

# NPW NEWS<sub>e</sub>LETTER

## Peru State welcomes NPW

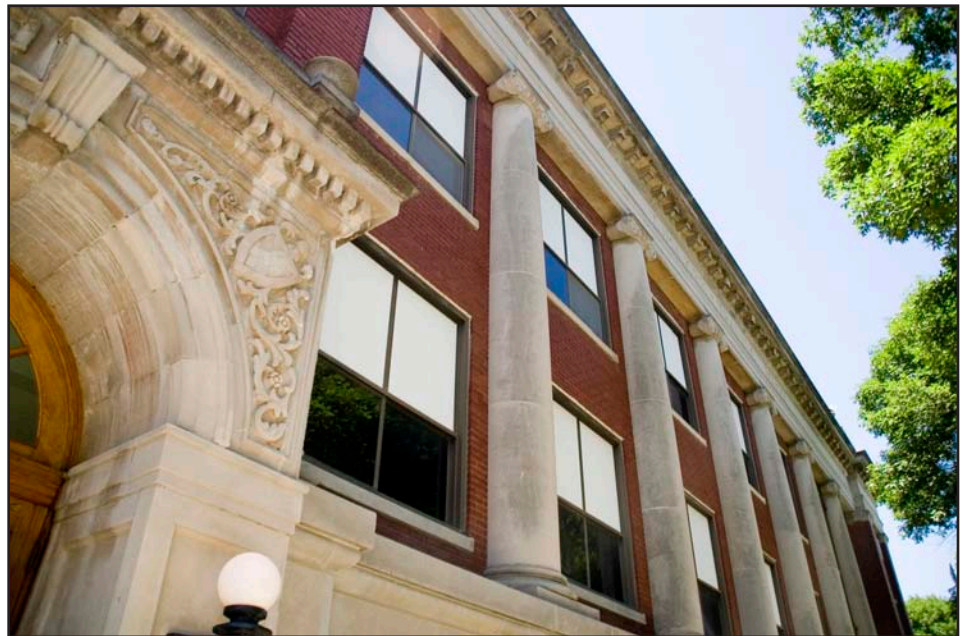
by *Regan Anson*

Peru State was founded in 1867 as Nebraska's first college and was the third teacher education institution established west of the Missouri River.

Since 1999, more than \$50 million has been invested in the infrastructure of the Campus of a Thousand Oaks, an arboretum, to ensure that students have access to state-of-the-art facilities. The college offers educational opportunities in 13 undergraduate programs with 47 options (including 20 teaching endorsements), 17 minors, 17 pre-professional programs, eight online programs, and two online Master's degrees in education and organizational management.

Personalized attention, relevant coursework and flexible scheduling are just a few of the hallmarks of a Peru State education. The strength of the college continues to be in its highly dedicated and qualified faculty and staff and in its commitment to a personalized, small college education. Around 2,500

*continued on page 4*



**Most of the education and business classes are held in the T.J. Majors building, an iconic structure on campus. Colonel T.J. Majors, a leader during the Civil War and a state legislator, proposed that the school be made into a state university. Although the offer was rejected, the state legislature, on June 20, 1867, did accept the school as a "normal school" several months before the state university was established. For the next 38 years, the Peru school was the only teacher education institution in the state.**



**The Bobcat is Peru's school mascot. This statue stands in front of the Administration Building.**

# PRESIDENT'S COLUMN

## *I've always wanted to go to Peru!*

Tell your friends you're going to a convention in Peru on April 14!

Then tell them that it's only going to cost \$30 for the whole thing! Ask them to join you. Trips are always more fun when you bring a friend, and this year's spring convention at Peru State College is not charging anything more for non-members, so make it a vacation.

You won't see Machu Picchu, but you will see the state's oldest college, now beautifully renovated and rebuilt, which is known for its Campus of a Thousand Oaks, and you'll enjoy a reception at Peru State College President Daniel Hanson's home.

Meet me in Peru!

The sessions will be enlightening! Can't wait to hear Dr. Judy Grotrian



**Artwork adorns the front of the Center for Achievement and Transition Services or CATS building at Peru State. This is where our meetings will be held.**



**Ruth Brown**

tell us how this new speech recognition technology is going to affect our jobs and our lives.

Peru State marketing and communications director Regan Anson has been through a lot of crises at Peru—from floods to a missing person—so she will pull together a panel to discuss best practices of crisis communication from both the media and the public relations viewpoints.

When the NPW board met Feb. 11 in Grand Island at The Chocolate Bar (make a mental note to go there and buy some handmade truffles), we brainstormed ideas for convention sessions. One that emerged was Ethics and Digital Media. Nearly everyone had questions that surfaced after publishing news digitally, when time really matters.

Because I have taught classes that focused on media ethics, I volunteered to bring some “tools”—handouts that provide methods of

choosing the most ethical decision when confronted by a dilemma. Bring your digital media dilemmas, and use the tools to see if they would have changed your decision.

Also, remember that spring means wards, so the noon luncheon will include recognition of high school communications contest award winners, college scholarship winners, and the 2012 inductees into the Marian Andersen Nebraska Women Journalists Hall of Fame.

Winners of the college and professional communications contest will receive their awards at the evening banquet.

So come to Peru for your enlightenment, to walk the Campus of a Thousand Oaks, meet the president, and find out who wins this year's awards!



**Peru was founded in 1867 as Nebraska's first college and was the third teacher education institution established west of the Missouri River. It is known as the Campus of a Thousand Oaks as exhibited in this view of the library.**

# Search is on for next NPW Communicator of Achievement

by Martha Stoddard

With spring approaching, it is time to start looking for the person who should be recognized as the next Nebraska Press Women Communicator of Achievement. It shouldn't be a hard task in an organization full of accomplished journalists and strong leaders.

The annual COA award is the highest honor that NPW 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 at the fall convention in Grand Island. 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 Clafin, Mary Ann Blackledge,

Spring 2012

# Featured speaker Grotrian will predict technology impact

by Ruth Brown

Dr. Judy Grotrian will be the featured speaker at the NPW spring convention. A professor of business in Peru State's School of Professional Studies, Grotrian completed her doctoral study on Speech Recognition Technology (SRT) in business education.

SRT, often referred to as "voice-typing," is an input technology in which an individual speaks into a microphone and the voice replaces the hands and fingers as the primary source of data entry. Grotrian has become an authority on the subject, conducting seminars, making presentations and publishing works in a variety of forums and mediums throughout the country. She will tell convention participants how SRT will affect their lives and their jobs in years to come.

Grotrian joined the Peru State faculty in 1998 after teaching at

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, Martha Stoddard, Terri Hahn and Stephanie Geery-Zink.



**Dr. Judy Grotrian**

Johnson-Brock Public Schools for 23 years. She teaches principles of financial accounting, principles of managerial accounting, employee training and development, and organizational communications. She also serves as faculty athletic representative, academic athletic adviser for the women's basketball and golf teams, and contest director for Peru State's annual High School Business Contest, which celebrated its 39<sup>th</sup> anniversary this spring.

Grotrian was awarded the Mountain-Plains Business Education Association Distinguished Service Award for Outstanding University Business Teacher of the Year in 2008.

## Save the Date

**The fall convention will be Oct. 20 in Grand Island, and the board meeting will be on Oct. 19.**

## Peru State welcomes NPW *continued from page 1*

students are enrolled at the institution today—1,000 of whom are attending completely online. The online programs allow many non-traditional students the opportunity to advance themselves through engaging courses.

With more than 45 clubs, organizations, music ensembles, theatre productions, intramurals and athletic teams, Peru State students can be actively involved in campus life.

This past year, Peru State undertook a strategic planning process that resulted in a vision for the future through the college's 150<sup>th</sup> year in 2017. The theme of the plan, Essential Engagement, suggests an active approach to teaching and learning, new ways of engaging with students, new ways of interacting for college employees, and new ways for the college to interact with southeast Nebraska and beyond. A copy of the plan is available at [www.peru.edu/strategic-plan/strategic-plan](http://www.peru.edu/strategic-plan/strategic-plan).



Pictured above is one of the many historic light poles still standing on the Peru State campus.



**Delzell Hall is the men's dorm on the picturesque Peru campus.**



**A campus quad view features the front of the library and the Center for Achievement and Transitional Services, CATS.**

In 1867, the same year that Nebraska became a state, the new state's legislature established a training school for teachers at Peru. The school actually began on December 2, 1865, when its predecessor, Mount Vernon College, was organized by a group of early settlers who resolved to place the school under the "care and management of the Methodist Episcopal Church."

*U.S. News and World Report* recently ranked Peru State College second in the nation for value for out-of-state students. Since their One Rate, Any State program was launched in 2009, out-of-state enrollment has increased 36%.

# Upgrade knowledge, sharpen skills at April 14 convention

by Ruth Brown

Learn how voice recognition software will affect you, acquire tools to resolve ethical dilemmas, and learn best practices for crisis communication at the 2012 Nebraska Press Women spring convention Saturday, April 14, at Peru State College (PSC).

Registration starts at 8:45 A.M. in the Conference Room at PSC's Center for Achievement and Transition Services with the welcome at 9:15 by Regan Anson, PSC director of marketing and communications. The NPW membership meeting is 9:30-10:30, with featured speaker Dr. Judy Grotrian at 10:45 A.M.

Grotrian, PSU professor of business, is a nationally recognized expert on Speech Recognition Technology who will explain how this new technology will affect participants' jobs and their lives in the years to come.

At NPW's noon luncheon in the Bur Oak Room of the Student Center, three women will be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame by Vice President Bette Pore.

They are retired Omaha World-Herald reporter Mary McGrath who mentored scores of women journalists; Harriet Dakin Mac Murphy, considered the first woman journalist in Nebraska, who pressed for pure food laws; and

Mildred Brown, African American publisher of the Omaha Star, who worked for racial justice and community pride.

Also at the luncheon, collegiate winners of the NPW Memorial Scholarship and Media Excellence Scholarship will be recognized, as will winners of the NPW High School Communications Contest.

The first session after lunch will be on crisis communication with Regan Anson sharing her experiences in public relations, joined by area media representatives who provide their viewpoints on best practices in crisis situations.

The final session of the day will be on ethics and digital media. With social and other digital media providing opportunities to publish instantly, decisions have to be made quickly, and often those decisions involve ethical dilemmas. Dr. Ruth Brown, UNL associate professor of journalism/advertising, teaches a media ethics class and will provide the tools to help you make the best decision. Bring your ethical questions, get familiar with the tools, and discuss the options.

Peru State College Ambassadors will take convention participants on a tour of the campus at 4 P.M. so all can see the vast improvements made to the campus in recent years, soak up the history, and experience the Campus of a Thousand Oaks. One four-seat cart will be available for those who have difficulty walking.

At 5:30 P.M. you are invited to enjoy the hospitality of PSC President Dan Hanson and his wife, Elaine, who will host a reception at their home across the street from campus.

Then at 6:30 P.M., gather in the Bur Oak Room for the Awards Banquet when Professional Contest

Director Barb Micek will announce the winners of this year's competition. Certificates will be awarded to all who placed, with Sweepstakes Awards going to the three NPW contest entrants who accumulated the most points overall.

## North Platte Telegraph doubles Beel Scholarship again

by Ruth Brown

Peter Rogers, publisher of the *North Platte Telegraph* agreed to donate \$250 to the Marianne Beel Scholarship, effectively doubling it for 2012. This is the second year that the *Telegraph* has made such a contribution.

Three years ago, a member of Nebraska Press Women who wants to remain anonymous, agreed to donate \$250 annually for four years so that the scholarship could be offered while the principal is being built for future use.

Beel chronicled life in the Sandhills in her column, "Sand in My Shoes," which ran in the *Telegraph* for 26 years. An active Press Woman who made a difference for the organization and for many of its members, Beel died in 2007. Her family gave her memorial gifts to NPW for a scholarship to honor her name.

The scholarship is for a Nebraska high school senior who wants to pursue a degree in journalism or photography. Preference is given to residents of Sandhills counties.

# Nohr wins BEA Award for pipeline story

by Ruth Brown

Last year's NPW Memorial Scholarship winner, Emily Nohr won first place in the radio hard news reporting division from the Broadcast Education Association's Festival of Media Arts. She will receive her award on April 16 in Las Vegas.

Nohr's entry, "Keystone Pipeline: Sandhills dilemma," aired in October on KRNU, the student radio station at UNL. Her reporting chronicled the anxiety Nebraska Sandhills families experienced due to the environmental threat posed by the proposed pipeline.

Nohr, a UNL senior news and broadcast major from Crofton, has interned for *The Omaha World-Herald* and *Yankton (S.D.) Daily Press & Dakotan*. Her other experience includes freelancing



Emily Nohr

for the *Norfolk Daily News* and *The Grand Island Independent*. This summer, Nohr will work as a reporter for a Carnegie-Knight investigative reporting fellowship called News21.

Listen to her winning story at <http://k004.kiwi6.com/hotlink/bdppjigda3/nohrkeystonepipelines-tress.mp3>.

# Nebraska City motel to host conference participants

Although Peru, Neb., boasts the oldest college in the state of Nebraska, it does not have a motel, so NPW members will stay at the Best Western Nebraska City Inn, which is just 22 miles from Peru State College.

The Nebraska City Inn, located at 2515 S. 11th St., has an indoor pool, hot tub, and exercise room as well as free high-speed Internet, cable TV, and a free continental breakfast. So regardless of whether you're an exercise buff or a couch potato, there's something for everyone. Plus shopping at the outlets!

Call 402-873-7000, say you are with the Nebraska Press Women and get your room for just \$79.57 including tax. The deadline to reserve a room is Monday, April 2.

## NPW NEWS

### Thompson suffers loss

NPW treasurer Sherry Thompson's mother passed away Feb. 8 in St. Joseph, Mo. Condolences may be sent to her at 5415 S. 174th Ave., Omaha, NE 68135.

However, that is not the reason spring convention registration forms should this year be sent to vice president Bette Pore. Happily,

Sherry and her husband will be on a long-planned vacation trip.

### Brown named interim chair

Ruth Brown was named interim chair of the Advertising & Public Relations Sequence at the University of Nebraska College of Journalism & Mass Communications, effective on Jan. 1. In addition, her

research paper, "New' Holistic Mass Media Business Model," was published in the December edition of the *Journal of Broadcasting & Electronic Media*.

### New Members

Deb Lammers Harm  
deharm1@wsc.edu

Deborah Derrick  
dderrick@unomaha.edu

# Women to be inducted into Hall of Fame

by **Bette Pore**

Nebraska Press Women will induct three women into the Marian Andersen Nebraska Women Journalists Hall of Fame April 14.

Mary McGrath, Mildred Brown and Harriet Dakin MacMurphy have been chosen to be honored this year.

The induction will be conducted at the noon luncheon during the NPW Spring Convention at Peru State College in Peru.

McGrath, a retired *Omaha World-Herald* reporter, graduated from Creighton University and first worked for the *Council Bluffs Nonpareil* for a year. She then worked for the *World-Herald* for about 12 years when city news was closed to women

It was in the late 1960s that she began covering city news. She has been a mentor and role model to both the women working at the *World-Herald* and those breaking into TV news in Omaha.

McGrath covered health and medicine for most of her news career. In retirement she has volunteered for many groups, including one working on emergency medical response to disasters.

Brown, born in 1915 to a prominent black family in Alabama, graduated from Miles Memorial Teachers College. She married S. Edward Gilbert in 1936 and a year later, they moved to Omaha, where in 1938 they created the *Omaha Star*, a weekly newspaper. Even though she and Gilbert were later



divorced, Brown continued publishing the paper, building it into one of the most successful weekly black newspapers in the country.

Brown and the *Star* played a key role in breaking down discrimination in Omaha after World War II. She boldly confronted injustice and took major risks for the sake of her people. Through the *Star*, she kept the public informed through the 1960s when non-violent demonstrations were being held nationwide to bring attention to the plight of black people. The *Star's* editorial page reflected the attitudes and goals of the black community. When patience waned and riots erupted in urban communities, the *Star* called for level heads and the end of destruction.

Throughout her life, Brown worked tirelessly for the cause of racial justice and community pride. She continued to live in a small apartment at the rear of the Omaha *Star* building until she died in 1989.

MacMurphy was born in 1849 and came to the Nebraska territory in 1863 at age 12, driving a single buggy behind the mover wagon that her father drove. She kept a journal of the trip, her first literary attempt.

She was educated at Brownell Hall in Omaha and in 1867 she married John Alexander MacMurphy, a newspaper man with papers in Blair, Plattsmouth, Schuyler, Wahoo, South Omaha, Geneva and Beatrice. She helped him in all of the departments, from the composing room to the editorial page.

She researched and wrote about early Nebraska history, particularly documenting the contributions of women, including Native Americans. But she is best known for her work as head of the domestic science section for the *Omaha World-Herald*, which led to a career in which she fought for food safety laws.

MacMurphy was the first president of the Women's Press Club of Omaha and the first permanent secretary of the Nebraska Press Association.

The hall of fame was created last year with the financial support of Marian Andersen of Omaha. The first inductees last September were Lynne Grasz, Bev Pollock, Deanna Sands, Wilma Crumley, Marjorie Marlette and Bess Furman Armstrong. Nominees are sought from the general public and honorees are chosen by the NPW Board of Directors.

# NPW Spring Conference Schedule

Peru State College  
Saturday, April 14

## **Proposed Agenda**

- 8:45-9:15 A.M.**     **Arrive/Continental Breakfast**  
Conference Room, Center for Achievement and Transition Services (CATS)  
*\*See map*
- 9:15 A.M.**     **Welcome and Overview**  
*Regan Anson, Peru State Director of Marketing & Communications*
- 9:30 – 10:30 A.M.**     **Membership Meeting:**  
*Ruth Brown, NPW President*
- Break
- 10:45 – 11:45 A.M.**     **Session I – Speech Recognition Technology: How It Will Affect You**  
*Dr. Judy Grotrian, Peru State professor of business*
- Noon**     **Hall of Fame Luncheon**  
Bur Oak Room, Student Center  
Recognize college scholarship winners, *Barb Batie, Scholarship Director*  
Recognize high school contest winners, *Betsy Herrman, H.S. Contest Director*  
2012 Marian Andersen Nebraska Women Journalists Hall of Fame inductions,  
*Bette Pore, vice president*
- 1:30 – 2:30 P.M.**     **Session II - Crisis Communication: Best Practices**  
*Media representatives and Regan Anson, Peru State College*
- Break
- 2:45 – 3:45 P.M.**     **Session III – Ethics & Digital Media**  
*Media representatives and*  
*Dr. Ruth Brown, UNL associate professor of journalism/advertising*
- 3:45 P.M.**     **Concluding Remarks**  
*Regan Anson*
- 4-5 P.M.**     **Tour Campus with PSC Ambassadors**  
*The college has one four-seat golf cart to use for tours.*
- 5:15-6:15 P.M.**     **Reception**  
President Dan & Elaine Hanson's Home  
*(Directly across from campus, north of Jindra Fine Arts)*
- 6:30 P.M.**     **Awards Banquet**  
Bur Oak Room, Student Center  
Welcome by President Hanson  
*Barb Micek, NPW Professional Contest Director*



# CALENDAR

**April 2** - Deadline to register for Spring Convention. Send to Bette Pore.

**April 2** - Deadline to reserve a room for April 13 and/or 14 at the Best Western Nebraska City Inn. Call 402-873-7000 and mention NPW.

**April 13** - 6:30 P.M. NPW spring board meeting and dinner at Best Western Nebraska City Inn.

**April 14** - NPW Spring Convention at Peru State College, Peru, NE.

**May 4** - Newsletter deadline

**July 1** - Deadline for Communicator of Achievement nominations. Send to Martha Stoddard, melizabeth@inebraska.com.

**Sept. 20-22** - NFPW 2012 Conference, Scottsdale, AZ.

## Awards banquet to feature contest winners

The 28 members who entered this year's NPW Professional Communications Contest will find out Saturday, April 14, at the 6:30 P.M. banquet how the judges rated their entries.

Kansas Professional Communicators are handling the judging this year for NPW's 180 entries, down 14% from last year's 207 entries.

Winners who accumulate the most points for their entries will receive Sweepstakes trophies.

Members who receive first place awards in the state contest and who are also NFPW members will have their entries sent on to the national contest.

## Board meeting 6:30 P.M. April 13

The spring NPW Board of Directors meeting will begin at 6:30 P.M. in the breakfast room at the Best Western Nebraska City Inn, 2515 S. 11th St. Dinner will be brought in from the nearby Valentino's.

## Convention Hotel

Best Western Nebraska City Inn, 2515 S. 11th St. Nebraska City, NE 68410

For reservations, call 402-873-7000 by Monday, April 2.

Rooms are \$71.05 plus tax per night (\$79.57 with tax).

Mention Nebraska Press Women to receive that rate.

## April 14, 2012 NPW Spring Convention Registration Form

Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Full day registration: \_\_\_\_\_ \$30.

Lunch-only registration: \_\_\_\_\_ \$15 per person. Dietary restrictions: \_\_\_\_\_

Banquet only: \_\_\_\_\_ \$20 per person. Dietary restrictions: \_\_\_\_\_

**Registration deadline:** Monday, April 2. If sending registration on April 2, please email Bette Pore to tell her it is in the mail: [bette.pore@theindependent.com](mailto:bette.pore@theindependent.com)

Make checks payable to: Nebraska Press Women. (If sending a corporate check, please indicate who it is for and enclose a registration form for each person the check covers.)

Send checks to: Bette Pore, 2821 Cross Pointe Dr., Grand Island, NE 68803