

November 2015

# NEBRASKA PRESS WOMEN

## Potter named COA at NPW conference

GENOA – Long-time Kearney Hub reporter and columnist Lori Potter, was named the 2015 Communicator of Achievement by the Nebraska Press Women at their fall conference in Genoa on Oct. 3.

The award is the highest honor NPW can bestow on a member and is based on an individual's contributions to her state and national affiliates, as well as her community.

In terms of commitment to NPW and the National Federation of Press Women, Potter's record is amazing, noted NPW COA Chair Barb Bierman Batie of Lexington.

"She has served twice as NPW's president, first from 1990-92 and again from 1992-94. She just completed an eight-year term on the NFPW board of directors, which included a term as president from 2012

-14 and served this past year as chairman of the NFPW Education Fund. She is currently the NPW treasurer and has served on NPW's financial committee and many other board positions."

A graduate of then Wilcox High School, Potter went on to attend Kearney State College, and upon graduation began a career in community journalism that has taken her to newspapers in Alliance, York and now Kearney.

She is the Hub's agriculture and natural resources reporter and writes a weekly column, "Potter's Wheel." She is an award winning writer and photographer, and has won numerous sweepstakes awards in both the NPW and NFPW Communications Contests, as well as in other organiza-

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Glennis Nagel, left, a past recipient of the Nebraska Press Women Achievement Award, presents 2015 NPW COA Lori Potter, right, with her plaque during the COA luncheon at the NPW fall conference in Genoa. Nagel was one of Potter's journalism instructors when Potter attended then Kearney State College.

## National Communications Contest winners announced

*By Glennis Nagel*

ANCHORAGE, Alaska – Twelve Nebraska professional communicators earned top awards in the National Federation of Press Women Excellence in Communications Contest.

The awards were announced at the NFPW convention held in September in Anchorage. To qualify for the national competition, entries had to have earned first place at the state level. Like NFPW, Nebraska Press Women is an organization of women and men who work in print and electronic journalism, public relations,

advertising, freelancing, graphic design, digital media, marketing, photography and more.

"Our NPW members have competed against some of the best-of-the-best in the nation and have come out winners," said Terri Hahn, NPW contest co-chair. "We're proud of our members and their achievements."

National award recipients, and their awards, are listed below, alphabetically by community:

**Grand Island** - Terri Hahn of Osceola, features editor for the

Grand Island Independent: second, headlines; second, sections or supplements infrequently edited by entrant - newspaper; and second, publications regularly edited by entrant - newspaper.

**Grand Island** - Bette Pore, copy editor for the Grand Island Independent: first, page design - newspaper, and second, single page, section or supplement regularly edited by entrant - newspaper.

**Kearney** - Amanda Brandt, digital reporter for the Kearney Hub,

(Continued on page 3)

**Nebraska high school students earn national recognition in Press Women contest page 4**

## President's column: NPW Moves into the Next Decade with Renewed Focus

**By Sherry Thompson**

This is an exciting time for Nebraska Press Women! As we prepare to celebrate our 70th anniversary in 2016, we are launching a new action plan that builds on past successes, while embracing the future.

NPW has a rich history, beginning with its founding in 1946 when the Nebraska Press Association was not yet open to women. Since then, the organization has evolved to include a diverse group of communication professionals working in the media, in public relations and advertising, as authors and freelance writers and more.

As we move forward, we'll build on traditions, while also incorporating new ideas. "Looking to the Future: An Action Plan for 2016-2020" is YOUR plan. The plan is rooted in the membership survey many of you completed early this year, along with several planning sessions. Members' input on what they value most about NPW, how NPW can best meet their needs, opportunities for the future and more provided valuable insights.

A five-member development team used this information

to identify common themes and come up with actionable items. Judy Nelson did an outstanding job leading the planning process and condensing seven months' worth of work into a very well-thought out, solid action plan that will take NPW to a new level. I had the privilege of working with Judy and the other team members, who met numerous times to brainstorm survey questions, review information from the planning sessions, collaborate on the final plan and much more. My heartfelt thanks to Judy, along with Cheryl Alberts Irwin, Jill Claflin and Kerry Hoffschneider for the time and energy they devoted to this project. It truly was a labor of love for Nebraska Press Women.

The action plan was formally presented to NPW's board and membership at the fall meetings in Genoa. The response was amazing. Following a presentation by Judy and comments from the other team members, the board unanimously endorsed the plan – without one question being asked. Not asking questions is pretty much unheard of for a group of communicators like ours. However,

as one person noted, members were involved along the way, so they already felt like it was their plan.

I encourage you to learn more about the plan through additional information in this newsletter. Then look for ways you can become involved as we embark on a journey that charts NPW's course for a vibrant future.

**Invite your friends  
to join NPW**

The survey told us that most NPW members joined because of a personal invitation or hearing about the organization from friends and colleagues. Thanks to membership co-chairs Kerry Hoffschneider and Judy Nelson, we now have a new recruiting tool (see form on page 7), and let your friends know about the benefits of being an NPW member.

**Thanks for a  
great conference**

It was great to see so many members, along with a few new faces, at NPW's fall convention in Genoa. In addition to hearing from great speakers, it was fun and informative to visit another new place and learn more about what makes Nebraska so unique. Special thanks to



**SHERRY THOMPSON**

Barb Micek and Nancy Hansen for planning and hosting a wonderful event.

**Silent Auction raises funds  
for 70th Anniversary**

Thanks to everyone who donated and bought items for the silent auction that was held during the fall convention. Treasurer Lori Potter reports that the auction, along with donations to the cause, raised \$418 that is earmarked for NPW's 70th anniversary celebration.

Special thanks to the Norfolk Daily News for donating the Husker package.

Thanks for all that you do to make NPW the great organization that it is. The best is yet to come.

### Board Updates

Nancy Hansen was elected secretary at the fall membership meeting. She replaces Mary Jane Skala, who moved to New Mexico.

In conjunction with her role as visibility action team leader, Glennis Nagel will also serve as publicity director.

Jill Claflin is serving as professional development director, a new position added as part of NPW's action plan.

LuAnn Schindler is the new co-chair for the high school contest.

### 2015 Nebraska Press Women Board of Directors

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  
Professional Development: Jill Claflin

Member Services: Barb Micek  
Membership: Judy Nelson  
Kerry Hoffschneider  
Newsletter: Mary Pierce  
Publicity: Glennis Nagel  
Legislative/First Amendment: Stephanie Geery-Zink  
Parliamentarian: Beverly Wieler  
Scholarship: Jill Claflin  
Past President: Bette Pore

# Potter named COA at NPW...

(Continued from page 1)

tions, including the Nebraska Press Association and North American Ag Journalists, said Batie.

"It was 20 years ago that Potter first received the COA award. Because of her father's death at the time of the national convention, she was unable to attend her honors ceremony. While her achievements in 1995 were impressive, in the following decades she has only continued to excel and contribute to her profession, her community and her professional organizations and we are proud to have her recognized again.

"She a consummate professional

and her dedication to accuracy and clarity in her writing gives readers a better understanding of the challenges, rewards and importance of agriculture and natural resources to this state. She is respected across the board by leaders in the ag and natural resources arena for her professionalism. The people in her community are better informed because she is there," Batie concluded.

A formal COA application will be submitted to NFPW in May of 2016 with the National Communicator of Achievement to be announced at the NFPW convention in Wichita, Kan., in September of 2016.



Lori Potter receives her communication contest awards from National Federation of Press Women President Teri Ehresman during the national conference held in September in Anchorage.

## National Communications Contest winners...

(Continued from page 1)

and Ashley White, former online editor/city hall reporter for the Kearney Hub: second, website edited or managed by entrant(s) - corporate or for-profit, and third, investigative reporting. White also earned a second in specialty articles - government or politics. Brandt, along with Tyler Jacobs, Kearney Hub video editor, placed third in videos for website - corporate or for-profit.

**Kearney** - Lori Potter, agriculture/natural resources reporter for the Kearney Hub: first, specialty articles - green/environmental; first, single photograph - general photo (open competition - no sub-categories as to type of publication); second, photo essay; and honorable mention, specialty articles - education.

**Kearney** - Mary Jane Skala, former business/lifestyles reporter for the Kearney Hub: first, specialty articles - business; second, specialty articles - religion; and third, specialty articles - physical health/fitness/mental health/self-help.

**Lincoln** - Cheryl Alberts Irwin, freelance writer, and Judy Nelson, freelance writer and author: second, public relations materials - newsletters - nonprofit, government or educational.

**North Platte** - Heather Johnson, formerly a reporter for the North Platte Telegraph, honorable mention, special series.

**Omaha** - Carla Chance of Cedar Creek, marketing communications director for Video King/VKGS in Omaha: first, advertising posters, billboards, and banners; second, single advertisement for print or electronic publication; and third, advertising campaign.

**Omaha** - Sherry Thompson, freelance writer: second, writing for the Web.



# Nebraska high school students represent state well at national contest

**By Bette Pore**

A total of 15 Nebraska high school students received awards in the 2015 National Federation of Press Women High School Communications Contest for work during the past school year.

Award winners included:

Bria Menagh, Grand Island Senior High in Grand Island, second in editorials for "Epidemic of ignorance;"

Thomas Huerter, Westside High School in Omaha, second in opinion for "Getting Through Loss: Finding Your New Normal;"

Aren Rendell, Westside High School in Omaha, third in sports story for "AIR BRATTON: Basketball player returns from summer injury;"

Grace Friesen, Grand Island Senior High in Grand Island, second in columns or blogs for "The non-

traditional love letter" and "Second String;"

Clairissa Selby, Westside High School in Omaha, honorable mention in feature photo for "Back to School Barbecue;"

Sarah Lemke, Westside High School in Omaha, third in sports photo for "District Champions;"

Walter Gonzalez, Grand Island Senior High in Grand Island, honorable mention in graphics for "Welcome to Walter's World of Fun and Games;"

Samuel Frankel and Jack Cohen, Westside High School in Omaha, honorable mention in radio/television interview or talk show for "WMG RADIO: Getting the W, Episode 7;"

Elias Ginsberg, Westside High School in Omaha, second in video web news story for "Nebraska High

School Theatre Awards;"

Jon Bass, Westside High School in Omaha, first in video feature story for "Senior expresses himself through graffiti;"

Morgan Keith, Bellevue West High School in Bellevue, first in video sports story for "Thunderbirds H.E.A.T.;"

Hailey Morgan, Grand Island Senior High, third in yearbook layout;

Bri Cleveland, Grand Island Senior High, third in yearbook photo;

Carlyssa Warner, Bellevue West High school in Bellevue, second in yearbook copywriting for "The road to victory."

Directors for the 2016 contest will be Bette Pore and LuAnn Schindler. Information on next year's contest will go out to high school journalism advisers in January.



**LUNCHTIME AT THE NPW CONFERENCE IN GENOA**

## **NPW scholarship applications to be available in January**

**By Jill Clafin**

Applications for Nebraska Press Women's 2016 scholarships will be available beginning Jan. 8. Completed applications must be postmarked by March 18.

The timing will allow scholarship winners to be invited to NPW's 70th anniversary conference in Lincoln April 23.

Packets mailed to high schools and colleges will include application forms and complete eligibility and entry information. Applications also will be available on NPW's website and will be emailed to members who may want to personally contact potential applicants.

The NPW Memorial Scholarship annually awards \$750 to an upper-class or graduate student in Nebraska pursuing a degree in some field of communications.

The \$500 Marianne Beel Memorial Scholarship is awarded each year to a Nebraska high school senior. The scholarship honors the work and memory of longtime NPW member Marianne Beel of Valentine.

# All in a writer's life

In case you haven't noticed, writers are an odd lot. With discerning tendencies, we impulsively detect meanings and construct narratives in literally everything.

Take, for instance, my half-dozen journals chockfull of reflections on topics ranging from the wordless tension of the writing discipline to being in the calming presence of ocean waves.

Our sense of time and place weighs so heavily that we take note of the faintest notions of sounds and textures, like this piece I constructed early one morning...

There is little to be said about this dewy morning, stretching and yawning its way out of deep slumber into a cavernous hollow of humming morning traffic. Shaping the day's agenda, a slight rustling of trees, still drenched with raindrops from last night's storm.

As daybreak wanes into afternoon, the pulsating buzz of locusts do the math, telegraphing what the temperature will be at 5 o'clock when you come back through the threshold of our union and continue to love me forever.

Dedicated daily writing is essential to any writing life. Considered training and practice – it's the due diligence one must endure to sharpen skills, develop endurance. Like an athlete; like exercise, it makes our writing stronger and hopefully better. Here I am reflecting on my resistance to that discipline...

The idea of daily sitting down [or standing up] and writing for an hour is not without its merits. Come what may, I will discover a repository of thoughts, scenarios and encounters scribbled in some form or fashion, only now a promissory note of drips and drabs of its future potential.

My chicken scratch may be illegible or difficult to decipher at best. Although distractions easily take me away from storytelling, preventing me from articulating crushing blows of the heart, whispers of the soul or the burdensome yoke life enigmatically carries around its neck.

Yet, when I collect my thoughts and push this pen across the page (or the other way around), I spot a cohort of sentiment to which I turn for inspiration, guidance and reassurance. Alternatively, I am inclined at times to circle the writing life, like a would-be prize fighter dancing in the ring with fists held tightly to my nose ready for the next one-two punch.

Just about everywhere I go, I carry writing utensils. Like when I traveled to Canon Beach, Oregon, in September. It was a busy time and we were trying to pack it all in, but I confessed I had to sit down on the beach and write this...

The Pacific Ocean, sparkling. A field of glimmering crystal rubbing shoulders with the horizon – tolerant and forgiving. Charging waves roar incessantly, spouting and folding into gurgling curls. At first, ripping rebelliously. Then, rolling compliantly onto the waiting lap of this sandy beach.

People, as seafarers, traipse about like ants in the shoreline's misty haven. While pestering ancient rock formations with cheeky chatter, their cameras capture incidental slices of magnificently luminescent views north, south and west.

Congregating gulls swoop and holler. Swirling waters cluster over history, weathered into a galvanized time capsule buried here.

The finery of blowing sand offers a persistent gritty veil in my eyes; on my pen, over my paper; between my toes; covering the backdrop of this scene – a nuptial image, joyfully frozen in time and space.

The crown jewel of Canon Beach: Haystack Rock, a majestic lava fortress, an ornamental castle not lost on the Pacific Coastline, yearns back in time through the hunting and pecking of hundreds of gulls. Whining seabirds cast enlarged shadows over the beach – a desert dotted with broken dreams.

So goes the writing life – there's always something.

*(Paula Bosco Damon is a national award-winning writer whose columns appear weekly in regional newspapers in the Upper Midwest. The author conducts readings of her works and writing workshops for beginning writers. Mary Pat Hoag, who met Damon through Press Women, submitted the column.)*

## Letters of love and gratitude



Dear NfPW Sisters:

*Thank you so much for the get well card you sent when I was undergoing breast cancer treatment.*

*My doctors told me from the beginning that it had not spread, they could get it, and I would be fine.*

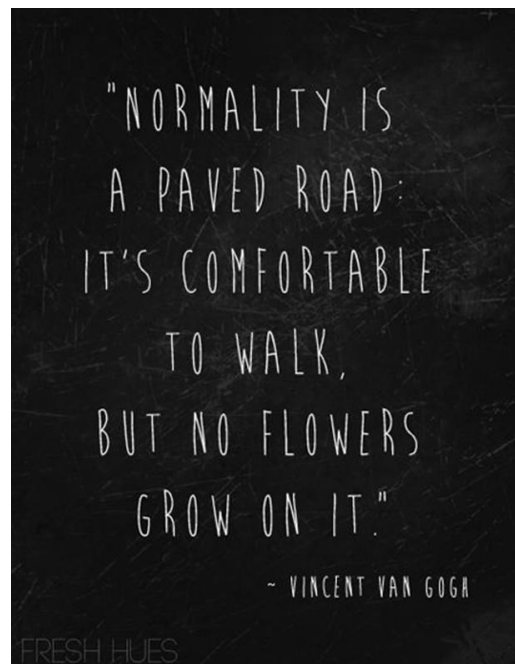
*I had chemo over the winter to reduce the tumor and surgery in May. It hasn't spread, so I am cancer-free.*

*I am so grateful for the cards I received, as well as the prayers. They obviously made a difference.*

*Thank you again.*

*Sincerely,*

*Suzanne Hanney  
Chicago, Illinois*



# Chicago Tribune change agent Jane Hirt to headline spring convention

**By Ruth Brown**

Former Chicago Tribune managing editor Jane Hirt will headline the NPW's spring convention April 23, 2016, in Lincoln. A 25-year veteran of the news media industry, Hirt embodies the NPW's 70<sup>th</sup> anniversary convention theme of "Embracing the Future, Respecting the Past."

The UNL journalism graduate was called a "charismatic leader who could make change happen" by Gerry Kern, the Chicago Tribune editor who recognized her abilities and tapped her for managing editor/vice president of the Tribune in 2008, a position she held until Nov. 24, 2014, when she chose to step down to pursue personal interests.

Hirt may be best known as the founding co-editor, then editor of RedEye, a Tribune experiment to create and then steer into solid profitability an innovative commuter news and entertainment publication for young, socially-minded and very busy adults who weren't reading daily newspapers anymore. Prior to her work on RedEye, Hirt served in various editing roles on the Tribune's national, foreign and sports desks.

The NPW spring convention will also feature a workshop on using social media for reporting, for community involvement and for promotion. The 90-minute workshop will be presented by Michelle Carr Hassler, assistant professor of practice at the UNL College of Journalism & Mass Communications (CoJMC).

Hassler, who has won numerous national awards for her teaching ideas, created UNL's first social media course for journalism majors. She continues to teach that in addition to courses on multimedia reporting and online journalism. A UNL journalism graduate, Hassler was a reporter and editor at newspapers in Colorado, Arizona

and Nebraska for 16 years prior to joining the CoJMC faculty.

Two more extraordinary people are scheduled for the spring convention. UNL CoJMC's dean, Dr. Maria Marron, will update the group on the current state of journalism education. A native of Ireland, Marron worked as a journalist and a public relations professional. She came to the U.S. as a Rotary

International fellow to obtain her masters and PhD degrees, taught at Ohio State University and was department chair at Central Michigan before accepting the position in Lincoln.

Professor Joe Starita will be the speaker for the evening Awards Banquet where he will provide a preview of his latest book, which is on Nebraska's Susan LaFlesche Picotte, the first Native American female physician. Starita, an entertaining and inspiring speaker, was an investigative reporter for the Miami Herald before joining the UNL CoJMC faculty. He teaches depth reporting and is the award-winning author of several books including "I Am a Man: Chief Standing Bear's Journey for Justice."

More details and information on a planned media relations workshop will follow in the next newsletter, but save the date – Saturday, April 23 – for the NPW spring convention in Lincoln.

Tell all of your communications industry friends about it, too, and use it to recruit new members so that our 70<sup>th</sup> anniversary year can be the biggest and best yet.



**JANE HIRT**

## Nominations Invited for Marian Andersen Nebraska Women Journalists Hall of Fame

Nominations are being accepted for the Marian Andersen Nebraska Women Journalists Hall of Fame. Submission deadline is Jan. 22, 2016.

The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities.

The public is invited to submit nominations for the award. Women nominated may be living or deceased, 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 2015 will be considered again in 2016, 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 Nebraska 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. For nomination form and guidelines, go to [http://nebraskapresswomen.org/page\\_id=303](http://nebraskapresswomen.org/page_id=303).

Final selection will be made by the NPW Board of Directors.

Inductees will be honored at the April 23, 2016 Nebraska Press Women spring convention in Lincoln, also celebrating the organization's 70th anniversary.

Convention details will be announced at a later date.






*Sometimes ideas come out  
of the "WORDWORK"...*

**If new members join between  
September and December,  
dues paid will cover the entire  
following year.**

### **Nebraska Press Women membership benefits:**

- Gain new skills and enhance current ones.
- Win awards.
- Gain critiques of your work.
- Share ideas with people who understand your work opportunities and challenges.
- Be part of our freelancing directory.
- Make new friends.
- Have fun!

You can find out more and join online at  
[nebraskapresswomen.org](http://nebraskapresswomen.org)

 [www.facebook.com/nebraskapresswomen](https://www.facebook.com/nebraskapresswomen)

Date \_\_\_\_\_

Name \_\_\_\_\_

Preferred address \_\_\_\_\_  
\_\_\_\_\_

Work phone \_\_\_\_\_

Home phone \_\_\_\_\_

Preferred email \_\_\_\_\_

Job title \_\_\_\_\_

Employer \_\_\_\_\_

*Choose your membership:*

#### **Nebraska Press Women Only**

- ☐ Professional membership - \$30
- ☐ Student membership - \$15
- ☐ Retired professional membership - \$15

*Make check payable to NPW*

#### **National Federation of Press Women and Nebraska Press Women**

- ☐ Professional - \$97 (\$99 after 1-1-16)
- ☐ Student - \$30 (\$35 after 1-1-16)
- ☐ Retired professional - \$35 (\$40 after 1-1-16)

*Make check payable to NFPW*

*Please send completed form and check to:*

Lori Potter  
4437 Parkwood Lane  
Kearney, NE 68845



# Miller shares tips for 'Survival in the digital age'

*By Bette Pore*

"Survival in the digital age" was the focus when Mark Miller, senior communication specialist at Nebraska Public Power District, presented "The Evolution of the Infographics in Social and Traditional Media" Oct. 3 during the Nebraska Press Women fall convention at the Genoa Indian School in Genoa.

"The old rules are out the door," Miller said. "Social media has changed everything."

People aren't reading as much anymore, so to communicate, we need to use a visual message, he said. Infographics are a visual form of storytelling.

They can capture a reader's attention with color, large type and with charts that quickly get the point across. Sometimes seeing the information visually can clarify the ideas, Miller said.

Keeping it simple is important, using just a few words, is essential. The content is key, of course, but that means you can only present the most important ideas.

"Color sells things," Miller said, noting that in designing infographics,



**NPPD communication specialist Mark Miller shares knowledge with Press Women.**

we need to think artistically.

Gather the information first and then decide which type of graphic will work best.

Miller listed six types of infographics, the process graph, list text, single chart, timeline, repeated chart and mixed charts.

The process graph and list text are successful, he said, because they develop or point out relationships.

A timeline has plot, he said, so it

works well in getting the story across.

Repeated and mixed charts, on the other hand, fail because they're so complex.

Good infographics reinforce the message, tell a story and catch the eye, Miller said. They can even be considered insightful or compelling. They can inspire, they can entertain, but most importantly, they deliver messages that stick.



**During the COA lunch at the fall conference, past COA recipients revealed clues to the identity of this year's recipient, Lori Potter.**



# Genoa Indian School offers powerful lesson

*By LuAnn Schindler*

Imagine being removed from your home, not being able to speak the language you are accustomed to hearing, being told you must learn to assimilate.

These were just a few lessons of the past that filter through the hallways, peek out from every nook and cranny of the Genoa Indian School.

The Genoa school is one of four boarding schools designed to provide "success of the Pawnee Indians," said Jerry Carlson, who guided Nebraska Press Women members through a tour of the Manual Trading building.

In 1857, the Pawnee and the U.S. government entered into a treaty to settle on a reservation near the Loup River, in what became Nance County. The Pawnee Agency School was established until the 1870s, when the tribes were forced to move to Oklahoma.

By 1882, the government set up the boarding school, using funds granted from Congress.

The Genoa school was one of the largest and most successful Indian training schools, spanning 320 acres.

Children from 40 different tribes converged on the Genoa site. After spending half a day learning math and honing English and reading skills, students spent the other half day learning a trade.



Here, male students studied agriculture, trades, including harness making, carpentry, blacksmithing and even journalism. Females learned basic homemaking skills, like baking and sewing. Some studied nursing.

A variety of activities were available for students to take part in, including basketball, baseball, track, band, orchestra, piano and scouting.

Once a student arrived in Genoa, he or she was not allowed to return home for three years. That time period was set by the government, since it picked up the tab for travel. Natives were not allowed to speak their native language while on campus. This made it difficult for the Natives to communicate with loved ones, creating a divide that, possibly, became difficult to conquer.

In 1934, the Genoa school closed. Land and buildings were deeded to the State of Nebraska. A penal colony was set up and eventually, a seed

farm established.

The industrial building now serves as the interpretive center, which features a scale model of buildings, flags representing which tribe students were mem-

bers, newspaper articles and handiwork of the former students.

Walking across the hardwood floors in the upstairs classrooms, visitors may have felt an eerie sense of isolation - even abandonment - that students may have experienced when sent here to discover the means for a better life.

The Genoa Indian School is an interesting piece, not only of American history, but Nebraska history that should not be forgotten, a lesson to continue to learn from.



**Sherry Thompson (back) and Jill Claflin celebrated birthdays during the fall conference, enjoying cake in the hospitality room.**

# Carlson speaker during fall NPW conference



Nancy Carlson was a guest speaker during the fall NPW conference held at Genoa.

*By Bev Wieler*

Nancy Carlson has been digging in the dirt for a number of years. Gathering with the Nebraska Press Women she shared pieces of the stories she has dug up.

With a master's degree in anthropology/archeology, Nancy shared with NPW members information about digs in central Nebraska she has been involved in.

The artifacts found at those digs have helped understand the life changes of Native American tribes and in the environment changes in the state.

When asked how her team knows where to dig, Nancy explained that "someone just happened to notice things eroding out of the soil."

The digs show evidence of extreme droughts shown by the tools found and how they wore.

The artifacts unearth a lot of information, some of which she shared.

"Central Nebraska is where the Pawnees were," she said. "The Pawnees built on high bluffs until they started using horses in the 1700s. When they obtained the horses they moved lower off the bluffs closer to water."

Nancy also shared that the Pawnee Nation had four distinct bands, the Skidi, Pitahawirata, Chaui and Kit-kehahki. Many of the Pawnee were in the Genoa Indian School.

The school didn't protect them from the conflicts of other tribes as it carried on, even though they were children.

Nancy and her husband led tours of the school during the fall conference and pointed out the other buildings that were used by the school that still stand in Genoa.



(From left) Nebraska Press Women Kerry Hoffschneider, Barb Micek and Barb Batie visit in the hospitality room following the Oct. 2 board meeting.

*Do you know which is the best part of life ???*

*Its Simple, when your family understands you as a friend and your friends support you as your family.*





# Exploring Last Frontier

*By Mary Pat Finn-Hoag*

Spectacular. Majestic. Breathtaking.

Those are some of the words I've used to describe my recent 10-day Alaskan adventure.

I was in Alaska — for my very-first time — attending the annual National Federation of Press Women Conference in Anchorage, which also included pre- and post-tours to various points of interest from Whittier to Anchorage to Fairbanks.

Alaska is this nation's farthest northern, western and eastern state (its farthest Aleutian Islands are in the Eastern Hemisphere). Sometimes it seemed like I was in a foreign country.

At times, I wished my head could rotate 360 degrees, enabling me to take in the panoramic views — all at once. The majestic mountain ranges, the millions of stately trees, the free-ranging wildlife, the pristine waters ... I consider Alaska a must-see state — at least once — for anyone residing in the Lower 48, as well as Hawaii.

Alice Rogoff, owner and publisher of the Alaska Dispatch News in Anchorage, agrees. In an editorial preceding President Obama's early-September visit, she wrote: "This (Alaska) is a place so fundamentally different from the rest of our nation that there is no way to grasp its people and qualities except by

visiting in person."

Attending annual conferences — conducted across the country — is a special perk of NFPW membership. The conferences are a time to renew friendships and meet new members. As a more than 35-year member, I've agreed to be a mentor to a first-time attendee for several years (we all remember our first conferences).

The educational workshops are another plus, likely not all pertain to your work role, but it's a way to broaden your knowledge on a variety of topics. The two awards banquets are a special time when members are recognized for their outstanding work and accomplishments (and it's interesting to see what finery every person chose to wear).

My thoughts lead up to the 2016 NFPW Conference in Wichita the week of Labor Day. Let's send several caravans of NPW members south! We'll cheer on Lori Potter, our 2016 Communicator of Achievement, as she vies for the national title. And maybe some of you will be national communications contest winners.

NFPW members will head to Birmingham, Ala., in 2017, and to the Bethlehem, Pa., area in 2018. I guarantee you each NFPW conference — and our NPW conventions — will be highlights of that year.



NPW members Mary Pat Finn-Hoag (above) and Lori Potter attended the National Federation of Press Women convention held at Alaska in September.



Lori Potter took advantage of the Alaska scenery and took many photos on the trip.



# Action Plan Will Lead NPW into the Future

“Looking to the Future: An action plan for 2016-2020” is YOUR plan.

Input gained from members through a survey early this year and planning sessions – including a SWOT (strengths, weaknesses, opportunities and threats) analysis, visioning workshop and planning meeting – is the foundation for the plan that was developed and unanimously endorsed by NPW’s board on Oct. 2.

The plan focuses on three goals, each of which has three objectives and related action steps. Objectives and action steps will be reviewed annually and updated as needed throughout the life of the plan, which was designed to provide opportunities for flexibility.



## NPW action plan for 2016-2020

Nebraska Press Women is an organization dedicated to providing professional development opportunities and camaraderie across a statewide community of communicators. Knowing a vital, vibrant organization benefits both communicators and those they serve, NPW's goals for the next five years are:

# NEBRASKA PRESS WOMEN

### GOAL 1:

## Increase membership

Objectives

- 1.1 Develop recruitment and retention plans.
- 1.2 Increase statewide diversity across communications professions, holding true to the First Amendment.
- 1.3 Develop a survey strategy for member satisfaction.

### GOAL 2:

## Provide valued and relevant programs, member services and networking opportunities

Objectives

- 2.1 Align conference programs with members' needs expressed in the 2015 membership survey and subsequent follow-up surveys.
- 2.2 Increase communications contest participation to at least 50 percent of members.
- 2.3 Provide one to three specific networking opportunities per year.

### GOAL 3:

## Increase NPW's visibility

Objectives

- 3.1 Develop and define the NPW brand.
- 3.2 Develop a marketing plan and package.
- 3.3 Develop a plan for promoting NPW in the community.

Update in your status? Have a new job?  
A new grandchild?  
Let your friends and fellow Press Women know!  
Email newsletter items to [marypierce97@yahoo.com](mailto:marypierce97@yahoo.com)

**“WHEN YOU CAN'T CHANGE THE DIRECTION OF  
THE WIND – ADJUST YOUR SAILS.”**



# Three Teams Are Foundation for Action Plan Implementation

**By Sherry Thompson**

Three action teams are being formed, each focusing on an overall goal, as NPW implements our new five-year action plan. The team concept allows us to work collaboratively and to share the workload as we embark on an ambitious plan that will ensure NPW continues to be the kind of organization that benefits members – and the communication professions - now and into the future.

We encourage you, as an NPW member, to get involved on a team. It's a great way to connect with other

NPW members, work together toward a goal and make a difference. We have three talented team leaders who will oversee each goal:

- \* Visibility – Glennis Nagel will lead the initiative to develop and better define NPW's brand, develop a marketing plan and promote NPW in the community.

- \* Programming/Member Services – Jill Claflin will take the lead for programming, networking and communications contest initiatives under the plan.

- \* Membership – Lori Potter will

oversee efforts to increase membership, including developing recruitment and retention plans and increasing stateside diversity across communications professions.

Judy Nelson, who led the strategic planning process and authored the plan, will serve as advisor to the action teams.

I invite you to volunteer to serve on a team. If you are interested in joining a team, or learning more about the opportunity, please contact me at [sherrythompson@cox.net](mailto:sherrythompson@cox.net) or 402.891.5789.

## What's Most Exciting to Me about NPW's Action Plan

Members of the development team for "Looking to the Future: An action plan for 2016-2010" and newly appointed action team leaders share their thoughts:

*"It has been wonderful to see the enthusiasm with which NPW members have participated in planning for NPW's future. Thanks to all who took part – your ideas and insights are the basis for a good, solid plan to move NPW forward. Now it's time to implement that plan. With enthusiasm!"*

Judy Nelson, development team leader and action team advisor

*"The plan provides wonderful action step suggestions for advancing Nebraska Press Women to a wider audience. I'm excited for the opportunities to expand NPW offerings to potential new members, and am thrilled to welcome them aboard."*

Cheryl Alberts Irwin, development team member

*"When I retired and returned to Nebraska two years ago, I eagerly anticipated rejoining Nebraska Press Women and reconnecting with friends at its conferences. When the first conference rolled around, I was*

*beyond thrilled to see so many familiar faces. As I drove home and reflected, though, I became disconcerted that I had met so few new people. Having been away from the state for 18 years, I had expected that I might know relatively few conference attendees. As grand as it has been to renew ties with the past, I'm thrilled that the new action plan gives us a proactive, achievable way to ensure a vital and vibrant future.*

*"If we take the five-year plan seriously, and I believe we will, I'm confident we'll see a whole lot of new faces, and even more enthusiasm for the organization's benefits, as we celebrate our 75th anniversary in 2021."*

Jill Claflin, programming/member services action team leader and development team member

*"Even though work on the action items within the NPW plan is just starting, I'm excited to see so many members willing to get involved by agreeing to serve on a focus committee. We know that not everyone is in a position to take on a huge project, but we all can serve as sounding boards for ideas and maybe take ownership or help with one task. There is an old saying about many*

*hands lightening the workload for everyone, even if each set of hands carries something different.*

*"I like hearing words such as 'mentoring' to go along with networking. It's no secret that the best way to recruit and keep members is to help them immediately establish relationships with us and find value in having ties with people in similar professions. The other up side of that for NPW is bringing in new people with additional talents and fresh perspectives about who we are and who we want to be."*

Lori Potter, membership action team leader

*"The plan is exciting to me as a newer member because it demonstrates the organization is brave enough to pioneer a new future while holding on to the core values of their mission that should never change. What an honor to be part of a group of friends and comrades who love the art of words and care so much about the power of upholding our First Amendment rights in all areas of professional communications. Cheers to the future while we celebrate a wildly successful past."*

Kerry Hoffschneider, development team member