



Spring 2015

Two to be inducted into NPW Hall of Fame

By Cheryl Alberts Irwin

Two new members will be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame during Nebraska Press Women's spring convention luncheon April 25 at the Lexington Public Library, 907 Washington St.

The 2015 honorees are Dr. Beverly Deepe Keever of Honolulu, Hawaii, and Joan Rossiter Burney of Lincoln.

Burney is a Hartington native who discovered her talent for writing at age 39 when she began writing for the local Cedar County News. Burney went on to become a self-syndicated columnist, feature writ-

er, book author and motivational humorous speaker whose stories touched countless lives throughout Nebraska and the United States. A true community journalist, this NPW member for 45 years has been honored with more than 250 awards, including being named the National Mother of the Year by American Mothers, Inc. in 1991, National Communicator of Achievement in 1993 by the National Federation of Press Women, and Woman of Distinction by the Nebraska Commission on the Status of Women in 1995.

Keever is a Carleton-area native and was the longest-serving Western



(Photo by Lifetouch, Inc.)
Joan Rossiter Burney, a Hartington native, began writing a newspaper column at age 39. She went on to become a book author, humorous speaker and recipient of more than 250 awards.

correspondent during the Vietnam War, writing for publications including Newsweek, the

(Continued on page 2)

Inside this issue:

President's Column 4

Fall Conference Information 5

New Members 5

Spring Conference Schedule 6

Spring Conference Registration 7

Survey Results 9

Spring conference will be 'Plum Awesome!'

By Barb Bierman Batic
Conference co-chair

LEXINGTON – Nebraska Press Women and guests are invited to head to Lexington in west central Nebraska for the Nebraska Press Women's 2015 spring conference April 24-25. Theme for the conference will be "Growing for the Future."

A thriving community of almost 11,000, Lexington boasts a diverse, multi-cultural population and a diversified economy. Agriculture's roots are deep here as crops and livestock thrive with the availability of irrigation and an eager work force.

Tourism is an important cog in the local economy, drawing on a

history associated with the Oregon, Mormon and California Trails and later the Lincoln Highway. Known as Plum Creek until 1889, Lexington convention participants will have an opportunity to learn about this local history at the Dawson County Museum during their

(Continued on page 3)

Two to be Inducted into NPW Hall of Fame...

(Continued from page 1)

New York Herald Tribune and the London Daily. Her work for the Christian Science Monitor, reporting from the KheSanh Outpost, was nominated for a Pulitzer Prize. Her recent book on her experiences, "Death Zones and Darling Spies," is the 2015 "One Book, One Nebraska" selection. An emerita professor of journalism at the University of Hawaii, Keever is a graduate of the University of Nebraska in journalism and political science, and of the Columbia University Graduate School of Journalism.

The public is invited. Reservations for the \$10 luncheon are due April 18 to Jill Claflin, 317 E. 20th St., Cozad, NE 69130.

Details are available at the website: www.nebraskapresswomen.org.

With these latest additions, the Marian Andersen Nebraska Women Journalists Hall of

Fame has 16 members. The Hall is located on the second floor of Andersen Hall at the University of Nebraska-Lincoln. Honorees also are listed on the Hall of Fame section of the Nebraska Press Women website.

The Hall of Fame was established in 2011 by NPW to commemorate the 65th anniversary of the organization as an affiliate of the National Federation of Press Women. These women journalists are recognized 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. Nominees are sought from the general public and honorees are chosen by the NPW Board of Directors.

Other Marian Andersen Nebraska Women Journalists Hall of Fame members are Leta Powell Drake, Gwen Lindberg, Elia Wilkinson Peattie, Maxine Moul,

Clara Bewick Colby, Mary McGrath, Mildred Brown, Harriet Dakin MacMurphy, Bess Furman Armstrong, Marj Marlette, Wilma Crumley, Beverly Pollock, Lynne Grasz and Deanna Sands.

A nonprofit professional organization of women and men in communication, Nebraska Press Women provides professional development opportunities for Nebraska's communicators.



(Photo by Mary Ann Changg)

Beverly Deepe Keever, a Carleton, Neb., area native, used a portable typewriter during seven years of reporting the Vietnam War.

Spring conference will be “Plum Awesome!”...

(continued from page 1)

free time on Saturday or they can explore the Heartland Museum of Military Vehicles, founded by four Vietnam War veterans with a passion for restoring military vehicles.

Activities get underway at 6 p.m. Friday night, April 24 with the NPW board meeting at the Holiday Inn Express, 2605 Plum Creek Parkway. Afterward, early arrivals are invited to join in cookies, conversation and more in the hospitality room. (Ask for room number at check-in.)

The next morning, we move to the Lexington Public Library's Benthack meeting room, 907 N. Washington. The 20,000 square-foot library was designed in a Prairie-style and is reminiscent of the design used in the Frank Lloyd Wright house in McCook. Dedicated in 2006, the state-of-the-art facility offers public computers, a youth reading room, expansive children's area and smaller private study rooms. A fireplace nook beckons readers year-round, but especially during Nebraska's chilly winters.

The semi-annual business meeting opens the convention and will run from 8:30-10:15 a.m.

Keynote speaker Dr. Bill Podraza of Unique Technique Inc., will conduct a leadership development workshop starting at 10:30 a.m.

Podraza has a wealth of experiences in all levels of the world of work, ranging from being a railroad maintenance worker to serving as a school counselor, psychologist and football coach, to serving as a city manager, including Lexington.

Now operating his business from a base in Columbus, Neb., Podraza shares professional theories in the area of human relations and at the same time is able to take that theory and turn it into practical applications. He uses humor and personal anecdotes throughout his presentation to make learning fun and practical.

At noon, NPW members and guests will induct two new members into the Marian Andersen Nebraska Women's Journalism Hall of Fame. The 2015 honorees are Dr. Beverly Deepe Kever of Honolulu, Hawaii, and Joan

Rossiter Burney of Lincoln.

At 1:30 p.m., Podraza returns for a second 60-minute workshop, this time to help participants with strategic planning. Whether planning for the future of their business, news organization or personal life, Podraza notes there are basic steps to help promote growth and understand among colleagues, business partners or family.

At 2:45 p.m., Podraza will lead an hour-long strategic planning session specifically tailored for NPW to assist with their future goals. He has been consulting with NPW member Judy Nelson who led a SWOT (Strengths, Weaknesses, Opportunities and Threats) session during the recent NPW mid-winter board meeting. While the session will obviously hold high interest for NPW members, it can be useful for anyone attending in gleaning tips on how to address issues facing their own organizations or business.

Free time follows for exploration of Lexington's many shops and businesses or to visit one of the community's two museums, the Dawson

County Museum at 805 Taft St. or the Heartland Museum of Military Vehicles at 606 Heartland Rd.

The day concludes at Mac's Creek Winery where a vineyard and winery tour are scheduled for 5:30 p.m., followed by an optional wine tasting. Members interested in the wine tasting are asked to bring \$5 to sample five wines of their choice. The tasting is not included in the registration or banquet fees.

At 6:30 p.m. members will gather in the winery's main room to celebrate their achievements for the past year during the annual NPW Communications Contest Awards banquet.

Registrations are due April 18 and may be mailed to Jill Claflin, 317 E. 20th St., Cozad, NE 69130. (Checks payable to NPW) Cost to attend the entire convention (workshops, lunch and banquet) is \$50 for members and \$60 for non-members. Day registration (lunch and workshops) is \$35 for members and \$40 for non-members. Additional luncheon tickets will be \$10 each for guests and extra banquet tickets are \$15 per person.

President's Column by Sherry Thompson

What an inspiring couple of days! On March 7, board members met in Grand Island for NPW's winter board meeting. Part of the day was spent reviewing results of the recent member survey and beginning discussions for planning for Nebraska Press Women's future. Thanks to all of you who took the time to respond to the survey – your input and ideas are so important as we move forward.

The room was full of energy as Judy Nelson led members through beginning discussions and a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. It was encouraging to note that more than 50 opportunities were listed as possibilities for the future!

Then, on March 9, four Nebraska Press Women were present in Hebron when Dr. Beverly Deepe Keever, a 2015 Marian Andersen Nebraska Women Journal-

ists Hall of Fame inductee, shared stories from the seven years she served as a correspondent during the Vietnam War. This Nebraska native's story, captured in this year's One Book, One Nebraska selection "Death Zones and Darling Spies," is amazing, and you will learn more about her at our spring conference.

If you want to be inspired, plan on attending the conference in Lexington on April 25. Barb Batie and Jill Claflin have a great day planned, with Dr. Bill Podraza from Columbus leading a morning workshop on Leadership Development, along with an afternoon session on Strategic Planning for your Media Outlet. You'll hear moving stories from seasoned professionals and budding student journalists as we honor two new Marian Andersen Women Journalists Hall of Fame inductees and recognize our high school contest winners and college scholarship recipients. The evening banquet will highlight our own members' outstanding work as contest awards are presented.

NPW is fortunate to



have dedicated members who are committed to moving our organization forward. A big shout out goes to Judy Nelson, Cheryl Alberts Irwin and Kerry Hoffschneider who have spent a considerable amount of time developing the survey, analyzing the results and setting the stage for the first planning sessions. It's a process that will continue as we set goals and objectives for the next few years, and it's a process we hope you'll be involved in. While the board will lead the effort, all NPW members will have opportunities later this year to provide input, participate in upcoming planning sessions, and be part of putting all we learn into action.

Together, we will set the course for NPW's future – making sure that our organization evolves
(Continued on page 5)

IF YOUR ACTIONS
INSPIRE OTHERS
TO DREAM MORE,
LEARN MORE, DO MORE
& BECOME MORE,
YOU ARE A LEADER

- JIM QUINCY ADAMS -

ONET



Immediate past NPW Communicator of Achievement (COA) Chairman Martha Stoddard, presents the 2014 NPW Achievement Award plaque to Ruth Thone of Lincoln. Thone had been unable to attend the fall convention in York and Stoddard, accompanied by current NPW COA Chairman Barb Bierman Batie, called on her recently to make the presentation. Thone, 82, has a host of writing experience including authoring three books, and still writes a column twice a month for the "Neighborhood Extra" in Lincoln. She will be Nebraska's entry in the NFPW COA competition this year.

President's Column...

(Continued from page 4)

to meet the needs of current and prospective members, while keeping in mind our rich history.

This is an exciting time for Nebraska Press Women, and I invite you to be a part of it. If you are interested in

getting more involved and working with inspiring women, please consider volunteering for a committee, helping with a project or providing input for the planning process. To do so, you can reach me at rythompson@cox.net.

NPW Fall Conference at Genoa Indian Industrial School

The NPW 2015 fall conference is set for October 3 at the historical Genoa Indian Industrial School in Genoa.

Following the membership meeting, speaker Mark Miller, communications specialist at Nebraska Public Power District and writing teacher at Central Community College Platte Campus, will be speaking on "The Evolution of the 'INFOGRAPHIC' in social and traditional media: Survival in the digital age."

Archeologist Nancy Carlson, with a masters in archeology from the University of Nebraska-Lincoln, will speak on the newest finds of Native American history in Nebraska.

The luncheon will be catered by the highly-recommended Fill My Cup coffee house and cafe in Genoa, and feature a "fill your own croissant" buffet along with salads and dessert.

Welcome New NPW Members!

New members include Jan Knight, a freelance journalist of Omaha; Peggy Year of Hartington, publisher for Northeast Nebraska News Co.; Tracy Belitz of Fullerton; Amanda Brandt of Kearney, a digital reporter for the Kearney Hub; Tyler Jacobs of Kearney, a student; Ashley White of Kearney, an online editor for the Kearney Hub; Luann Schindler with LAW Publishing; and Peggy Williams-Muzney.

Joining NPW is easy and affordable! State-only NPW membership is \$30; Membership for both state and national NPW-NFPW affiliates is \$96. See the website to join, or for other rates available for students and retirees. Contact Membership Chairwomen Judy Nelson at neb-writer@gmail.com.

NPW Spring 2015 Conference Schedule

Friday, April 24

6 p.m. - NPW Board meeting at Holiday Inn Express, 2505 Plum Creek Parkway, just off the I-80 exit at Lexington. Supper will be served first in the Holiday Inn breakfast room and as soon as the board finishes eating the meeting will be moved to the hotel's board room as no food is allowed in the board room.

8:30 p.m. - Midnight - Hospitality Room open for cookies, conversation and more. Check at hotel desk for room number.



Lexington Library

Saturday, April 25

8-8:30 a.m. - Registration opens at the Lexington Public Library, 907 N. Washington St., Lexington. (From the hotel go left (north) on Plum Creek Parkway, which turns into Jackson Street

at the viaduct. Continue north to 10th Street. Take a left and go west to Washington, then take another left. The library will be on the west side of Washington Street. Diagonal parking in on the east and south sides of the library. If that is full park across the street or on side streets.)

8:30-10:15 a.m. - NPW spring business meeting.

10:15-10:30 a.m. - short break

10:30-11:45 a.m. - Presentation "Growing for the Future," a leadership development workshop, led by Dr. Bill Podraza of Unique Technique Inc. Be prepared for an interactive, humorous presentation that will hone your leadership qualities, no matter what your media specialty.

11:45 a.m. to noon - Break to set up for lunch
Noon to 1:15 p.m. - Marian Andersen Nebraska Women Journalists Hall of Fame luncheon at the Lexington Public Library. See registration form for extra tickets.

1:15-1:30 p.m. - Break to set up for afternoon workshops

1:30-2:30 p.m. - "Planning for the Future," a strategic planning workshop, led by Dr. Bill Po-



Dr. Bill Podraza

draza. Whether you are a publisher, writer, photographer, videographer or graphic artist, this workshop will aid you in mapping out a future for your business or personal life that maximizes your strengths and helps identify your weaknesses.

2:30-2:45 p.m. - Break
2:45-3:45 p.m. - "Growing NPW's Future," a workshop specifically tailored by Dr. Podraza to assist Nebraska Press Women as they continue to develop a strategic plan for the organization's future growth. While obviously this workshop will hold special interest for NPW members, anyone can benefit from the lesson points to be addressed as they evaluate other org-

(Continued to page 7)

NPW Spring 2015 Conference...

anizations they are involved with, their business or personal plans.

3:45-5:30 p.m. - Free time. A chance to explore downtown Lexington or visit museums,



Mac's Creek Vineyard and Winery

parks or kick back at the hotel.

5:30-6:30 p.m. - Tour of Mac's Creek Vineyard and Winery, 43315 Road 757, Lexington.

From the library, north on Washington to 13th Street. Take a left and proceed to the stoplight at Adams Street. Take a right and go north on Highway 21, one mile to Road 757. Take a right and proceed to the winery entrance, about one-quarter mile east. Vineyard is on the left side of the road. If coming from the Interstate, take Plum

Parkway north to Jackson, continue north on Jackson to 13th Street. Take a left, proceed to the stoplight at Adams Street and continue to follow above directions. Following the tour an optional wine tasting will be available for \$5 a person. Be sure to have your ID!

6:30 p.m. - Nebraska Press Women's Communication Contest Awards banquet in the winery's main room. Awards presentations will follow the banquet in the winery's cask room.

NPW Spring Conference Registration

2015 Spring Conference Registration Information

- Full conference for members, \$50 (workshops, lunch and banquet)
- Full conference for non-members, \$60 (workshops, lunch and banquet)
- Day only for members, \$35 (workshops and lunch)
- Day only for non-members, \$40 (workshops and lunch)
- Students, \$25 (workshops and lunch only)
- Luncheon only, \$10
- Banquet only, \$15
- Optional wine tasting after winery tour, \$5

Registration deadline is April 18! Hotel registration deadline is April 10!

Please send registration fees to: Jill Claflin, 317 E. 20th St., Cozad, NE 69130.

Please make checks payable to: Nebraska Press Women

Spring Conference 2015 Where to Stay

A block of rooms has been reserved at the Holiday Inn Express, 2505 Plum Creek Parkway, in Lexington. The hotel is located just north of the Lexington Interstate 80 exit on the west side of Plum Creek Parkway. This is also the site of the NPW Board meeting on Friday night. A total of five king and five queen rooms have been reserved for a convention rate of \$90 a night, plus tax. The queen rooms have two beds each.

Room rate includes a free breakfast and the hotel has an indoor swimming pool, hot tub and fitness center. A hospitality room will be available on both Friday and Saturday nights. Check at the desk for the room number.

Reservations are required by April 10 and you must call the hotel directly at (308) 324-9900. Be sure to request the Nebraska Press Women block.

Come see your NPW friends at convention!



(Photo by Cheryl Alberts Irwin)

NPW to raffle Stone artwork during spring convention

A framed and matted work horse photograph will be raffled during the April 25 spring NPW convention at Lexington. The black-and-white matted piece measures 14 inches wide by 18 inches tall.

The art is the final of four pieces donated to NPW by Gary Stone, extension educator at the Panhandle Research and Extension Center at Scottsbluff. Stone enjoys sharing his wildlife and rural scenes.

As before, raffle tickets are \$5 each, or three for \$10. The three pieces of art previously raffled at conventions have raised \$365 to support the high school contest. Art recipients so far are Jill Claflin, Terri Hahn and Mary Pat Finn Hoag.

2015 NPW Board

President: Sherry Thompson
 Vice President: Cheryl Alberts Irwin
 Secretary: Mary Jane Skala
 Treasurer: Lori Potter
 Achievement Award: Barb Batie
 Communication Contest: Terri Hahn and Glennis Nagel
 High School Contest: Bette Pore
 Historian: Mary Pat Finn-Hoag
 Member Services: Barb Micek
 Membership: Judy Nelson
 Kerry Hoffschneider
 Newsletter: Mary Pierce
 Publicity: Terri Hahn
 Legislative/First Amendment: Stephanie Geery-Zink

Survey identifies NPW's most valuable benefits to members – plus much more

Nebraska Press Women members have spoken, and your NPW board is listening. Nearly two-thirds of current NPW members responded to a recent electronic survey, providing solid quantitative and rich qualitative data on topics ranging from what they value most about NPW to conference topic preferences.

NPW board members met March 7 in Grand Island to review the results, which form the basis for a strategic planning process. More information on the planning process and how all members can get involved will be available at the spring conference.

Among the survey findings:

- 62 percent of respondents have been NPW members for more than 11 years.
- Most members found out about and joined NPW through personal invitations, recruiting or word-of-mouth.
- Friendships with other members and networking opportunities rank as the two most valuable benefits of membership.
- 59 percent of respondents usually attend both the spring and fall conferences.
- The top three topics members would like to see covered at conference workshops are writing, social media and photography.
- The majority of respondents (89 percent) keep up with NPW news via email.
- When asked about additional professional development opportunities, more than half (52 percent) of respondents said they would be interested in small-group gatherings by regions in the state.
- Growing the membership was directly cited by half of the respondents who answered a question about what's most important to emphasize when building toward NPW's future.

Written comments such as these highlight the importance of NPW to members:

- “My own experience shows me how important NPW and its members can be in helping people grow and in providing support among people who understand the challenges of the field and the issues of balancing work and life.”
- “It has been a great source of support and inspiration by those who know how hard it can be to get the job done. Thank you for nurturing and recognizing my work and helping me want to become better in my profession.”

If you would like a copy of the survey results, please email Sherry Thompson at sherrythompson@cox.net.



(Photo left by Lori Potter)

During a recent board meeting, Judy Nelson (right) led the afternoon discussion on the NPW member survey, listing strengths, weaknesses, opportunities and threats. Also pictured is Cheryl Alberts Irwin.



(Photo by Lori Potter)

NPW board members met March 7 to review results of the recent survey, which will aid in strategic planning for the organization.

The Nebraska Press Association Convention is slated for April 17-18 in the Holiday Inn– Downtown at Lincoln

Convention details including registration form, agenda, convention menu and hotel room reservation information is available by calling (402) 476-2851 or (800) 369-2850, emailing nebpress@nebpress.com or going to the website www.nebpress.com.

The NPA convention is the largest annual gathering of Nebraska newspaper people. The convention includes workshop sessions with quality presenters and relevant topics.

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

Ralph Waldo Emerson



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NEBRASKA PRESS WOMEN