

Winter 2019



NEBRASKA PRESS WOMEN



Finding inspiration

[LOOK INSIDE]

Clafin honored
Page 6

In Memoriam
Pages 8-9

Teacher of the
Year
Page 7

Conference
coverage
Pages 10 - 12

A message from the president:
Changing media landscape presents challenges



When I heard that the keynote speaker for our fall Nebraska Press Women Conference in Fremont was Kristin Gilger, co-author of “There’s No Crying in Newsrooms,” my first reaction was, “Yes, there is.”

There has been stress, frustration, some anger and occasional (private) crying in newsrooms and workplaces for other professional communicators forever. It continues today as our profession changes in profound ways – some positive, some not.

New technologies and a focus on websites and other online platforms provide tools for more multi-media and more timely news gathering and distribution. They also have changed the types of news and features presented to meet consumers’ changing information interests.

Such changes can be challenging, even difficult for those of us who have ink running through our veins and find the feel of newsprint comforting.

It’s also difficult – disheartening – to see the growing number of empty work stations in most newsrooms. Fewer people must do more and/or coverage regions and topics shrink.

Most of us still have enough good days, when we can cover interesting events, important topics and incredible

people, to smooth out some of the frustrations of long hours, low pay and growing disrespect for what we do.

Media coverage of current huge issues for our country and the world should be proof enough of the value of the First Amendment and work done by the Fourth Estate.

Gilger and her book also remind us that women journalists in past decades had to overcome gender-related issues that made their jobs and ability to climb leadership ladders even more difficult.

Examples of the women profiled by Gilger and her co-author Julia Wallace should uplift and inspire us.

It also helps that we can network with each other at NPW spring and fall conferences and in between times. It’s so important at our state and national conferences that attendees often say there never is enough time to

visit.

In Fremont, a Communications Café discussion event after Friday night’s NPW Board meeting provided time to discuss specific topics prepared by Professional Development Co-Director Jill Claflin. We also got off track a bit to share some stress and frustration issues.

It’s those moments, in addition to outstanding workshops and self-esteem building from awards, that have kept me coming to conferences the past 41 years.

By the time you read this, I will have paid my 2020 dues to NFPW as a state-national member. Another option is state-only membership.

Both are described on our nebraskapresswomen.org website, along with details about entering the 2020 communications contest, encouraging high school journalism advisers to get their students to enter that contest and how to nominate someone for the Marian Andersen Nebraska Women Journalists Hall of fame.

So please renew your 2020 dues soon to qualify to enter the NPW professional contest - and ask at least one other student or professional communicator to become a new member. Each-one-bring-one doubles our membership quickly.

Make plans now to join us April 24-25 in Seward for our 2020 spring conference. We

will continue our tradition of learning, networking, and honoring our professional and high school contest winners and Marian Andersen Nebraska Journalism Hall of Fame inductees.

Thanks to Sherry Thompson and her Omaha-area helpers for a wonderful fall conference. Congratulations to our 2019 NPW Communicator of Achievement Jill Claflin.

Read more about the workshops and COA presentation elsewhere in this newsletter.

Finally, here are some dates to mark on your calendar:

Jan. 28 – Early bird contest entry deadline

Feb. 4 – Contest entry deadline for books

Feb. 11 – Final entry deadline for all other professional categories, with an added \$25 fee, and for high school contest

April 17-18 – NPW will have a booth at the Nebraska Press Association Conference at the Cornhusker Hotel in Lincoln. Let me know if you will be attending and can help host on Friday afternoon and/or Saturday morning.

April 25 – NPW Spring Conference in Seward, with an evening April 24 board meeting

June 18-20 – NFPW Conference in Little Rock, Ark., at which national contest awards will be presented

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Hall of Fame nominations due Monday

By BETTE POORE

Nominations now are being accepted for the Marian Andersen Nebraska Women Journalists Hall of Fame. Deadline for submission is Jan. 20, 2020.

The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a difference for their profession and their communities. The 2020 induction will be the 10th ceremony since its formation.

Both NPW members and members of the general public are welcome to submit nominations for the award. Women nominated may be living or deceased, may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations. Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.

Nominations will be judged on:

- Contributions to the profession.
- Achievements within the profession.
- Service to her communities (local as well as Nebraska and/or regional/national).

Nominations must give compelling reasons why the woman should be selected and must be accompanied by two letters of support, each of which addresses at least one of these criteria. A nomination form and guidelines are available on the NPW website at nebraskapresswomen.org.

Final selection will be made by the NPW Board of Directors. Inductees will be honored at the 2020 Nebraska Press Women spring convention in Seward.

Nominations should be emailed to NPW Vice President Bette Pore at randbpore@gmail.com. For more information, contact her at (308) 383-7299, randbpore@gmail.com

NEBRASKA PRESS WOMEN Winter 2019

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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.

It's contest time!

By: MARY JANE SKALA

Now is the time to assess what you've written, photographed, blogged, videotaped, designed, edited, head-lined and more in 2019 for the Nebraska Press Women communications contest.

The contest is open to NPW members. All work must have been done in 2019. Entries must be (digitally) submitted by midnight Jan. 28, 2020, except for books, which have a deadline of midnight Feb. 4, 2020. Late entries will be accepted through midnight Feb. 11, 2020, along with a single \$25 late-entry fee. (There is no late entry for books; Feb. 4 is the absolute deadline for them.)

Entry fee is \$15 for the first entry and \$7 for all subsequent entries.

Categories are

- Writing (Categories 1-17)
- Editing (Categories 18-20)
- Photography (Categories 21-23)
- Graphics and Design (Categories 24-26)
- Radio and Television (Categories 27-32)
- Web and Social Media (Categories 33-41)
- Advertising (Categories 42-45)
- Communications Programs and Campaigns (Categories 46-50)
- Public Relations Materials (Categories 51-53)
- Information for the Media (Categories 54-56)
- Speeches (Category 57)
- Collegiate/Education (Categories 58-61)

For a complete list of categories and entry guidelines visit the Categories and Requirements page on the NFPW contest site.

First, second, third and honorable mention awards will be given unless a judge decides that no entry merits a first place (or another) award.

First-place entries automatically go on to the NFPW contest if the winner is also a member of NFPW. You must join NFPW by March 15, 2010, to have work compete nationally.

Questions?

Submit questions regarding categories to Teri Ehresman at Islandpark723@gmail.com

*For local questions, contact NPW contest co-chairs Mary Jane Skala at maryjaneskala@gmail.com or Terri Hahn at terrihahn41@gmail.com



On a mission

Nebraska Press Women member Barb Batie took part in the Nebraska trade mission to Germany in November.

Batie was a working journalist on the trip. The mission included a new trade agreement between Preferred Popcorn and German-based Haase Foods.

Entries are now being accepted for NPW's communications contest that's open to high school students throughout the state.

Students are encouraged to submit their best works in the areas of news, opinion and column writing, photography, graphic and page design, video production, radio and television broadcasting, and yearbook writing, photography and layout. There are 23 categories in all.

Please encourage high school advisers and students in your community to enter the contest. The contest also is open to home-schooled students. This is the only high school journalism contest in Nebraska that offers the chance for entries to advance to a national contest. Judges for the NPW contest provide comments on each entry, and first-place state winners in each category advance to the National Federation of Press Women contest.

State awards will be presented at NPW's spring conference luncheon on Saturday, April 25, in Seward. Certificates are given to students for first, second, third and honorable mention placements. Additionally, the school with the most points from

winning entries receives a sweepstakes trophy and a \$100 award. Entry deadline is Feb. 11, 2020. For more details and to enter the contest, go to www.nebraskapresswomen.org and select Contests, High School. If you know of advisers who should be included on the high school contact list to receive contest information, please send their name, school name and email to Sherry Thompson at sherrythompson@cox.net

Help Promote the High School Contest in Your Area

By: Sherry
Thompson

Plans underway for spring conference

By LORI POTTER

Nebraska Press Women will head to Seward for the 2020 spring conference April 25.

The daytime program will be at Seward Public Library, which is just south of the downtown square around the Seward County Courthouse.

There will be program updates and other details early next year.

At noon lunch, we hope to have high school contest winners and scholarship recipients present. Also, new members will be inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame at the University of Nebraska-Lincoln.

We will have an after-lunch workshop, but also late afternoon time for networking, resting or shopping.

Our contest awards banquet will be in the Nebraska National Guard Museum, a few blocks west of downtown. The plan is to have a guided "social hour" by museum historian Jerry Meyer, with the banquet to follow among the displays.

The April 24 board meeting will be at our hotel, East Hill Inn and Suites, east of downtown along Highway 34, or a local restaurant.

A block of rooms is reserved for April 24 and 25 at the hotel. Any rooms not booked by March 24 will be released. Rates are \$65-\$85 per night, depending on room type.

HOT OFF THE PRESS

College Consensus, a unique new college review aggregator, has recognized the Marianne Beel Scholarship program in its survey of the top five scholarships in Nebraska.

The ranking <https://www.collegeconsensus.com/scholarships/nebraska/> also includes a link to the NPW website.

With prospective students facing the increasing costs of higher education, organizations such as yours are an important contributor to making college more affordable.



Nebraska Press Women taps long-time journalist Jill Clafin as organization's new Communicator of Achievement

BARB BATIE

At a noon luncheon in Fremont on Saturday, Oct. 12, Jill Clafin was announced as the recipient of the organization's highest honor for members.

Clafin spent more than two decades in the newspaper business, plus 18 years in non-profit communications. She worked for the Cincinnati Post and the St. Louis Post-Dispatch before coming to Nebraska where she managed the North Platte Telegraph daily newspaper, the Lexington Clipper-Herald semi-weekly paper, and the Callaway Courier weekly newspaper, of which she was a co-owner.

Clafin concluded her career at Habitat for Humanity International in Americus, Ga., where she was senior director of communications. Upon retirement, she again chose Nebraska, and her colleagues honored her by donating to NPW's scholarship fund.

Through much of her career, Clafin was a member of NPW, first being named COA in 1990 when she was working in Lexington. There, Clafin was instrumental in founding Que' Pasa, a weekly Spanish-language tabloid, to serve the town's new immigrants. Also while in Lexington, Clafin became interested

in housing issues, foreshadowing her work at Habitat for Humanity International.

Since returning to Nebraska in 2014, Clafin served as NPW's membership director and later as professional development director, compiling a monthly electronic digest of relevant news for members and inviting comments. She also developed the "Who Can You Believe" PowerPoint on "How to avoid being deceived by 'fake news' and why it matters," which was presented to service clubs, high school journalism instructors, the Nebraska Press Association, and the National Federation of Press Women.

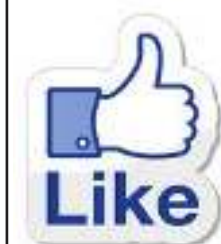
Nebraska Press Women is open to women and men in all facets of the communications industry. It offers professional development, supports the First Amendment, and nurtures the next generation of communicators.



Honoree • Jill Clafin, of Cozad, displays the COA award. The long-time journalist was unable to attend the fall conference, but a presentation was made at her home following the event. She will represent NPW at the 2020 national convention. Photo by Barb Batie

Be
social!

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Women
on Facebook*

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NPW on
social
media



Award winner • Marsha Kalkowski and members of the Marian newspaper, The Network. Marsha's Omaha Marian students received three of the Nebraska High School Press Association's highest honors at the Oct. 21 fall convention at the University of Nebraska-Lincoln. They are Cornhusker Awards in the newspaper and online news categories for The Network, and the broadcast category for M-Beat Broadcast. Courtesy photo

Educating tomorrow's journalists

Kalkowski receives teaching honor

**ERIN GRACE
OMAHA WORLD-HERALD**
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When Marsha Kalkowski began teaching journalism at Marian High School about two dozen years ago, students used desktop computers, a darkroom and your standard pen and paper.

Today, the Marian journalism "lab," as it's called, has 25 big-screen Mac computers, 10 digital cameras, a tabloid color printer and ... a drone!!!

"It's like heaven for a journalism teacher," Kalkowski said in an email after I asked about her recent award.

Kalkowski was among eight Catholic school educators feted by the Omaha Archdiocese — which runs the state's fourth-largest school system (19,000 students in 23 counties). Every year, the archdiocese solicits educator-of-the-year nominations, chooses winners and celebrates them with grant money and a nice dinner.

It's a small acknowledgment, considering how little Catholic school teachers generally are paid compared to their public school counterparts. But it's also an important way to recognize the adults shaping children's lives.

It was hard not to single out the

journalism teacher from my alma mater. Though Kalkowski was not MY journalism teacher (the excellent Kathleen Havlik was), the program has been strong. Marian now boasts a 16-page print newspaper, still called "The Network," a 240-page yearbook, a student-run website and a weekly broadcast. Plus there's a literary magazine called "Burn."

Kalkowski is a member of the Nebraska High School Press Association and its past president. She is Nebraska state director of the Journalism Education Association. And she belongs to Nebraska Press Women.

The course is the same and completely different, of course, as the information platforms have expanded.

"Gather the facts and tell the story with a responsible use of information," Kalkowski said. "The need for truth and transparency just as strong — if not stronger than ever."

Kalkowski is a Kansas native and Creighton University graduate who also has a master's degree in journalism from the University of Nebraska at Omaha. She is further certified through the Journalism Education Association.

Kalkowski said her role is less about training future journalists as

much as it is helping form leaders, thinkers and "women for the world." She says the journalism lessons about basic communication, research and technology translate into any field. Some of the most important lessons are especially relevant today.

"To think critically and challenge different ideas respectfully," she said, "to overcome challenges and seek out the good in the people around them. Students can also learn how to live their values and faith in the midst of the social media chaos that surrounds them."

Kalkowski was part of the 42nd annual crop of Catholic educators honored at the Archbishop's Dinner for Education, held earlier this month.

Other winners include: Mike Dempsey, Gross Catholic High School assistant principal and athletic and activities director; Jennifer Fiscus, principal of St. Rose of Lima in Crofton, Nebraska; teachers Cindy Menzel of St. Mary in Bellevue; Nancy Hochstein of Holy Trinity in Hartington; Karen Schmeichel of St. Mary High School in O'Neill; Suzanne Seyler of St. Bernard in Omaha; and Diane Vaikusunas of Madonna School and Community-based Services in Omaha.



Joan Burney

LORI POTTER

I have two stories that reflect Joan Burney's gentle humor and ability to find it in the day-to-day activities. It was hard to tell sometimes if she intended to entertain us or was simply entertaining herself.

Story 1

At an NPW conference in Norfolk, there was a speaker giving tips on makeup, clothing and skin tones to help us, as professional communicators, have a more professional appearance.

As the speaker talked about color choices for "oaken" or "ashen" skin tones, Joanie raised her hand. When called on by the speaker, she stood up and asked, innocently, "Can someone be half-ashen?"

We all suppressed giggles, but the question went right over the head of the speaker, whose serious reply was, "No, you are either one or the other."

"Thank you. I just wanted to know," Joanie said, as she sat down grinning.

Story 2

We were at the 1993 National Federation of Press Women Communicator of Achievement banquet in Kansas City and Joan was our Nebraska nominee.

Word had gotten to us – a news release had gone out early and someone from Nebraska called – that Joan would win. It was fun to keep the secret from her and her husband, Kip, who had accompanied her to Kansas City.

They called her name and she went to the podium to say a few words. Some may have been prepared, but I think she was winging it when she started by thanking NFPW and her NPW friends.

She said she was most thankful to Judy Nelson who had written her COA nomination. After a pregnant pause, Joan added, "She writes fiction, you know." Everyone laughed, even those who didn't know that Judy was writing Regency Romance books at that time.

(right middle): Joan Burney and Gwen Lindberg, 2014, Ogallala conference
(right): NPW members visit Evelyn in O'Neill, 2018



Evelyn Aufdenkamp

Evelyn Aufdenkamp had several things in common with Joan Burney.

Both started their journalism careers in their middle years after their children were mostly grown. Joan was a freelance columnist and public speaker, while Evelyn was a longtime editor, writer and columnist at the Clay County News.

Both were huggers who always were interested in what the rest of us were doing. They were our biggest fan and always were ready for fun.

Many of us longtime NPW members remember Evelyn's excitement and pure joy when she

won her first contest award – a third place in something, I think. She ran up to the front of the banquet room, waving her arms and laughing.

I don't think a Pulitzer Prize would have meant more to her.

She attended a couple of NFPW Conferences, one in Coeur 'd Alene, Idaho, in 1989 and as our 1995 COA nominee in Jackson, Miss.

In Idaho, I booked a half-day van tour for us so we could see a little of the Coeur 'd Alene area. Like me, she loved seeing the beautiful landscapes in a place we'd never been before.

We did a similar half-day tour with a group of NFPW members in



Jackson. Again, Evelyn loved exploring a new place and meeting new people from across the country.

She appreciated being remembered after she no longer could attend NPW conferences. I would send her a note about what I was doing and sometimes included photos from conferences or just pretty pictures.

I'd usually got a

response within a week that was part thank you-part updates about her and her family.

I am so glad that some of us stopped in O'Neill to see her last fall on our way to the NPW Conference in Neligh. She was not getting around well, but there was no doubt that we were visiting the Evelyn we knew and loved for so many years.

The longtime city editor of the Norfolk Daily News died Saturday, Dec. 7, 2019, at Faith Regional Health Services in Norfolk.

Dorothy Alexia Fryer, daughter of Roy and Helen (Bradley) Fryer, was born on Oct. 3, 1923, in Norfolk.

She grew up in Norfolk where her interest in journalism was first whetted in junior high school, leading her to work on her high school and college newspapers and yearbooks. She was a 1942 Norfolk High School graduate.

In 1944, Dorothy was a member of the first graduating class of Norfolk Junior College – now Northeast Community College – and one of its first transfer students.

She then headed to Grinnell

(Iowa) College where she majored in English and minored in French.

She spent one summer during her college years working at the Daily News.

Following her graduation in 1946, she was soon employed by the Fort Dodge (Iowa) Messenger. She assisted the society editor for a year and then became the regional editor for what would be the remainder of her nearly 20-year career at the Messenger.

In July 1966, Dorothy accepted the city editor position at the Daily News. While Dorothy retired from full-time employment in 1998, she continued as a Daily News correspondent until 2004, writing more

Dorothy Fryer

than 250 city-related stories.

Kent Warneke, editor emeritus of the Daily News, "Dorothy was an institution at the Daily News – of the very best kind. She was a talented journalist who was dedicated to providing readers with interesting and accurate information. She truly cared about the people she wrote about, and her involvement in the community spoke volumes about the kind of person she was. The journalism profession was fortunate to have Dorothy as one of its practitioners."

Dorothy's memberships included Nebraska Press Women and National Federation of Press Women (since 1978).

*A glimpse
at the fall conference*

Crying not allowed • Kristin Gilger shares stories of ground-breaking journalists who rose to the top of the field. Gilger, a University of Nebraska grad, is the senior associate dean and Reynolds Professor in business journalism at Arizona State University.

Photo by Lori Potter



Gilger discusses women's roles in the newsroom

CHLOE HERBERT

Newly-published author Kristin Gilger told stories and shared personal experiences with attendees of the Nebraska Press Women's Fall Conference on Saturday, Oct. 12. Her book "There's No Crying in Newsrooms," co-written by Julia Wallace, tells the stories of women who worked their way to the top leadership positions of numerous news outlets across the nation through the past four decades.

Mary Kay Quinlan from the University of Nebraska-Lincoln College of Journalism and Mass Communication introduced Gilger, who was raised in Nebraska and studied journalism at the University of Nebraska. Her presentation at the Fall Conference was a part of a larger visit to bookstores and other events statewide.

Gilger has two daughters, and was accompanied to Nebraska by her husband Gary.

"Girls have been told 'You can do anything that you want!' but they weren't being prepared to enter the field of journalism," Gilger said. She said that while many university journalism majors are female, the workplace doesn't live up to their expectations and they find it difficult to balance work and life. Gilger wrote "There's No Crying in Newsrooms" to share the stories of the women who found success in the male-dominated world of journalism. She spent the morning presenting on the history of women in newsrooms, audio clips of interviews with women featured in the book, personal anecdotes and a question and answer segment.

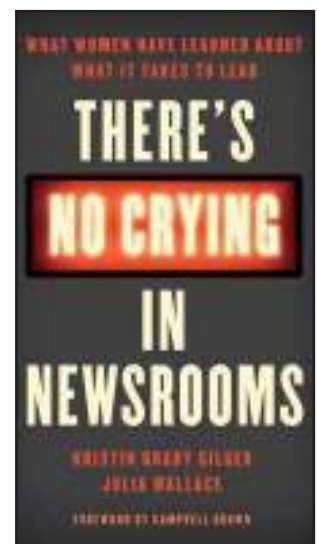
Throughout the

presentation, Gilger touched on her book's lessons such as playing like a team, finding one's own authentic leadership style and balancing work and home life one day at a time. She shared stories that ranged from CNN's Christiane Amanpour being a self-professed "control freak" to NPR's Nina Totenberg feeling like she had to hold off an aggressor's hand all through a Washington dinner, and added personal anecdotes to each one.

The question and answer discussion topics ranged from the availability of a clean space to pump to locker room accessibility. Before autographing copies of her book, Gilger invited the group of veteran journalists to share their advice to the aspiring journalists in the room. Mary Jane Skala advised that they not be too defensive and

Eileen Wirth recommended that they should cultivate a powerful voice, command attention and consciously learn to lower your voice and speak slower in an effort to be taken seriously.

"This book really applies to women in any industry. They've had the same experiences in many ways, but journalists tell better stories," Gilger said.



In the blink of an eye

Panel discusses disaster coverage

MOLLY KLOCKSIN

Has technology changed how journalists cover natural disasters? Yes – and no, several news media veterans told attendees at the Nebraska Press Women Fall Membership meeting Oct. 12 in Fremont.

Omaha World-Herald columnist Erin Grace, retired KETV-Omaha news director Rose Ann Shannon and Tammy Real-McKeighan, news editor of the Fremont Tribune, shared tales from covering massive flooding in Nebraska earlier this year. Eileen Wirth, retired professor of journalism and mass communication at Creighton University in Omaha, moderated the panel, “When Disaster Strikes, Nebraska Strikes Back.” Wirth is the 2019 National Federation of Press Women and Nebraska Press Women Communicator of Achievement.

The panelists agreed that yes, today’s journalists have tools such as drones to take aerial video and pictures that capture the sheer size of disasters, smart phones to snap pictures or take videos and type messages to social media platforms such as Twitter and Instagram. Despite the immediate connectivity with followers that those tools and platforms allow, however, the media veterans

said nothing can replace a journalist’s carefully honed skills: listening, observing, knowing where to go and whom to ask, and getting the facts right.

The new tools are fantastic for conveying the extent of a disaster and doing so quickly, but speed isn’t the only factor, Shannon said. While it’s tempting – and possible – to tweet everything these days, journalists have the judgement to step back and focus on the bigger, longer-lasting story. In a world where anyone can tweet pictures and comments, journalists are the ones who are trained to provide context to stories and to investigate the long-term effects of disasters, she said. “If we are going to have any value at all, that’s going to be a big part of it.”

Journalists have a civic responsibility to continue to follow these stories through the coming winter and beyond, the panelists said. These local and state stories aren’t going away, even if national media outlets merely swoops in to cover the immediate drama and then disappear.

“I think we’ve just scratched the surface,” Real-McKeighan said. “We’ll keep hearing stories of heroism and compassion for years.”

Good story-telling will always be relevant,



Practical tips for one-of-a-kind events • (l-r): Rose Ann Shannon, Erin Grace, moderator Eileen Wirth and Tammy Real-McKeighan discuss coverage of the March bomb cyclone and how journalists provided coverage.

Photo by Lori Potter

regardless of the format, the journalists said. In the immediate throes of a disaster, the public turns to the news media to find out how and where to go to stay safe. During recovery phases, the media acts as a conduit for the community to come together, they said.

While reporting, journalists must keep their minds on the story. But it’s impossible not to feel some of the human drama swirling on around them, the journalists noted.

“When we are allowed into people’s lives, that’s such an honor,” Shannon said.

“I feel really lucky to be able to experience life’s pageant,” Grace said.

Some of the practical tips the journalists shared for covering disasters

included:

- Update social media pages promptly. It’s what your followers expect, especially in a disaster.
- Follow affected towns and cities on social media, during and after the disaster. If possible, assign someone in the newsroom to follow them for updated information and news tips.
- Increase collaboration among media outlets. Grace cited the example of the University of Nebraska-Lincoln, which sent student journalists to cover flooding in the state.





(1): Marsha Hoffman, Mary Pat Finn Hoag, Suzanne Haney and Julie Hoffman share memories during the fall conference.

(2): Sue Reyzlik, of Fremont, share personal anecdotes and information about children's books she's written.

(3): An unexpected visitor attended the afternoon session. Terri Hahn doted on the guest's needs.

(4): Panel members laugh at a comment from a conference attendee.

Photos by Lori Potter

