

Winter 2018



NEBRASKA PRESS WOMEN



*Meligh Historic Mill * October 6, 2018*

[LOOK INSIDE]

Meet the 2018 - 2020
board of directors
Page 3

Contest changes
Pages 4-5

COA award winner
Page 6

NFPW convention
Page 8 - 9

Time is ticking!
Renew wow
Page 3

Sweep!
Potter wins national
contest
Page 5

Fall conference in photos
Page 7

Member news
Page 9

New leadership team assumes duties



LORI POTTER
NPW President

I'm a familiar face in Nebraska Press Women, but now in a role I haven't had for a long time – president.

Your leadership team for the next two years also includes Bette Pore of Grand Island, vice president and director of the Marian Andersen Nebraska Women Journalists Hall of Fame; Barb Batie of Lexington, treasurer, and Molly Klocksinn of Lincoln, secretary.

Other members of the board of directors are listed in the accompanying box.

Thank you to everyone who is serving as an officer or director for NPW's important programs that include professional and high school contests, scholarships, and Communicator of Achievement; may help to host conferences; or has volunteered for a special project.

MEMBERSHIP

It is renewal time.

Dual, NPW-National Federation of Press Women, members receive renewal notices from the national headquarters. Those who renew by Dec.

14 will have their names entered in a drawing for a free registration to the 2019 NFPW Conference June 27-29 in Baton Rouge, La.

The cost of dual membership is \$102, paid to NFPW, with \$20 as state dues. Check the "join" section of the nfpw.org website.

Nebraska also has a state-only membership option for \$30. I will send renewal reminders to those members. Those payments can be made online at nebraskapresswomen.org or mailed to the NPW treasurer.

That's me until the NPW fiscal year ends Dec. 31. Renewals or new membership payments can be sent to: Lori Potter, Kearney Hub, P.O. Box 1988, Kearney, NE 68848.

After Jan. 1, they should be sent to Treasurer Barb Batie, 43590 Road 761, Lexington, NE, 68850-3729.

You must be a member by Jan. 9 to enter the 2019 professional communications contest, which is a great recruiting tool.

Just remember that while state-only members may enter the NPW communications contest, dual membership is required for entries winning first place to advance to the national contest.

There are other membership rates at both levels for retirees and students. More details about membership and forms are posted on the nebraskapresswomen.org and nfpw.org websites.

All of us are part of the Nebraska membership

team. A simple thing we all can do is participate in the each one-recruit one effort by inviting a colleague or other active or retired professional communicator to join us.

A membership brochure is available on the NPW website.

CONTEST

The online professional contest opened on Oct. 1, so members who have paid 2019 dues may start entering at any time.

The deadline is Jan. 9. Nebraska contest entry fees are \$15 for the first and \$7 for each additional entry.

The contest story in this newsletter has important information about entry rules and tips.

There are changes in contest categories for 2019. So take time to study the entry list and descriptions of requirements for each category that is posted at nfpw.org/professional-contest-2.

Some changes involve the numbering system used in the past. Others involve new categories, entry rules and/or category descriptions. It's important to start the contest preparation and selection process early, so there is time to ask questions before submitting entries.

NPW awards will be presented at the spring conference April 27 in Broken Bow. National awards will be presented June 29 in Baton Rouge. However, NFPW contest winners will start being notified in March.

National winners or other dual members who have not attended a national conference may apply to the NFPW Education Fund for a first-timer grant

that covers the national conference registration fee. The application deadline is April 15.

OUTREACH

Getting Nebraska Press Women better known by other professional organizations and the public is a goal for which great progress has been made the past two years.

An important tool in that effort is the "Fake News" PowerPoint presentation created by NPW Professional Development Director Jill Claflin of Cozad.

You can view a pdf version on the Nebraska Press Women website.

Jill presented it at the Nebraska Press Association Convention at Lincoln last April. NPW also had an information booth there for the first time in many years.

With assistance from Judy Nelson of Lincoln and Mary Pat Finn-Hoag of Norfolk, I presented "Fake News" at the 2018 NFPW Conference in Bethlehem, Pa., in early September.

Kerry Hoffschneider of Waco presented it Oct. 15 at the Nebraska High School Press Association's fall conference in Lincoln.

It also has been presented to NPW members and civic groups, and shared with the League of Women Voters. On Nov. 15, I mentioned our presentation as part of a "Fake News" panel at the University of Nebraska at Kearney.

I'm proud of our efforts to shine a light on this important issue and to help viewers of these presentations be better educated and more thoughtful consumers of information.

NPW Board of Directors 2018-2020

President:

Lori Potter, Kearney

Vice President:

Bette Pore, Grand Island

Secretary:

Molly Klocksinn, Lincoln

Treasurer:

Barb Batie, Lexington

Communicator of Achievement:

Ruth Brown, Lincoln

Communications Contest:

Terri Hahn, Osceola / Mary Jane Skala, Kearney

High School Contest:

Sherry Thompson, Omaha
Marsha Kalkowski, Omaha, assistant

Historian

Mary Patt Finn-Hoag, Norfolk

Member Services:

Barb Micek, Fullerton

Membership:

Lori Potter, Kearney

Newsletter:

LuAnn Schindler, Clearwater

Publicity:

Glennis Nagel, Kearney - News releases
Stephanie Geery-Zink, Lincoln,
website/social media

Parliamentarian:

Judy Nelson, Lincoln

Professional Development:

Jill Clafin, Cozad, conferences
Mary Kay Quinlan, Lincoln, digest and Legislative/
First Amendment

Scholarships:

Tammy Bain, North Platte

Past President:

Sherry Thompson, Omaha

Financial Committee:

Chair: Barb Batie

Lori Potter, Sherry Thompson, Bette Pore, Stephanie
Geery-Zink

NFPW Board of Directors:

Assistant Historian: Mary Pat Finn-Hoag



Tick tock tick tock

Membership renewal deadline approaching

Watch your inbox for your official NPW-NFPW membership renewal request that will come soon from the National Federation of Press Women if you are a dual member or from NPW President Lori Potter if you are a state-only member. Then please renew your membership promptly.

If you plan to enter the communications contest, you must renew by the early-bird contest deadline, which is Jan. 9, 2019.

NFPW renewals received by Dec. 14 will be entered in a drawing for a free NFPW 2019 conference registration. The cost of a combined NPW/NFPW membership is \$102. State-only membership is \$30.

Information on how to renew online or by mailing a check will be included with your renewal notice.

While you are renewing your own membership, think about colleagues and friends who could benefit from belonging to NPW and invite them to join. New members who join between now and the end of the year receive the rest of this year and all of next year for the price of a one-year membership. Information and a membership brochure are available at www.nebraskapresswomen.org.



NEBRASKA PRESS WOMEN *Winter 2018*

President:

Lori Potter

Editor:

LuAnn Schindler

Contributors:

Terri Hahn, Mary Pat Hoag, Glennis Nagel, Lori Potter, LuAnn Schindler

www.nebraskapresswomen.org
Nebraska.Press.Women@gmail.com

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.

NPW contest deadline getting close

Changes made in contest format

TERRI HAHN
*Professional Contest
Co-chair*

We have lots of changes for the NPW Professional Communications Contest this year, including entry fees, deadlines, number of entries allowed and category reorganization. So start gathering your best work from this calendar year and get ready to enter.

Entry fees have been increased for the first time in many years. The first entry will now be \$15 - up from \$10 - and subsequent entries will be \$7, up from \$5. The main reason for this is to cover the extra fees - \$1 to \$3 - national will charge NPW for handing the contest since they are taking on more responsibilities.

The second thing to note is deadlines. If you've entered before, you'll notice they are a bit earlier this year. The "early bird" deadline is Jan. 9 and the final deadline (with a \$25 late fee added to your first entry) is Jan. 22. No entries will be allowed after this date.

Deadlines were moved up and the judging process — from judging state entries to announcing national results — condensed into a tighter time frame because the 2019 NFPW conference has been moved up from early September to late June.

The online contest site is live, so you can go ahead and get started. If you write a better article on Dec. 31 than the one you thought you would enter, you can still change it. You can. Nothing is final until you hit "submit" when you're all done. You can

start now and add entries as the year comes to a close.

Another change is that entry fees must be paid online. You can no longer mail a check after you enter, as has been allowed previously.

The reason for many of these changes is the national office is taking over responsibility for the day-to-day handling of the state/affiliate contest during the entry and judging period. State affiliate directors, including Mary Jane Skala and me, will not have access to the Omni platform during this period. That means we cannot help you if you have a problem with an entry. (No calling us at 11:30 p.m. the night entries are due with questions.)

This makes it imperative that you not wait until the last minute to get your entries in.

This also means if there is a problem discovered

during the vetting process, early entry means time to fix it. A late entry may be disqualified.

If you have any problems uploading your entries, the national office will need to take care of

them. Email Michele Cook at michele@nfpw.org. Again, don't wait until the last minute to enter; if you have a problem, it may not get resolved until after the deadline. Michele is great about answering questions and solving problems, but you'll need to give her some time.

What you need to do

To get you started, take a close look at the contest categories as found on the NFPW website. That's where many of the changes are.

For example, four news writing categories have been merged into one, and the number of specialty articles required has been reduced from two examples per entry to just one. The same holds true for other categories, but some categories still require two. You'll have to read through these

very carefully to make sure you get it correct. The specialty articles category has also been reorganized. Fashion and home, for example, have been merged into Style.

Also, while looking at the categories, take a look at the Web and Social Media division. There have been lots of new categories added here, so you might be able to enter something you wouldn't have been able to enter before. While you're there, make note of the categories you might consider entering.

With these category changes, comes another big change for NPW: For the first time, entrants will be allowed two entries per category. That's right, two entries per category.

It doesn't matter how many examples a category requires, you'll still be able to submit two entries. For example, columns still require two samples per entry; that means you can submit four columns over two entries. Specialty articles require just one sample, so you can enter two stories total as single entries.

NOTE: And this is important. When uploading your entries — and you're adding a second entry — make sure you start a whole new entry. Do not upload four columns as one entry; separate them and upload two samples in two separate entries. Follow this procedure for every category. If you don't, chances are the entire entry will be disqualified.

Continued: Page 5

Entry essentials:

Deadlines:

Jan. 9 - early bird OR
Jan. 22, with \$25 late fee

Entry fees:

\$15 for the first entry, \$7
for each subsequent entry

Publication dates:

Jan. 1 through
Dec. 31, 2018

General contest questions (categories, number of entries, etc.):

Terri Hahn at
(402) 747-4191 or
terri.hahn@theindependent.com;

or Mary Jane Skala at
maryjaneskala@gmail.com

Technical contest issues (upload difficulties, etc.):

Michele Cook at michele@nfpw.org

More contest information:

<https://nfpw.org/professional-contest-2/>

Nebraska journalist wins sweepstakes honor for the record-setting fourth time

Bethlehem, Pa. -- Lori Potter, a reporter, columnist and photographer for the Kearney Hub, has won the overall sweepstakes award for a record-setting fourth time in the National Federation of Press Women's 2018 Professional Communications Contest.

Potter was honored Saturday, Sept. 8, during an awards ceremony at the NFPW annual conference in Bethlehem, Pa. She previously won the NFPW sweepstakes award in 2008, 2012 and 2014.

NFPW President Marianne Wolf-Astraukas praised Potter for her

accomplishments.

"In her journalistic career, Potter's work has had a positive impact on generations of her readers; most I'm sure she has never met. Time and again, her talents, whether behind a camera or typing at her keyboard, have challenged, inspired and made us pause to consider what it is like to walk in someone else's shoes, understand what another person has to go through, or appreciate the beauty and grace in the world that we live in. Potter's talent remains a positive difference in other people's lives."

Finishing in third place in sweepstakes competition was Mary Jane Skala, who is also a writer and columnist for the Kearney Hub.

She was the NFPW sweepstakes winner in 1996. Tammy Keith, a writer for the Arkansas Democrat-Gazette Niche Publications, placed second in the sweepstakes competition.

NFPW is a nationwide organization of women and men pursuing careers across the communications spectrum, including print and electronic journalism, freelancing, new media, books, public relations, marketing, graphic design, photography, advertising, radio, and television.

Recipients from across the country were honored for excellence in communications at the awards dinner Saturday night.

A distinguished group of professional journalists, communications specialists, and educators judged more than 1,500 entries in a wide variety of categories.

Only first-place winning entries at the state level are eligible to enter the national contest.

All entries were published or broadcast between Jan. 1, 2017, and Dec. 31, 2017.

In all, 15 Nebraska Press Women earned top awards in the NFPW 2018 Communications Contest.

Nebraska Press Women submitted 58 first-place entries (from the state contest) to the national contest.

Of those 58 entries, 38 won awards.

Continued: Page 4

Contest entries

And finally, your dues must be paid by the early bird deadline. NPW/NFPW dues are \$102 and must be paid through the national office, which can be done online. State-only dues are \$30 and should be mailed to Lori Potter, Kearney Hub, P.O. Box 1988, Kearney, NE 68847. State dues paid now will carry over to 2019.

If you're looking at the contest information on the NFPW website, you will see a note that says "Entrants from Missouri, Nebraska and North Dakota must be NFPW members to enter."

This is one of those "it's half true" statements. You do not have to be an NFPW member to enter the state contest, but you must be an NPW member. Some states allow non-members to enter, but NPW does not.

This is a one-time offer. If you have never been a member of NFPW and choose to be a state-only member for now, you are eligible for a one-time "upgrade" should you have an entry that earns a first-place award at the state level and you want it to move on to the national contest. However, this is a one-time offer, if you've been a national member in the past and you choose to pay only state dues for 2019, your entry will not advance.

Winners in the state contest will have until Feb. 24 to become NFPW members and move their entries to the national level contest. National level judging will begin Feb. 25.

If you have any questions about the contest (apart from technical issues), don't hesitate to reach out to me or Mary Jane. We're more than happy to help. If we don't know the answer, we'll find someone who does.

Contact:

First Amendment Co-directors:

Marsha Shuler
marshashuler@yahoo.com

Angela Smith
asmith411@aol.com

Agenda Editor:

Cathy Koon
cakoone5@cableone.net

The National Federation of Press Women is accepting submissions for articles relating to the First Amendment for the February 2019 edition of "The Agenda."

Submission deadline:
December 30, 2018

**Call for
submissions**
NFPW's "The Agenda"



Former reporter, professor named Communicator of Achievement

Eileen Wirth, a former *Omaha World-Herald* reporter and Creighton University professor, added her name to another Nebraska Press Women award.

Wirth received the organization's Communicator of Achievement honor Oct. 6 at the fall conference in Neligh.

In 2017, Wirth was inducted into the Marion Anderson Hall of Fame, sponsored by NPW and housed at the University of Nebraska Lincoln College of Journalism and Mass Communications.

Wirth is known as a trailblazer in Nebraska journalism.

As a reporter at the *World-Herald*, Wirth made her presence known in a male-dominated newsroom.

The experience gave Wirth a solid background as she moved into a public relations background at Union Pacific Railroad in Omaha.

She also spent 25 years teaching at Creighton University.

Wirth chaired the Department of Journalism,

Media and Computing that she created.

An article in the Summer 2017 Nebraska Press Women newsletter, written by Cheryl Alberts Irwin, said about Wirth's time at CU, "It was a rare feat for a woman to achieve the rank of full professor, and even rarer to chair the department. Wirth's ethics-based, history-laden approach to teaching provided solid grounding and perspective for hundreds of students."

A native of Nebraska City, Wirth has penned eight books.

"From Society Page to Front Page: Nebraska Women in Journalism," published in 2013, showcases achievements of Nebraska's women journalists who challenged traditional female roles.

Her book on the history of the Henry Doorly Zoo and Aquarium debuted in June 2017.

Wirth is on the board of the Nebraska State Historical Society and works with Lutheran Family Service's refugee program. She also has long served groups such as the Omaha libraries, Omaha Press Club and



Honoree • (l-r): Eileen Wirth received Nebraska Press Women's Communicator of Achievement award from COA Director Barb Batie at the fall conference, Oct. 6 in Neligh.

Photo by Lori Potter

multiple schools.

She will represent Nebraska Press Women at the 2019 National Federation

of Press Women Conference in June.



A bit of history

After speaking about her work with History Nebraska, one of the first women journalists at the *Omaha World-Herald*, Eileen Wirth, was named Nebraska Press Women's Communicator of Achievement.

Photo by Lori Potter



Writing history • (l) Nebraska author Marie Krohn shares how she delved into writing a book about family member Louise Pound. Krohn relied on first-hand documents, including letters, in addition to research at the Nebraska State Historical Society. (below) Attendees Barb Batie, Sandy Schroth and Terri Hahn listen to Krohn read portions of "Louise Pound: The 19th Century Iconoclast Who Forever Changed America's Views About Women, Academics and Sports." The biography took nearly a decade to complete, from research to writing.



Writing history: Fall conference 2018

History Alive • (right) NPW members tour the Neligh Mill. (below, right): Conference attendees learn about the one-room school house project. (below, left): Neligh's Gloria Christiansen outlines how she is recording memories of country school attendees. The result: a refurbished school/learning center in the Antelope County Museum Complex in Neligh.



Beautiful Bethlehem

(See page 9 for photo ID)





Membership

CONGRATULATIONS to Joni Ransom of Grand Island, Central Community College communications assistant to the college president.

Ransom received two awards in the Excellence in Writing category of the National Council for Marketing and Public Relations' District 5 Medallion Awards competition.

Ransom placed first for a story about a partnership between two Hastings CCC campus programs to make chocolate bars and second for a story about the Columbus CCC campus students making a life-size R2-D2.



WELCOME to three new members from the *York News-Times*.

Publisher Carrie Colburn and Managing Editor Melanie Wilkinson are affiliate members and Feature Editor Jessica Votipka is an NFPW-NPW member.

Another new dual member is Ana Salazar, the part-time video editor at the *Kearney Hub*.

NFPW Convention Highlights:

- 1.) Lehigh University
- 2.) NFPW board members
- 3.) Conference hosts, Cynthia Price and Kay Stephens
- 4.) Communicator of Achievement nominees
- 5.) Author Miriam Wagner, Alaska
- 6.) Bill White, Morning Call
- 7.) Keynote speaker, Maryanne Reed
- 8.) Ann Lockhart, Colorado, fills in on 10 Ways to Tell a Tale

Unwrapping Adobe Spark



Ed. note: This information was presented by LuAnn Schindler in a fall conference workshop.

Adobe Spark is a simple way to create a video, combining all sorts of visual and audio media: video clips, still photos, music and voiceover.

It can be downloaded as a smartphone application or accessed via web browser on a laptop/desktop.

Step 1

You will need to create an account to log in, unless you have an established Adobe account.

Users may log in using Facebook or Google id.

Step 2

Once logged in, users have a choice to create a post, best for social posts and graphics, including memes and inspirational quotes; a page, useful for a photo journal, web page or event recap; or a video.

Step 3

Let's create a video.

The first "slide" can be used as a title slide. It can be filled in or you can continue and return to the slide once the rest of the project is complete.

Select a template. Spark has five sample templates available or you may start from scratch and develop your own personal style.

Pick a theme. The selection establishes font style and color. Themes can be changed at any time.

Step 4

Add media to the title page. Video or a still photo may be added by clicking on the "+" sign on the title page.

Locate the photo in the appropriate folder.

If you select video, it should be an .mv4 or .mp4 format.

Only a 30-second video clip can be used per slide.

To select a portion of video, move the white and grey handles on the bottom to select the beginning and end of the clip. Click save to insert video.

Step 5

Add scenes. To add a scene, or slide, click the "+" sign at the bottom.

Choose a template by browsing through four layout options.

Follow the same procedure as creating a title slide to add footage or stills.

Click on the "T" to add text. More text equals smaller front size.

Step 6

If you want to add a voiceover, hold down the microphone icon and talk. When finished, release the icon. You can listen and re-record, if necessary.

Step 7

Who doesn't like music? A music tab, with a list of available soundtracks, is located in the upper right hand corner.

When you find a selection you like, click on the name of the soundtrack and then click on add my music.

It will loop throughout the video.

Step 8

Once the project is completed, use the preview button for a run-through.

Each slide can be individually adjusted by clicking on the slide.

A gray circle with numbers lists the number of seconds each slide will be displayed. Adjust as necessary.

Step 9

Click share to complete the video project.

Finito!