

NPW NEWS_eLETTER

Pierce is 2013 Communicator of Achievement

by Martha Stoddard

Mary Pierce, the award-winning news editor of the *Keith County News*, was named the NPW 2013 Communicator of Achievement at the fall convention in Lincoln.

In the presentation, Pierce was described as the “epitome” of the community journalist. She has said that her job is her community project. She loves telling people about what is going on in her community and enjoys inspiring others through her stories.

Her work has earned her numerous awards in the NPW and National Federation of Press Women professional communications contests. She won first place in the state contest sweepstakes in 2011, which is given to the journalist who garners the most awards that year. She regularly places among the top three in the annual sweepstakes.

Pierce has worked for the weekly *Keith County News* since 2000. As news editor, she writes breaking news and features, covers city and

county government and reports on community issues. She also edits part of the paper. She previously worked for the *North Platte Telegraph*.

While at the *Telegraph*, she earned a bachelor’s degree in journalism at the University of Nebraska at Kearney. She was a nontraditional student who commuted from Ogallala to Kearney several times a week for classes.

Pierce is a 25-year member of NPW and has been active on the organization’s board for

many years. She has served as secretary and as the professional communications contest director and high school contest director. She is helping organize the 2014 spring convention in Ogallala.

The Communicator of Achievement award is the top honor that NPW bestows on its members. The award goes to a member who has made outstanding achievements and contributions to the profession of journalism, to the community and to Nebraska Press Women and the National Past NPW Federation of Press Women.



Lori Potter

Past NPW President Ruth Brown (left) presents the 2013 COA award to Mary Pierce (right) at the fall convention in Lincoln.

PRESIDENT'S COLUMN

This is a call for HELP.

Nebraska Press Women has two very important board positions that are open for 2014 and we would love to have some new members on our board.

Holly Oswald has taken on a new job and will not be the high school contest director, so a new director is needed very soon. Communications with the high school journalism advisers about the contest is now done by email, so that has made the job a little easier and reduced the cost for NPW. Now this year, NFPW is setting up a website for online entry in the high school contest, so that will make the director's job even easier.

The main tasks will be sending out emails with instructions, monitoring the website for entries and finding judges, who will then view the entries online to do the judging.

I have been staying in contact with Gwen Woolf, who is coordinating the setup of the online high school contest, so I will be able to pass on information on navigating the website to our new director once the website is ready.

There has been concern about first-year glitches with the websites for both the professional contest and the high school contest, but I have navigated a sample website for director training and it actually is fairly easy to understand. Plus, the high school students and their advisers will be tech savvy enough to submit their entries without much help from the NPW contest director.

We also need a newsletter editor for the coming year. Carole Meyer, who has done such a great job



Bette Pore

producing our newsletters for the past several years, is retiring from the position, so we will need a new editor by March to produce our spring newsletter.

The newsletter is now distributed by email, so the editor no longer has to print out newsletters and mail them to the membership list.

Carole can pass on the digital files she has for the newsletter as well as the email list.

The other expectation for all board members is that we meet three times a year, at the mid-winter board meeting, the spring convention board meeting and the fall convention board meeting.

If you would be interested in one of these two positions or have questions about them, contact me at bette.pore@theindependent.com or call me at 308-383-7299. If there's anyone who is already on the board who would be interested in switching positions, I also welcome that.

DuPont Pioneer shares global news and corporate communications

by Bev Weiler

Matt Habrock shared what DuPont Pioneer is doing as they find local solutions to global problems. He spoke to the NPW at the fall conference in Lincoln.

"This is not just about DuPont," Habrock said. "We need to help tell the story."

Habrock continued the theme of telling the story. He is the communications manager for the DuPont Pioneer Western business unit.

He shared the DuPont Pioneer story and encouraged NPW members to help tell the story and teach the next generation to make a difference in feeding the world.

"DuPont Pioneer wants to bring agriculture up to sustaining the growing population, that is why

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Matt Habrock of DuPont Pioneer shares some solutions to global problems at the fall NPW conference in Lincoln.

NPW NEWSLETTER

NPW will participate in NFPW online communications contest in 2014

by *Bette Pore*

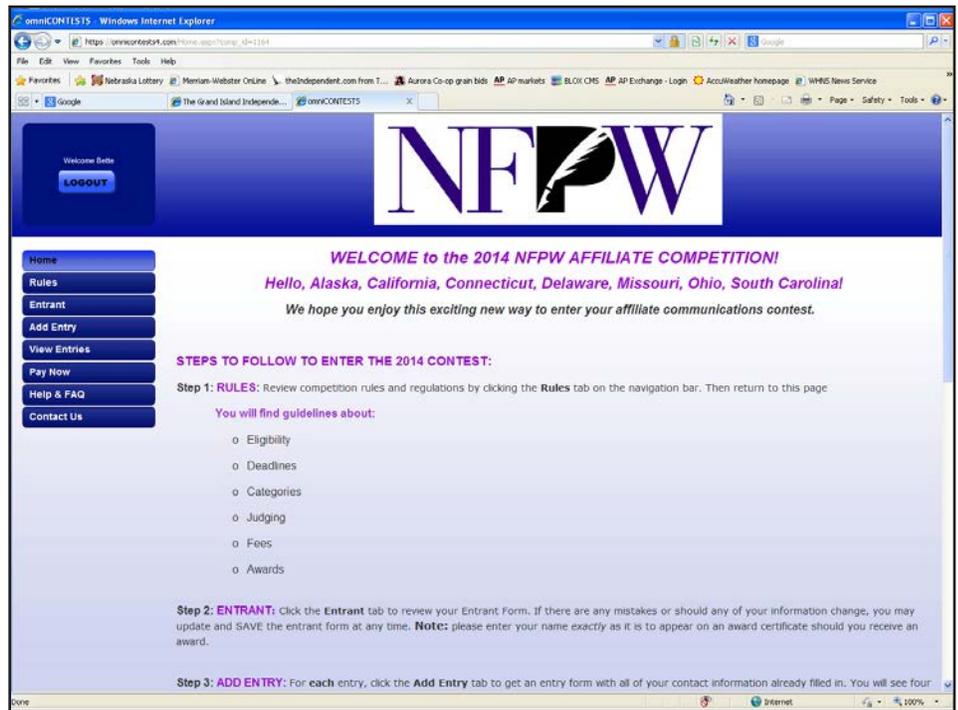
Nebraska Press Women is one of 18 NFPW affiliates that will participate in the online communications contest in 2014, so now is the time for NPW members to be determining what they want to enter and acquainting themselves with the online entry process.

The affiliates have been divided into three separate contests according to how much they wanted to charge for entries. Each group will have its own website for entries.

NPW is in Group 1, which will be charging \$10 for the first entry and \$5 for additional entries. These are the lowest contest entries. Other affiliates in this group are North Dakota, Pennsylvania, Arkansas, Iowa and Idaho.

The entry deadline will be the same for all affiliates, Jan. 27. This is later than NPW has had in the past. The online contest eliminates the time needed for mailing entries to the director and then the director sorting them and mailing them on to the judges.

All categories have the same deadline. The only exception to the online contest is that people entering books or publication editing may mail their book, newspaper or magazine to the affiliate contest director if they don't have a digital file. Entrants should just go to the website, fill out the



2014 NFPW Affiliate Competition website

entry form and print it in order to send a copy of the entry form with the book, newspaper or magazine. The judges are being instructed not to give preference to entries that are uploaded over the mailed entries in these categories.

NFPW is continuing to fine-tune the websites, so the address isn't available yet. All NPW members will receive an email with the final information when it is available.

NPW contest directors for the first year of online entries are Terri Hahn and Bette Pore. They will be available to answer any questions members have and provide step by step help to anyone who isn't comfortable with navigating through websites.

The main concern for some NPW members might be the kind of digital files that can be uploaded. But the NFPW organizers have said that virtually any type of digital file can be used. Members who work at weekly newspapers that don't have pagination may need to scan

articles or pages in order to produce a digital file. In the case of full-page entries, if you can't scan a full page, take a photo and send a .jpg file.

Accompanying this article is a screenshot of a sample website that has been used for training contest directors, showing the various tabs. To fill out an entry form, click on Add Entry. You can save each entry after filling out the entry form by clicking on Save, but that does not submit the entry. That gives you time to work at your own pace, find additional files you need to upload and go back to proof the form before you submit it.

To review your entries or to submit them when they are ready, you just click on View Entries. Clicking on an entry line will bring up the entry form so you can proof it. Clicking on Submit on each entry line will submit your entries. You can't revise your entries any more once you click submit, so wait until you are sure they are all complete.

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NFPW online communications contest *continued from page 3*

You can pay for your entries online with a credit card, or you can choose to mail a check to the contest director. When you click on Pay Now, it will show how much the entry fees are and there is a box you can check that says Pay Offline. That means you will mail your check.

The contest rules and categories will be available on the website, but you will also be able to view a category list at the NFPW website, www.nfpw.org, once the contest websites are online later this month.

Following is a contest checklist with more details about the contest. For any questions, email Bette Pore at bette.pore@theindependent.com or call 308-383-7299; or email Terri Hahn at terri.hahn@theindependent.com or call 402-747-4191.

Contest Rules

NOTE: NFPW is still fine-tuning the contest website, so we don't have the address yet. An email will be sent to all members with that information as soon as it is available.

DEADLINE:

Entries must be submitted online by Jan. 27, 2014. This deadline is for all entries, including books, but books and magazines can be entered by mail if the entrant doesn't have a digital copy. If you mail it to the contest director, it must be received by Jan. 27. **DEADLINE STRICTLY ENFORCED**

ENTRY FEES:

\$10 for the first entry, \$5 each additional entry. The contest website allows you to pay by credit card when you enter or designate

that you will mail a check to the contest director. If you mail your payment, it should go to Terri Hahn, Grand Island Independent, P.O. Box 1208, Grand Island, NE 68802.

AWARDS:

NPW spring convention, Ogallala, May 3, 2014; NFPW conference Sept. 6, 2013, Greenville, S.C.

Contest Checklist

PAY 2014 DUES BY DEC. 31, 2013

NPW/NPW dues:

\$97 for professionals, \$35 for retired, \$30 for students, mail to NFPW Membership Dept., P.O. Box 34798, Alexandria, VA 22334-0798 or pay online at https://secure.shopisgtech.com/nfpw/renew_membership_app.cfm.

NPW-only:

professionals \$30, retired and students \$15, mail to Stephanie Geery-Zink, 7352 S. 29th St., Lincoln, NE 68516-5734 or pay online at http://nebraskapresswomen.org/?page_id210.

Don't send dues to the contest director.

First place winners in the state contest will advance to national only if the entrant is a member of both NPW and NFPW by Dec. 31.

GET CATEGORIES LIST

Once the website is ready, the list will be online at www.nfpw.org/competitions. The categories list can also be accessed at the online contest website.

NOTE: Entries must be work done (published, posted, etc.) in 2013.

CAREFULLY READ CATEGORY REQUIREMENTS AND THIS CHECKLIST

NOTE:

1. Some entries require one story or one-day package; some (e.g., special articles, columns) require two stories; and some (series) have a maximum. Some (e.g., PR) require attached project explanation letters. The online form will have plenty of room for all the elements you need to include in your entry.
2. Some categories have been consolidated or otherwise changed, so read the descriptions, instructions and numbering system carefully.
3. If there is no byline, photo credit, design-editing credit or publication date on your digital file, attach a supervisor's note confirming your work and the date. This can be a word processing file or it can be scanned as a .jpg.

ONE ENTRY PER PERSON, PER CATEGORY OR SUBCATEGORY

But co-entrants are allowed as they have been in the past. Only one of the entrants will submit the entry. After filling out the entry information, click on the Co-entrant tab and you can add that person's information.

EACH STORY, PHOTO or PAGE DESIGN CAN BE ENTERED ONLY ONCE

For example, a photo entered as a single feature can't be part of a photo page entry. However, a story, photo and design from a single page can be entered in

writing, photo and design-editing categories.

MAKE SURE THE DATE AND PUBLICATION ARE ON SCANNED ENTRIES

If you are scanning only a portion of a page, put something with the publication name and date on the area that will be scanned.

ASSEMBLE A FOLDER WITH ALL THE FILES YOU WILL NEED FOR YOUR ENTRIES

Each file you upload is to have a name that associates it with the category you are entering (e.g. 01A NEWS Near-record year for rainfall.docx). The directions for this are on the home page of the contest website. If you put all the elements in a folder, you can then rename them so that when you upload them, they will be named correctly.

MASTER SHEETS ARE NO LONGER NEEDED

ENTRIES CAN BE CHANGED UP UNTIL YOU CLICK SUBMIT.

When working on an entry, you can click on save, but that doesn't submit it. You must click on the View Entries tab and then click Submit on each entry line in order to submit it. It would be a good idea to work at your own pace on getting all your entries done, then look over each one by clicking on the entry under View Entries to make sure everything is filled in correctly. Then click Submit.

Questions: email Bette Pore at bette.pore@theindependent.com or call 308-383-7299; or email Terri Hahn at terri.hahn@theindependent.com or call 402-747-4191.

Nominations invited for Marian Andersen Nebraska Women Journalists Hall of Fame

Nominations are being accepted through January 24 for the Marian Andersen Nebraska Women Journalists Hall of Fame. Since its inception in 2011, 11 women have been inducted into the hall of fame.

The general public, as well as NPW members, are encouraged to submit nominations for the award. The women nominated may be living or deceased and may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations submitted in 2013 will be considered again in 2014, and it is not necessary to resubmit the nomination.

Nominations will be judged on:

- Contributions to the profession.
- Achievements within the profession.
- Service to her communities (local as well as state and/or regional/national).

Nominations must give compelling reasons why the woman should be selected and must be accompanied by two letters of support, each of which addresses at least one of these criteria. They are to be submitted

by email to: Sherry Thompson at sherrythompson@cox.net. A nomination form and guidelines are available on the NPW website, www.nebraskapresswomen.org.

Final selection will be made by the NPW Board of Directors. The inductees will be honored at the 2014 Nebraska Press Women spring convention on May 3 in Ogallala.

Past Hall of Fame Honorees

2011

Bess Furman Armstrong
Wilma Crumley
Lynne Grasz
Marj Marlette
Beverly Pollock
Deanna Sands

2012

Mildred Brown
Harriet Dakin MacMurphy
Mary McGrath

2013

Clara Bewick Colby
Maxine Moul

CALENDAR

May 2-3 - NPW spring convention in Ogallala.

CSI for farmers dished up by South Omaha native

by Barb Bierman Batie

How did a South Omaha Italian girl end up providing CSI (Communications Strategy and Issue Management) for farmers? Tina Henderson, vice president of communications strategy for the Nebraska Farm Bureau Federation (NFBF) told Nebraska Press Women members at their fall meeting in Lincoln, it was a way to stay true to her Nebraska roots that has evolved into a long and meaningful career.

A broadcasting major, she worked at a number of television stations across central and eastern Nebraska in the early years of her broadcasting career. Because advancing in that career would have meant moving out of Nebraska, she took a job with Nebraska Farm Bureau's public relations department. There she worked not only with radio and television, but on news releases, newspaper stories and eventually served as editor of the Nebraska Farm Bureau newspaper.

The past two years Henderson has been involved in the marriage of NFBF's public policy division and their public relations department into what they refer to as CSI: Nebraska or Communication Strategy and Issue Management. "My job is to help connect the dots - help the urban audience that are members just for benefits to realize the impact agriculture has on their lives in Nebraska."

By blending public relations and public policy expertise they are better able to serve Farm Bureau

members and help them meet today's agriculture challenges through strategic communications and outreach, said Henderson.

"It is important we make stronger connections with consumers by using the right messages for the right audiences," she said.

The Farm Bureau family is a diverse audience, she noted, ranging from farmers and ranchers who are aging, to young people who are tech savvy using iPads, smart phones, Internet and podcasts.

A grassroots, statewide organization, Farm Bureau has more than 57,000 members, said Henderson. So with the divisional "marriage" came new ways of letting people know about member benefits and obtaining new benefits.

By using the NFBF website and various forms of social media communication, Farm Bureau is adapting and evolving. "We are communicating with different audiences on issues and influencing the influencers on social media," she said.

To accomplish their social media goals, NFBF hired Kassi Williams, a recent Iowa State graduate, to do work with Facebook, Twitter and other social media networks.

"We are doing more talking with insurance members about food issues, such as food security and food pantries. We initiate conversations about what farmers and ranchers do to bring food to the table, and that it's safe and affordable," said Henderson.



Lori Potter

Tina Henderson, vice president of communications strategy for the Nebraska Farm Bureau Federation shares at the NPW fall convention.

While there has been a lot of work on enhancing NFBF's social media presence, the organization's newspaper is still a vital part of their communications toolbox, said Henderson. It has been enhanced to provide information important not only to farmer-rancher members, but to those who join simply for the organization's benefits or grassroots work.

"Change is hard and expensive, but to make yourself viable in the newspaper business you have to be accessible," she said.

She encouraged communicators in the audience to, "Call me if you need a farmer. I'm available if you need help with a story or need story ideas. In all this change, we're trying to lessen the image of big

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Global news

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we need help in telling the story,” Habrock said.

“Technology is here to help farmers produce all they can. But we have a communication problem in agriculture.

“In the next four years we will experience climate changes including drought, so nitrogen and water is what we are looking at.”

Habrock shared a video of a farmer in Africa and the story he had to tell. The presentation shared the challenges the farmer had to overcome, obstacles that we can't imagine.

Although he is employed by DuPont Pioneer, he wants the story of feeding the world to spread.

“You are the story tellers, you need to be neutral.”

CSI for farmers

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business. A lot of people think we're all about insurance, but Farm Bureau was here before insurance.”

Some of the major issue management topics dealt with by CSI during the last year were taxes, GMOs (genetically modified organisms), animal rights and water, noted Henderson. Farm Bureau tried to keep the state's news media apprised of what was happening with these topics and even ordered a special study on the Governor's proposal to take a variety of tax exemptions away. “That study uncovered the fact that taking exemptions away would have a ripple down effect on the local economies, as they wouldn't have money to turn back with additional payments.”

Winter 2013

Relax...taste...create!

by Cheryl Alberts Irwin

Taking time to slow down and relax helps build creativity—especially when it involves savoring chocolate and wine. That was the message by Connie Reimers-Hild, unit leader at the Kimmel Education and Research Center at Nebraska City, and author.

“People who have more fun in life are more innovative and are more successful,” said Reimers-Hild, also a leadership and innovation coach who advises budding entrepreneurs, people, organizations and communities.

“Innovation begins with people,” she said, adding that innovation can mean change, and that for many people, change is uncomfortable.

To soothe the senses, Reimers-Hild encouraged her audience to take time to look at wine or juice in the glass, swirl it, smell it, and taste it, ever so slowly. Then they did the same with chocolate.

Savoring sights, smells and flavors set creative juices flowing as NPW members wrote on colored paper with crayons answered the questions “Who am I” and “What do I want to be?”

Reimers-Hild said it is important to take time for yourself during the day. Taking time to relax results in clearer, more creative thinking and “if it takes a little more wine and chocolate, that's OK.”

Reimers-Hild's **Go Wild with Confidence** book was written soon after her mother suddenly and unexpectedly passed away. It is a tool to help people make every moment count during the short time on Earth.



Lori Potter

According to Connie Reimers-Hild, unit leader at the Kimmel Education and Research Center in Nebraska City and presenter at the NPW fall convention in Lincoln, we should take time to slow down and relax. She says, “If it takes a little more wine and chocolate, that's OK.”

“If you believe something positive, it's infectious,” Reimers-Hild added.

Kimmel Education and Research Center is a unique public-private partnership between the Kimmel Orchard and Vineyard Educational Foundation, Inc., and the University of Nebraska. The center is available for workshops, conferences, and online education and marketing.

NPW MEMBER NEWS

Mary Pat Hoag, *Norfolk Daily News* agricultural and youth editor, received the inaugural Award of Merit Nov. 22 at the fifth annual AG-ceptional Women's Conference at Northeast Community College in Norfolk.

An award-winning reporter and longtime member of Nebraska and the National Federation of Press Women, she recently marked her 40th anniversary at the newspaper. She has been the ag editor since 1977.

Corinne Morris, dean of agriculture, math and science at Northeast Community College and chairperson of the AG-ceptional Women's Conference, said, "I wonder how many scrapbooks in Northeast Nebraska and beyond contain articles that Mary Pat has written to promote our sons' and daughters' achievements in agriculture. She has done a



Mary Pat Finn-Hoag

remarkable job of chronicling the history and importance of agriculture to society, as well as the

people involved. She has truly made a difference in all of our lives."

Mary Pat's other honors have included being named NPW's Communicator of Achievement in 2002, plus awards in the NPW and NFPW professional contests.

While completing the two-year Nebraska Leadership Education/Action Development (LEAD) Program, she wrote a series about her study-travel seminar to South America. "Discovering Another America" won an Andy Award from the University of Nebraska at Omaha for outstanding international reporting.

This fall, the *Daily News* was awarded first place from the National Association of Extension 4-H Agents for its 2012 4-H edition, a project Mary Pat has coordinated for her newspaper for 36 years.

Lori Potter



A tasty luncheon is served by Panera Bread during the NPW fall convention at DuPont Pioneer in Lincoln.



Lori Potter

Members in attendance October 12 at the Nebraska Press Women 2013 fall convention in Lincoln.



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