



Who Knew? Media's Evolution

May 5 NPW Spring Conference

Regency Lodge, 909 S. 107th Ave., Omaha



Keynote Speaker: **Paula Lavigne**, ESPN investigative reporter and co-author of the book, "Violated: Exposing Rape at Baylor University Amid College Football's Sexual Assault Crisis"

"Navigating 'Multi' Media: Setting Yourself Apart"
10:15 a.m.



Carol Zuegner, Ph.D., associate professor of journalism and chair of the Department of Journalism, Media and Computing at Creighton University

"Bearing Witness: Backpack Journalism at Creighton University"
2 p.m.



Joan Lukas, president and owner of Lukas Partners, with more than 25 years of PR, fund development and marketing communications experience

"Cutting Through the Clutter: Reaching Your Audience in a Digital World"
3:15 p.m.



LeAnne Morman, senior account executive with Lukas Partners, an expert in digital and social media, and a former television reporter

"Cutting Through the Clutter: Reaching Your Audience in a Digital World"
3:15 p.m.



Gretchen Garrison, author of the book, "Detour Nebraska," a freelance writer and blogger at odysseythroughnebraska.com

"Why Detours Are Beneficial"
6 p.m. Communications Awards Banquet

11:45 a.m. Luncheon honors Marian Andersen Nebraska Women Journalists Hall of Fame 2018 Inductees, High School Communications Contest Winners, and NPW Scholarship Recipients

How to Register for the Conference

\$60 Full day, lunch and dinner

\$45 Daytime sessions and lunch

\$25 Lunch only

\$30 Student rate (daytime sessions and lunch)

\$30 Dinner only

Send payment by April 24, along with your name, address, city, zip, email and phone number, to:

Lori Potter, Nebraska Press Women, P. O. Box 1988, Kearney, NE 68848

The conference is open to the public. Please specify your reservation request and indicate if you have any dietary restrictions. Checks should be made payable to Nebraska Press Women.

Find out more and/or register online at nebraskapresswomen.org

Special thanks to our conference sponsors: Nebraska Broadcasters Association, Nebraska Press Association, Omaha World-Herald and the University of Nebraska Omaha