

June 2016



NEBRASKA PRESS WOMEN

Blackledge and Hollen inducted into Hall of Fame

By Cheryl Alberts Irwin

Before an audience of about 90 people, Mary Ann Koch Blackledge and Sharron Hollen were inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame.

The pair had spent a sum of 75 years as colleagues working at the *North Platte Telegraph*. The awards were presented during the Nebraska Press Women's 70th anniversary luncheon April 23.

In accepting her award, Blackledge said the best parts about her 27-year career at the *Telegraph* were the people. As editor, writer and "Dear People" columnist, Blackledge recruited and coordinated 14 freelance regional correspondents. Younger staffers learned from her advice on the im-

portance of writing for a community newspaper.

"Mary Ann was our guiding force, gently pushing us toward becoming better writers. She inspired us to seek out a good story, to write and rewrite until we had a tight, well-constructed product. She was our editor, our instructor and our friend," wrote a former correspondent in supporting Blackledge's nomination.

Blackledge credited her mentors during her career. Among them were Eleanor Seberger of Lexington, Karyn Stansberry of Ogallala, Marianne Beel of Valentine and Maxine Mortenson of Curtis.

Blackledge, who served as NPW president and treasurer, won

(Continued on page 3)



(Lori Potter)

Hall of Fame inductees Mary Ann Blackledge (left) and Sharron Hollen with Gov. Pete Ricketts during the Nebraska Press Women's April 23 luncheon.

Schindler earns top honors in communications contest

By Terri Hahn

LINCOLN — The managing editor of the *Clearwater Journal-Ewing News* took home the top sweepstakes award in the 2015 Nebraska Press Women Communications Contest.

LuAnn Schindler earned nine first-place awards to garner the top spot. In addition to her duties for the *News*, she contributes to the *Neligh News & Leader*.

The Marianne Beel Sweepstakes awards were presented Saturday at NPW's spring conference in Lincoln. The award is named after the late Marianne Beel, a longtime NPW member and contest director.

(Continued on page 12)



(From left) Carla Chance, LuAnn Schindler and Lori Potter

Finding Inspiration at State and National Conference

By Sherry Thompson

I love the sense of rejuvenation and excitement that comes from taking part in a great conference.

Nebraska Press Women's spring conference on April 23 was a power-packed event with top-notch speakers, inspiring awards programs, a fun anniversary celebration and more. One of the highlights for me is knowing we are influencing a new generation of journalists. Nearly 90 people attended the Hall of Fame luncheon, including many of our high school contest award winners and one of our scholarship recipients. They listened intently as our two Hall of Fame honorees, with a combined total of 75 years working at the *North Platte Telegraph*, shared stories of their work and as Gov. Pete Ricketts stressed the importance of a free press. We also celebrated these students' achievements.

Special thanks to conference planners Ruth Brown, Cheryl Alberts Irwin and Molly Klocksinn for putting together a fantastic conference to launch NPW's 70th anniversary.

The celebration will continue this fall in a more relaxed setting as we move "Down on the Farm" for the Oct. 8 fall convention. Look for more information elsewhere in this newsletter and mark your calendars now. No need to worry about missing a Husker football game, as it's an off week.

The National Federation of Press Women also will recognize NPW's 70th anniversary at the 2016 Communications Conference Sept. 8 to 10. Our neighbors, Kansas Professional Communicators, are hosting the conference in Wichita.

If you haven't attended a national conference, this is a great opportunity to do so. If you've attended other conferences, you know the Kansas Frontier conference is some-

thing you won't want to miss. Wichita is an easy drive from Nebraska, and we'll plan carpools, so transportation expenses will be minimal. And, grants are available to help with registration fees for first-time attendees who are dual NFPW and NPW members. See Lori Potter's article elsewhere in this newsletter for details.

I attended my first conference in 2009 in San Antonio, and the programs, speakers, award banquets and camaraderie made a lasting impression on me. That same excitement was there the following year in Chicago. In 2011, Nebraska and Iowa welcomed guests from across the country to Council Bluffs and Omaha as we co-hosted the NFPW conference, and NPW showed off our state during the pre-tour.

It's always great to be at a conference with so many other communicators who are there for the same reasons – to grow by learning something new, to be inspired by speakers and to connect with friends and peers who understand the joys and challenges of their profession.

I hope many of you will take advantage of the opportunity to attend the NFPW conference. Watch for an email early this summer with more details. At that time, we'll find out who's interested in attending the conference, along with pre-tour and post-tour plans. Then, we can work on logistics for carpools. In the meantime, check out conference information on the NFPW website at www.nfpw.org.

I hope to see many of you in Wichita, and then again in Minden.



SHERRY THOMPSON

Are You Part of the NPW Facebook Group?

Networking is one of the biggest benefits of being a Nebraska Press Women member. It's always great to connect with other communicators at conferences and exchange ideas. Now, those connections can continue throughout the year. The Nebraska Press Women Facebook group is a members-only forum where participants can pose questions to their peers, post job openings, share interesting articles, join in conversations and more. The group also makes it easier to keep up with NPW news posts.

If you are on Facebook and aren't yet part of the group, search for "Nebraska Press Women" closed group and request to join it. While you are at it, be sure to "like" the Nebraska Press Women public page if you have not already done so.

Once you are part of the group, please use it and keep the networking going. And, watch for updates on NPW's plans to coordinate travel to the NFPW conference in Wichita in September, and feel free to post comments.



2016 NPW Board

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

70th anniversary luncheon features Gov. Ricketts

By Barb Batie

Gov. Pete Ricketts celebrated having a free press as part of American society, as part of his remarks at the Nebraska Press Women's 70th anniversary luncheon April 23 at the University of Nebraska-Lincoln City Union.

"A foundation of our state and our country is based upon the idea that we have a free press. Without it we couldn't have our constitutional republic. Our press binds us together in a community. It is one of the ways we find out what's going on across the states. It's what helps bring us together, what helps us find out what's going on," said Ricketts.

"I want to know what's going on in my hometown," he said. "We have to have a free press so we can have an informed electorate. You perform a very vital

function and it truly is a public service.

"It's not a nine-to-five job. News doesn't happen during normal work hours, it happens on the weekend, after school and in the middle of the night. You sacrifice personal time to let the public know what is going on," he noted. "The best place to live in the world is right here in Nebraska and the reason is because of our people. Congratulations on that 70th anniversary, and coming together to recognize the people who make free press a part of our society," he said.

Ricketts added that coming together to solve common problems is a legacy of our state. "With your work to make sure we continue to have a free press, the sky's the limit!"



(Lori Potter)

GOV. PETE RICKETTS

He concluded his remarks with a quote from Thomas Jefferson: "Where the press is free and men can read, all is safe."

Blackledge and Hollen inducted into Hall of Fame...

(Continued from page 1)

numerous awards and was Communicator of Achievement in 1991.

Hollen was a *Telegraph* reporter for 48 years, covering every beat. In accepting her award, Hollen said it was important to her to write each story, no matter how seemingly trite, to the best of one's ability because that story is very important to someone.

Largely self-taught, Hollen has said that she learns to write all over again with each story. Of great notoriety is her coverage of the Erwin Charles Simants murder trial and subsequent gag order on media coverage. That led to the now-famous Nebraska Press Association v. Stuart lawsuit that went all the way to the U.S. Supreme Court. The ruling is now taught in journalism and law colleges nationwide.

Hollen has received some 500 awards from NPW, media and community, including North Platte's 2012

Woman of Achievement. In a surprise announcement April 22 in Kearney, Hollen was also named a member of the Nebraska Press Association's Hall of Fame.

The NPW luncheon was at the University of Nebraska-Lincoln City Campus as part of NPW's 70th anniversary with the theme of "Embracing the Future, Respecting the Past. Other HOF members attending were Lynn Grasz, Deanna Sands, Maxine Moul, Leta Powell Drake, Gwen Lindberg and Joan Rossiter Burney.

Portraits of the honorees are hung on the second floor of Andersen Hall, home of the College of Journalism and Mass Communications.

Women are nominated by the public to the HOF for their talent, initiative, intelligence and stamina, and for making a difference for the profession, for their communities and for those who follow in their footsteps. Nominations are due in early 2017.

A picture of several Hall of Fame inductees is on page 15

Scholarships awarded during NPW spring conference

By Jill Claflin

A University of Nebraska-Lincoln journalism student and a senior at Gering High School have been named as 2016 recipients of Nebraska Press Women scholarships.

UNL sophomore Emma Olson is the NPW Memorial Scholarship recipient, while Morgan Wallace of Gering receives the Marianne Beel Memorial Scholarship.

2016 Nebraska Press Women Memorial Scholarship

Olson is a UNL journalism and broadcasting major.

In addition to making the dean's list, she has worked as a news reporter at the *Daily Nebraskan* during the current academic year, and she also works on the retention team at the *Lincoln Journal Star*. She did an online internship with *College Social/Revel U*.

As a reporter at the *Daily Nebraskan*, Olson has written about topics as diverse as wall-climbing, helping international students understand football and baking as a stress-relief tool.

Olson said she came to UNL from her home state of Michigan for the strength of its journalism program. "Being so far from home can be difficult but it gives me a

larger appreciation for what I am learning," she wrote in her application. She is from Byron Center, Mich.

Olson expects to graduate from UNL in 2018 and to pursue a career as a reporter.

NPW's memorial scholarship annually awards \$750 to a college or university student seeking a degree in some field of communications.

2016 Marianne Beel Memorial Scholarship

Morgan Wallace, who will graduate this spring from Gering High School, plans to attend the University of Nebraska-Lincoln College of Journalism and Mass Communications beginning in the fall.

She was feature editor of her high school newspaper during her junior year and editor-in-chief for her senior year. She also has gotten an early start on her professional career, working as a part-time reporter and photographer for the *Gering Courier* for the past two years. In addition, Morgan works as a videographer for ALLO Communications and is employed part-time at a local medical equipment business. She plans to do an internship this summer at the *Scottsbluff Star-Herald*.

Her school activities have included membership in the Quill and Scroll Honor Society, DECA and the Gering Girls Activities Association. She is a two-year varsity soccer letter-award winner.



(Lori Potter)

Scholarship Chairwoman Jill Claflin (left) recognized Morgan Wallace of Gering as a scholarship winner.

The \$500 Beel scholarship, awarded annually to a high school senior, honors the work and memory of longtime NPW member Marianne Beel of Valentine.

2017 scholarship applications

Applications for 2017 high school and college scholarships will be available soon after the first of the year. Next year's winners will be announced at NPW's



OLSON



Former NPW member Andrea Cranford was recognized for her work organizing NPW's historical scrapbooks during the 70th anniversary celebration.



Starita engages audience with talk on new book project

By Nancy Sue Hansen

The chatter of the Nebraska Press Women and guests during the 70th Anniversary Saturday night Communications Contest Banquet turned an ear to the guest speaker Joe Starita. Picturesque phrases brought the audience to a barn to hitch up the horses and wagon for pre-dawn house-call to a one-room Nebraska homestead.

Susan La Flesche had become the first Native American physician in March 1889 (The first white woman physician was Elisabeth Blackwell in 1847). Susan returned from her east coast studies to help her people in northeast Nebraska.

Her father, “Iron Eye” Joseph La Flesche, the last recognized chief of the Omaha Indian nation, had led his people to ask “what shall we do to help ourselves?” He instilled in those that would listen that avoiding pain and suffering was not the purpose of life. He wanted his nation, and his children, to be inquisitive and confront problems and challenges. He realized that education of his people was the key to unlock the future for the tribe’s continued existence. They had to have one foot in the Indian world and one foot in the white world. He practiced what he preached and built the first log house west of the Missouri River.

But, before the log house came the earth lodges in the winter and the teepees for hunting in the summer. That had been the life of the seven La Flesche children and their parents.

Investigator and author Joe Starita previewed a few pages from his forthcoming book, *A Warrior*



(Lori Potter)

Joe Starita, author and professor with the UNL CoJMC faculty, gave a presentation on his book, *A Warrior of the People*, which focuses on Susan LaFlesche Picotte, the first Native American physician.

of the People.

As the audience got into the wagon with Dr. Susan La Flesche (later Picotte) the stars in the night sky became the dim rural street lamps and the cold wind whipped through the meeting room with each Starita description of the doctor’s trip to try to provide medical help for yet another Nebraskan with tuberculosis. Several trips to help patients were made by the country doctor, and the audience went along for the ride. When the presentation, on time constraints, came to a close the audience was left wondering what happened next.

A native Nebraskan, Starita was an investigative reporter and Pulitzer Prize finalist for the *Miami Herald* before returning to Nebraska. He wrote the nationally ac-

claimed book *I am a Man: Chief Standing Bear’s Journey for Justice*, and *The Dull Knives of Pine Ridge-A Lakota Odyssey*.

He has received many awards, including the Leo Reanu Award, a national civil rights award for his work with the Native American community.

The book about Dr. La Flesche, *A Warrior of the People*, will be published in November and the proceeds will go to a Native American Scholarship.

Perhaps author Starita could be named a warrior for the people.



Westside wins High School Sweepstakes award

By Bette Pore

LINCOLN — Nebraska high school journalism students were honored April 23 with awards in the 2016 Nebraska Press Women High School Communications Contest.

The awards were presented at the Nebraska Press Women Spring Convention at the Nebraska Union on the University of Nebraska-Lincoln City Campus.

Westside High School received the Sweepstakes Award for the second consecutive year.

Sixteen students from Marian and Westside high schools in Omaha, Grand Island Senior High, Northwest High School in Grand Island, Hastings Senior High School and Bellevue West High School were present to receive their awards.

First-place winning entries have advanced to the National Federation of Press Women High School Communications Contest, with awards in that contest to be announced this summer.

Following are the 2016 first-place winners:

Editorial — Tessa McLaughlin, Marian High School, Omaha

Opinion — Nicole Saner, Westside High School, Omaha

News Story — Libby Seline, Westside High School, Omaha

Feature Story — Natalija Ward, Westside High School, Omaha

Sports Story — Megan Fisher, Fremont High School, Fremont

Columns or Blogs — Daniela Vilabona, Grand Island Senior High School, Grand Island

News or Feature Photo — Hannah Bowes, Westside High School, Omaha

Sports Photo — Codi Pierce, Bellevue West High School, Bellevue



(Barb Batie)

Several winners in the 2016 NPW High School Communications Contest pose on the steps leading to the Regency Room in the City Union.

Cartooning — Marco Garcia, Grand Island Senior High School, Grand Island

Review — Libby Seline, Westside High School, Omaha

Graphics/Photo Illustration — Diane Naughton, Fremont High School, Fremont

Single-page Layout — Rae Rangel, Bellevue West High School, Bellevue

Double-truck Layout — Jenna Hynek, Westside High School, Omaha

Best Newscast: Radio or Television — Christian Ellsworth, Katelyn Archer, Coleman Cooper, Austin Dammann, Mitchell Evans, Blake Gustafson and Katherine Smallwood, Northwest High School, Grand Island

Video News Story — Grace Ward, Westside High School, Omaha

Video Feature Story — Elias Ginsberg, Westside High School, Omaha

Video Sports Story — Mitchell Francis and Jack Zipay, Westside High School, Omaha

Yearbook Layout — Abby Lang,



(Lori Potter)

Westside High School at Omaha student Elias Ginsberg accepts the sweepstakes award from contest chairwoman Bette Pore.

Westside High School, Omaha

Yearbook Photo — Zoey Cook, Hastings Senior High School, Hastings

Yearbook Copywriting — Jaydn Bernt, Fremont High School, Fremont

Hirt presentation “Adapt or Quit”

By Bette Pore

Adaptability is the word for journalists in the 21st century, according to Jane Hirt, former *Chicago Tribune* vice president and managing editor, who headlined the Nebraska Press Women Spring Conference April 23 in Lincoln.

Hirt, a 1989 University of Nebraska-Lincoln graduate, titled her presentation “The 21st Century Journalist: Adapt or Quit.” She used her 25 years at the *Chicago Tribune* as an illustration of how journalism has changed and will continue to change.

She said the title of her presentation could be “Adapt and Quit.”

- * Quit fighting change.
- * Quit fighting yourself.
- * Quit looking back.

While Hirt was working at the *Tribune*, it formed a task force to look into how it could reach younger people in Chicago. The task force’s proposal was to launch a new daily paper, *RedEye*. It had a daily circulation of 150,000 immediately when it started production in 2002.

RedEye was colorful, brassy and bold, aimed at non-newspaper readers. Hirt said they invented what a news source for millennials ought to look like.

But to produce something like this — something totally different from the *Chicago Tribune* — the journalists had to adapt.

A key to their success was a mentoring program in the newsroom, pairing experienced journalists with new hires. The old pros had a lot to offer to the young journalists, but the recent graduates starting their careers also could share a new perspective with jour-

nalists who had been doing it for years, even decades.

Over the years, the news staff was transformed to a digital-first newsroom. They didn’t skimp on public service journalism, doing more investigative reporting.

“We didn’t become customer-focused as early as we should have, but we’re adapting,” she said.

Aside from the specific example of the *Chicago Tribune*, Hirt noted that so many journalists she has met are afraid that their skills aren’t transferrable to a different kind of work setting.

“But the ability to communicate is transferrable to everything,” Hirt said.

“We need to learn not to fear failure. When you do fail, pick yourself up and learn something new. Stop fearing the unknown.”

Her mantra is “Take a risk—adapt — reinvent.”

She demonstrated this when, after 25 years working for the *Chicago Tribune*, she decided she was going to quit her job and take a year off — what she calls a “radical sabbatical.”

Hirt spent that year doing a variety of things she had always wanted to do and redefining what she wanted to do with the next chapter in her working life.

She said it has worked for her, but admitted it could be seen as a scary prospect. She took the leap, revitalized herself and since February has been a consultant with her own company, Jane Hirt Consulting, LLC. Her LinkedIn profile says she’s available



(Lori Potter)

Jane Hirt was a featured speaker during the NPW spring conference, held April 23 at Lincoln.

to consult “on a wide variety of topics, from communications to writing, social media to marketing, leadership development to millennial management.”

Urging the Nebraska Press Women to be willing to take smart risks, she said adaptability is an important survival skill, along with integrity, persistence and courage.

“Some of the very things that make us great journalists are going to help us be adaptable,” Hirt said. “I have great optimism for the future of journalism, as long as it changes and adapts.”

“We’re not in the newsprint business, and we’re not in the paper business. We’re in the news and information business, and people are always going to want that.”

JANE HIRT, '89
Managing Editor, Chicago Tribune

Social media expert Hassler says ‘Think big’

By Kerry Hoffschneider

LINCOLN – Michelle Carr Hassler, assistant professor of practice at the University of Nebraska College of Journalism and Mass Communications, has a passion for inspiring students to “think big” and in “new ways” when it comes to incorporating digital media into their profession.

“How many of you source stories on Facebook?” Hassler asked an attentive group of Nebraska Press Women at their recent 70th anniversary conference held in Lincoln. Some raised their hands, others did not.

Hassler said some may be wary of the digital frontier; however, by keeping core journalist ethics in mind, the social networking sphere can be a great source of research and reader engagement. Some NPW members agreed they have found a use for the digital space, noting they had found stories on everything from polo teams to war veterans and agriculture on Facebook.

She also noted that the use of Twitter “tweet deck lists” and Hootsuite can be set up as great sources of information as well. Hassler said you don’t necessarily have to

follow people on Twitter; but, instead, the lists can serve something like the function of the Associated Press regional wire where information can be gathered in one place regarding various subjects and those involved.

“Crowdsourcing on Twitter is also a great place to ask your audience questions,” Hassler said, giving an example of the *Denver Post* reaching out on Twitter to find parents who may be raiding their children’s credit during the recession. The *Post* found a 20 year old to fit the topic and proceeded to report about their experience.

If using social networking for a business or as a professional she said, “Be a curator of information that fits your topic and be a helper to others . . . Do more than promote your own work. Strive for a good mix of promotion, curation, re-



(Lori Potter)
Michelle Carr Hassler gave a presentation on digital media to NPW members during the spring conference.

tweeting/sharing others’ posts and conversation.”

“Listen and respond . . . Sound like a person, not a headline,” Hassler said, adding, “If you want people to click on your stories, leave a sense of mystery.”

In conclusion, Hassler shared these words from

Matthew Ingram, “Journalists need to learn how to do more than just tell readers about news events – they need to understand how to listen as well, and how to help their communities take action on the issues that are of importance to them.”



Editing should be, especially in the case of old writers, a counseling rather than a collaborating task. The tendency of the writer-editor to collaborate is natural, but he should say to himself, How can I help this writer to say it better in his own style? and avoid How can I show him how I would write it, if it were my piece?

(James Thurber)

Marron gives J-school presentation

By LuAnn Schindler

"The more things change, the more they remain the same."

Dr. Maria Marron, dean of the University of Nebraska-Lincoln College of Journalism and Mass Communication, addressed members of Nebraska Press Women at the organization's spring conference.

Using the traditional five 'Ws' and one 'H', Marron shared how issues facing J-schools in 1933 are comparable to today.

Bottom line: we need to grow enrollment.

Who is involved? Millennials. Students in J-school are the first true digital natives. Faculty: Gen Xers and Boomers.

"We need to retool our thinking," Marron said.

Nationally, enrollment is declining. A quarter of one million students are enrolled in B.A. programs.

Sixty-six percent are female and most of those are studying advertising/public relations and strategic communications, Marron said.

The University of Missouri has the highest enrollment. More than 1,000 are enrolled in UNL's program now.

What challenges disrupt journalism education?

"We have difficulty keeping up with all the changes," Marron said.

And, students are presented with multiple options.

Journalism education seems divided. On one hand, there is journalism, broadcast journalism and photojournalism. The other: strategic communications, including advertising and public relations.

Marron said students need to



Dr. Maria Marron gave a presentation to Nebraska Press Women during its annual spring conference.

(Lori Potter)

think big picture: content creation, interview, data, analytics, design, audio-video, coding and visualization.

"The University has been slow to adapt to change," Marron said. "We need to use a hospital teaching model."

When will enrollment grow?

Marron said schools use either a selective or open enrollment system. UNL uses open enrollment.

The dean said land-grant universities may want to consider open enrollment so numbers increase.

Where are students headed to college and why is that important information?

Prospective students tend to look at the type of college/university and where it is located.

Big schools, like the Annenberg

USC School of Journalism or Northwestern's Medill, have big-name funding.

That may be a draw for students.

Marron said that Big 10 schools have "a rising tide of expectation" for their J-schools.

Big 10 schools have partnered with Carnegie Knight to investigate issues in the field. Endowments like these are important.

"The media industry no longer can support schools," Marron said.

Finally, how do J-schools deliver instruction?

In addition to the traditional classroom, UNL offers online courses that fit within a professional's schedule.

"We have to be cutting edge, entrepreneurial," she said.

'Down on the Farm' theme of fall conference

By Lori Potter and Glennis Nagel

MINDEN — The party isn't over yet for Nebraska Press Women's 70th anniversary, but the style of the celebration will change for the Oct. 8 fall convention.

We're planning a "Down on the Farm" convention for which jeans and boots are the fashion, outdoor workshops will focus on polishing the sense of place in your writing and photography, and lunch will be built around beef brisket and chicken from a smoker next door to the restaurant in a converted barn.

We'll meet for the day at Burchell's White Hill Farm northwest of Minden, just two miles west of Highway 10. The grounds included the home of our hosts, Bob and Linda (Burchell) Ard, which also has four bed-and-breakfast rooms.

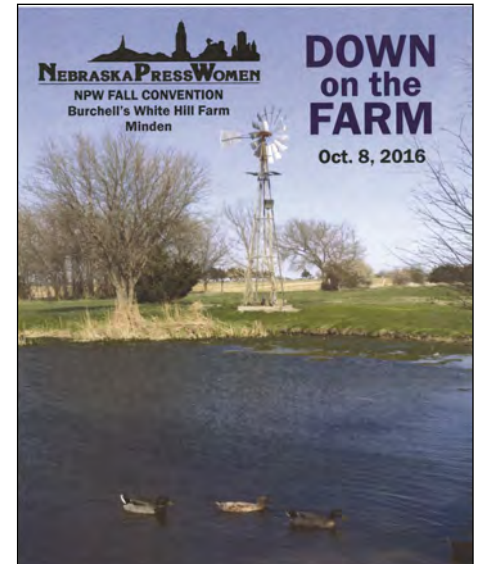
You can check the website at www.burchellfarmhouseinn.com/ for information about the farm and restaurant. There also is a map available under "contact us."

We are working with programming director Jill Claflin on a morning workshop, but there will be concurrent hands-on writing and photo workshops outside — weather permitting — in the afternoon led by NPW members Judy Nelson and Potter.

The day will start with the general membership meeting, followed by a workshop, lunch at which the 2016 NPW Communicator of Achievement will be named, and two rounds of the outdoor workshop so that everyone can attend both.

The fall convention does not have an evening banquet, so we will conclude around 4 p.m. to allow most of our members to get home at a reasonable hour.

Also as part of the retreat theme, the Oct. 7 board of directors meeting will be in a house along the Platte River owned by Audubon's Rowe Sanctuary and recently remodeled as housing for volunteers during the sandhill crane season. It has 15 beds, three



bathrooms, a living room and full kitchen for our supper time meeting. Most board members plan to stay Friday night at the retreat.

Other options for those coming in Friday night for the convention include Kearney or Minden motels, or the Burchell's B&B rooms.

Details will follow in the next newsletter. Mark your calendars to meet us "Down on the Farm" Oct. 8.

Members urged to attend national convention at Wichita

By Lori Potter

I hope that many Nebraska Press Women members will join a carpool or caravan for the Sept. 8-10 National Federation of Press Women Conference in Wichita, Kan.

We will be recognized for our affiliate's 70th anniversary.

Information about the conference, including day and multi-day tours planned by Kansas members, are in the latest edition of NFPW's AGENDA, which is posted on the www.nfpw.org website. You also can check the "conventions" tab on the home page.

For dual NPW-NFPW members who have never been to a national conference, this is a great opportunity to do so because of our ability to drive instead

of fly and the great \$99-per-night room rate at the DoubleTree by Hilton hotel.

Here is another incentive. The NFPW Education Fund offers first-timer grants that will pay all or part of the conference registration fee.

Applications are due by July 15. Forms and other details are under the "education fund" tab on the www.nfpw.org website.

Just remember these basic rules:

- * You must be a national member to apply because this is a service for NFPW members.

- * You must not have attended a previous NFPW conference.

- * You must complete and submit the application form by the July 15 deadline.

Nebraska Press Women go outside the box

Two NPW members branched out to present their work at a nationally recognized academic conference.

Nancy Sue Hansen and Barbara Ann Dush Micek answered the call for papers from the Missouri Valley History Conference. The event, hosted by UNO and the Society for Military History (SMH), was held at the Magnolia Hotel in Omaha in March with the theme “Sacred Sites, Holy Places.”

Using their previously published book *Nebraskans Remember*, Nancy and Barb wrote a paper about how many of the military members they interviewed had counted their time in the military by how many Christmases they were away from home. They titled their presentation “Marking Time Away by Counting Religious Holidays.”

Their paper was accepted by the SMH and placed in a panel of speakers from Drew University and the University of California, Irvine.



(Photo by Nancy Hansen)

Barb Micek (above) and Nancy Hansen presented a paper at the MVHC in March.

The program labeled the two authors as independent scholars. They look forward to presenting again next year.

Nominees sought for Communicator of Achievement

By Barb Bierman Batie
NPW COA Director

Although NPW's packet for 2015 Communicator of Achievement Lori Potter was just for national competition, it is already time to solicit nominees for Nebraska Press Women's 2016 Communicator of Achievement Award.

The Nebraska Communicator of Achievement (COA) is part of a national program to honor communicators who not only display exceptional achievement in the communication field, but also serve the organization and the community.

The state COA is announced annually at the fall convention and she/he serves as NPW's nominee for the national honor. A previous state COA can be nominated again provided she/he has not been the national COA winner. Only two Nebraska Press Women are ineligible: Joan Rossiter Burney and Lois

Lambley.

In addition, NPW does not allow a current state president or a member who serves as National COA Director to be nominated for the state honor. All nominees must be living members in good standing for at least two years in NPW and in NFPW. Keep in mind the COA scoring is based on professional achievements (60 percent), community service (20 percent) and service to NPW/NFPW (20 percent).

With those criteria in mind we are asking for nominees for the 2016 NPW Communicator of Achievement. Please submit nominations no later than July 1 to NPW COA Chair Barb Bierman Batie at 43590 Rd. 761, Lexington, NE 68850 or email: barb.batie@gmail.com.

In addition to the nominee's name, if you can submit a brief



note on why you think she/he is deserving of the honor that will help as the nomination process progresses. If you are unsure whether an individual is both an NPW and NFPW member for eligibility, please call Barb at 308-325-2247 and she can confirm their state and national membership.

Schindler earns top honors in communications

(Continued from page 1)

Carla Chance of Cedar Creek, also with nine first-place awards, placed second. She is the marketing and communications director for Video King in Omaha.

Lori Potter, a staff writer, photographer and columnist for the *Kearney Hub*, placed third with seven first-place awards.

First-place entries in more than 50 categories advanced to the national contest sponsored by the National Federation of Press Women. Results will be announced at NFPW's annual convention in September in Wichita.

Contest results are as follows:

Barb Batie of Lexington, freelancer and columnist: first place in news story (magazines or newsletters), personal opinion columns and education articles; second place in feature story (magazines or newsletters), and science or technology stories; third place for humorous columns; and honorable mention for general columns.

Fran Benne of Lincoln, design and communications specialist for the University of Nebraska-Lincoln: first place for newsletters (nonprofit, government or educational).

Carla Chance: first place for direct mail marketing, brochures (corporate), catalogs or manuals, audiovisuals, videos for website (corporate), social media campaign (corporate), info-graphics, publi-

cation editing (magazine or newsletter) and science or technology articles; second place in advertising banners, single advertisement and website editing (corporate); third place in advertising campaigns, business articles and feature story (magazine or newsletter); and honorable mentions in page design (magazine or newsletter) and personality profile (more than 500 words).

Lori Clinch of North Platte: third place in humorous columns.

Mary Patt Finn-Hoag of Norfolk, agriculture and youth editor for the *Norfolk Daily News*: first place in feature story (newspaper) and news or feature photo.

Terri Hahn of Osceola, features editor for the *Grand Island Independent*: first place for section editing (infrequent); and second place in personality profile (more than 500 words), headlines, single page editing and page design (newspaper).

Jesse Harding of Kearney, assistant farm director for KRVN and the Rural Radio Network in Lexington: first place in special

programming (radio), prepared report (radio) and interview (radio).

Heather Johnson of North Platte, area communications specialist for Mid-Plains Community College: first place in news or feature press release (single), news or feature release (multiple) and magapapers/tabloids.

Leslie Means of Kearney, co-founder of Her View From Home and contributing columnist to the *Kearney Hub*: first place in blogs (corporate); and second place in humorous columns and general columns.

Delores Meister of West Point, freelancer and correspondent for the *Norfolk Daily News*: first place in news story (newspaper), continuing coverage or unfolding news and religion articles; second place in arts and entertainment articles; and third place in education articles.

Bette Pore of Grand Island, senior editor for the *Grand Island Independent*: first place in editorial/opinion (newspaper), headlines and page design (newspaper); second place in single page editing (newspaper); and third place in personal opinion columns.

Lori Potter, first place in special series, history articles, environmental articles, agriculture articles, general photos, sports photo and photographer-writer; second place in news story (newspaper), feature story (newspaper), education articles and photo essay; third place in personality profile

(more than 500 words), general columns and news or feature photo.

Mary Jane Skala of Abiquiu, N.M., freelance columnist for the *Kearney Hub*: first place in home articles, sports articles, business articles, health articles and personality profile (more than 500 words); and third place in personal opinion columns.

LuAnn Schindler, first place in feature story (magazine or newsletter), arts and entertainment articles, government or politics articles, social issue articles, humorous columns, informational columns, general columns, website editing (corporate) and single advertisement; second place in continuing coverage or unfolding news, agriculture articles, environmental articles, health articles, religion articles, sport articles, personal opinion columns, publication editing (newspaper), infographics, news or feature photo and news or feature release (single); third place in news story (newspaper), feature story (newspaper), food articles, hobby or craft articles, headlines, single page editing (newspaper) and photo essay; and honorable mentions in personality profile (500 words or fewer), personality profile (more than 500 words), education articles and sport photo.

Sherry Thompson of Omaha, communications consultant: first place in reports and social media campaigns (nonprofit, government or educational).





Nearly 30 members of the Nebraska Press Women gathered for a group picture during the group's spring conference.



(Lori Potter)

Sweet treats helped to mark NPW's 70th anniversary.



(Lori Potter)

What's an NPW conference without a little music from the Kazoo Chorale? Here members Ruth Brown (left) and Barb Batie get the crowd going.

NPW Thanks its Spring Conference Sponsors

A big thanks to all that helped sponsor the spring conference: Thanks UNL College of Journalism & Mass Communications, Nebraska Press Association, Nebraska Broadcasters Association, Firespring, Nebraska Lottery, BH Media (Omaha World-Herald), Lincoln Journal-Star, and the Nebraska Farm Bureau.

About Nebraska Press Women

Nebraska Press Women is an organization of women and men from all areas of the communications industry. It provides professional development opportunities and offers a forum for discussion of issues common to all.

Founded in 1946, NPW strives to promote the highest ideals of journalism and to facilitate the exchange of ideas, knowledge and experiences.

NPW is designed for and governed by working women and men from all areas of communications. NPW opportunities include conventions, workshops, contests, awards and scholarships.

The group is celebrating its 70th anniversary this year.

For more information, go to www.nebraskapresswomen.org



After 23 years as UN professor, Brown to officially retire Aug. 31

After 23 years as a professor in the University of Nebraska system, 15 years working in traditional media plus some years as a freelancer, Ruth Brown is retiring.

The UNL College of Journalism & Mass Communications honored her with a reception on May 4, although her official retirement date is Aug. 31 – after she teaches her last online summer class and reviews proofs of a two-volume book set for which she is the lead editor. The book set is titled *The New Advertising: Branding, Content and Consumer Relationships in a Data-Driven Social Media Era*.

Brown's colleagues presented her with a Certificate of Appreciation, a gold Nebraska pin, and a framed caricature of her as a magician popping out of Andersen Hall with the William Bernbach quote, "Any idea can turn to dust or magic, depending on the talent that rubs against it."

Brown has a bachelor's degree in journalism from UNL, a masters in journalism from Ohio University, and a Ph.D. in education from UNL.

She started her career as an undergrad at UNL, working half-time as a copy editor on the *Lincoln Journal Star*. After graduation, marriage and



RUTH BROWN

a move to South Dakota, she was a reporter and then news editor of the *Brookings Register*, later joining South Dakota State University as news editor of its News Bureau.

While raising a family, she did freelance work for a variety of news outlets and clients, from photojournalism for the *Minneapolis Tribune* to PR for Daktronics. A move to Lexington meant new clients and new opportunities as desktop publishing devel-

oped. Brown started working for KRVN Radio and later its sister stations, writing and producing public relations and advertising materials.

In 1993, she was hired by the journalism department at the University of Nebraska at Kearney, and that started her long career in higher education. Although she began by teaching reporting, PR and publication design classes, it wasn't long before advertising was added to the list. She enhanced the curriculum by developing new advertising courses and built up the program, starting an Ad&PR Club.

Her work was noticed by those at UNL who hired her in 2008 to join the CoJMC faculty and teach advertising. There she continued her work with curriculum, chairing the college committee and representing the CoJMC on the UNL Curriculum Committee.

As she prepares to retire, Brown calculated the number of students she has taught through the years – about 4,000 – and said it has been fun to watch their careers develop. Now, however, her focus will be on her four grandchildren in Lincoln and two in Omaha – ages 6 months to 6 years – and on enjoying life with her husband, friends and family.

Wirth to be inducted into Omaha Press Club Hall of Fame

Six journalists who have made notable contributions to Omaha-area journalism, including Eileen Wirth, will be inducted into the Omaha Press Club Journalists of Excellence Hall of Fame on Saturday, June 4.

This year's inductees include current and former television and print journalists and a journalism professor.

The 2016 inductees are Wirth, Jim Flowers, Frank Partsch, John Prescott, the late Jim Roberts, and the late Marguerita Washington.

Wirth, a respected mentor for the next generation of journalists, will retire this spring as chair of Creighton University's Department of Journalism, Media and Computing.

She joined Creighton in 1991 as a professor after 11 years as a reporter at *The Omaha World-Herald*, eight years as a public relations writer and event planner at Union Pacific Railroad and two years at the McCartney Group.

Wirth has served on the OPC Education Committee and the OPC board of directors. She has twice been president of the OPC Foundation board, including in 2016.

Her interest in education led her to become president of the Omaha Library board and the Library Foundation board.

The eight books she has written include "From Society Page to Front Page: Nebraska Women in Journalism." She holds B.A., M.A. and Ph.D. degrees from the University of Nebraska-Lincoln and a M.A. from the University of Minnesota.

Wirth is a member of the Nebraska Press Women and the National Federation of Press Women.



WIRTH



(Lori Potter)

Hall of Fame Members Attend Conference — Past inductees into the Marian Andersen Nebraska Journalists Hall of Fame joined this year's honorees Mary Ann Koch Blackledge (seated, left) and Sharron Hollen (seated, right) at the spring conference. They include, front row, Joan Rossiter Burney, Leta Powell Drake; standing, Gwen Lindberg, Maxine Moul, Deanna Sands and Lynne Grasz.

Former Nebraska Press Women member and sports editor Jane White dies

Southeast Nebraska sports writer and editor Jane White died May 5, 2016, from complications after surgery. White, 51, of Ellis, was currently reporter for the *Wilber Republican* and covered sports through her website. White also had been a longtime reporter for the *Beatrice Daily Sun*.

White's attire included tie-dyed T-shirts and a camera that never left her side. She followed athletes in high school, college and through their professional careers. Small-school sports and activities were just as important to her as were large schools.

White is the first and only woman inducted into the Nebraska Baseball Hall of Fame. She was a member of Nebraska Press Women from 1991-2009, earning a second place for sports photography in a daily

newspaper from the National Federation of Press Women's Communication Contest in 2008. She won many other awards from NPW and the Nebraska Press Association.

Bob Steinkamp, a professional baseball scout and a longtime manager of the Beatrice Bruins, summed up White in a May 6 *Daily Sun* story: "You couldn't ask for a better friend and a better professional. She was always willing to go that extra mile for anybody. She loved sports and she had the respect of pretty much the entire coaching fraternity in Southeast Nebraska."

Steinkamp also spoke at White's May 10 funeral, where a recording was played of the Nebraska Husker Tunnel Walk.