

Spring 2018



**NEBRASKA PRESS WOMEN**

# Omaha

## The Media Evolution

Paula Lavigne • Carol Zuegner •  
Joan Lukas • LeAnne Morman • Gretchen Garrison  
May 4-5, 2018 • Omaha Regency Lodge



## New Year, New NPW Opportunities

### SHERRY THOMPSON NPW PRESIDENT

The first part of the year is always a busy one for Nebraska Press Women and this year is no exception.

- Nebraska members had 200 entries in the professional communications contest – the most of any affiliate of the National Federation of Press Women. We look forward to celebrating our winners at the awards banquet on May 5 in Omaha - and then sending on great entries to the national contest.

- Winners of our high school communications contest will be recognized at the conference luncheon. We hope that many of them will be with us to celebrate their accomplishments and hear a few words from our keynote speaker, Paula Lavigne.

- Applications are due April 5 for our two college scholarships – the \$1,000 Memorial Scholarship for

a woman who is pursuing a career in mass communication and is in the second half of her second year or beyond in college and the \$500 Marianne Beel Scholarship awarded to a Nebraska high school senior who is a writer or photographer in the general category of rural Nebraska. Please encourage young women you know to apply. Information is available on our website.

- The Marian Andersen Nebraska Women Journalists Hall of Fame will expand to 22 members with the induction of Kathleen Rutledge and Rose Ann Shannon. I am anxious to hear more about their accomplishments during the Hall of Fame luncheon.

Additionally, NPW's action plan, "Looking to the Future," is paving the way for several exciting new initiatives:

- Jill Clafin, professional development chair, will present a session on "News: Who Can You Believe?" at the Nebraska Press Association Convention April 21 in Lincoln. NPW will also have a booth.

- A version of "News: Who Can You Believe?" also will be part of the National Federation of Press Women conference in early September in Bethlehem, Penn. Details for the presentation are being finalized and will be announced soon.

- NPW members recently shared their thoughts on what's important to them with a short survey. The survey showed the top three things members value about NPW are professional development opportunities, networking opportunities and friendships with other members. The top four topics members would like to see covered in workshops are writing, editing, social media and photography.

- The spring conference in Omaha will include a bonus professional development opportunity. Join us in the hospitality room



around 8:30 p.m. Friday, for networking, social time and an opportunity to talk about how to ask - and get answers to - difficult questions.

Speaking of the conference, I hope that you plan to join us in my hometown of Omaha on May 4 and 5. We have an amazing lineup of speakers and a great day planned for you. There's also an opportunity to visit Joslyn Art Museum on Friday afternoon. Sign up now to attend – and share the information with your friends and colleagues.

Sincere thanks to everyone who is making a difference for NPW. The best is yet to come.

*Sherry*

### NEBRASKA PRESS WOMEN

Spring 2018

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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.



### Join us on social media:

- NPW Facebook page
- Private NPW group
- LinkedIn

# Linked





## Nelson receives top honor

### BARB BATIE

Nebraska Press Women extended their highest honor, the Communicator of Achievement Award, to Judy Nelson, a 45-year member of NPW, during their fall meeting in Osceola. Preparations are now underway to send Nelson's COA packet to the national office for judging ahead of the September 2018 national conference in Bethlehem, Penn.

A native of Newman Grove, this accomplished writer and editor mentored many young journalists during her early career at the *North Platte Telegraph* and her career at the University of Nebraska's Institute of Agriculture and Natural Resources.

Perhaps no one person dedicated more time, talent, loyalty and energy to communications at IANR, the land-grant arm of the University of Nebraska-Lincoln. When IANR administrators needed to communicate in-house, in-state and internationally, they looked to Judy to

tell how IANR teaching, research and extension education helped Nebraskans and Nebraska, where one in three jobs relate to agriculture.

Over the decades, Judy edited hundreds of Extension publications; led and coordinated writing workshops for colleagues, including one in Morocco; developed and led communications marketing plans; founded and directed newsletters and magazines; researched and wrote speeches for 10 years; developed white papers and strategic plans; built a high-profile lecture series and developed and led a program enabling high school students to describe how their ideas could help feed the world.

NPW has greatly benefited from her talents over the years and her service as an officer, board member and project director. As the current membership director, Nelson can be counted on to keep in touch with new members, contact potential new members and encourage

other Press Women to do the same.

Her most important role over the past several years was to lead a special project to write and implement a new NPW strategic plan. That effort corresponded with NPW's 70th anniversary celebration in 2016.

Nelson also has shared her expertise as a workshop presenter at NPW conventions. From creative writing sessions, to long-range planning and brainstorming sessions, she has always worked to move NPW forward and help others find support within the NPW ranks.

She has extended her writing talents to include books, plays, poetry and a current work in progress, a biography of longtime NPW member Joan Burney.

She was and is an advocate for Nebraska, her home state. For these reasons and more, we salute Judy and wish her well in the national COA competition.



## ***“Who Knew? Media’s Evolution”*** is theme for spring conference

**O**maha is the place to be the weekend of *May 4 and 5* when Nebraska Press Women holds its spring conference. While Berkshire Hathaway’s annual meeting will take place downtown the same weekend, NPW members will be headquartered at the Regency Lodge, located just off I-680 at Pacific Street (909 S 107th Ave). All conference sessions and meals will be at the hotel, making it convenient to take in all the events.

“Who Knew? Media’s Evolution” features national speakers, interesting and relevant programs, awards, two meals and more. Take a look at what the conference offers and sign up now.

*Welcome to  
Omaha!*



### ***Friday - Explore Joslyn Art Museum***

Join NPW members for lunch and tour Joslyn Art Museum on Friday afternoon prior to the official start of the spring conference.

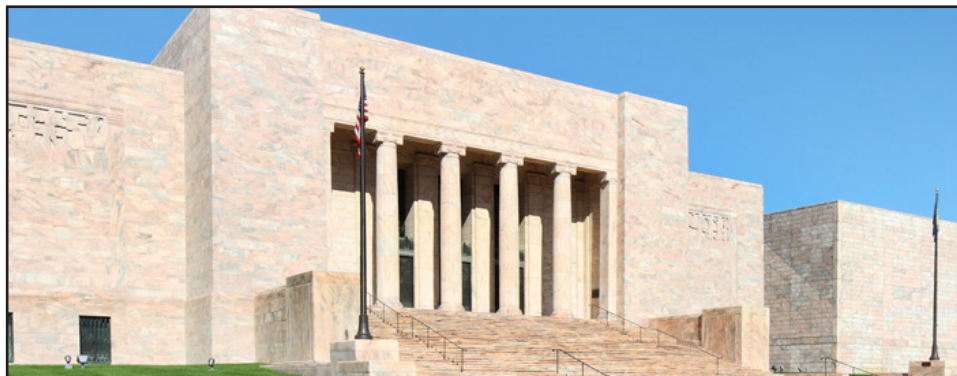
We’ll meet in Regency Lodge’s lobby at 12:45 p.m. and carpool to the museum. Lunch will be on your own in the Café Durham, which serves sandwiches, salads, soups and daily specials. Following lunch, we’ll explore some of the museum’s permanent collections. The museum includes art from ancient times to the present, with an emphasis on 19th- and 20th-century European and American art and Art of the American West.

One of the special exhibitions is “Word/Play,” the first major exhibition to feature internationally renowned artist Ed Ruscha in his home state of Nebraska. This exhibition brings together prints, photographs and artist books dating from the 1960s through 2015, complemented by a selection of major paintings.

There is no charge to tour the museum’s permanent collections. “Word/Play” is a ticketed admission with a \$10 charge. While we will not purchase tickets to “Word/Play” in advance, those attending may visit the exhibit on their own during the tour. If there’s enough interest in the outing, we may schedule a docent-led tour of one of the permanent exhibits. The museum closes at 4 p.m., at which time we’ll return to Regency Lodge.

Visit [www.joslyn.org](http://www.joslyn.org) to learn more about the museum and its exhibits. The museum is located at 2200 Dodge St.

There is no charge to take part in the Joslyn Art Museum tour. Lunch and admission to any of the special exhibitions, which are optional, will be on your own. Registration for the tour is required, though.



### **NPW Meetings**

The NPW board meeting is at 5:45 p.m. Friday in Regency Lodge’s Chateau Room.

Dinner from the hotel restaurant will be served in the meeting room, with attendees ordering off a special menu.

All NPW members are encouraged to attend the 9 a.m. membership meeting on Saturday.

It’s a great way to keep up on what’s happening with NPW and find out how you can become more involved.

A 4:30 p.m. meeting on Saturday focuses on NPW’s action plan, “Looking to the Future.”

All members are invited to attend and take part in a small-group discussion with one of the three teams – membership, programming/member services or visibility.

Both of Saturday’s meetings are in the Rainier Room.

## Start Your Conference Experience on Friday Evening

Friday evening offers opportunities for NPW members and guests to network, learn from each other and socialize.

While board members meet Friday evening, other NPW members and guests are invited to get together at 6:30 p.m. to have dinner in the Regency Lodge's 909 Lounge, which is a restaurant and bar right inside the front doors. Look for other NPW members, meet some new friends and enjoy dinner in the lounge. The restaurant offers a full menu for dinner, and there's a live piano bar on Fridays.

As a bonus professional development opportunity, we'll spend 90 minutes or so in the hospitality room Friday evening discussing how to ask -- and get answers to -- difficult questions. The discussion will begin around 8:30 p.m., after the conclusion of the board meeting. We'll explore some of the most difficult questions members have had to ask on the job, whether they received useful answers and, if not, what follow-up questions they posed, whether they second-guessed after the fact if they had framed the question appropriately and whether asking the question was worth the worry thinking about it had caused. We feel certain we'll hear of some interesting dilemmas and on-the-job courage, and learn from others' experiences.

Feel free to stop by the hospitality room at 8:30 p.m. or anytime after to join in the discussion, enjoy refreshments and visit with other NPW members and guests.

**Hotel registration deadline:  
April 13**

## Hotel Reservation Deadline Is April 13

Regency Lodge is the site for NPW's spring conference. Located at 909 South 107th Ave., the hotel is easily accessible from I-680 at the Pacific Street exit.

Nebraska Press Women has a block of rooms available for \$72 per night (plus taxes) through April 13. Reservations MUST be made by this date or you will pay \$209 per night, if rooms are even still available. Our conference weekend is also Berkshire Hathaway's annual meeting, and hotels in Omaha will be full.

When making reservations, ask for the Nebraska Press Women block and rate. Rooms with one king bed or two queen beds are available for Friday and Saturday nights at the \$72 rate. Accommodations include complimentary hot breakfast buffet, complimentary WiFi, microwave, pillow-top mattress, refrigerator, coffeemaker, hairdryer and in-room safe. The hotel also has an indoor pool, sauna, fitness equipment and outdoor patio area.

Check-in is at 3 p.m.; breakfast is served from 6 to 9 a.m.; and check-out is at noon.

All of the conference events are at the Regency Lodge, so there's no need to drive anywhere once you arrive at the hotel.

To book a room, call 402-397-8000 or 800-617-8310 and mention Nebraska Press Women.

## Conference Quick Glance

### NPW Spring Conference Event Schedule

#### Friday, April 13

Deadline to make room reservations at the Regency Lodge.

#### Tuesday, April 24

Deadline to register for the NPW Conference.

#### Friday, May 4

12:45 p.m. – Meet in Regency Lodge's lobby for outing to Joslyn Art Museum

1 p.m. – Lunch at Café Durham at Joslyn Art Museum

2:00 – Tour Joslyn Art Museum

3 p.m. – Hotel check-in available

4 p.m. – Leave Joslyn Art Museum

5:45 p.m. – NPW board meeting (Chateau Room at Regency Lodge)

6:30 p.m. – No-host dinner in Regency Lodge's 909

Lounge (restaurant and bar) for NPW members

8:30 p.m. – Hospitality room and professional development discussion (Chateau Room at Regency Lodge)

#### Saturday, May 5

(All events are at the Regency Lodge. Meetings and workshops are in the Rainier Room and meals in the Alpine Room.)

6 to 9 a.m. – Breakfast served for hotel guests (breakfast bar)

8:30 – 9 a.m. – Registration

9 – 10 a.m. – NPW membership meeting

10:15 – 11:30 a.m. – Navigating 'Multi' Media: Setting Yourself Apart, Paula Lavigne

11:45 a.m. – 1:45 p.m. – Hall of Fame Luncheon. Recognition of newest inductees into Marian Andersen Nebraska Women Journalists Hall of Fame, high school contest winners and scholarship winners

2 – 3 p.m. – Bearing Witness: Backpack Journalism at Creighton University, Carol Zuegner

3:15 – 4:15 p.m. – Cutting through the Clutter: Reaching Your Audience in a Digital World, Joan Lukas and LeAnne Morman

4:30 – 5:30 p.m. – NPW action teams meet (all members welcome)

6 – 8:30 p.m. – Communication contest Awards Banquet. Speaker: Gretchen Garrison, Why Detours Are Beneficial

8:30 p.m. – Hospitality room (Chateau Room)

#### Sunday, May 6

Noon – Hotel checkout

## Setting Yourself Apart - Paula Lavigne

**P**aula Lavigne, an ESPN investigative reporter and co-author of the book, "Violated: Exposing Rape at Baylor University Amid College Football's Sexual Assault Crisis," is the keynote speaker.

She will lead a morning session on "Navigating 'Multi' Media: Setting Yourself Apart" and will also speak briefly at the Hall of Fame luncheon.

During a 10:15 a.m. presentation, Lavigne will talk about how in today's market there's an expectation

for journalists to be flexible and skilled in different types of media – digital, print, radio, TV, social media, etc. – and what you can do to set yourself apart at both specializing and broadening your skillset. She will also incorporate the use of investigative reporting and data analysis in her narrative.

At ESPN, Lavigne works primarily for the "Outside the Lines" brand on television and online. She is a specialist in data journalism and statistics and trains colleagues on databases and investigative reporting techniques.

Prior to joining ESPN

she worked as a reporter at *The Dallas Morning News*, *The Des Moines Register* and *The News-Tribune* in Tacoma, Wash. She has degrees from the University of Nebraska-Lincoln and Creighton University.

Lavigne and her colleague, Mark Schlabach, have won awards for their work on the Baylor sexual assault cases for ESPN, including a 2017 Gracie



Award for investigative television feature. In 2015, Lavigne was the recipient of a first prize for broadcast investigative report-

ing from the Education Writers Association for a story about the University of Missouri's handling of a sexual assault case. She was a winner of the 2014 Alfred I. duPont Columbia University Award for her work on a series of stories that uncovered a high-stakes gambling ring on youth football in South Florida that led to several arrests. Additionally, Lavigne was among the team of reporters and producers nominated for a Sports Emmy Award in 2009 for a story on Penn State University players getting in trouble with the law.

## Luncheon Honors Hall of Fame Inductees, Youth Award Winners

Two new members will be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame during an 11:45 a.m. luncheon.

Details about new inductees, Kathleen Rutledge and Rose Ann Shannon, can be found on page 10.

Additionally, young journalists will be recognized for winning awards in NPW's high school communications contest and we'll honor two scholarship recipients.

Keynote speaker Paula Lavigne also will share a few remarks during the Hall of Fame luncheon.

## Bearing Witness – Carol Zuegner

Carol Zuegner, Ph.D., an associate professor of journalism and chair of the Department of Journalism, Media and Computing at Creighton University, will share with attendees how backpack journalism at Creighton University in Omaha uses new media tools and relatively inexpensive video equipment to produce documentaries about people in developing countries and marginalized societies.

The project is a collaboration of Creighton University College of Arts and Sciences' Departments of Theology and Journalism, Media and Computing.

Led by theologian-documentary filmmaker John O'Keefe, visual artist-filmmaker Tim Guthrie and journalist Zuegner, the professors work with a group of students in a five-week summer immersion course to produce mini-documentaries as well as blogs and other multimedia content. The teams have filmed stories in Uganda, the Dominican Republic, rural southwestern Alaska, and on the border between the United States and Mexico in Nogales, Ariz.

In her presentation "Bearing Witness: Backpack Journalism at Creighton University" Zuegner will share what she has learned about telling stories and video, including tips on how to produce video content for your organizations. Her presentation takes place at 2 p.m.

Zuegner has been at Creighton for 20 years. Before



earning a doctorate at the University of Tennessee, she worked at The Associated Press in Iowa and Nebraska.

She also worked as a copy editor on the night desk of the *Omaha World-Herald* for 16 years. She and her two colleagues started the Backpack Journalism program at Creighton in 2010.

**Join NPW members, Friday, May 4,  
for a tour of Joslyn Art Museum.**

## Cutting Through the Clutter - Joan Lukas and LeAnn Morman

Joan Lukas and LeAnn Morman of Lukas Partners are the speakers for a 3:15 p.m. presentation on "Cutting Through the Clutter: Reaching Your Audience in a Digital World."

Gone are the days when news reporters stay in their lane. The information superhighway is even more congested with all of the digital options that news seekers turn to, with a speed limit that's faster than ever. Utilizing different platforms helps to reach a splintered audience.

Lukas and Morman will share how they steer clients toward the best communication vehicles that resonate with audiences.

Lukas is president and owner of Lukas Partners. She has more than 25 years of diverse public relations, fund development and marketing communications experience serving Fortune 500 corporations, higher education and non-profit organizations. Lukas spent 15 years in communication management and corporate donations management with ConAgra Foods and she managed corporate communications and corporate donations for Oriental Trading Company.

A graduate of Creighton University, Lukas has a master's degree in communication from the University of Nebraska at Omaha. She has taught public relations courses at Creighton and UNO.

Lukas has served in leadership positions on several boards supporting nonprofit organizations and she is a graduate of Leadership Omaha and of the Conference Board's Executive Sessions on fundraising and corporate



Lukas



Morman

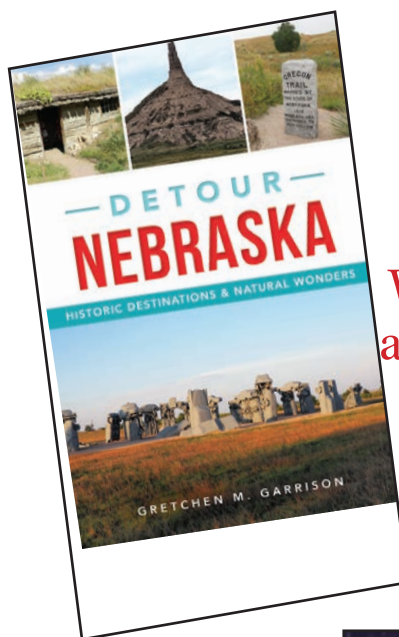
philanthropy.

Morman, senior account executive, has an extensive background in news and digital story telling. Prior to joining Lukas Partners, Morman spent 10 years working in television news as a reporter and photographer and in news management.

In a fast-paced, deadline-driven newsroom, her daily job duties ran the gamut, from shooting, editing and writing stories to eventually leading the newsroom as the assignment editor.

Morman is an expert in digital and social media. She leverages audience engagement across the latest in digital platforms such as Facebook, Twitter, LinkedIn, Snapchat, Instagram and more.

She is a graduate of the University of Nebraska at Omaha with a B.A. degree in Broadcast Journalism. In 2013, she was honored by the UNO College of Communication with the "Rising Star Award."



The evening Communications Contest Awards Banquet will honor NPW's own members who have won awards in the professional contest. Don't miss the excitement as we find out who the individual and sweepstakes winners are and applaud their good work.

Additionally, Gretchen Garrison, author of the book "Detour Nebraska" and a freelance writer, will talk about "Why Detours Are Beneficial." Sometimes in writing, and in life, our path takes unexpected turns. Garrison has learned to embrace these new directions and hopes to inspire you to do the same. Drawing from her travels across the state, Garrison will demonstrate that sometimes detours actually result in the best destinations.

Garrison, her husband and four kids live in southeast Nebraska. She started her blog, [odysseythroughnebraska.com](http://odysseythroughnebraska.com),

**Recognizing  
Our Own;  
Finding Out  
Why Detours  
are Beneficial  
– Gretchen  
Garrison**



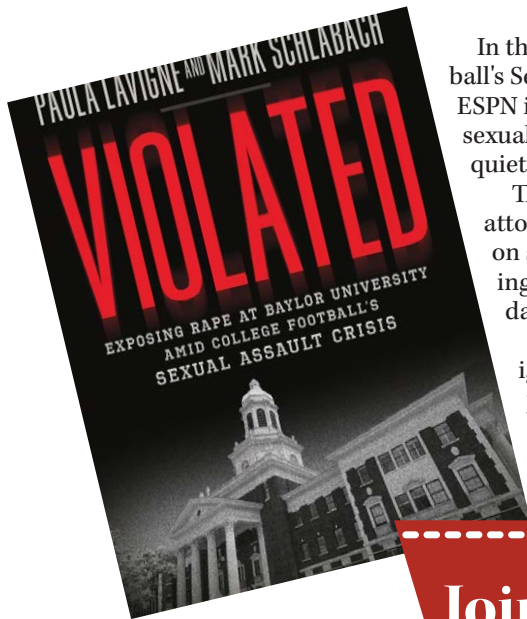
Garrison

in 2013 after struggling to find resources to teach her children about Nebraska in their homeschool.

While Garrison was intentionally traveling around the state for several years, during the summer of 2016 she traveled 1,700 miles to prepare for "Detour Nebraska," which details the places and people that make the Cornhusker State unique. The book was published by the History Press in 2017. Besides being the author of the book, Garrison also took most of the photographs. She also contributes to other local publications.

**Communications contest winners  
announced during Saturday's banquet.**

## *NPW Members: Find Out How to Get Your Copy of 'Violated'*



In their book "Violated: Exposing Rape at Baylor University Amid College Football's Sexual Assault Crisis," co-authors Paula Lavigne and Mark Schlabach, both ESPN investigative reporters, provide what Amazon calls "a shocking narrative of sexual crimes committed against women and a university's culture that kept them quiet."

The book relies on previously unpublished interviews with victims, assailants, attorneys, university officials, players, coaches and nationally recognized experts on sexual assault and campus safety to, according to Amazon, tell an "eye-opening, blow-by-blow account of the genesis and fallout of the sexual assault scandal."

Nebraska Press Women members attending Lavigne's presentation on "Navigating 'Multi' Media: Setting Yourself Apart" will receive a copy of the book as part of their registration.

If additional books are available, guests will be able to purchase copies at a discounted price (cash or check only). Lavigne will be available to sign copies of the book as time allows.

**Join NPW in Omaha for education,  
networking and fun!**



UNIVERSITY OF  
**Nebraska**  
Omaha



**Nebraska Press Association**

**Special thanks to our 2018 spring  
conference sponsors.**

**Their support helps with program-  
ming and student attendance.**

### **Register for the conference**

Take advantage of all of the conference sessions, lunch and dinner for just \$60.

Registration for the three daytime sessions and lunch is \$45. Lunch only is \$25 and dinner only is \$30.

Full-time students may attend the three conference sessions and lunch for \$30.

Register now or make yourself a note to register by April 24.

Register online at [nebraskapresswomen.org](http://nebraskapresswomen.org) or send a check, along with the registration form included in this newsletter, to Lori Potter, Nebraska Press Women, P.O. Box 1988, Kearney, NE, 68848.

To contact Lori, email [potterspix@gmail.com](mailto:potterspix@gmail.com).

**Omaha  
World-Herald**



## Spring Conference 2018 Registration

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Friday, May 4:

\_\_\_\_\_ Joslyn Art Museum visit, with lunch on your own (no charge, but registration is required)

Saturday, May 5, options:

\_\_\_\_\_ Full conference registration, \$60 - Includes all sessions, lunch and dinner

\_\_\_\_\_ Daytime registration, \$45 - Includes morning and afternoon sessions and lunch

\_\_\_\_\_ Student rate, \$30 - Includes morning and afternoon sessions and lunch

\_\_\_\_\_ Lunch only, \$25

\_\_\_\_\_ Dinner only, \$30

Please list any dietary restrictions: \_\_\_\_\_

Total enclosed: \_\_\_\_\_

Send this form and your check to Lori Potter, PO Box 1988, Kearney, NE 68848  
Checks should be payable to Nebraska Press Women

Registration deadline is Tuesday, April 24

Registration is also available online at [www.nebraskapresswomen.org](http://www.nebraskapresswomen.org)

## Rutledge, Shannon selected for Hall of Fame

**CHERYL ALBERTS  
IRWIN**

The newest members of the Marian Andersen Nebraska Women Journalists Hall of Fame will be recognized May 5, 2018, during Nebraska Press Women's spring convention in Omaha.

Kathleen Rutledge and Rose Ann Shannon will be inducted at the 11:45 a.m. luncheon at the Regency Lodge, 909 S 107th Ave. The public is invited, with ticket details elsewhere in this newsletter.

Beginning as a death and weather clerk, Rutledge later became the first female executive editor of a Nebraska metropolitan daily newspaper. She retired in 2007 as editor-in-chief of the *Lincoln Journal Star*, managing a staff of 90. In between, Rutledge applied for an opening as statehouse reporter, during a time when it was unusual for women to be given hard news beats.

The managing editor had planned to ask Rutledge's husband for permission to offer her the job. That is, until another editor stepped in, saying that was unnecessary. A support letter for her nomination said her writing was incomparable, once taking a three-paragraph press release and in 30 minutes turning it into an investigative epic that won first place in the Nebraska AP Newswriting Contest.

Rutledge supported minority hires, reflecting the diverse community that the paper served. In 2003, out of respect to Native Americans, she

determined the *Journal Star* would no longer use 'redskin' to refer to a professional football team. She once printed a story all in Spanish as well as English, to ensure the facts about a murder reached everyone.

A role model for women, Rutledge also has been described as civil, respectful and persistent in a non-threatening way. Rutledge's understanding of the value of local news built a culture of excellence in the newspaper. Her commitment to readers encompassed caring about covering all types of stories, urging reporters to include voices of ordinary people, rural as well as urban. She strived to engage the entire newsroom in conversation about the news that could be covered.

Shannon, known throughout Omaha as a broadcast journalist for 45 years, retired in February from KETV.

There, she had been news director for more than 24 years. Beginning as a night assignment manager in 1986, Shannon became news director in 1993. She oversaw a staff of 55 and 30 hours of locally-produced news weekly, as well as breaking news, weather and website.

Earlier in her career, Shannon was hired as the first full-time female at the KMTV news staff. During her dozen years there she worked nearly every job, from reporter to anchor to assistant manager.

Shannon's coverage included the 1975 Omaha tornado, an award-winning

series of stories on Omahans devastated by enormous medical bills, and an acclaimed "Harvest of Frustration" documentary chronicling the 1980s farm crisis.

She also has been active in journalism education and free press issues, serving on committees to allow cameras in Nebraska courtrooms, and with organizations on First Amendment issues relating to open meetings and open records.

Serving also in higher education, Shannon was advisory board chair of the University of Nebraska at Omaha Department of Communications; past chair of the UNO Publications Board; and past chair of the professional advisory committee for UNL's College of Journalism and Mass Communications, involving a visiting team to evaluate national accreditation.

"Tough, but fair" and "accurate, proficient, a role model" and "continually enthusiastic about covering the Omaha news," one letter of support said Shannon may have done more for women in broadcasting than any other woman in the state's history.

With Rutledge and



Rutledge



Shannon

Shannon, the HOF will have 22 members. The HOF recognizes women journalists for their talent, initiative, intelligence and stamina, making a difference for their profession, their communities and those who follow. Their portraits are on the second floor of Andersen Hall, home to the UNL College of Journalism and Mass Communications. Established in 2011, the HOF is named for Marian Andersen, a UNL journalism alumna and Phi Beta Kappa member recognized for extensive community service. Her late husband Harold was retired CEO of the Omaha World Herald Company.



## NPW Presentation Is on Agenda for NPA Conference

Nebraska Press Women will be represented at Nebraska Press Association's Convention April 20 and 21 at Lincoln's Cornhusker Marriott.

NPW member Jill Claflin will lead a Saturday morning session on "News: Who Can You Believe?" The workshop will delve into questions like: Are Nebraska journalists affected by today's fake-news environment? How about media organizations? Do consumers distinguish between what they may read from national outlets and their local news providers?

According to Claflin, learning about "fake news" is the first step in combat-

ing it. During her session, participants will discuss this timely topic and learn about an educational resource available to them.

Additionally, NPW will sponsor a booth Friday and Saturday to raise awareness and promote the benefits of NPW membership.

The Saturday morning presentation is based on the "Who Can You Believe? How to Avoid Being Deceived by Fake News. And Why it Matters" PowerPoint Claflin developed last year. NPW members have used this presentation in various locations to educate the public about fake news.



**T-shirt time** • The new NPW polo shirts are in! Member services director Ruth Brown models the new ladies style in red (also available in royal blue). Members may also choose the unisex style with buttons. Purchase yours or order it at the NPW Spring Conference in Omaha.

*Courtesy photo*



**Chamber honors** • Barb Batie received the Jim Kelly Memorial Award at the Lexington Area Chamber Banquet, held Feb. 23. The award was presented in recognition of the two years Batie spent on Nebraska's sesquicentennial commission as a promoter of the state, including her adopted hometown, Lexington. While accepting the honor, Batie said, "It's not often people surprise me. I'm usually in the loop." Barb's husband, Don, reported the presentation caught her off guard. "She was speechless, if you can believe that," Don said.

*Courtesy photo*

## Code of Ethics stresses freedom of press, truthfulness

The National Federation of Press Women's code of ethics provides a positive reminder of the importance of a free press. It reads:

As a professional communicator, I recognize my responsibility to the public which has placed its trust and confidence in my work, and will endeavor to do nothing to abuse this obligation.

With truth as my ultimate goal, I will adhere to the highest standards of professional communication, never consciously misleading reader, viewer, or listener; and will avoid any compromise of my objectivity or fairness.

Because I believe that professional communicators must be obligated only to the people's right to know, I affirm that freedom of the press is to be guarded as an inalienable right of the citizens of a free society.

I pledge to use this freedom wisely and to uphold the right of communicators to express unpopular opinions as well as the right to agree with the majority.