

NPW NEWS_eLETTER

Kearney Hub reporter wins NPW Sweepstakes Award

by Terri Hahn

PERU—A reporter for the *Kearney Hub* took top honors in the 2011 Nebraska Press Women Communications Contest. Awards were presented April 14 during NPW's spring convention at Peru State College.

Lori Potter of Kearney won first place in the Marianne Beel Sweepstakes Awards. Second place went to Mary Pierce of the *Keith County News* in Ogallala. Jennifer Chick, a freelance writer and correspondent for the *Kearney Hub*, placed third.

Potter's awards included 13 first place, five second place, and one third place.

Pierce's awards included four first place, 10 second place, and nine third place.

Chick's awards included seven first place, five second place, five third place and two honorable mention.

To determine sweepstakes winners, points were awarded according to the number of entries in each category and the places received. The sweepstakes awards honor the memory of long-time NPW member Marianne Beel of Valentine.



Lori Potter is awarded first place in the Marianne Beel Sweepstakes Awards at the NPW spring conference held at Peru State State College in April.

A total of 180 entries were received. Of those, 67 were awarded first place and advanced to the National Federation of Press Women Contest, the results of which will be announced this fall. Kansas Professional Communicators coordinated judging for the NPW contest.

Following are the NPW contest award results:

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Deadline nears for COA award nominations

by Martha Stoddard

She may be someone whose work you admire. She may have given of herself to Nebraska Press Women and the National Federation of Press Women. She may be a leader in her community. Whatever her accomplishments, why not sit down now and nominate this high-achieving NPW member for next Nebraska Press Women Communicator of Achievement award?

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CALENDAR

July 1 — Communicator of Achievement nominations due to Martha Stoddard, 2846 Sedalia Drive, Lincoln, NE, 68516, melizabeth@inebraska.com.

Sept. 20–22 — NFPW 2012 Conference, Scottsdale, AZ.

Oct. 20 — NPW Fall Convention, Grand Island.

PRESIDENT'S COLUMN

Peru rolls out the red carpet

Peru State College rolled out the red carpet April 14 for the Nebraska Press Women spring convention. Since other stories in this newsletter report on the program, I'll report on the food.

The day began with an intricately hand-carved watermelon basket of fruit on the table with other continental breakfast items. From there we proceeded to a three-course Hall of Fame luncheon. Then we moved to a delightful late afternoon reception and tour of the President's home, and we concluded the day with a gourmet dinner, complete with an orchid on each plate.

Lori Potter



Believe it or not, Peru State didn't charge us a dime. The facilities and meals were all compliments of the college, so NPW registration fees will be directed toward our scholarships. Thank you Peru State College!

Stormy weather

We cannot talk about spring convention without at least mentioning the storms that circled the area.

In the late afternoon following our campus tours, we spent about a half hour in the basement of the Center for Achievement and

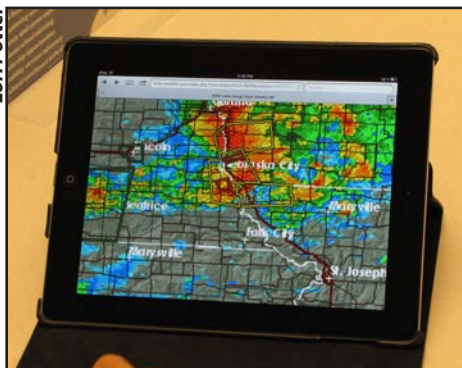


Ruth Brown

Transition Services as tornado-producing storms passed over us.

During this time, Mary Pat Finn-Hoag learned that Norfolk was hit by a hailstorm that necessitated bringing out plows and skidloaders to clear the streets. Nebraska City, where we stayed, was hit with high winds that damaged several buildings. But we were soon given the "all clear" signal and allowed to walk (in the rain) to the President's house for our reception.

Lori Potter



What a memorable—and enjoyable—day. Thanks, Regan Anson, for coordinating the day!

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Nebraska women journalists honored at NPW luncheon

By Bette Pore

From current high school students to Nebraska's first woman journalist, Nebraska Press Women celebrated the state's dedicated communicators April 14 at its spring convention luncheon.

NPW inducted three women into the Marian Andersen Nebraska Women Journalists Hall of Fame: Harriet Dakin MacMurphy, Mildred Brown and Mary McGrath.

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.

Brown, born in 1915 to a prominent black family in Alabama, graduated from Miles Memorial
Summer 2012

Lori Potter



Bette Pore is pictured with Hall of Fame inductees, Mildred Brown and Mary McGrath during the luncheon at the NPW spring conference at Peru State College.

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.

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.

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Sweepstakes award *continued from page 1*

Cheryl Alberts Irwin, Lincoln—First in publications regularly edited by entrant/newsletters; second in newsletter/four-color print.

Barb Batie, Lexington—First in news reporting/non-daily newspaper, news reporting/other, specialty articles/sports, columns/informational; second in specialty articles/agriculture; third in feature story/non-daily newspaper, specialty article/business, columns/humorous, columns/general, columns/personal opinion; honorable mention in feature story/non-daily newspaper, specialty articles/education.

Ruth Brown, Lincoln—First in writing for the web/not-for-profit, web site edited by entrant/not-for-profit, research; second in blogs/special interest sites, brochure/four-color print.

Mary Ann Carson, Grand Island—Second in non-fiction book

Carla Chance, Cedar Creek—First in specialty articles/arts and entertainment, specialty articles/advertorials, specialty articles/technology and internet, page layout/publication, headlines and original graphics/original graphics, web site edited by entrant/corporate, color spot color print/retail product or service, color or spot color print/institutional or image, print or electronic campaign/retail product or service, single-sheet original poster, original poster campaign; second in publications/newsletters, headlines and original graphics/headline writing; third in brochure/four-color print.

Jennifer Chick, Holdrege—First in specialty articles/food, specialty articles/hobby and crafts, photography in daily newspaper/news photo, photographer/writer, writing for

the web/special interest sites, videos for website/special interest sites, newsletter/four-color print; second in feature story/daily newspaper, specialty articles/arts and entertainment, specialty articles/education, photography in daily newspaper/feature photo, writing for the web/not-for-profit; third in specialty articles/agribusiness, specialty articles/health, specialty articles/government, specialty articles/history, specialty articles/sports; honorable mention in feature story/other, columns/general.

Lori Clinch, North Platte—Second in columns/humorous.

Tammy Eaton, Kearney—First in blogs/corporate; second in special series; honorable mention in specialty articles/history.

Mary Pat Finn-Hoag, Norfolk—Second in specialty articles/business; third in photography in daily newspaper/feature photo; honorable mention in feature story/daily.

Stephanie Gallaway, Kearney—First in videos for website/not-for-profit, and videos for website/corporate; and third in videos for website/special interest sites.

Sara Giboney, Kearney—First in specialty articles/travel; second in personality profile/500 words or fewer; third in news reporting/daily newspaper, enterprise reporting.

Terri Hahn, Osceola (*Grand Island Independent*)—First in page(s) edited-lifestyle or entertainment/daily newspaper, page layout/daily newspaper; second in page(s) edited-other than lifestyle or entertainment/daily newspaper, section edited by entrant/daily newspaper.

Betsy Herrman, Hastings—First in specialty articles/health, specialty

articles/government; second in news reporting/daily newspaper; honorable mention in personality profile/more than 500 words.

Kerry Hoffschneider, Lincoln—Honorable mention in columns/personal opinion.

Heather Johnson, North Platte—First in news reporting/daily newspaper, continuing coverage, investigative reporting, enterprise reporting, special series; second in personality profile/more than 500 words; third in specialty articles/environmental; honorable mention in specialty articles/agriculture.

Jessica Kokesh, Kearney—First in feature story/daily newspaper.

Sara Leimbach, Omaha—First in design/web.

Delores Meister, West Point—Third in continuing coverage; honorable mention in specialty articles/health.

Carole Meyer, Hastings—First in newsletter/electronic; third in faculty advisor of student publications.

Glennis Nagel, Kearney—First in feature story/other, magazine/four-color.

Judy Nelson, Lincoln—First in publications/newsletters; second in newsletter/four-color.

M. Timothy Nolting, Gering—Second in specialty articles/history, columns/general.

Amy Palser, Hastings—Honorable mention in columns/general.

Mary Pierce, Ogallala—First in editorial/non-daily newspaper, feature story/non-daily newspaper, specialty articles/religion, photography in non-daily newspaper/feature photo; second in news reporting/non-daily

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NPW NEWSLETTER

NPW luncheon *continued from page 3*

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.

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.

Also recognized at the luncheon were some of the state's youngest journalists, high school students who received awards in the NPW High School

Thanks from Mary McGrath

The card pictured here was received from 2012 Hall of Fame inductee Mary McGrath of Omaha. In the card she said, "My thanks go to all of the NPW members for the honor you have given me. I cherish the honor and your friendship. Mary McGrath".



Communications Competition. Sixteen first-place entries from Nebraska have advanced to the National Federation of Press Women contest.

NPW contest director Betsy Herrman of Hastings introduced some winning student journalists from Omaha Marian High School who were present for the luncheon.

NPW scholarship director Barb Batie of Lexington announced this year's recipients of two college scholarships from NPW.

Elizabeth Lachnit of Springfield, the Excellence in Media Scholarship

winner is a junior news-editorial major at the University of Nebraska-Lincoln. She works for the Daily Nebraskan and has been the design chief for the UNL paper since January.

Hailey Konnath of Omaha, the Memorial Scholarship winner, is a sophomore journalism major at UNL. She graduated from Marian High School and is the news assignment editor for the Daily Nebraskan. She also has been recognized as a Harold and Marian Andersen honors scholar.

Sweepstakes award *continued from page 4*

newspaper, news reporting/other, specialty articles/health, specialty articles/science, specialty articles/government, specialty articles/social issues, specialty articles/sports, specialty articles/hobby and crafts, specialty articles/environmental, photography in non-daily newspaper/news photo; third in special series, personality profile/more than 500 words, specialty articles/arts and entertainment, specialty articles/education, specialty articles/travel, photography in non-daily newspaper/essay; honorable mention in specialty articles/business, columns/humorous, columns/general.

Bette Pore, Grand Island—First in page(s) edited by entrant/daily newspaper, section edited by entrant/daily-newspaper, publications regularly edited by entrant/daily newspaper, headlines and original graphics/headline writing, brochure/one- to three-color print; second in page layout/daily newspaper, speeches.

Lori Potter, Kearney—First in personality profile/more than 500

words, specialty articles/business, specialty articles/agriculture, specialty articles/education, specialty articles/science, specialty articles/history, specialty articles/environmental, columns/general, columns/personal opinion, photography in daily newspaper/feature photo, photography in daily newspaper/sports photo, photography in daily newspaper/photo essay, photography on the web/single photo; second in feature story/other, specialty articles/travel, columns/humorous, photography in daily newspaper/news photo, photographer-writer; third in photography on the web/photo gallery.

Kim Schmidt, Kearney—Second in enterprise reporting; third in feature story/daily newspaper; honorable mention in news reporting/daily newspaper.

Kelly Sladek, Kearney—First in social media campaign/corporate.

Ruth Thone, Lincoln—Second in columns/personal opinions; honorable mention in columns/humorous, columns/general.

NPW collegiate scholarship winners announced

by **Barb Bierman Batie**

Two University of Nebraska-Lincoln (UNL) students have been recognized as winners of the Nebraska Press Women Excellence in Media and Memorial scholarships for 2012. They were selected from a field of nine applicants from five different Nebraska post-secondary schools, said NPW Scholarship Chair Barb Bierman Batie of Lexington.

Recognized during a noon awards luncheon at the recent Nebraska Press Women spring convention at Peru State College were Elizabeth Lachnit of Springfield and Hailey Konnath of Omaha.

Lachnit, the 2012 Nebraska Press Women Excellence in Media scholarship winner is a junior news-editorial major at the University of Nebraska-Lincoln. She works for the Daily Nebraskan and has been the design chief for the UNL paper since January and will continue in that post through 2013.

Konnath, the 2012 Nebraska Press Women Memorial scholarship winner is sophomore journalism



Elizabeth Lachnit

major at UNL. She is currently the news assignment editor for the Daily Nebraskan. She has been recognized as a Harold and Marian Andersen honors scholar. This summer she will be interning at the San Antonio Express-News in San Antonio, Texas.

Lachnit, a 2009 graduate of Springfield High School is the daughter of Cathy and Steve Lachnit. A 2010



Hailey Konnath

graduate of Omaha Marian High School, Konnath is the daughter of Steven Konnath and Jane Campbell.

Judges for the 2012 scholarship competition were Jan Thompson of Overton, an English department lecturer at the University of Nebraska at Kearney; Vickie Richman of Kearney, a retired high school English teacher; and Batie.

COA nominations *continued from page 1*

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.

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

2012 NFPW high school journalism contest winners announced

by Betsy Herrman

Nebraska high school journalism students captured five awards in this year's National Federation of Press Women Communication Contest. Awards will be presented at NFPW's annual conference, Sept. 20-22 in Scottsdale, Arizona.

Omaha Westside students earned three awards and Hastings High School students earned two awards in the national contest.

Hastings High students won a first-place award and one third-place for their work. Shane Samuleson won first in the video news category with "Skills USA." Kelli Poplau won third-place in the yearbook category for "Our Face Place."

Omaha Westside students took two second-place awards and a third place for their work. Skylar Harris placed second in the review category with a piece titled, "Doomsday Playlist: Listen Before you Die." Sophie Goldberg won second place in the single-page layout category for "Page 1" and Amelia Jensen won third place in the feature photo category with her photo, "Scott volunteers many hours at the site of the community garden, planting flowers, plants and vegetables."

Betsy Herrman, Nebraska Press Woman high school contest director, said students from five high schools submitted 96 entries published in 2011 into the Nebraska Press Women High School Communication Contest.

First-place entries were forwarded to the national contest, including seven from Omaha Westside students, six from Hastings High

Lori Potter



Marian High School students Hannah Grace, Trinity Gleason, and Zoe Ursick receive journalism contest awards at the NPW awards luncheon April 14.

School, two from Marian High and one from Grand Island Senior High.

All Nebraska high school students are encouraged to enter work in the Nebraska Press Women High

School Communications Contest. Each December, entry information is sent to all high schools with journalism programs, newspapers or newsletters.

High school contest draws 96 entries

by Ruth Brown

Ninety-six entries were received this year for the NPW High School Communications Contest, according to contest director Betsy Herrman.

The entries were judged by *Hastings Tribune* staff members who awarded 16 first places. Those were sent to NFPW where they will compete nationally.

Four students from Marian High School who placed in the contest attended the April 14 NPW luncheon and received their certificates.

Panel discussion presents two sides of crisis communication

by Bette Pore

Two sides of crisis communication were discussed during a panel discussion April 14 at the Nebraska Press Women Spring Convention.

Regan Anson, Peru State College director of marketing and communications, and Glennis Nagel, director of media relations at the University of Nebraska at Kearney, spoke about the public relations side of the story, while Leslie Reed, an *Omaha World-Herald* reporter, addressed her work to report the news to the public.

Anson said her focus is always on making sure the public is hearing accurate information, so having reporters always speak to her, rather than faculty members and administrators at the school, is important.

"I know more about what's happening, so it's better if the reporter talks to me," she said. "If another person says something that's incorrect, he can spur a big panic."

Anson was speaking from experience. In December 2010, a Peru State student was missing and she was in charge of dealing with the media as the crisis played out.

"It was a very scary time for all our students, for parents, for staff," she said. "Initially, we didn't know anything."

That's a situation in which rumors can run rampant. So she found having control over public information on the crisis was essential.

Anson said the college administrators decided not to block themselves off from the public in order to protect the institution. They



Glennis Nagel, Leslie Reed, and Regan Anson address NPW members during a panel discussion on crisis communication.

posted all their communications on the college website.

"If we heard a rumor, we tried to address it," she said.

Reed said she covered the story of the missing Peru State student for the *World-Herald*, along with Martha Stoddard.

"I started covering it about the time the media was circling and nobody was talking to the press," she said.

She emphasized that she works for her readers, so getting information is what she needs to do. She's willing to give the PR director a call first and wait for a comment. But she won't hold the story for that comment.

"My job is to get whatever information I can and report it as soon as I can," Reed said.

Reporters also have a goal of getting that information from people who are directly involved with what they're reporting on.

"I don't want to waste time talking to people who know nothing," she said. "But I'd like you (the PR person) to give me the names of three people on campus who do know what's going on."

Reed said she wants to get the story right.

"The cardinal rule for journalists is don't print a lie," she said. "I don't want to print gossip."

Nagel said the best approach is to try to prevent crises.

UNK has a team of staff members from all over the campus, she said, that meets every Monday afternoon behind closed doors to talk about what happened on campus over the weekend.

"Sometimes we can repair a relationship between a faculty member and a student so we can avert a crisis," Nagel said.

The campus has an escort service that anyone can call if

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Peru State underwrites conference expenses

by Ruth Brown

Imagine finding a location where NPW had never met, that charged absolutely nothing for use of their space and for all the day's meals. Now add a reception at the college president's home, and you have Peru State College.

When NPW accepted new member Regan Anson's invitation to come to Peru State College for a convention, members were thrilled to find a new venue.

"Then Regan told us that Peru State is so excited to have us come that they will underwrite the cost of the facilities and of all our meals at the college," said NPW president Ruth Brown. "We were ecstatic and very thankful," she added.

The \$30 registration fee is about half the cost of the usual spring convention, Brown said, noting that any money left after expenses will go to NPW projects and operations.

Anson is director of marketing and communications at Peru State College.

Lori Potter



Protocol Director Barb Micek of Nebraska and Social Media Director Gwen Larson of Kansas top Idaho baked potatoes with fixings April 20 in Idaho Falls. National Federation of Press Women First Vice President Teri Ehresman invited officers, directors and headquarters staff to her home for supper after the first day of the NFPW spring board meeting. It was the first meeting for NPW's Lori Potter as NFPW president.

Lori Potter



Barb Micek of Fullerton, right, and NFPW Historian Katherine Keniston of Beaverton, Ore., stand on an overlook at Upper Mesa Falls in northeast Idaho - east of Grand Teton and Yellowstone National parks. Micek, Keniston, Lori Potter of Kearney and two others stayed through April 22 for an Idaho-led tour of the northern part of Yellowstone.

Lori Potter



Crisis communication

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they don't feel safe going to their car. There are also blue phones around campus so if students see something suspicious, they can call law enforcement.

Students can opt in to the UNK alert system that will provide them text messages on something that has happened on campus.

"We try to make information available," Nagel stressed.

She said she tries to foresee problems that can arise, but that's not always possible.

"Every crisis is different. You're never really prepared," she said. "It's a constant learning process."

Anson said her job, regardless of what has happened, is to see that the public has correct information, so she wants to work with the media.

"It's not PR people vs. journalists," she said.



Barb Micek and Mary Pat Hoag stop to admire the iris blooming on the Peru State campus.

Say it write!

by Cheryl Alberts Irwin

PERU—Is Speech Recognition Technology (SRT) the wave of the future? It certainly holds strong possibilities, according to a Peru State College (PSC) business professor who led a session on the topic during the Nebraska Press Women convention here.

"Technology will not wait for us," said Judy Grotrian. "In order to meet demands and be more productive in the future, we must keep pace with emerging technologies. Speech recognition will ignite the biggest change in the way we do business since typewriters gave way to the personal computer."

During the "Speaking Your Way to the Future—A Little More Yap, A Lot Less Tap" session, NPW members saw how Dragon Naturally Speaking—a popular SRT software program—typed spoken words onto the screen. At the voice commands, Dragon capitalized, bold-faced, centered and colored the words. "Speakos" were corrected and saved into the software dictionary.

SRT software requires a high-quality microphone, which may need to be purchased separately. The software learns the user's voice through a few minutes of reading, and through volume and quality checks. It is adept at hearing the user's voice, even in a roomful of people.

SRT not only can be convenient, it can help with English Language Learners, people with motor limitations, learning disabilities and speech impairments, said Grotrian, who completed her doctoral study on SRT in business education and has conducted multiple classes and workshops on its use.

Lori Potter



Judy Grotrian

Lori Potter



Wende Bergmeier

Other presenters during the April

Lori Potter



Mary Ellen Martin

14 session were Wende Bergmeier, PSC admissions representative, and Mary Ellen Martin, PSC junior business education major.

NPW NEWSeLETTER

What should I do?

by Barb Bierman Batie

Every seasoned journalist knows there given situations where conflicting values challenge what they should do. The range and depth of those decisions was discussed during a panel presentation “Ethics and Digital Media” at the Nebraska Press Women spring convention at Peru State College.

NPW President Dr. Ruth Brown, who often teaches a media ethics class at the University of Nebraska-Lincoln, noted journalists should value three things: 1) accountability; 2) trust; and 3) no conflicts of interest.

There are two models that Brown uses in her class. Bok’s Model, which was developed by Sissela Bok, is based on two premises: that we must have empathy for the people involved in ethical decisions and that maintaining social trust is a fundamental goal.

The Potter Box, developed by Harvard theologian Ralph Potter, is used as a model for social ethics. For any situation, first define the circumstances as fully as possible (facts). News values, principles and loyalties that pertain to the specific situation are factored into the ethical equation. When all these considerations are within the “box,” a course of action becomes clearer.

How to apply these models with today’s rapid-paced technology was part of the debate, but Brown noted, “Even in the age of instant journalism there is still time to think about things before you act.”

Panelists Betsy Hermann, *Hastings Tribune* city/county reporter;

Lori Potter, NFPW President and *Kearney Hub* agriculture and natural resources reporter; and Terri Hahn, NFPW Communicator of Achievement runner-up and *Grand Island Independent* feature editor, discussed how they deal with the rapid pace of posting news on the Internet at their respective print media operations.

Herman is the administrator for the *Tribune’s* Facebook and Twitter accounts. She said she used Facebook to work on stories about the Imperial Mall at Hastings. Using information from people she hadn’t interviewed face-to-face through Facebook could have presented ethical questions, but the account was crafted to get permission from individuals before using memories posted on Facebook, she explained.

But even when using caution things posted on the Internet may cause news outlets huge headaches. This past year the *Hub* covered a train-truck fatality in Kearney, said Potter. After following rules of conduct and the posting policies of their newsroom, the decision was made to go ahead and post a photo from the scene.

“That decision literally blew up on us,” said Potter. “We had no idea it would do this. You could not see any identifying marks on the pickup, such as license plates. There was no body in the photo, but the family went ballistic for posting the photo before they were notified of the death.”

Hahn, who knew the family involved, said everything the *Hub*

did was similar to policies in place in their newsroom.

The lesson learned in that case was to be consistent, be fair and treat everything equal and fairly, said Potter, but that still doesn’t eliminate the quandary of whether to let reporters post directly or not.

It is somewhat frustrating to try and do the good news articles, said Hermann, yet the crime stories, accidents always get the most hits.

Panelists noted that above all they try and consider the community culture. How much will people tolerate?

“On social media people will be more friendly,” Hermann observed.

But new questions crop up all the time and need to be analyzed. With the primary election approaching Hermann said she has to be careful about what pages are being “liked” as she works on monitoring her paper’s accounts.

The same goes for local businesses. “If I like one business over another, am I showing favoritism?” asked Hermann.

Debates will continue as instant news permeates the culture, said the panelists.

“My real concern is that most consumers of news don’t discern or care about the quality or accuracy of sources,” said Potter. “This puts more responsibility on us (the print media) to be the last line of reason. There is a huge difference between reporting and commentary.”

NPW completes initiatives begun years ago

by Ruth Brown

Nebraska Press Women can look with pride on the past year because initiatives begun several years ago were successfully completed.

This fall NPW co-hosted the national conference with Iowa Press Women, and we launched the Nebraska Women Journalists Hall of Fame, inducting its second class of honorees this spring.

At the April membership meeting, treasurer Sherry Thompson announced that NPW made \$5,381 profit from the NFPW conference and tours.

Thompson also announced that NPW has \$6,206 in the account for the Marianne Beel high school scholarship. Members voted to use some of the profits from the national conference as

well as undesignated funds to fully fund the Beel Scholarship. Monies will be invested to produce a \$500 scholarship beginning in 2014 when gifts from the anonymous donor will cease.

In addition, members voted to merge the Media and Memorial Scholarships into one \$750 Memorial Scholarship, which will be awarded each year to a college student. The increased scholarship monies will come from additional investments that will be made with funds currently held.

Contest profits that are not needed for the scholarship will be used for professional development, such as speaker fees or first timers' grants for convention attendance; these will be designated annually.

Check your contact information

Attached to the email containing this newsletter is the current list of NPW members. Please check your contact information on the membership list. Note that NPW already has 72 members, and recruiting season has barely begun. Also check who is a member and who is not but could benefit from membership. Start contacting those who could benefit. It often takes at least three personal contacts to convince someone to join. If you would like to send a prospective member a pdf of our brochure, email RuthBrown08@gmail.com.

State members can join online at http://nebraskapresswomen.org/?page_id=210.

Combination state and national members can join online at <http://www.nfpw.org/join.cfm>.



Nineteen members attended the Nebraska Press Women spring conference April 14 in Peru.

Photo recap of the NPW spring conference

by Lori Potter



NPW fall conference set for Oct. 20 in Grand Island

by Terri Hahn

GRAND ISLAND—Nebraska Press Women will gather for their fall conference Oct. 20 at the Grand Island Woman's Club (Hargis House) on West Second Street (Highway 30) in Grand Island.

In addition to announcing the new Communicator of Achievement, the conference will feature Jean Lukesh, a retired teacher who has authored several textbooks on Nebraska History. Panels and workshops may cover such topics as "Community Journalism" (Will I Have a Job in 10 Years?), public information and open meetings laws, and writing blogs and columns.

This conference will be the first of a new format, with all scheduled events ending by late afternoon.



The Hargis Mansion at 1109 W. Second St. is owned by the Grand Island Woman's Club. It was placed on the National Register of Historic Places in 1978.

The COA will be announced at lunch, which will be provided by Meg's Catering of St. Paul.

The NPW board will meet on Friday evening, time and location will be announced later. Also watch for



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hotel information for those who will be coming in on Friday night for the board meetings; NPW will reserve a block of rooms. Please notify Terri Hahn at terri.hahn@theindependent.com if you will need a room so she will know how many to reserve. There will be a hospitality suite open on Friday night at the hotel.

Election of new officers will be held at the Saturday morning business meeting.

Be sure to mark Oct. 20 on your calendar, and we'll see you in G.I.

New Members

NPW/NFPW members:

Chelsea Archer, public relations and online marketing coordinator, SCORR Marketing, 2201 Central Ave., Suite A, Kearney, NE 68847, 308-237-5567, chelsea@scormarketing.com. Home phone: 402-520-2488

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NPW members:

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