

Building Community NPW Fall Conference 2019

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Fremont selected for fall conference site

SHERRY THOMPSON

The welcoming community of Fremont is the site for Nebraska Press Women's Oct. 11-12 Fall Conference. Nestled in the valley between the Platte and Elkhorn rivers, Fremont features a historic downtown area, a strong agribusiness economy and outdoor activities.

Located 45 minutes northwest of downtown Omaha and one hour northeast of Lincoln, Fremont is known as Eastern Nebraska's Antique Capital.

The community found itself in the news in March when these two rivers cut off all access following historic flooding.

"Fremont might have been an island, cut off from the rest of Nebraska by floodwaters," wrote Omaha World-Herald columnist Erin Grace. "But the way neighbors came together in stalwart shoulder-shrugging humility --- What else were they going to do? - was impressive."

"Building Community" is NPW's Fall Conference theme. Participants will explore obstacles women have encountered in newsrooms in the past and continue to face today, hear from a local Fremont author who has strong ties to the community, and participate in a panel discussion on the media's response to this year's historic flooding in the state.

Friday's agenda includes an opportunity to explore Fremont, the NPW board meeting and a "Communications Café" as part of the hospitality room. (See details on page 3.)

Saturday's conference will be held at the Christensen Field meeting room. The venue is located at 1710 W. 16th St. on the west side of town near the airport. (From W. Linden, go north on Ridge Rd.)

ALL THE DEETS:

Register <

Registration costs are **\$35** for members and **\$45** for non-members. Conference registration includes continental breakfast, lunch and all sessions. Cost to attend just the luncheon is \$20. To register, use the form on page 5 or sign up online at nebraskapresswomen.org. The final date for registration is Oct. 4.

Keynote Speaker is Author of New Book

Keynote speaker Kristin Gilger, senior associate dean at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, returns to Nebraska to talk about her new book, "There's No Crying in Newsrooms: What Women Have Learned About What

She is a graduate of the



journalism programs at both the University of Nebraska-Omaha, where she got her bachelor's degree, and the University of Nebraska-Lincoln, where she received her

Gilger and her co-author, Julia Wallace, interviewed nearly 100 women who have held or currently hold leadership positions in newsrooms about their experiences as women leaders at newspapers, magazines, television and radio stations, and digital news outlets. What they found makes both for entertaining stories and profound lessons about the obstacles women have encountered in newsrooms over the past 40 years -- and the obstacles young women entering the field still face today.

During the morning session, Gilger will talk about her book and lead a conversation about the challenges

COA Luncheon, Fremont Speaker

Saturday's luncheon will honor NPW's 2019 Communicator of Achievement (COA). This is the highest honor bestowed by NPW and recognizes members for exceptional achievement in the communications field, service to NPW/NFPW, and

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Reyzlik

service to their communities. Eileen Wirth, NPW's 2018 COA, received the national COA award at the National Federation of Press Women conference in Baton Rouge in June. She will be recognized at the luncheon.

Sue Reyzlik of Fremont will share her sense of pride and ownership in her community as luncheon speaker. Her family ties to Fremont and the surrounding area date back to the time of the Civil War. Reyzlik, the retired executive director of Keep Fremont Beautiful, wrote a column that appeared in the Fremont Tribune for nearly 28 years. Following her retirement, she began Oma Publishing and has published two children's books. She continues to write children's stories, family history stories and a murder mystery.

SCHEDULE

Oct. 1 – Hotel reservations with Nebraska Press Women block due. See details on page 4. Oct. 4 – Final day to register for the conference

Conference Events Friday, Oct. 11

12:30 p.m. – Fremont outing, beginning with lunch at Milady Coffee House

6 p.m. – NPW board meeting and supper, Baymont Inn & Suites meeting room

8:30 p.m. – Social time and "Communications Café," Baymont Inn & Suites meeting room

Saturday, Oct. 12

All conference events are at the Christensen Field meeting room, 1710 W. 16th St. 9 a.m. – Registration

9:30 a.m. – Keynote speaker, Kristin Gilger, author of "There's No Crying in Newsrooms"

10:45 a.m. – Conversation with Kristin Gilger about challenges and opportunities for women in leadership

12 noon – COA luncheon and speaker Sue Reyzlik, "This is My Town"

1:30 p.m. – Panel discussion, "When Disaster Strikes, Nebraska Strikes Back," with Erin Grace, Rose Ann Shannon and Tammy Real-McKeighan

3:15 p.m. – NPW member meeting. There will be a remembrance for long-time members Joan Burney and Evelyn Aufdenkamp, who recently passed away.

4 p.m. - Conference adjourns

NPW Member Meeting

Saturday's agenda will conclude with Nebraska Press Women's membership meeting. Board members will provide updates on NPW activities, and there will be a remembrance for long-time member Joan Burney, who recently passed away at the age of 90.



'When Disaster Strikes, Nebraska Strikes Back'

An afternoon panel will review the media and communities' response to historic 2019 spring flooding. Panelists will share their experiences and reflect on the importance of the media during disasters such as floods. Panelists are:

Erin Grace, a metro columnist at the Omaha World-Herald, where she has worked for 21 years. In her capacity as columnist, Grace has covered serious and whimsical topics, capturing the range of life in Nebraska's largest city. Before being named as columnist in 2013, Grace covered a variety of news beats from the western Douglas County suburbs to City Hall. She also has taught high school English in Louisiana for Teach America. Grace was stranded in Fremont for four days during the March floods after access out of the city was cut off, which was the subject of several subsequent columns.

Rose Ann Shannon recently retired as the news director of KETV in Omaha, a position she held for nearly 25 years. She began her broadcast journalism career as an intern at KMTV, where she was hired as a part-time reporter/photographer. During her 12 years at KMTV, she did nearly every job in the newsroom. She joined KETV in 1986 and was promoted to news director in 1993, where she oversaw a staff of 57 and 30 hours of locally produced news each week. Shannon is a member of the Nebraska Broadcasters Hall of Fame, the Omaha Press Club Hall of Fame and the Marian Andersen Nebraska Women Journalists Hall of Fame.



Grace



Shannon



McKeighan

Tammy Real-McKeighan is news editor of the Fremont Tribune, where she has worked for almost 38 years. She has covered a broad range of news and feature articles, from tragic deaths to heartwarming animal stories. Her numerous awards include those from the Nebraska Press Association and the Associated Press. Real-McKeighan provided extensive coverage with stories and photos during and after the mid-March flooding.



Join us for these fun Friday events

Join other NPW members to explore Fremont on Friday afternoon, Oct. 111, prior to the official start of the conference. We'll meet at 12:30 p.m. at Milady Coffee House, 105 East 6th St., for a light lunch. Then, we'll have a guided tour of the Fremont Opera House, 541 N Broad St., and visit Gallery 92, 92 W 6th St. Note that the upper levels where the original opera house was located have not been renovated and stairs are necessary to access them. The main level where current shows take place is renovated, and we will also see it.

All are within walking distance of each other. Following the group tours, take time to explore Fremont's Main Street, which was included on a 2018 USA Today list of "charming Main Streets" across the country, on your own. The downtown area is home to antique shops, consignment stores and other retailers.

Want to be part of the Friday outing? Sign up in advance using the registration form or online registration. Those registered will receive a menu to pre-order lunch (to be paid for at the restaurant) and other event details. There is no charge for the opera house tour, but donations are welcome.

"It's balance that makes downtown Fremont so unique," says Shannon Mullen, Fremont & Dodge County Convention and Visitors Bureau executive director. "Not only do we have a bustling retail and entertainment industry, but we also have all these great service-based businesses that bring it all together."

NPW's board will meet Friday at 6 p.m. in the meeting room at Baymont Inn & Suites, 2700 North Diers Parkway. Board members will receive email closer to the conference with dinner options, as it will be pre-ordered.

All attendees are invited to attend a social time and "Communications Café" discussion focusing on relevant topics for communicators. It will be around 8:30 p.m. in the hotel's meeting room following the board meeting.

NEBRASKA PRESS WOMEN

President: Lori Potter

Editor: LuAnn Schindler

Contributors: Mary Pat Finn-Hoag, Lori Potter, LuAnn Schindler, Sherry Thompson, Eileen Wirth www.nebraskapresswomen.org Nebraska.Press.Women@gmail.

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.



CONFERENCE HOTEL

Baymont Inn & Suites, 2700 North Diers Parkway (off US-275 and US-30), is the conference hotel. The board meeting and social/Communications Café will be held here on Friday night.

A block of rooms is on hold under Nebraska Press Women's name for \$65 per night plus tax. To reserve a room, call 402-721-3700 by Oct. 1. Check-in is 3 p.m., and check-out is 11 a.m.

A voucher for a three-item breakfast at Penny's Diner, located in the hotel's parking lot, is included with room reservations. The hotel offers free wi-fi and a fitness center, and it's pet friendly (\$20 additional charge.)



Fall Conference 2019 Registration Fremont, Nebraska

Name		
Address	 	
Email	 	
Phone	 	

Friday, October 11

Lunch at Milady Coffee House at 12:30 p.m.; visit the Fremont Opera House and Gallery 92 (registrants will be contacted to pre-order lunch and will be responsible for payment)

Saturday, October 12

- _____ Members \$35. All sessions, light breakfast, lunch.
- _____ Non-members \$45. All sessions, light breakfast, lunch.
- _____ Lunch only \$20.

Please list any dietary restrictions: _____

Total enclosed: _____

Send this form and your check to NPW Treasurer Barb Batie, 43590 Road 761, Lexington, NE 68850-3729 Make checks payable to Nebraska Press Women

Registration deadline is Oct. 4.

Registration is also available online at www.nebraskapresswomen.org

Highs outweigh lows during past year

LORI POTTER NPW PRESIDENT



The ups and downs, highs and lows experienced by many Nebraska Press Women members this year commonly would be described as a roller coaster ride.

However, like most of you, I'm a farm girl at heart. I grew up on a south-central Nebraska farm and continue to be "rooted" in rural Nebraska by my work, the people surrounding me and by choice. So, I'll describe 2019 as a drive through the Huntley hills.

Huntley is a very small town directly west of our family farm. It still had a high school when I was a toddler, but even the elementary school closed in the years that followed. Most kids with Huntley addresses graduated from Wilcox, my hometown, or Alma.

Driving the 10 miles or so through the Huntley hills was the shortest route to a paved road - Highway 183 - leading to Alma for reunions, funerals and other gatherings for both sides of my mom's family. It was the most interesting of several route options, especially in seasons when pastures were green and cattle were grazing, and also the most challenging, depending how fast you drove and how much mud or snow was on the graveled road.

We've seen a lot of mud-

dy roads in Nebraska this year. March flooding was a disaster in much of the state. It continued in some places, got better in others and then returned for round two in early July for many of us.

The floods caused direct damage and headaches for some NPW members. It also created a lot of stress for them and others working at newspapers and for other media.

Those times were and continue to be valleys in our life road.

There also have been green pastures and great views from hilltops,starting the last weekend in April when many of us gathered in Broken Bow for a spring NPW family reunion.

We inducted Ruth Brown and foremother Maggie Mobley into the Marian Andersen Nebraska Women Journalists Hall of Fame, met our two scholarship winners, and announced winners in the professional and high school communications contests.

Five NPW members who attended the 2019 NFPW Conference in Baton Rouge at the end of June – Mary Pat Finn-Hoag, Ruth Brown, Eileen Wirth, Erika Pritchard and I – saw the view from an even higher hill when Eileen was named NFPW Communicator of Achievement on June 28.

We lingered there through the next night when it was announced that Mary Jane Skala, my Kearney Hub colleague, and I placed third and second, respectively, in the NFPW Communications Contest Sweepstakes.

Nebraska also was second in the affiliate contest sweepstakes.

A deep valley on our

hilly road came two weeks later, on July 13, when longtime NPW member, mentor, friend, unofficial director of fun, Kazoon Khorale leader, encourager and soulmate Joan Burney died in Lincoln at age 90. Her funeral and burial were in her hometown of Hartington.

Another valley followed on Sept. 5 when we lost Evelyn Aufdenkamp, 92, of O'Neill.

It's a cliché to say some people light up rooms, but it was true of Joanie and Evelyn. The glow will last a long, long time after she said good-bye and closed the door behind her.

We will share some stories about them after our afternoon business meeting at the NPW Fall Conference Oct. 12 in Fremont and we want to include many of them – and others – in our post-conference newsletter.

Both women were storytellers in columns, newspaper features and at NPW conferences. So what better way to remember them than by telling stories about them? I think they'd get a kick out of that, and probably would want to embellish some of them.

It will take time for our caravan to move out of that valley, but gathering, learning and networking together at the fall conference is a great opportunity to get a mile or two down that road as a group.

Plus, the conference will provide us with another hilltop as we salute an outstanding professional communicator and wonderful person as our 2019 NPW Communicator of Achievement.

It's part of a wonderful program lined up by NPW Past President and High School Contest Director Sherry Thompson and her helpers.

The featured speaker is Kristin Grady Gilger, co-author of the book "There's No Crying in Newsrooms." Some of us may disagree with that title, based on our current and past history in newsrooms, but she and her book will uplift us with stories about remarkable women who broke through many barriers at media organizations around the country over the past four decades.

I'm proud to say that many NPW members, past and present, could tell similar stories. They are no strangers to the peaks and valleys that go along with careers in professional communications.

There are many more details about our outstanding fall conference program, plus registration information, in the registration information in this newsletter and at nebraskapresswomen. org.

Whether you are a new member or prospective member, a veteran of NPW who hasn't been able to join us recently or someone who comes to every conference, I look forward to seeing you in Fremont.

Our journey always is better, more interesting and fun, and easier when we're together. That's especially true in a year when we've been traveling some hilly Nebraska roads.

Footnotes:

Note 1: A huge thanks to Sherry Thompson, our immediate past president and fall conference host, for getting an issue with our NPW website resolved by calling one of her business contacts in Omaha who

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Callin' Baton Rouge

Confessions of a Communicator of Achievement award winner

EILEEN WIRTH

During the social hour before the Communicator of Achievement banquet of NFPW, I was chatting with another nominee when Ruth Brown summoned me to step outside with our Nebraska delegates.

She said that our Nebraska group always presents a gift bag to our COA nominee. As Ruth, Mary Pat Hoag, Lori Potter and Erika Pritchard looked on, I unpacked the bag containing everything from a lovely black fleur de lis scarf and to a Baton Rouge fan. The group hug before dinner probably was my favorite memory of the conference.

I was so proud to represent our affiliate and to feel the support and affection of our delegates. I felt like I had won regardless of who became COA.

An hour later, when the competition chair read the bio of the winner, revealing that we were bringing the award home to Nebraska, I was deeply touched by the excitement of my NPW sisters.

As a first timer, I enjoyed meeting NFPW members from all over the country and exploring Baton Rouge but this special moment with our gang topped everything. Thanks to NPW for selecting me as our COA and espe-



Nebraska delegation • Representing Nebraska Press Women at the Communicator of Achievement banquet were (l-r): Ruth Brown, Eileen Wirth, Lori Potter, Mary Pat Hoag and Erika Pritchard.

cially to Ruth for putting together the nomination AND going to Baton Rouge. There really is no place like Nebraska.

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made a quick fix. All he wanted in return was for us to spread the word that he's looking for help from freelance journalists. His contact information follows:

Name, title and mailing address: Clay Seaman, Talent & Growth Officer, OmahaJobs.com-el perico-The Reader, 4734 S. 27th St., Omaha, NE 68107.

Mobile phone – 402-672-2012. Email – ClaySeaman@OmahaJobs.com.

If you contact him for the details, please mention your NPW membership.

Note 2: This is a first

reminder that dues renewal time is approaching. Dual, NPW-NFPW, members will receive notices from the national office and I will send a follow-up to this notice to our state-only members.

Details about types and costs for professional, retired and student members are on the websites at nfpw. org and nebraskapresswomen.org.

Dual memberships are paid to the NFPW office – they reimburse us for the state part – and state-only membership dues are paid to Treasurer Barb Batie at 73590 Road 761, Lexington, NE 68850-3729. If you want to enter the next NPW Communications Contest, you must have your 2020 dues paid by Dec. 31. The online contest, which is part of the NFPW contest site, will be open for entry postings on Oct. 1 and the final entry deadline is Feb. 11.

More details about the contest will be presented at our fall conference in Fremont, featured in the post-conference NPW newsletter, and posted on the NPW and NFPW websites. The list of categories is at nfpw.org.

The 2020 NPW-NFPW renewals paid by Dec. 31

also are at the current rate. A \$2 cost-of-living raise will be added for the national part of the fee for memberships paid Jan.1 or later.

If you are recruiting new dual or state-only members, please let them know that any payment after Sept. 1 applies to 2020. So, new members can get up to 16 months of membership for the cost of 12, and they will be qualified to enter the NPW contest.

Membership Updates

North makes career change

After spending 5 1/2 years as a reporter, photographer and columnist for the Scottsbluff Star-Herald, Irene made a career change in June. She is now working as a youth specialist at the CAPWN Youth Shelter. She is also certified facilitator for CAPWN's Teen Outreach Program, which works with middle school and shelter youth to teach them about making better choices and to help them along the road toward adulthood.

Irene continues to publish work on her website, where she writes about a variety of mental health issues, current events in the Nebraska Panhandle, and really bad poetry. She also writes at medium.com and a variety of other places on the internet. Irene has been approached by several organizations in the Scottsbluff area for freelance work and is seeking out other freelance writing projects. She has completed her memoir and continues to tweak it as she searches for an agent or publisher.

The decision to leave the Star-Herald was not an easy one as Irene loves to write and enjoyed telling the stories of western Nebraskans. She cited her declining mental and physical health and an ever-increasing workload as reasons why she chose to make the change.



New(s) print • LuAnn and Scott Schindler, of Clearwater, are publishers of the Summerland Advocate-Messenger, which debuted July 25, LuAnn's birthday.

Schindlers start new weekly newspaper

The Summerland Advocate-Messenger, a new community newspaper, made its print and online debut July 25.

The paper is a trademarked publication owned by ColdType Publishing, LLC, and operated by Scott and LuAnn Schindler of Clearwater.

LuAnn is a veteran journalist and journalism educator. She ran a successful freelance business and worked as a regional correspondent for the *Norfolk Daily News* before assuming the role of managing editor at the *Clearwater Record-Ewing News*.

She has received writing and editing honors from the Nebraska Press Association, Nebraska Press Women and National Federation of Press Women.

Scott, a native of Ewing, works alongside his parents, Jake and Carolyn, at the family's farm, located southwest of Ewing.

The Summerland Advocate-Messenger will cover the communities of Clearwater, Ewing, Orchard, Page and Royal.

"We believe in the importance of community, our community - the Summerland community - and know the importance of sharing the joys and concerns of all who reside here," LuAnn said. "The heartbeat of this publication is community, and together, we will thrive and share responsible, trustworthy stories from rural America."

The business is located at The Office building, located at 522 Main Street, Clearwater.

Local residents received two weeks of the publication, free of charge, via mail service.

The Advocate-Messenger will have an online presence at www.summerlandadvocate.com.

An E-edition will be available for individuals who prefer to receive and read their news in a digital format.

In addition to the weekly newspaper, commercial printing, including envelopes, letterheads, specialty forms, banners, posters and billboards, will be offered.





Top honors • Eileen Wirth (center) of Omaha, 2019 NFPW Communicator of Achievement, is congratulated by past NFPW COAs Betty Packard (left) of California and Karen Stensrud of North Dakota. Photo by Mary Pat Hoag | NPW

Wirth named NFPW Communicator of Achievement

NFPW NEWS RELEASE

Eileen Wirth of Omaha, Neb., was selected the 2019 Communicator of Achievement Award by the National Federation of Press Women. This prestigious award has been given for 62 years.

Wirth received the award Friday, June 28, during the organization's annual conference, held in Baton Rouge, La. Now in its 82nd year, NFPW is a nationwide organization of professional women and men pursuing careers across the spectrum of journalism and communications.

The Communicator of Achievement award is the highest honor bestowed by NFPW upon those members who have distinguished themselves within and beyond their field. The recipient, chosen from nominees selected by state affiliates from around the country, is recognized for exceptional achievement in the communications field, as well as service to NFPW and to the community.

Wirth, a member of the Nebraska Press Women, is a retired professor of journalism and mass communication at Creighton University. She became the first woman chair of Creighton's journalism department in 1998. During her tenure, Wirth enlarged the department, bringing graphic design and computer science together with journalism, advertising, public relations, photography, video and new media.

Prior to joining the university, Wirth was one of the first female news reporters at the Omaha World-Herald, then became the first woman in public relations management at the Union Pacific Railroad. Wirth said she didn't set out to break barriers in her career. All she wanted at the beginning was to be a hard news reporter for the state's largest newspaper.

Wirth also co-authored eight books and scores of articles. Most prominent among her books is From Society Page to Front Page: Nebraska Women in Journalism, published in 2013.

In addition to professional achievement, the Communicator of Achievement Award recognizes service to the community and to the National Federation of Press Women. Wirth was a staunch, early supporter of the Nebraska Women Journalists Hall of Fame and continues to write and advocate for strong, independent journalism.

She now volunteers as a trustee for the Nebraska State Historical Society, helping rebrand the group as History Nebraska.

Wirth has served in various capacities in Nebraska Press Women and has won multiple awards in the NFPW Communications Contest.

Runner-up in the Communicator of Achievement competition was Verna Gates of Birmingham, Ala., an active member ofAlabama Professional Communicators. A longtime journalist who was one of the original 50 employees of CNN, Gates is also a nationally known folklorist and travel writer.

North Dakota public relations professional wins sweepstakes bonor for second time

Karen Stensrud, a public relations professional from North Dakota, won the overall sweepstakes award in the National Federation of Press Women's 2019 Professional Communications Contest. She won eight first place awards in the national competition.

Stensrud, vice president of Content Marketing Strategy for Bell Bank, was honored June 29, 2019, at an awards ceremony during the NFPW annual conference in Baton Rouge, Louisiana. She also won the NFPW sweepstakes award in 2013. Sweepstakes is determined by a point system based on how well a person's entries scored in the national contest.

NFPW President Marianne Wolf-Astrauskas praised Stensrud for her accomplishments. "Karen Stensrud is immensely talented and NFPW is proud to present her with the 2019 sweepstakes award. Karen's work clearly embraces the personality of her readers and the members in her community. Time and again, that convincing vision has provided a compelling personal approach to making the world a friendlier place."

Lori Potter, a reporter, columnist and photographer for the Kearney Hub in Kearney, Nebraska, finished in second place for the sweepstakes award. Potter usually places high in the national contest each year. She won the NFPW sweepstakes award in 2008, 2012, 2014 and 2018.

Finishing in third place for the second consecutive year was Mary Jane Skala of Nebraska. She is also a writer and columnist for the Kearney Hub. She was the NFPW sweepstakes winner in 1996.

For the fifth consecutive year, Delaware Press Association captured the sweepstakes affiliate award. Delaware also won the top affiliate award in 2007 and 2011.

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. A distinguished group of professional journalists, communications specialists, and educators judged over nearly 2,000 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, 2018, and Dec. 31, 2018





Photos by Mary Pat Hoag and Lori Potter

In Memoriam

Mary Pat Finn-Hoag

NPW Historian Our hearts are heavy following the passing of our beloved friend and fellow member, Joan Burney, on July 13. She and the late Marianne Beel of Valentine were my special inspirations/mentors when I joined the Nebraska Press Women/ National Federation of Press Women in 1977, and among reasons I've remained a member.

Joanie, who was a devoted dual member since 1970, was instrumental in the formation of today's NPW and NFPW organizations. Judy Nelson of Lincoln, Gwen Lindberg of West Point and I were privileged to represent the NPW at Joanie's funeral in Hartington.

Please save locally generated articles and personal columns about Joanie for the NPW archives, as well as articles regarding NPW, NFPW and personal news (such as milestones, awards and career accomplishments). You can give them to me at the NPW convention in Fremont or mail them to me at: Mary Pat Finn-Hoag, 401 E Maple AV, Norfolk NE 68701-4392. Thanks!





Nebraska Press Women's Fall Conference October 12, 2019