmhouse near Stamford. Seeing a young family settle in is exactly the kind of change needed in farm country.

Meyer is appointed as new NPW newsletter editor

Carole Meyer, a graphic arts instructor at Central Community College, Hastings, recently was appointed a member of the NPW Board of Directors in charge of the newsletter.

"This is an extremely important position, so I was thrilled that Meyer accepted the position because I know that she will produce a quality product on time," said Ruth Brown, NPW president.

Brown said that she has known Meyer since they were children growing up in West Point. She said Meyer, a graduate of Chadron State College, has distinguished herself through her work with students at CCC and with the Nebraska Art Teachers Association which last fall awarded her the Higher Education Art Educator of the Year award. Meyer designed and maintains the website for the Nebraska Art Teachers Association. She has been the newsletter editor for the Hastings Art Club, the Association of



Carole Meyer

Nebraska Art Clubs, the Nebraska chapter of the Oregon-California Trail Association, and currently for the Adams County Genealogical Society.

To send information to Meyer for the newsletter, please use the following email address: cmartist@inebraska.com.

Communication contest winners to be announced

If you entered the 2010 Nebraska Press Women Communications Contest, you'll want to be present at spring convention in Halsey. Look for registration information elsewhere in this newsletter and sign up today.

We'll announce the sweepstakes awards at convention as well as 207 awards earned by 28 NPW members. The entries were judged by members of North Dakota Professional Communicators. A total of 66 first-place NPW entries have gone on to the NFPW Contest and winners will be revealed at the fall national convention in Council Bluffs.

Nominations open for Communicator of Achievement Award

Whom do you admire in Nebraska Press Women? Who has been a mentor or an inspiration? Who has been an example for other professional journalists to follow?

Answer those questions and you could have the name of the next Communicator of Achievement for NPW.

Now is the time to start thinking of nominees for this annual award, the highest honor that Nebraska Press Woman bestows on its members. The award is given based on a member's contributions to the profession, to the community and to NPW/National Federation of Press Women.

Any NPW member may submit nominations. Just write down who you believe should be considered and why. Send the nomination, along with your contact information, to: Martha Stoddard, 2846 Sedalia Drive, Lincoln, NE, 68516, melizabeth@inebraska.com.

Entries are due July 1.

The winner will be announced during the NPW portion of the fall national convention in Council Bluffs. That person will then be entered in the national COA competition.

Two people are ineligible for nomination: Ruth Brown, current NPW president, and Joan Burney, 1993 NFPW COA winner.

Past COAs are: Norma Carpenter, Velma Price, Helen Green, Lilas Thomas, Lilly Frels, Marianne Beel, Wilma Crumley, Lois Lambley, Judy Nelson, Marj Marlette, Judy Johnson, Vicki Miller, Jill Claffin, Mary Ann Blackledge, Karyn Stansbery, Evelyn Aufdenkamp, Lori Potter, Gwen Lindberg, Sue Fitzgerald, Andrea Cranford, Mary Crawford, Mary Pat Finn-Hoag, Barb Batie, Dorothy Fryer, Glennis Nagel, Cheryl Alberts Irwin, Ruth Brown, Barb Micek and Martha Stoddard.

Hall of Fame

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She was the first woman to head the Heartland Chapter of the American Red Cross, and she later served as vice chairman for the American Red Cross Board of Governors. Marian was chairwoman of the search committee that hired Elizabeth Dole to head the American Red Cross.

She was also the first woman chair of NU Foundation's Board of Directors, and now, with her husband, is co-chair of the Foundation's Campaign Nebraska which has as its goal to raise \$1.2 billion for scholarships, faculty recruitment, research and program support on the university's four campuses.

Longtime NPW member retires

by *Diane Wetzel*
The North Platte Telegraph

Exert your talents and distinguish yourself, Samuel Johnson wrote. "And don't think of retiring from the world until the world



Sharron Hollen

will be sorry that you retire."

Telegraph reporter Sharron Hollen will close her notebook and put away her pen on Friday, retiring after 48 years on the job.

"She can't leave," said one young member of the newsroom. "She knows everything!"

John F. Kennedy was president, and the newsroom was largely a man's domain when Hollen came to work in 1962. The Telegraph was on Fifth Street in those days

"I had to use the restroom in the Sears building across the street because there was no woman's bathroom," Hollen said.

Charley Craig was managing editor then.

"He was impatient with reporters who downplayed deaths and weather," Hollen said. "He would say everybody does one and talks about the other and only good reporters write them well."

Among the many obituaries Hollen wrote throughout her career was one for Snowball, the horse owned by Buffalo Bill impersonator Charlie Evans.

"When Snowball died, I wrote a front page story," Hollen said. "Our sports editor, John Martinez said, 'Sharron, if you can write a 16-inch obit on a horse I sure as heck want you to write mine.' Reluctantly, I did."

In July Hollen wrote the obituary for "Old Editor" Keith Blackledge, a man she worked with for 25 years.

"Keith instilled in me a passion for a newspaper's commitment to the community," Hollen said. "And a commitment to a quality newspaper where every story was important, no matter how seemingly small or inconsequential."

That is why Hollen reads every word in every paper, every day.

In 2007 the Telegraph honored Hollen for 45 years of employment. Blackledge spoke at the Women of Achievement banquet where she was honored.

"She knew the town, as the younger reporters could not," Blackledge said. "She cared about her writing and she wasn't timid about digging for a story. Reporting and writing are two separate talents and don't always

come together in one person."

At the banquet Hollen was presented with a watch for her 45 years of service. It didn't work and had to be sent in for repair.

"Maybe they give you the watch for 45 years and after another 45, they give you the battery to make it run," Hollen joked.

It was Blackledge's successor Jill Claflin who assigned Hollen as "Reporter at Large." Two days a week, Hollen traveled the 17-county Telegraph coverage area.

"I would walk into bars and restaurants and just start talking to people," she said. "I was scared to death that I wouldn't find anything, but soon the stories started to come."

"I thought her profiles were really compelling stories and wanted her to have the opportunity to do what she did so well," Claflin said during an interview from her home in Georgia. "She could really plum a person's personality and share it with readers. I always appreciated her ability to do that."

"I knew from an early age that I was going to be a newspaper reporter," Hollen said. "But my earliest training for it was from my father who wanted to know about and ask questions of everyone he met. And from my mother who could listen. She called it the 'gift of the third ear', listening to the silence."

During her career, Hollen has been involved in every aspect of news coverage. Births to deaths, agriculture to weather, her byline has been above them all.

"I've been around long enough to see that I have written pieces of history," Hollen said.

Telegraph subscribers will miss the stories had to tell. Telegraph editorial staff will miss her wisdom, experience and humor.

Former editor Dave Simpson first came to The Telegraph in 2002.

"When I first arrived in North Platte, Sharron came into my office, introduced herself, and suggested that I might not want to unpack my bags too quickly," Simpson said. "She pointed out that there had been eight editors before me, within just a few years, and so I probably shouldn't make any long term commitments in town."

She is the "institutional memory" of the newsroom, he said, and is a consummate professional.

"She's a wonderful writer, and I rarely had to touch a word of her copy," he said. "And she knew that they were 'Canada geese' in the park, not 'Canadian geese'. She was a stickler on that. I once told her that when I die, I would like her to write my obituary. And I expect her to come out of retirement to write that obit, should it become necessary."

"I can't imagine a Telegraph without Sharron," Claflin said.

Neither can we. Our world is a sorry place this week. God Bless and God speed, Sharron.

Spring Conference

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We will learn some of Halsey Forest's history as well as experiencing a guided tour. The Lodge provides a lovely rustic setting for the weekend activities. Surrounding cabins with attached bathrooms and showers have room for several people. Bunk beds, just like at camp when you were a kid. Those unable to climb should come early to claim a lower level spot or be prepared to bargain with an early bird. The camp is well lighted but when walking back to cabins at night you may be glad for a flashlight.

But wait, kids camp was never like this! Technology is available for those needing that capability for presentations; the food is great, and you don't have to cook it around a campfire for which you gathered wood! Those with special dietary needs can contact Jody Swisher at 308-533-2224 to assure a personal menu that is safe and delicious. All meals, including the one for Friday evening's board meeting will be provided by the camp kitchen and served buffet style at the lodge. For those staying over on Saturday night, Sunday breakfast will be available as well.

The 4-H camp is large and used by many entities year-round. Another group will be onsite at the same time. We will go through serving lines together, and eat together in the main hall of the lodge for breakfasts. For the board meeting, Saturday lunch, and Saturday evening meal, NPW will eat in the Roseberry Room, which is also where the presentations for the convention will take place.

Alcohol is prohibited at camp, and no food is allowed in cabins. Bring the usual snack items for our hospitality table, which will be set up in a corner of the main hall.

Ideally, everyone will arrive on Friday evening and settle in for

the fun, but travel in Nebraska involves distance issues, and our members are people who wear many hats and have diverse commitments. Registration costs have been adjusted to accommodate as many options as possible.

- Two nights (Friday and Saturday) including meals: \$95.00
- One night (either Friday or Saturday) including meals: \$75.00
- Saturday only, including all meals: \$55.00
- Additional meals for guests will be \$8.00 each

Deadline for registrations is April 12. Please mail to Sherry Thompson, 5415 S. 174th Ave., Omaha, NE 68135. Make checks payable to *Nebraska Press Women*. If sending at deadline please email sherrythompson@cox.net, so we can get numbers to the camp personnel on time.

Plan to arrive between 4 and 6 p.m. on Friday so as to settle in and be on time for supper. Everyone is welcome to join the Board for their meeting, or you may want to just relax and enjoy a walk around the camp, or bird watching on the deck of the lodge.

Convention Schedule

Friday, April 29

6 P.M. Board of Directors meeting over supper in Roseberry Room of Lodge.

Saturday, April 30

8:30–9 A.M. Registration, Main Hall of Lodge; breakfast buffet prior.

9–9:45 A.M. Business meeting, Roseberry Room. (All Saturday activities to be in this location.)

10–10:45 A.M. Tom Witt, President of Sandhills Journey Scenic Byways.

11–11:45 A.M. Workshop: Deb Carpenter-Nolting, *Digital Storytelling*.

12 NOON–1:15 A.M. Lunch/presentation of High School Contest winners/speaker Nebraska National Forest District Ranger.

1:15–2:15 P.M. Panel Discussion: *All the News You Need to Know and Maybe Some You Don't*. Moderator: Sandy Benson; panel members: Gerri Petersen, owner/editor/publisher of Hooker County Tribune; Laura Vroman, editor of Valentine Midland News; Mike Burge, program director at Radio Station KVSH.

2:30–3:45 P.M. NFPW Convention Planning Session, Stephanie Geery-Zink and Sherry Thompson.

3:45–4:45 P.M. Bus tour of Nebraska National Forest.

4:45 P.M. Free time/additional time for NFPW to meet.

6 P.M. Supper/Communications Contest awards/entertainment by Judy Nelson, and Tim and Deb Nolting.

8 P.M.–??? Informal jam session and fellowship in the main hall of the lodge. (Come prepared to share, bring readings, musical instruments, etc.)

Sunday, May 1

Breakfast, clean up cabins, depart. Happy Trails!

Note: For further information regarding the facilities please email the camp director, Connie Cox, at ccox5@unl.edu or call the camp office at 308-533-2224. This is the number to use when making dietary arrangements also, just ask to speak with Jody Swisher.

Beel Scholarship doubles for 2011

The Marianne Beel Scholarship that will be awarded to a Nebraska high school senior this spring just got bigger.

Peter Rogers, publisher and president of the North Platte Telegraph, agreed to give NPW \$250 to double the size of this year's Marianne Beel Scholarship for a Nebraska high school student interested in a communications-related field.

"We certainly want to honor our former correspondent," Rogers said, noting that for 26 years Beel wrote her Sandhills column called, "Sand in My Shoes".

"We are extremely grateful for support from the Telegraph in this, the second year of the scholarship's existence," noted Ruth Brown, NPW president. She said the organization has been working hard to build the principal so that the scholarship can last into perpetuity.

Brown said that although Rogers did not want to engage in an arrangement that would assure a consistently larger annual scholarship, he left the door open for NPW to make an annual request for similar funding.



The Nebraska Press Women Newsletter is published and sent electronically four times a year. Send e-mail address updates and member news to 2011-12 editor Carole Meyer, cmartist@inebraska.com. Please use NPW as the Subject.

NPW Calendar

April 12 Deadline to register for Spring Convention

April 30 Spring Convention at State 4-H Camp, Halsey

June 1 Deadline to nominate Nebraska woman journalist for Hall of Fame

June 1: NPW Spring NEWSeLETTER copy deadline

July 1 Deadline to nominate NPW/NFPW member for Communicator of Achievement

Sept. 4–6 Nebraska NFPW Conference Pre-tour

Sept. 7 NFPW Day Tour of Council Bluffs

Sept. 8–10 NFPW Conference and NPW Fall Convention

Sept. 11–13 Iowa NFPW Conference Post-tour

2011 NPW Spring Convention Registration Form

Name _____

Address _____ City/State/Zip _____

Phone _____ E-mail _____

___ Two nights (Friday and Saturday) including meals & lodging @ \$95.00

___ One night (either Friday or Saturday) including meals & lodging @ \$75.00

___ Saturday only, including all meals @ \$55.00

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