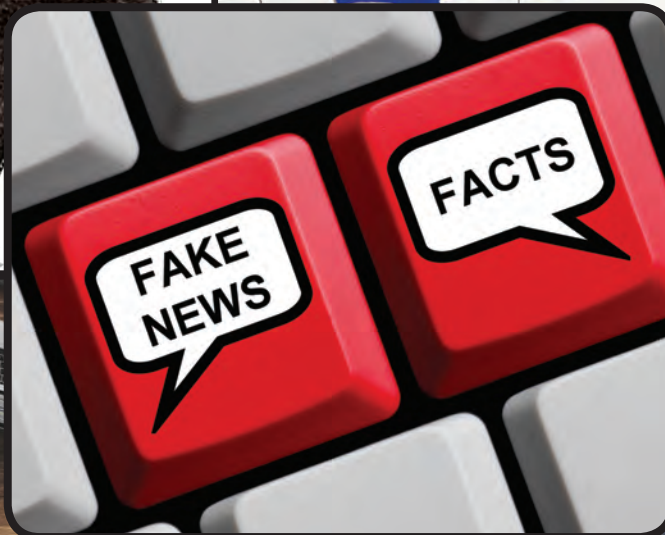


Winter 2017



NEBRASKA PRESS WOMEN



What communication trends will be important in 2018?

(Clockwise, top left): Artificial intelligence, social media, 360-degree photojournalism, data journalism, writer-reader chat, fake news vs. facts.



Exploring Nebraska through NPW

SHERRY THOMPSON NPW PRESIDENT

Fall is one of my favorite times of year. The air is crisp, the apple trees are loaded with fruit and the leaves are turning vibrant shades of red, orange and yellow. Fall also means Nebraska Press Women gather for one of two annual conferences that focus on professional development, awards and networking.

NPW's conferences have taken me to communities located in the rolling Sandhills, near prairies, in forests and along the bluffs. This year's conferences provided opportunities to explore North Platte and Osceola. In recent years, members have stayed at the State 4-H Camp located in the Nebraska National Forest in Halsey, visited Willa Cather's childhood home and had lunch at the Starke Round Barn in Red Cloud, taken part

in workshop sessions held on the grounds of Burchell's White Hill Farm in Burchell and toured Peru State College. We've met on the state's eastern edge in Lincoln on UNL's campus and in Omaha at Creighton University.

NPW members who host the conferences in their hometowns roll out the welcome mat, making sure attendees get a glimpse of what makes their communities special. Oftentimes the programs include local speakers who share their expertise with us.

Whatever the location, attending an NPW conference is always time well spent, even if it involves a few hours on the road to get there. There's always something new to learn from the programs, and it's fun to make new friends and catch up with old ones. There's just something about being in the

company of other communicators that is invigorating.

I hope that you, too, have experienced what makes an NPW conference special. If not, or if it's been awhile, I encourage you to join us next spring and fall. Mark your calendars now for the spring conference in my hometown of Omaha on May 4 and 5. Regency Lodge will be our conference headquarters. The weekend begins with an optional lunch and outing to an Omaha attraction on Friday afternoon. The board meets at 6 p.m., and the hospitality room will be open Friday night at the Regency Lodge. Saturday's agenda will include workshops, the Hall of



Fame luncheon and the Communications Contest Awards banquet. Watch for email and Facebook updates with details on the program and the optional Friday afternoon events.

The opportunities to visit other locations continues. I'm excited that NPW will visit Neligh in the fall of 2018 and Broken Bow in the spring of 2019 – two more places in Nebraska that I look forward to exploring.

Sherry

NEBRASKA PRESS WOMEN

Winter 2017

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Nebraska Press Women, Inc., is an affiliate of the National Federation of Press Women, a nationwide organization of professional women and men pursuing careers across the communications spectrum.

On the cover

What to watch for, what to learn in 2018

LUANN SCHINDLER

Journalists and communication specialists have plenty hot-button trends to contemplate as the new year approaches.

Battling fake news continues to be one of journalist's top jobs.

According to the Reuters Institute, 70 percent of editors who responded to their annual survey worry about distribution of fake and inaccurate news, especially in social networks.

As artificial intelligence integrates its way into the newsroom plat-

form, journalists will need to discover how to harness that power and find ways to tailor news to individual readers.

Social media - especially leveraging news to readers through bots - will grow in the new year.

For example, bot platforms will filter news and automatically send recommendations to readers.

As publications, like The New York Times, experiment with 360-degree photojournalism, look for other communications outlets to find ways to utilize the new form of video

storytelling.

Looking to get to the truth of a matter?

Try data journalism.

At its simplest, data journalism is a visualization of an article.

At its most complex, data journalism uncovers patterns - numbers or behavior - and clarifies those issues.

Another trend worth exploring is a stronger bond between author and reader. Social media and chat platforms, like WhatsApp, will open lines of communication between the two.



Honored communicators • Maxine Moul and Eileen Wirth were inducted to the Nebraska Journalism Hall of Fame during a banquet in Lincoln in November. NPW members attending included Judy Nelson, Cheryl Alberts Irwin, Ruth Brown and Mary Kay Quinlan.
Photo provided by Cheryl Alberts Irwin

Wirth, Moul Named to Nebraska Journalism Hall of Fame

The 2017 Nebraska Journalism Hall of Fame banquet and induction ceremony were held Friday, Nov. 3, at the Nebraska Club in Lincoln.

This year, the Nebraska Press Association and the UNL College of Journalism and Mass Communications honored three inductees: Maxine Moul, Eileen Wirth and Larry King.

The Hall of Fame honors persons who have distinguished themselves in print journalism.

Moul began her journalism career as a reporter and photographer at the Sioux City Journal, and in 1972, she and her husband, Francis, became co-publishers of the Syracuse Journal-Democrat, which expanded into Maverick Media.

She served as Nebraska's lieutenant governor from 1991-93, became director of the Nebraska Department of Economic Development until 1999, was president of the Nebraska Community Foundation from 2001-03 and became head of the USDA program in 2009, retiring in 2016.

Wirth retired in 2016 as chair of Creighton University's Department of Journalism, Media and Computing, after a 25-year career at Creighton. She led the JMC department for 19 years and taught and mentored hundreds of students over those decades.

Before her career at Creighton, Wirth worked at the Omaha World-Herald for 11 years as a reporter. She was one of the first three women writing for city news at the paper.

King retired in 2015 from the Omaha World-Herald after a four-decade career as a reporter, city editor, executive editor and vice president for news and content.

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and co-publisher of the Sidney Telegraph.

Since the Hall of Fame began, 102 journalists have been inducted.

MEMBERSHIP:

Time to ...

RENEW

LORI POTTER

It's Nebraska-National Federation of Press Women membership renewal time again, which is also an excellent time to recruit a new member who might like to enter the 2018 contest and attend our spring and fall conventions in Omaha and Neligh, respectively.

NFPW has sent out membership renewal notices to 2017 members. If you didn't receive one contact NFPW headquarters through the nfpw.org website or contact Lori Potter, lori.potter@kearneyhub.com.

NPW-NFPW renewals are \$99 before the end of this year for professional communicators (\$100 thereafter), \$40 for retired professionals and \$35 for students.

You can join or renew using the online form on the nfpw.org website.

All new NPW-NFPW and state-only members who paid dues since Sept. 1 are members for 2018. The fall months were a bonus for joining us early.

State-only members for 2017 also need to renew for 2018 by sending dues to: Lori Potter, Kearney Hub, P.O. Box 1988, Kearney, NE 68848 or renewing online.

Dues are \$30 for a professional membership, \$15 for retired professional membership and \$15 for students.

Remember that to enter the 2018 Nebraska Press Women Contest, dues must be paid by Jan. 23, 2018. An entrant must be a dual (NPW-NFPW) member to qualify to have entries in the state contest that receive first-place awards advance on to the NFPW contest. The contest is open now, so you can start uploading your entries at any time. Find out more about the contest and enter.

If you work with or know another professional communicator doing work that fits the contest categories – posted at nfpw.org under competitions – please invite him or her to consider joining us.

If each of us recruited just one new member, we would quickly double the size of our Nebraska affiliate.

Our "Each One, Bring One" campaign is a guide to recruit new members. A digital version of our NPW membership brochure is available on the nebraska-presswomen.org website.

NPW recently started an optional "Make a Match" mentoring service for our new members. The goal is to match a new member with a veteran member as a resource to answer questions about the organization, how to enter the contest, conventions, etc.

Nominations Accepted for Hall of Fame

CHERYL ALBERTS IRWIN

Nominations are being accepted through Jan. 22, 2018, for the Marian Andersen Nebraska Women Journalists Hall of Fame.

Nominations are accepted from the public, as well as NPW members.

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

- Must have a Nebraska background by birth or work experience
- Must have spent a significant amount of their professional careers in Nebraska
- May be living or deceased, from any facet of the journalism profession (broadcast, print or

online), news, advertising or public relations.

Nominations must provide compelling reasons why the woman should be selected and must be accompanied by two letters of support.

See the Hall of Fame tab at <http://nebraskapresswomen.org> for linkage to the nomination form and guidelines or go directly to http://nebraskapresswomen.org/?page_id=303.

For anyone wishing to learn more about women who have made a difference in Nebraska journalism, and would like a suggested name to nominate, please contact Cheryl Alberts Irwin at calberts1@unl.edu.

Honorees will be recognized at the NPW spring convention at the Regency Lodge in Omaha May 5.



Hall of Fame • Ruth Brown, past president of Nebraska Press Women, holds portraits of the 2017 Marian Andersen Nebraska Women Journalists Hall of Fame honorees, Eileen Wirth and Willa Cather. The plaque at left honors Marian Andersen, who with her late husband Harold, provided support for the HOF. The HOF is located on the second floor of Andersen Hall, home of UNL's College of Journalism and Mass Communications. Nominations are being accepted through Jan. 22 for the 2018 HOF honorees.

Photo by Cheryl Alberts Irwin

Marian Anderson Nebraska Women Journalists Hall of Fame

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

2014

Gwen Lindberg
Leta Powell Drake
Elia Wilkinson Peattie

2015

Joan Rossiter Burney
Beverly Deepe Kever

2016

Mary Ann Koch
Blackledge
Sharron Hollen

2017

Eileen Wirth
Willa Cather

LinkedIn

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.

Nebraska Press Women has a new LinkedIn page, which should be a great way to connect professionally with other communicators. Please follow us and help us reach others on LinkedIn who would benefit from NPW.

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.



New members • (l-r) Mary Jo Hollopeter and Lara Mohammed attended their first NPW convention in September. Look for a special mailing introducing our newest members.

Snapshot

Member Views



National awards •

(l-r): Heather Johnson, Lori Potter, Mary Pat Hoag and Bette Pore attended the awards ceremony



Tailgate fun • NPW, along with the *Neligh News & Leader*, sponsored a tailgate party at the Nebraska Press Association on Sept. 23. Members of the U.S.S. Nebraska joined Glennis Nagel, Judy Nelson, Molly Klocksins and LuAnn Schindler at the event.

Photo by UNL CoJMC Dean Maria Marron



Last minute details • (l-r): NPW President Sherry Thompson and fall convention hostess Terri Hahn double check lunch preparations. Who could resist pulled pork and potato salad?

Photo by Lori Potter



Fall convention Attendees at Osceola

JONI RANSOM

Networking is the key to successful freelancing, said four panelists at the Nebraska Press Women fall convention Sept. 30 in Osceola.

The panel discussion, "The Nuts and Bolts of Freelancing," featured Terry Anderson, who hires freelancers in his position as news editor for Plaindealer Publishing agricultural publications. Other panelists were freelancers and NPW members Barb Batie, Kerry Hoffschneider and Sherry Thompson.

"A lot of publications use freelancers," Thompson said. "Build relationships with them and they'll give you assignments. It's also a good idea to build a network of other freelancers since freelancing can be isolating."

Anderson agreed with keeping communication lines open with editors.

"There might not be a job right now but there could be in a month," he

said.

He added that freelancers can find as much work as they want, especially in agriculture.

They shouldn't limit themselves to print publications. Websites also use freelancers.

"Look for a niche that fits and that you like," Batie said. "My passion is agriculture and I'm a



to freelance success

fair-ly adept photographer. A writer/photographer is much more marketable."

But why give up a full-time position with benefits?

All three freelancers had held full-time positions at newspapers. Hoffschneider also worked in nonprofit and corporate public relations and Thompson in corporate communications.

For them, switching to freelancing was a lifestyle decision that gave them flexibility in their personal lives and the choice of

what they wanted to write about in their professional lives.

No matter what their reasons are, once people decide to freelance, there are essential things they must do, panelists said.

Whether it's QuickBooks, BizTracker or some other program, they must be prepared to provide invoices, track their mileage and expenses, and maintain payment records.

Payment can occur in a variety of ways. For writing, freelancers may

be paid a flat rate or by the column inch. They should pay attention to these details when they're talking to a publication.

"A flat rate that requires a lot of writing may mean they're asking a lot for what they're going to pay," Thompson said.

Or the publication may pay a good rate, but ...

"Nebraska Farmer pays a flat rate of \$400 for 800 to 1,000 words," Batie said. "The problem was I wasn't getting many assignments."

There may be different pay levels based on the ar-

ticle's length. In corporate circles, freelancers may be offered a contract under which they're either paid by the hour or allowed to bill the company for hours worked. Photos and videos mean additional money in a freelancer's pocket.

Hoffschneider cautioned people to not get too emotionally attached to your work.

"You want to write but you need to assess what you're getting paid to see if a job is worth your time."

Freelancers also should be prepared to package and sell them-

selves – whether they incorporate, like Hoffschneider, or use their own name, like Thompson and Batie.

They also should set limits – whether it's the number of jobs they take or the requests they accept to volunteer to do someone's newsletter.

"Know your limits and don't be afraid to stick to them or you can get overbooked," Batie said.

So what does a publication seek in a freelancer?

"The ability to write fluently in English. That always helps," Anderson said, with a laugh. "The default for length is 700 words. People get bored and aren't going to read something too long. Freelancers should know the difference between a low-res and high-res image so it's good enough to print."

Anderson also offered encouragement.

"Don't be afraid to tackle a subject you're not familiar with," he said.

"That allows you to grow intellectually. All you have to do is find people you trust to give you the right information."



The secret of success • A panel discussion on freelance tips, from a journalist's and editor's perspectives, included valuable discussion. The panel was led by Jill Claflin (left) and featured freelancers Kerri Hoffschneider, Sherry Thompson and Barb Batie, along with Terry Anderson, an editor with Plaindealer Publishing.

Photo by LuAnn Schindler

Continued on page 8

The Competitive Edge

Contest winners share tips, tricks for contest entries

DELORES MEISTER

Everyone loves to be a winner, but how did they do it?

What is the inside scoop to win top honors in the National Federation of Press Women's communication contest?

Four 2016 national communications contest winners shared their success stories. Communicators told how they made their selection of contest entries, why they entered the contest and encouraged members to submit their work.

The afternoon panel of LuAnn Schindler, Joni Ransom, Lori Potter and Terri Hahn were introduced by Mary Jane Skala and Jill Claflin.

The overall message: Don't wait until the last-minute deadline to select your entries. Organize your work all year.

"Every week I analyze my work to determine stories that could be possible contest entries and put them into folders on my server," said Nebraska sweepstakes winner LuAnn Schindler and contributor to three weeklies

"There are times you write a piece, you have that feel, this could be a winner. There are some feel good stories. The passion you have for the subject you are writing about shows up in the story," Schindler said.

Lori Potter also does year-round preparation, collecting her stuff monthly in a pdf file. Potter suggested keeping a clip book, or list by date and headline, of your work or at least work you might want to consider for contest.

Potter said, "Pick what you are proud of. Find what you really liked. Write your text using stronger words, good quotes, good story telling."

"It is a fine balance, something that will catch the judge's eye, but not so far out there. Judges are different every year," Potter said.

Terri Hahn said, "Make sure it is copy edited. Too many punctuation errors will not fly. Honor concise, tight writing."

Mary Jane Skala, who has helped judge on the national level, said, "The lead has to pull you in. If the lead doesn't pull you in, you don't have a



Winning ways • Planning ahead and preparing entries throughout the year are a few tips offered by NPW contest winners. Mary Jane Skala (l-r) moderated a panel that included LuAnn Schindler, Lori Potter and Joni Ransom. NPW Contest Director Terri Hahn also contributed.

Photo by Barb Batie

chance."

"The action plan is to grow the contest," Hahn said.

Why enter?

"I do see contests as professional development," said Jill Claflin, NPW Professional Development Director.

Schindler said, "The best reason is your own professional development. Judges give comments to help professionally, something that will make you a better writer. I read every critique and evaluation. It helps me be a better journalist."

Potter said, "It is nice to win awards and get encouragement. It is a way to get comments to make you a better writer. We don't want anyone getting discouraged."

"Challenge yourself to enter the contest," Hahn said.

Schindler said, "I believe in long form journalism. Sometimes you learn what doesn't work. You never know."

Terri Hahn said, "Don't talk yourself out of entering. Don't think because you don't work for a daily it doesn't matter. Don't feel I can't compete. Don't be our own worst critic."

"You see genuine joy of a winner," said Lori Potter, as she remembered Evelyn Aufenkamp who showed the same joy for each woman as she did for her own achievement.

Potter handed out guidelines for

smooth contest entries and tips.

Read rules carefully.

Do follow the contest entry directions. It's not entered until you hit "submit."

Contest Cutoffs

The early bird gets the worm, or at least saves hard-earned cash, by entering the communications contest early.

The early bird deadline is midnight, CST, Jan. 23, 2018.

Entering by that date in time will result in a \$25 savings.

Since Oct. 1, members have been able to submit contest entries on the NFPW site.

Categories for entries include writing, editing and page design, photography and graphics, radio and television, web and social media, advertising, public relations/promotions/publicity; PR materials, information for media, speeches, collegiate/education and books and creative writing.

Entries will be accepted until Feb. 6, 2018 at midnight, CST.

Upcoming NPW events

SAVE
THE
DATE

Monday, January 22:

Hall of Fame nominations due

Tuesday, January 23:

Communications contest "Early Bird" deadline

Tuesday, Feb. 6

Communications contest closes

Friday, May 4 and Saturday, May 5:

**Spring conference, Regency Lodge,
909 S. 107th Avenue, Omaha**

Fall 2018

Fall conference, Neligh

To my wonderful
friends in NPW.



Thanks for making my
90th birthday a truly
special event in my life.
Your cards, letters and
memory sharing made
it a day to remember for
the rest of my life!

How I wish I could
come to a meeting but
that is no longer possi-
ble for me.

God bless you for your
friendship and love.

Evelyn

NPW Board Members

President – Sherry Thompson, Omaha

Vice President – Cheryl Alberts Irwin, Lincoln

Treasurer – Lori Potter, Kearney

Secretary – Beverly Wieler, West Point

Communicator of Achievement Award – Barb Batie,
Lexington

Communications Contest – Terri Hahn, Osceola and
Mary Jane Skala, Kearney

High School Contest – Bette Pore, Grand Island and
LuAnn Schindler, Clearwater

Historian – Mary Pat Finn Hoag, Norfolk

Legislative/First Amendment – Jan Knight, Omaha

Member Services – Ruth Brown, Lincoln

Membership – Judy Nelson, Lincoln

Newsletter – LuAnn Schindler, Clearwater

Publicity – Glennis Nagel, Kearney

Parliamentarian – Molly Klocksinn, Lincoln

Professional Development – Jill Clafin, Cozad

Scholarships – Tammy Bain, North Platte

Past President – Bette Pore, Grand Island



Continued from page six **Keys to freelance success**

Hoffschneider also encouraged attendees to stretch their boundaries. "Shifting to something new can be scary," she said, "but even if you're working full-time, you can try freelancing."



*There is not a time
more fitting to say*

Thank you

And to wish you

*a happy
holiday season*

*Nebraska Press
Women*