

Spring 2017



# NEBRASKA PRESS WOMEN

## *Strike A Balance*

Practical advice for  
home and office

## NPW Spring Conference

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# NPW presentation targets 'fake news'



**SHERRY THOMPSON**  
NPW president

I hope that all of you have taken the time to read through Jill Claffin's email PD Digest featuring the PowerPoint presentation "Who can you believe? How to avoid being deceived by fake news. And why it matters."

The presentation made its debut at NPW's winter board meeting, where we unanimously voted to take this on as an NPW initiative. The PowerPoint was developed so that all

NPW members can feel confident presenting it to audiences such as local community groups, high school journalism or social studies classes, professional groups and more. In addition to the PowerPoint presentation, which includes notes for each slide, Jill has developed a comprehensive presenter's guide

and handouts to leave with attendees.

While fake news is nothing new, it is growing at an alarming rate. Widespread use of social media means it can reach more people more quickly than in the past. As professional communicators, we can provide a valuable community service by educating the public about fake news. At the same time, we'll also increase NPW's visibility, which is one of the goals of our action plan.

The presentation was developed around three objectives:

- To provide audiences with

an understanding of the dangers of "fake news."

- To provide practical tips on how to distinguish facts from fiction in articles, particularly those accessed online.

- To help audiences understand and appreciate the difference between legitimate, responsible news organizations and those that circulate information designed to deceive.

Fake news is a serious issue. NPW's presentation outlines the dangers of fake news and it includes 10 tips for telling fact from fiction online.

Help start the conversation about fake news in your community. Think about potential audiences who could benefit from NPW's presentation and reach out to them. Don't forget to use the program feedback form and to provide Jill with a recap of your presentation.

"Even if you don't think of yourself as a public speaker, even if the thought maybe scares you, this presentation is designed to be a pick-up-and-go 'speech' that will allow you to share important information on a timely topic that affects everyone," Jill says. "You

really can do it!"

If the topic of fake news has piqued your interest, think about joining other communicators for a discussion of its impact during a pre-conference session Friday night, April 28, in North Platte. You'll also be able to see the PowerPoint presentation.

You won't want to miss attending NPW's spring conference April 29 in North Platte. We're excited to have Melissa Matczak, the first female executive editor of The Omaha World-Herald, and Gerri Berendzen, editorial adviser for the University Daily Kansan and an instructor at the KU School of Journalism and Mass Communication, as speakers.

Additionally, we'll honor the newest Marian Andersen Nebraska Women Journalists Hall of Fame recipients, celebrate high school journalists' achievements and recognize our own communications contest winners. Check out conference information elsewhere in the newsletter and sign up now.

I look forward to seeing you in North Platte!

## NEBRASKA PRESS WOMEN

Spring 2017

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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.

## National Federation of Press Women Code of Ethics

As a professional communicator, I recognize my responsibility to the public which has placed its trust and confidence in my work, and will endeavor to do nothing to abuse this obligation.

With truth as my ultimate goal, I will adhere to the highest standards of professional communication, never consciously misleading reader, viewer, or listener; and will avoid any compromise of my objectivity or fairness.

Because I believe that professional communicators must be obligated only to the people's right to know, I affirm that freedom of the press is to be guarded as an inalienable right of the citizens of a free society.

I pledge to use this freedom wisely and to uphold the right of communicators to express unpopular opinions as well as the right to agree with the majority.

*Nebraska Press Women is an affiliate of the National Federation of Press Women*



## Andersen Hall of Fame honorees to be recognized April 29

**T**wo groundbreaking journalists will be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame April 29 in North Platte.

Eileen Wirth and Willa Cather will be recognized during Nebraska Press Women's 2017 spring convention noon luncheon.

Wirth, a rural Nebraska City native, is professor emerita of journalism at Creighton University, as well as a journalist, author, public relations professional and advocacy volunteer.

Cather (1873-1947) grew up in Red Cloud and was a journalist for 20 years, writing more than 500 reviews and columns before authoring 12 novels.

Armed with degrees in journalism and political science, Wirth broke down barriers to women as an Omaha World-Herald reporter, in Union Pacific Railroad public relations and in higher education. Wirth's 25-year tenure at Creighton University (1991-2016) included chairing the Journalism, Media and Computing

department she created through mergers. Her ethics-based, history-laden approach to teaching provided grounding and perspective for thousands of students.

Her books include the celebrated "From Society Page to Front Page: Nebraska Women in Journalism" (2013) and the history of the Henry Doorly Zoo and Aquarium, to be published this spring. After decades of serving groups such as the Omaha libraries, Omaha Press Club and multiple schools, Wirth's tireless volunteering continues. Now on the board of the Nebraska State Historical Society, she also works with the Lutheran Family Services refugee program. Wirth's endorsement of NPW helped make the Marian Andersen Nebraska Women Journalists Hall of Fame a reality.

Much has been written about Willa Cather's fiction, though her career was forged as a Nebraska journalist. Born in Virginia, Cather moved to rural Nebraska in 1883 at age 9. The beautiful country and

courageous people so inspired her that, when she could not find books on the subjects, she later wrote novels about them. At the University of Nebraska (1890-1895), Cather edited the student newspaper and as a student helped teach a journalism course. She wrote for the Lincoln Courier and Nebraska State Journal, filling three large volumes of her works as a drama critic and columnist, even after she moved. Cather's career took her to Pittsburgh and New York City, where she worked at magazines and authored such books as "My Antonia" (1918) and the Pulitzer Prize-winning "One of Ours" (1923).

Her journalistic works are being catalogued through the Willa Cather Archive/Cather Journalism Project at the University of Nebraska-Lincoln.

The public is invited



Eileen Wirth



Willa Cather

to attend the luncheon at MidPlains Community College North Campus; luncheon details are included elsewhere in this newsletter and at <http://nebraskapresswomen.org>.

**Nebraska  
Press Women,  
now's your  
chance!**

As you read about NPW's spring conference April 29, as well as the pre-conference session on "fake news" Friday night, April 28, think about those you know who would enjoy and benefit from the weekend, and invite them to attend.

"Fake news," work-life balance, social media and editing are all on the conference agenda, providing opportunities for professional development for communicators working in a variety of communications fields. They're also great topics for sparking fun and lively conversations among people who know the challenges and the joys of the work we do.

So please, share this opportunity to learn and enjoy by inviting someone – or several people – to join us at NPW spring conference. Maybe you can offer someone a ride, or share a room, but even if you can't do that, please do extend an invitation to come.

It's the more the merrier when each one brings one (or two, or more).

See you there.

# Striking The Balance

## *Spring conference offers practical tips for journalists*

"Striking the Balance" is the theme for the NPW spring conference April 28-29.

We'll be talking about work-life balance and about balancing the "post it now" demands of the internet with the need to produce

well-written, error-free copy.

The conference will be on the North Campus of Mid-Plains Community College, 1101 Halligan Drive, a few minutes away from the conference hotel, the Quality Inn & Suites.

### Get To Know



Melissa Matczak, the first woman to become executive editor of *The Omaha World-Herald*, will lead two sessions at the conference.

In her first talk, she'll discuss how she's balanced her career with raising a family. Her second presentation will be on online

news, including social media.

Matczak joined *The World-Herald* in 1997 as a reporter. She became an assignment editor in 2001 and was promoted to features editor in June 2003. In 2010, she became an assistant managing editor and later took over digital operations, overseeing *The World-Herald's* online edition and two affiliated websites, *Momaha* and *LivewellNebraska*. She was managing editor for four years before being named executive editor this January.

She and her husband, Jeff Matuella, are the parents of three daughters, ages 10, 7 and 5. She is a graduate of the University of Wisconsin-Eau Claire, where she earned a degree in journalism and political science.

### Get To Know



Gerri Berendzen's presentation will focus on editing skills.

Communicators are increasingly being asked to edit their own work — whether it's because of the desire to post news online fast, because organizations are downsizing their copy desks or because more reporters are working in the vacuum of freelance journalism. Reporters need to educate themselves on what mistakes to look for, and they need to find ways to distance themselves from their own words so they can spot those mistakes.

Berendzen will cover:

- Basic editing, style and grammar guidelines everyone should know.
- Approaching your work as a copy editor would.
- Smoothing out dense or garbled prose and streamlining copy.
- Becoming a skepti-

cal editor and recognizing red flags that require a fact check.

Berendzen (@gerrrib on Twitter) is the editorial adviser for the University Daily Kansan and teaches at the KU School of Journalism and Mass Communication. She also is a national board member of the American Copy Editors Society.

Before coming to KU, she was a Knight visiting news editor at the Columbia Missourian and a visiting assistant professor of copy editing at the University of Missouri School of Journalism for two years and worked at newspapers for 32 years.

She had a brief stint as a reporter, then worked as a copy editor, page designer and web editor and was in charge of the print/digital desk at the Quincy Herald-Whig for 16 years.

# Striking The Balance

## *All roads lead to North Platte*



**Antique-lover's haven** • North Platte visitors might want to plan an excursion to Grain Bin Antique Town, featuring 20 historic octogan granaries filled with treasures of all types.

*Photo courtesy of North Platte Visitors Bureau*

### REGISTRATION DEADLINES

*Friday, April 7*

Deadline to reserve rooms at Quality Inn & Suites.  
Call 308-532-9090 for reservations.

*Friday, April 14*

Deadline to register for the conference.

### Hotel Details

Quality Inn & Suites will be the conference hotel for NPW's meeting in North Platte April 28-29.

A block of rooms at reduced rates for NPW members will be held through April 7, so it's important to book your room before then. Simply call the hotel at 308-532-9090 and mention that you want a room in the Nebraska Press Women block. An NPW rate of \$80 plus tax is for exterior-entrance rooms, with a king bed, two doubles or two queens. Inside-entry suites are \$125 plus tax.

A hospitality room will be open both nights at the hotel, opening Friday evening by 8 p.m. and after the banquet on Saturday night.

Friday night's board meeting will be at the Canteen Grille, the hotel's restaurant.

The hotel is just off Interstate 80 and also is convenient to the Mid-Plains Community College North Campus where Saturday meetings are scheduled. To reach the hotel from I-80, use Exit 177, turn north on U.S. 83 and go a quarter-mile to the first stop light. Turn west at the stop light and you're at the hotel.

### Event Schedule

#### FRIDAY, APRIL 28

**6-8:30 p.m.:** NPW board meeting and dinner, Canteen Grille at Quality Inn & Suites. We've reserved the Wine Room, a cozy private space. Attendees will order from the menu.

**8 p.m.:** Hospitality room open at Quality Inn & Suites. Starting at 9 p.m., presentation and discussion of "fake news."

#### SATURDAY, APRIL 29

*All events at Mid-Plains Community College  
North Campus, unless noted.*

**8:30 a.m.:** Registration

**9-9:45 a.m.:** Membership meeting

**9:45-10:30 a.m.:** Action team meetings

**10:30-10:45 a.m.:** Break

**10:45-12:15 p.m.:** Copy editing — Gerri Berendzen

**12:15-1:45 p.m.:** Hall of Fame Luncheon. Nebraska Women Journalists Hall of Fame, recognition of scholarship winners and high school contest winners

**1:45-2:30 p.m.:** Work/life balance — Melissa Matczak

**2:30-2:45 p.m.:** Break

**2:45-3:30 p.m.:** Online news — Melissa Matczak

**3:30-5:30 p.m.:** Tourism opportunities: Shop at Grain Bin Antiques Town or tour the Golden Spike Tower. Cost: Tower admission, \$7; Grain Bin, whatever you're tempted to spend!

**6 p.m.-8 p.m.:** Professional Contest Awards Banquet at MPCC North Campus. Speaker: Chuck Salestrom on longtime North Platte Telegraph editor Keith Blackledge

**8 p.m.:** Hospitality room open at Quality Inn & Suites

### Conference Site

**To get to Mid-Plains Community College  
from Quality Inn:**

Cross U.S. 83 (Jeffers Street) and turn right on Halligan Drive. Follow Halligan for about a mile. The college will be on your left.

**From Interstate 80:**

Take exit 177 and go north on U.S. 83. Turn right on Halligan Drive.

**Thank you to our conference sponsors:  
Mid-Plains Community College and BH Media**



*Member News*

## Wieler receives top chamber award

Bev Wieler received the Community Service Award during the West Point Chamber of Commerce's annual Partners in Progress banquet on Feb. 19.

Wieler was recognized for her involvement in the community, including business, civic duties and her church.

Wieler has been a reporter with West Point News for more than 30 years. She currently serves on the Chamber board as vice president, and she is secretary of Nebraska Press Women, president of the West Point Library Foundation, committee person for the West Point Sesqui-centennial and a member of the Green and Growing



Garden Club.

Additionally, she works with the Spirits Talk fundraisers, has served on a Cattlemen's Ball committee and is a member of St. Paul Lutheran Church.

She was awarded the Chamber of Commerce President's Shining Star in 2011 and was named an AkSARBEN Good Neighbor in 2016.

## 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

**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 Claffin, Cozad

**Scholarships** – Tammy Bain, North Platte

**Past President** – Bette Pore, Grand Island

## Save the Date

**April 28**

Spring Board Meeting  
North Platte

**April 29**

Spring Convention  
North Platte

**September 7 - 9**

NFPW Conference  
Birmingham, Alabama

**September 29**

Fall Board Meeting  
York

**September 30**

Fall Convention  
Osceola

## Pritchard exhibit on display

"Grace" a photo documentary exhibit by new NPW-NFPW member Erika Pritchard of Kearney, the regional editor at the Kearney Hub, is featured through April 21 at the Fred Simon Gallery, 1004 Farnam St. in Omaha.

Gallery hours are 8 a.m. to 5 p.m. Monday through Friday.

The opening reception was March 3.

The photos tell the story of Erika's grandparents, Carl and Grace Kucera, of rural Sherman County from 2014 to the

present as Grace cares for Carl, whose dementia continues to worsen.

Erika said the project began as a way to give credit to her grandmother for her strength, character and leadership. However, it developed into a story of the couple's love and devotion in the last stage of their lives.

To see some of Erika's photos, including a couple from "Grace," go to [erikapritchardphotography.com](http://erikapritchardphotography.com).



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**Women**  
**on Facebook**

## 5

## Places to visit in North Platte

### Golden Spike Tower and Visitor Center

Get a birds-eye view of Union Pacific's Bailey Yard, the world's largest railroad classification yard. More than 14,000 rail cars arrive and depart from the yard daily.

1249 N. Homestead Rd.



### Buffalo Bill State Historical Park

Step back in time and view the home and restored barn of William "Buffalo Bill" Cody. Plenty of memorabilia and history in the "Mansion on the Prairie."

2921 Scouts Rest Ranch Rd.



### Feather River Vineyards

Located in the heart of the Southern Platte Valley, the vineyard, which opened in 2006, features a tasting room and veranda. Enjoy a tasting or bottle of red, white or blends.

5700 East State Farm Rd.



### 20th Century Veterans Memorial

Volunteers of the North Platte Canteen, as well members of the five major armed forces, are memorialized in bronze statues.

2811 S. Jeffers Street



### Golf

The North Platte area hosts four golf courses, including River's Edge, Iron Eagle, Indian Meadows and Lake Maloney.

Bring your clubs and spend an afternoon on the links.



## Practical Writing Tip: Avoid digital eye strain

LUANN SCHINDLER

If I squint just enough, jut my neck forward until it feels like it's going to snap, and swallow enough aspirin to give this headache a 1-2 punch, I'll be able to type this article.

Then I will take a break.

Or, maybe I need to adjust my bifocals. I mean, I have lived slightly over half a century, and my eyes aren't getting any younger. Plus, medical studies show that long blocks of time in front of a computer screen can increase the chance of glaucoma.

Seriously, if you spend a huge chunk of time in front of a computer monitor, several simple adjustments can give your eyeballs a break. Test these tips to cut down on digital eye strain.

Check your work space. Do you constantly adjust the angle of your monitor? I was, until I moved my laptop closer to the front of my desk. Genius, I know. It's the Goldilocks and Three Bears effect: too far away = squinting, too close = headache. But when the screen is at the perfect angle, I could write for hours. (Well, I usually do...) Programs like f.lux adjust the monitor brightness to the time of day.

Turn on lights. Remember when your parents would say, "Turn the lights on or you'll hurt your eyes.

You can't watch TV in the dark." Same principle applies to the computer screen. Once I added a lamp on my computer desk, my aching eyes felt immediate relief.

Adjust the font. Increasing font size is an easy fix. Why not bump up the type to 12 or 14 instead of that tiny 10-point?

Take a break. My eye doctor suggested I write for 20 minutes, then take a break and focus on an object that is 20 feet from my computer. I've been trying to keep this schedule, but sometimes, when I'm in my groove, I forget. That's when I . . .

- Set a timer. Computer programs like Orzeszek Timer or Focus Booster remind you that it's time for a cup of tea or a walk, time to get up and step back from the screen.

- Stay hydrated. Drink water. Period. Those scratchy, itchy eyes will thank you, too.

- Blink. Not only does blinking bring moisture to the eyes, those built-in windshield wipers keeps dust and irritants from the eyes.

Okay, my 20 minutes are up and the timer is beeping, demanding I take a break and grab a glass of water.

No headaches. No neck breaking. And best of all, no eye strain.





**Nebraska Press Women**  
Spring Conference 2017 Registration

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

**Friday night, April 28**

Board meeting dinner at Canteen (order a la carte)

**Saturday, April 29, options:**

\_\_\_\_\_ All day registration, \$50 - Includes all sessions, breakfast, lunch, dinner

\_\_\_\_\_ Half day with lunch, \$30 - Includes breakfast, morning sessions, lunch

\_\_\_\_\_ Half day with dinner, \$30 - Includes afternoon sessions, dinner

\_\_\_\_\_ Lunch only, \$20

\_\_\_\_\_ Dinner only, \$20

**Total enclosed:** \_\_\_\_\_

**Send this form and your check to Lori Potter, PO Box 1988, Kearney, NE 68848.**

**Checks should be payable to Nebraska Press Women.**

**Registration deadline is Friday, April 14.**

**Registration is also available online at [www.nebraskapresswomen.org](http://www.nebraskapresswomen.org)**