



Summer 2010

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NPW NEWSeLETTER

Moul: Written Word Incredibly Powerful

By Bette Pore

Community journalists have a tremendous opportunity to effect social change.

That was the message Maxine Moul, Nebraska state director of USDA Rural Development, shared with Nebraska Press Women at the organization's spring convention May 1 at the Cornhusker Hotel in Lincoln.

"The written word is so incredibly powerful, whether you're putting it on the Internet or in a community newspaper," Moul said.

A former member of NPW, she told of her years of community journalism experience, beginning at the Sioux City (Iowa) Journal and then expanding when, in 1971, she and her husband bought the Syracuse Journal Democrat.

They quickly learned that getting personally involved in community service yielded very valuable results.

"It helped us sell ads, subscriptions. It spurred the community to support us in personal issues and as a newspaper," Moul said.

In Syracuse, she said, her community involvement gave her a view of poverty that she had not had

Lori Potter



Maxine Moul.

before. That was when she built a commitment to work for good rural housing. She has continued that commitment in the decades since then, including her focus on rural development in the 1990s when she served Nebraska as lieutenant governor.

While in office, she worked to establish the Commission on Rural Development.

"That was the most important thing I did," Moul said. Out of that commission came the establishment of the Nebraska Community Foundation in 1993. She said the foundation provided the state a different approach – making decisions at the local level.

She urged the foundation to set a goal of raising \$25 million by 2000 and in 2010, she said, \$96 million has been invested in rural Nebraska by almost 40,000 people.

"That's the power of social change – getting people involved in their communities," Moul said.

"If I leave any legacy to this state, it will be the Community Foundation."

She has no plans to run for public office again, but she is continuing her commitment to rural development through her USDA position.

"I am extremely fortunate to be involved with USDA Rural Development," she said. "We're doing a very effective job of bringing lots of dollars into the state. It's a joy to go into communities and see what people are doing to create jobs and make their communities better." ■

PRESIDENT'S COLUMN

Summer Update

By Ruth Brown, president

COA Nominations Due

July 1 is the deadline for state COA nominations. All nominees must be living members in good standing for at least two years in both NPW and National Federation of Press Women (NFPW). A previous nominee can be nominated again, provided she or he has not been honored as the NFPW's COA winner. The current state NPW president may not be nominated.

The Nebraska COA is selected by current members who previously were honored as state COAs. Selection criteria for both state and national COA includes exceptional achievement in the communication field, service to the organization and service to the community.

Send nominations to Cheryl Alberts Irwin, 3274 Merrill St., Lincoln, NE 68503.

Fall in Red Cloud

The next COA will be announced at the fall convention, so plan a road trip to Red Cloud on Saturday, Oct. 9 to see Cather Country! (Officers and board members will meet Friday night, Oct. 8, at The Palace Lounge.)

Fall convention will be held in the beautifully restored 1885 Opera House, which figured prominently in the life of author Willa Cather. Sessions include learning what the Willa Cather Foundation has done and continues to do to preserve and promote understanding and appreciation of the life, time, setting and work of the Pulitzer Prize winning author.

In addition, convention coordinator Lynne Ahlers is lining up historical tours and great food!

Spring Convention

Thanks to all who helped with the spring convention in Lincoln, and thanks to all who attended. Members came from all corners of the state, including Bushnell (near the western border of the Panhandle), Ogallala, Alliance, Bassett, North Platte, Holdrege, Kearney, Hastings, Grand Island, Sutton, Fullerton, Milford, Norfolk, Wayne, Omaha and Lincoln.

Thanks also to the Nebraska Farm Bureau, Nebraska Lottery, Nebraska Press Association and Donald Burge, M.D., for their sponsorships that helped defray various costs of the convention.

Beel Scholarship

The very first Marianne Beel Scholarship was awarded this spring to a high school senior from Mullen with a strong interest in photography. This culminates several years of planning and coordination with the Beel family. Special thanks to Judy Nelson, Lori Potter and to Scholarship Chair Barb Batie for making it happen.

NPW continues to seek ways to add to the Beel Scholarship fund so that the award can be made annually in perpetuity. Work is underway to develop a line of products that feature Marianne's photographs of the Sandhills on notecards, postcards, T-shirts and bags.

Women Journalists Hall of Fame

Elsewhere in this newsletter, you will see guidelines for the Nebraska Women Journalists' Hall of Fame. They were approved during the spring convention business meeting. Now I would like to find a sponsor; it should be a business with statewide presence that has an



Ruth Brown

appreciation of women and the journalism profession. Please e-mail me with your ideas: RuthBrown08@gmail.com

The first Hall of Fame honoree(s) will be announced at the fall 2011 convention, which will be held in conjunction with the NFPW convention in Omaha/Council Bluffs on Sept. 8-10, 2011.

Lots of Entries

Entries in the Professional Communications Contest totaled 213 (up from 198 last year), thanks to Barb Micek and Betty Pore who coordinated that contest, exchanging entries with South Dakota for judging.

Entries in the High School Communications Contest totaled 254 (up from 190 last year). Thanks to Mary Pierce who coordinated it, sending information and entry forms by e-mail, thus saving mailing costs.

Also thanks to members who entered the professional contest, and to members who judged professional and/or high school entries. ■

Digital Era Offers New Opportunities

By Mary Pierce

While it may appear news sources have all gone cyber, traditional forms of media, including newspaper, still play a vital role in providing information.

This news was delivered not via e-mail or Twitter, or read online but was presented live by professionals during the Nebraska Press Women's spring convention, held May 1 in the Cornhusker Hotel at Lincoln.

The "Opportunities Online" panel included Steve Smith, the University of Nebraska-Lincoln Office of Communication national news editor, and Valerie Jones, a digital marketing and media strategy consultant.

Rita Brhel, an online publications coordinator, moderated the panel discussion.

Brhel asked the panel about the opportunities available to those who have spent their careers in traditional media outlets.

"The opportunities are there, there's just no unique formula that you can punch in," said Smith, who worked at five different newspapers during the course of 15 years before accepting his present job. "It's the reframing of what you do as journalists."

Smith said journalists need to change their mindset and "get over the threshold" of the digital forms of communication and shift to providing news across the platforms.

"But some folks are mortared in," Smith said, acknowledging the challenge.

Jones said the consumer and technology now drive news.

"Those two things are meeting in such a way and creating challenges," Jones said.

Consumers have many choices on news sources and are picking and choosing the information they want.

Lori Potter



Steve Smith and Valerie Jones discussed online opportunities for journalists.

Jones said the traditional media often has the mindset of "we know what people should want." Yet, consumers can easily bypass what the news industry thinks is news and find information from a variety of other sources.

The challenge is getting quality news and information to people in a convenient way.

"You need to think about providing that in a different way," Jones said.

Whether through websites that allow readers to interact, social network sites and/or the immediate "Twitter" medium, another challenge may be staying on top of the technology, which is constantly changing.

Jones said she is not recommending people walk away from the print market but part of the market has to be devoted to the "new stuff."

"You need to deliver news in a new way and work on capturing the

audience," Jones said. "Twitter, Facebook; you have to try new things and see what works."

Brhel asked the panel to discuss how different populations have different needs and how to "cut through the clutter."

Smith said it is important to identify the specific target audience.

"The town square has moved away from the bell ringing 'here ye, here ye,'" Smith said. "Find your audience and focus on where they are."

Jones said the medium used should be targeted to a specific audience and used appropriately.

"Devote yourself to interacting and having a dialogue. That's a different mindset than the traditional journalist," Jones said.

Smith said the sources for information now are varied and seemingly endless.

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Mitchell Offers Video Tips For Photojournalists

By Lori Potter

Expanded use of videos on newspaper and magazine websites is requiring photojournalists to shoot both still and video images.

Although some composition considerations are the same, including framing and attention to what is going on in the background, the University of Nebraska–Lincoln’s Bruce Mitchell described for Nebraska Press Women members some important technical differences.

“You sorta have to get out of the home video mentality when you start shooting for real,” said Mitchell, a UNL advertising lecturer and former ad agency videographer.

That means staying away from point-and-shoot cameras. “The lens is the biggest thing. The lens in those flip cameras that look like a phone is not good,” he said.

It’s also critical to use a tripod (with a level) for video because any camera movement will be seen. That’s unlike still photography in which “just a slice of time” usually can be caught by a shutter that is fast enough to freeze the image.

The movement issue with video also means a photographer should avoid panning and zooming.

“Do not zoom,” Mitchell said. “Just let the action happen in front of the camera,” allowing more lead time at events involving moving people or objects.

If a closer shot is needed, stop the camera, adjust the zoom and start recording again, he advised. If a camera must be hand-held, the photographer should take the role of human tripod. Hold the camera with two hands, put your elbows against your body and camera against your cheek, spread your legs wide and bend your knees, and take a deep breath before shooting.

Lori Potter



Videographer Bruce Mitchell gave tips on shooting video images.

Mitchell said to move closer rather than magnifying an image because it also will magnify hand movements.

“You always want to record more than you’re gonna use,” he added.

Mitchell’s other video tips included:

- Don’t try to edit on the camera. Leave it up to the editor to finalize and organize images.
- Don’t place the subject in the exact center of the frame.
- Use tilting, unusual angles or other disconcerting views sparingly.
- For interviews, don’t get too tight or crop into a head. “When you can see the pores on their skin, that’s way too tight,” Mitchell said.
- Provide “looking room” to the side of the frame toward which the person is looking.
- Never have a person look directly at the camera unless he or she is supposed to talk to an audience. Set up the shot as if there is a conversation between the reporter and subject, and the camera is a bystander.
- Be sure the angle still allows you to see both of the subject’s eyes. If the side angle is too severe, it becomes a “talking ear” profile.
- An off-camera reporter should be eye level with the subject and just to the side of the camera.

– Check the surroundings, particularly what’s in the background. Get the subject as far away from the background as possible so that it goes out of focus and isn’t distracting. Watch for reflections and shadows.

– Avoid using the camera microphone because it picks up too much background noise. A hand-held mic should be held 6-8 inches away and at a 45-degree angle. Better yet, use a wireless mic that can be put inside a shirt as protection from wind and background noise.

– For outside lighting, avoid putting someone in the shade with bright sunshine in the background. Get the sun over the reporter’s shoulder and sunlight on the subject’s cheek farthest from the camera. Reflectors or artificial lights can be used inside or outside to fill in dark areas and make shadows less harsh.

– When telling a story with action sequences, be sure the shots make sense and follow most people’s “continuity rules.”

– Any change in direction must be clear. For example, the basic shot for TV coverage of football and basketball games always is from the same side of the field or court so that viewers don’t get confused about which direction a team is going. ■

Social Media Increasingly Influencing News

By Cheryl Alberts Irwin

Journalists, your profession is changing. And so are audiences and your relationships with them.

Michelle Carr Hassler, assistant to the dean and lecturer in the University of Nebraska–Lincoln College of Journalism and Mass Communications, shared insights from a recent Carnegie-Knight summit on the future of journalism during the Nebraska Press Women convention luncheon in Lincoln May 1.

Journalists increasingly are becoming entrepreneurs and building their own brands – contrary to the traditional school of thought. As such, Hassler said journalists must study and understand the business of news and stay on top of trends.

Social mediums increasingly influence news and its delivery, as more people are willing to connect and share.

“It’s hard work and it takes time

Lori Potter



Michelle Carr Hassler.

and effort,” Hassler said.

Students and journalists need to learn how to create an audience, then engage it – not necessarily as experts, but respected for develop-

ing expertise and credibility, she said.

Flexibility is Hassler’s best advice, because no longer do journalists start out at small newspapers, radio or television stations, and work their way up.

“Now the path is a little more erratic – just feeling the way as we go.”

UNL is part of the Carnegie-Knight Initiative for the Future of Journalism Education, which focuses on preparing future media leaders to be analytical thinkers and clear writers and communicators, armed with an in-depth understanding of the context and complexity of today’s issues.

One of the initiative’s programs is News21, in which nearly 100 of the nation’s top journalism students report on issues and turn those stories into innovative multimedia projects.

For more information, see <http://www.facebook.com/news21> or News21.com. ■

Digital Era

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“But there’s still a market for objective professional journalism. Shine through your profession and people will still come,” he said.

Jones said education would be key in people being able to sort out their own news from the multiple sources to which they now have access.

“We need to be teaching kids in high school and college to question the sources,” Jones said. “If the story sounds fishy to you, find out who provided the information.”

Jones said people also need to be taught how to use online resources,

particularly when dissecting e-mails and online content.

“That’s the only hope we have,” she said.

Smith said not to fear the digital influx of information but to embrace it and utilize bloggers, people who provide commentary or news on a specific topic.

“Don’t fear the waters, bring them in. If they’re out there blogging, bring them in. Bring them under your banner,” he said.

Smith encouraged journalists to utilize the research abilities of bloggers and have them become an interactive part of a story.

“They’re valuable and very well-read. The days of them getting

chuckled at by the mainstream media are gone. Clearly, they are a big part of the discussion,” he said.

Smith said how much interaction a newspaper wants to have with its readers can vary: from taking photos and providing coverage of youth sports to bloggers providing research for a major story.

“Use your audience and have them contribute. They want to throw in their two cents,” Smith said.

Smith said change is tough, as is letting go of control.

“We’ve always told people what news is, and we controlled it. It’s really quite liberating to put it out there and let people decide,” he said. ■

NPW COMMUNICATIONS CONTEST RESULTS

A staff writer for the Nance County Journal in Fullerton won the 2009 Nebraska Press Women Communications Contest. Awards weresented May 1 at NPW's spring convention at the Cornhusker Hotel in Lincoln.

Barbara A. Micek of Fullerton won first place in the Marianne Beel Sweepstakes Awards. Second place went to Lori Potter of the Kearney Hub. Mary Pierce of the Keith County News in Ogallala placed third.

Micek's awards included nine first places, in photo essay non-daily newspaper, feature story non-daily newspaper, special articles/food, editorial non-daily newspaper, news reporting non-daily newspaper, special articles/religion, special articles/hobby-craft, page layout non-daily newspaper and caption writing.

Potter received nine first places, in photographer/writer, photography on web/single photo, photo essay daily newspaper, news photo daily newspaper, personal columns/general, columns/humorous, special articles/travel, special articles/agriculture and enterprise reporting.

Pierce's awards included four first place awards in personality profile, special articles/science-energy, single pages regularly edited by entrant/lifestyle or entertainment non-daily newspaper, and news photography non-daily newspaper.

A total of 61 first-place entries in the state competition have advanced to the National Federation of Press Women Contest, with those awards to be presented in August in Chicago.

Following are the NPW contest award winners:



Pierce, Micek and Potter claimed the Marianne Beel Sweepstakes Awards.

L. Lynne Ahlers, Red Cloud: First in editorial non-daily newspaper, and honorable mention in personal columns/general.

Cheryl Alberts Irwin, Lincoln: First in publications regularly edited by entrant/newsletters, and newsletter four-color.

Barb Batie, Lexington: First in columns/informational, columns/specialized; second in editorial non-daily newspaper, feature story non-daily newspaper; third in personal columns/general; honorable mention in special articles/agriculture.

Lois Brunnert, Wisner: Third in feature story non-daily newspaper.
Deb Carpenter-Nolting, Bushnell: Third in columns/specialized.

Carla Chance, Cedar Creek: First in poster campaign, brochure four-color, print media advertising retail product or service, original graphics; second in special articles/advertorials, publications regularly edited by entrant/newsletters, publication for general or specialized circulation, website edited by entrant, trade or magazine color ad display/institutional or image, single sheet poster; third in feature story/general publication; honorable mention in headline writing, special articles/business.

Jennifer Chick, Kearney: First in feature photo/daily newspaper, writing for the web/feature article; second in newsletter four-color, feature story/general publication, special articles/business, special articles/food; third in feature story/daily newspaper, special articles/agriculture,

special articles/travel, sports photo/daily newspaper; honorable mention in continuing coverage, special articles/health, special articles/history.

Lori Clinch, North Platte: Second in columns/humorous.

Andrea Cranford, Lincoln: first in magazine four-color, writing for the web/online newsletters, magapaper/tabloid four-color.

Mary Pat Finn-Hoag, Norfolk: second in photographer/writer, and feature photo daily newspaper.

Betsy Friedrich, Kearney: First in special articles/planet earth, special articles/education; third in continuing coverage; honorable mention in feature story/daily newspaper, special articles/arts and entertainment, special articles/travel.

Sara Giboney, Kearney: First in special series, news reporting/daily newspaper; second in special articles/education, special articles/health-fitness; third in news photo/daily newspaper, special articles/travel, special articles/social issue.

Terri Hahn, Osceola: First in single pages regularly edited by entrant/lifestyle or entertainment daily newspaper, single pages edited by entrant other than lifestyle daily newspaper, page layout daily newspaper, headline writing; second in section edited by entrant daily newspaper.

Sharron Hollen, North Platte First in special articles/social issue, special articles/history, special articles/health-fitness; second in special articles/arts-entertainment, special articles/government-politics, special articles/hobby-craft; honorable mention in news reporting daily newspaper.

Amber Medina, Hastings: Second in magapaper/tabloid four-color; third in magazine four-color.

Delores Meister, West Point: Third in special articles/science; honorable mention in personality profile.

Glennis Nagel, Kearney: First in news release/single release, feature story/ general publication; second in magazine four-color.

Judy Nelson, Lincoln: First in newsletter four-color, and publications regularly edited by entrant/newsletters.

Bette Pore, Grand Island: First in publications regularly edited by entrant daily newspaper; second in single pages edited by entrant other than lifestyle daily newspaper, page layout daily newspaper; third in headline writing, and section edited by entrant daily newspaper.

Kim Schmidt, Kearney: First in feature story daily newspaper, continuing coverage; third in news reporting daily newspaper.

Emily Springer McCreery, North Platte: First in sports photo daily newspaper, section edited by entrant daily newspaper; second in sections/supplements edited by entrant daily newspaper, photo essay daily newspaper, special articles/sports, investigative reporting; third in single pages edited by entrant other than lifestyle daily newspaper, page layout daily newspaper; honorable mention news photo daily newspaper, feature photo daily newspaper.

Nancy Swarts, Milford: First in feature photo non-daily newspaper, website edited by entrant; second in publications regularly edited by entrant non-daily; third in news reporting non-daily newspaper, personality profile, page layout non-daily newspaper; honorable mention in headline writing.

Sherry Thompson, Omaha: Second in special articles/social issue; third in website edited by entrant, publications regularly edited by entrant/newsletters; honorable mention in special articles/business

Ruth Raymond Thone, Lincoln: First in editorial/opinion daily newspaper, creative verse; second in columns/specialized, columns/informational; third in columns/humorous.

Diane Wetzel, North Platte: First in investigative reporting, special articles/business, special articles/arts-entertainment, special articles/government-politics, special articles/advertorials; second in news reporting daily newspaper, continuing coverage, special articles/agriculture, personal columns/general; honorable mention in special articles/social issue. ■

Lori Potter



NPW High School Contest winners who attended spring convention include (left to right): Amy McConnell, Emily Barnes, Ryan Daly, Kira Northrup, Chris Nelson and Kaitlyn Klein.

High School Winners Announced

The work of students attending Nebraska high schools was showcased during the 2009 Nebraska Press Women High School Communications Competition.

Results were announced May 1 during the Nebraska Press Women's spring convention in the Cornhusker Hotel at Lincoln. Students from 14 schools entered work completed during 2009 in the contest, which included 254 entries in 17 different categories, from writing to photography to video.

Omaha Westside students captured first place in seven of the 17 categories. Other schools with submissions that placed first include Papillion LaVista South High School, with three first-place entries; Milliard West and Bellevue High School, two apiece; and Hastings and North Platte High School, one apiece.

First place entries were forwarded to the National Federation of Press Women's High School Communications Contest.

Complete results are as follows:

Division 1 results (Class A schools):

Bellevue West High School – Kira Northrup and Kaitlyn Klein, first, graphics; Christopher Nelson, first, review; Olivia Cunningham, third, opinion; Samantha Churchill, honorable mention, feature photo and review; and Kaitlyn Klein, honorable mention, review.

Blair High School – Joey Gentzler, second, graphics, and third, double-truck layout; Michael Blaha, second, single-page layout; and Nate Barnhill, third, graphics.

Grand Island High School – Sarah Mirza, second, columns; and Brandon Pfeifer, third, review.

Hastings High School – Bethany Schmidt, first, double-truck layout; Annie Dillman, second, editorial; Michael Beahm, second, opinion; Mikaela Newlun, second, single-page layout and honorable mention, feature story.

Lincoln Southwest – Will Folsom, second, cartooning; Connor Stange, second, sports story; and Kaley Cook, third, columns.

Marian High School – Hailey Konnath, third, editorial; Ann Brudney, third, cartooning; and Jacqueline Alvine, honorable mention, single-page layout.

Millard West – Hannah Bargman, first, feature photo; Molly Christenson, first, sports photo; Jessica Goltl, second, fea-

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ture photo; Lindsay McCoy, second, sports photo; Josephine Orsi, third, feature photo; Natalie Ketzler, third, sports photo; and Liz Brown, honorable mention, sports photo.

North Platte High School – Brett Schmidt, first, opinion.

Omaha Westside – Jenny Shehan, first, editorial; Julius Fredrick, first, cartooning; Mary Susman, first, news story; Cara Wilwerding, first, sports story; Olivia Babe, first, video feature story; Lea Rendell, first, columns; Ali Tomek, second, news story; Grace Lyden, second, feature story; Sidney Peterson, second, video news story; Claire Pedersen, second, video feature story; Jesse Milliken, second, video sports story; Lizzie Davis, second, reviews; Hannah Gill, third, news story; Cara Wilwerding, third, feature story; Sarah Nelson, third, video news story; Shanley Reynolds, third, video news story; Lauren Florea, third, single-page layout; and Shelby Pieper, honorable mention, news story.

Papillion LaVista South High School – Emily Barnes and Amy McConnell, first, feature story; Rebecca Conrad and Karly Sorys, first, video news story; Emily Barnes, Ryan Daly and Joseph Fabian, first, video sports story; Amy McConnell, first, single-page layout; Carley Thomas, third, sports story; Brittany Suthard and Emily Kuklinski, third, video feature story; Emily Parish and Carley Thomas, third, video sports story; Amy McConnell, honorable mention, editorial; Ryan Daly and Emily Parish, honorable mention, video news story; and Rebecca Conrad and Gretchen Pille, honorable mention, video feature story.

Division 2 results (Class B, C, D):

Broken Bow High School – Travis Connelly, first, opinion; Emily Smallcomb, first, news story, second, sports story, third, columns; Justin Mattox, first, feature story, third, sports story; Jeremy Hunt, first, environment and review; Patrick Wright, first, sports story; and Niclas Gottmann, second, columns.

Crete – Jessalyn Holdcraft, second, news story; third, news story; honorable mention, feature, and honorable mention, news story.

Loup City High School – Casey Wilson, third, feature story.

Rock County High School – Emily Sybrant, first, columns, and second, feature story. ■

Mullen Graduate First Recipient of Marianne Beel Memorial Scholarship

By Barb Bierman Batie

Courtney Baum, a 2010 graduate of Mullen High School, has been named the first recipient of the Marianne Beel Memorial Scholarship.

Given in memory of long-time Nebraska Press Women member Marianne Beel of Valentine, the first scholarship went to a Sandhills student as Beel loved the Sandhills and shared that love through her writing and photography. Her column, "Sand In My Shoes," was much beloved by readers of the North Platte Telegraph for many years.

Baum and her family moved to Mullen several years ago and she immediately began to be involved in her new community and school. She participated in volleyball and golf during high school, was in one-act, speech and did flags for two years with the marching band. She's a National Honor Society member, went to state speech contest, was in 4-H and is active in her church, St. Mary's Catholic.

Her interest in photography led her to provide photos to the



Courtney Baum.

local newspaper, take senior pictures for some of her fellow classmates and work on the school yearbook.

In an essay written as part of her scholarship application, Baum wrote, "In rural Nebraska one could sit outside on the porch any time of the day or night and be audience to nature playing its tune. How fun would it be to hear crickets chirping, birds singing or cows mooing? ... For me right now living in rural Nebraska is like a little piece of heaven on earth."

We wish Courtney all the best as she pursues studies this fall at a Nashville, Tenn., photography school. ■

Lori Potter



Andrea Cranford presented the NPW Memorial Scholarship to UNL junior Jamie Klein and the Excellence in Media Scholarship to UNL sophomore Erin Starkebaum at spring convention.

NPW MEMBERSHIP MEETING MINUTES

May 1, 2010 Lincoln NE

President Ruth Brown called the meeting to order at 9:01 a.m.

Treasurer's Report was presented by Sherry Thompson. Total assets are \$29,496.29. Judy Nelson moved that the report be accepted and filed. Second by Andrea Cranford. Passed.

Minutes were presented by Lyn Messersmith. Andrea Cranford moved to accept, with a second by Martha Stoddard. Passed.

President's Report: Ruth Brown.

A planning meeting for the 2011 NFPW convention in Council Bluffs will be held in the hospitality room (322) at 4:00. Anyone interested in helping is encouraged to come.

Sponsors for today's convention are Nebraska Farm Bureau, Nebraska Press Association, Nebraska Lottery, and Donald E. Burge, M. D.

Members are encouraged to participate in the Facebook page.

Lincoln Press Women will be meeting quarterly, to network and socialize. Ruth suggested other towns with several members might want to organize their own groups.

NPW Archives will be housed at the Nebraska Historical Society as soon as they are ready to accept the material. Gwen Lindberg is our new Historian.

Communications Contest: Barb Micek and Bette Pore.

213 entries were received from 29 members. 61 first place entries will go on to NFPW. Judging was traded with South Dakota Press Women, who sent us 24 entries. Balance is \$330 with \$915 due from the first-place winners. The revenue funds the Excellence in Media Scholarship.

High School Communications Contest: Mary Pierce.

14 schools contributed 254 entries. There are 17 categories, including video. Larger schools are in Division 1 and Division 2 includes smaller ones. Mailings were discontinued this year to save money, and all communication was by e-mail.

Communicator of Achievement: Cheryl Alberts Irwin.

This is NPW's highest honor and the

winner goes on to compete at the National Convention in the fall. Martha Stoddard was introduced as this year's Communicator of Achievement. Ballots for 2010 nominees were passed, and criteria explained. Deadline for receiving nominations is July 1.

Historian: Gwen Lindberg. Absent.

Legislative First Amendment: Diane Wetzel. Absent.

Ruth listed the newspapers and newsletters that we know published the article that Diane wrote for Sunshine Week. There are likely some of which we aren't aware.

Membership: Jan Treffer-Thompson. Absent.

There are 22 state affiliate members, 41 NFPW members, and 1 student member, totaling 64 members. Welcome given to new members present.

Member Services: Lori Potter.

Several items are on the table for sale, and members are encouraged to shop.

Newsletter: Andrea Cranford.

Volunteers are needed to cover the events of this convention for the newsletter, which has a June 1 deadline.

NPW Scholarship: Barb Batie. Absent.

College scholarship winners will be at today's luncheon. Jamie Klein will be presented with the \$500 Memorial Scholarship which is funded by interest on scholarship account investments from memorial donations. Erin Starkebaum receives the \$300 Excellence in Media Scholarship, which is funded by the professional communications contest. The new Marianne Beel Scholarship will go to Courtney Baum of Mullen High School. She plans to study photography.

Mary Pat Finn-Hoag passed cards for members to sign, to be mailed to Joan Burney and Evelyn Aufdenkamp.

NFPW 2011 Convention: Stephanie Geery-Zink.

Anyone interested in helping plan the convention which will be co-hosted by Nebraska and Iowa, is asked to come to the hospitality room at 4:00. Everyone is invited to help. Speakers and sponsors are needed.

Old Business:

2010 Fall Convention will be in Red Cloud on October 7-8 with Lynne Ahlers coordinating.

Lyn Messersmith and Sandy Benson extended an invitation to the Spring 2011 Convention at Halsey 4-H camp. Bring own linens, as the accommodations are bunk beds in cabins.

Barb Micek and Lori Potter reported on the NFPW Board meeting in Albuquerque. Membership remains stable with renewals encouraged. Chicago will host the 2010 NFPW Convention and work is progressing on our invitation to be presented at that time.

New Business:

Judy moved that the board will support a committee to determine vendors and products to be used as fundraisers for the Beel Memorial Scholarship, and have the committee move forward on spending. Andrea seconded. Sherry said \$500 is set aside for this. Passed. Committee members are Judy, Lori, and Ruth.

Ruth explained guidelines for the Women Journalist's Hall of Fame, and asked for comments and suggestions. Discussion was held on whether candidates should include living or deceased members or possibly one of each. Also mentioned were sponsorship and a place to display the awards. Stephanie moved to approve the guidelines and that nominations stay active for one year past the year of nomination. Second by Mary Pat. Passed.

Mary Pierce asked for suggestions on whether to combine divisions for the High School Communications Contest, or keep large and small schools separate. Discussion on how combining would affect competition. Asked for a show of hands on keeping separate divisions. Passed.

Nominating committee for Fall slate of officers is Judy Nelson, Andrea Cranford and Glennis Nagel. Stephanie moved to approve the committee, seconded by Martha. Passed.

Motion to adjourn by Stephanie, seconded by Barb Micek. Passed. Meeting adjourned at 10:05.

Respectfully submitted
Lyn Messersmith

Nebraska Women Journalists' Hall of Fame

The purpose of this new Hall of Fame is to recognize working women journalists who may never have become the newspaper publisher, the broadcast station manager, or the ad agency president. But through talent, initiative, intelligence and stamina, each made a difference for the profession, for her community and for those who followed in her footsteps.

Guidelines

1. Persons may be nominated by the general public.
2. Nominee may be living or dead.
3. Nominee may come from any facet of the journalism profession: broadcast, print or online, news or advertising, public relations, or any other aspect of journalism.
4. Must have a Nebraska background by birth or work experience, having spent a significant amount of her professional career in Nebraska.
5. Must have attained a position of prominence in her field.
6. Will be judged on a) contributions to the profession, b) achievements within the profession, c) service to her communities: local as well as state and/or regional/national. "Communities" refers to both the community in which she lives and works as well as to her professional community, whatever that may be.
7. Nominator must include compelling reasons why this woman should be selected.
8. Nomination must be accompanied by two letters of support, each of which addresses at least one of the criteria in #6.
9. Nomination will stay active for one year past the year of the nomination.

Selection Process

Nominations should be received by the NPW vice president at least two months prior to the anticipated announcement. Nomination forms will be available at www.nebraskapresswomen.org

Final selection will be made by the NPW Board of Directors.

The first recipient will be announced at the 2011 NFPW/NPW meeting in Council Bluffs, Iowa. Succeeding recipients will be announced annually at the NPW's spring convention.

The Nebraska Women Journalists' Hall of Fame will be housed at the UNL College of Journalism and Mass Communications.

Nebraska Press Women 2010 Achievement Award Nomination

The Communicator of Achievement Award is the highest honor bestowed by Nebraska Press Women and the National Federation of Press Women upon their outstanding members.

NPW members are invited to fill out the application below to honor an NPW member. Nominees should have exceptional achievement in the communications field (60 percent of consideration), service to NPW/NFPW (20 percent) and to their community (20 percent). Please provide sufficient information as to why your nominee should be selected. Names will be placed on a ballot to be voted upon by past Nebraska COAs, with the recipient being named at fall convention.

The candidate must be in good standing and be a member for at least two years in NPW and NFPW. Nominees stay on the ballot for three years and after that are removed, so even if someone has been nominated before, if you wish to see her name on the ballot, resubmit it.

Nebraska's honored COA will be in competition for the award at the national level. The NFPW winner and the runner-up will be announced at the COA award banquet during NFPW's annual conference. Each state affiliate's nominee is introduced at the banquet and featured in NFPW's AGENDA newsletter prior to the conference.

Nominee name:

Address and/or professional position:

Professional achievement (60 percent):

Contributions to NPW/NFPW (20 percent):

Contributions to community (20 percent):

Your name (requested, but optional):

Please return by July 1, 2010 to Cheryl Alberts Irwin, 3274 Merrill St., Lincoln, NE 68503, or email to calberts1@unl.edu. Phone: (402) 464-7955.

Ineligible: Joan Burney, 1993 NFPW COA recipient; Ruth Brown, current president.

Past recipients: Norma Carpenter, Velma Price, Helen Green, Lilas Thomas, Lilly Frels, Marianne Beel, Wilma Crumley, Lois Lambley, Judy Nelson, Marj Marlette, Judy Johnson, Vicki Miller, Jill Claflin, Mary Ann Blackledge, Karyn Stansbery, Evelyn Aufdenkamp, Lori Potter, Gwen Lindberg, Sue Fitzgerald, Andrea Cranford, Mary Crawford, Mary Pat Finn-Hoag, Barb Batie, Dorothy Fryer, Glennis Nagel, Cheryl Alberts Irwin, Ruth Brown, Barbara Micek, Martha Stoddard.

Giboney Accompanies UNK Group to Israel

By Sara Giboney

Two notebooks are filled with my feverishly written notes. Over a thousand photos are saved on my laptop.

I documented every moment of two amazing weeks I spent traveling throughout Israel learning about the culture, the people and the history and tasting the food.

I left for Israel May 24 with 28 University of Nebraska at Kearney students, faculty and Kearney community members. Maha Younes, a social work professor at UNK, led the trip. We learned about poverty and domestic violence issues from professors at Haifa University, we visited Druze villages near Haifa and spent time in the German Colony in Haifa.

A representative from Isha L' Isha, a national grassroots feminist organization, spoke to us about human trafficking and prostitution in the country. We toured Megiddo, the Armageddon battlefield where archeologists have unearthed 20 levels of civilization.

We took a boat ride on the Sea of Galilee, tasted wine in Cana, learned about life on a kibbutz, rafted in the Jordan River, floated in the Dead Sea, toured the Negev Desert, went on camel rides and had dinner at a Bedouin village, learned about healthcare in Israel at the Hadassah Ein Kerem Medical Center in Jerusalem and visited with the Consulate General of the United States.



Sara Giboney

We toured the Knesset, the Israeli Parliament, went to Yad Vashem, the Holocaust Museum, met with Palestinian refugees at their camp in Bethlehem and visited holy sites throughout the country.

I ate homemade yogurt, hummus, fresh baked pitas and falafel nearly everyday. I adored the food and wanted to bring it all home with me. I settled for purchasing a cookbook and I will soon attempt to recreate the dishes I loved in Israel.

The Kearney Hub allowed me to write a travel blog about my trip. "Passport to Israel: Sara Giboney's Travel Blog" was featured on the Kearney Hub website during my trip.

Every evening I sifted through my notes and photos and reported what we had experienced that day.

The blog generated nearly 3,800 page views and nearly 2,000 of those were unique visitors, meaning people who have never been to kearney-hub.com before.

The trip was truly life changing. I'm so grateful I was able to learn about the complex issues the country faces first-hand and document the experience.

View the blog at khpsites.com/blogs/passport/. ■

Welcome New Members!

NPW/NFPW:

Heather James, reporter, North Platte Telegraph, 308-536-4734, heather.james@nptelegraph.com. Home: 10598 S. Miller School Road, North Platte, NE 69101, 308-660-3637. (2010)

Whitney Pandil-Eaton, freelance writer. Omaha, NE, 402-210-9419, wpandil@gmail.com.

NPW CONVENTION PHOTOS

Lori Potter



The NPW crew at spring convention in Lincoln.

Lori Potter



UNL's Trina Creighton introduced her documentary, "The Academic Achievement Gap: We Do Better When We Know Better."

Lori Potter



Communicator of Achievement Martha Stoddard will represent NPW at national convention.

The Nebraska Press Women Newsletter is published and sent electronically four times a year. Please send e-mail address updates and member news to newsletter editor Andrea Cranford at acranford@huskeralum.org or awcranford@earthlink.net. You may also send a printed version to Andrea at 2554 Kessler Blvd., Lincoln, NE 68502.

CALENDAR OF EVENTS

Aug. 26-28: National Federation of Press Women Convention, Chicago.

Oct. 8-9: NPW Fall Convention, Red Cloud. That's Willa Cather country!

Nov. 15: Winter NEWSeLETTER copy deadline

Dec. 1: Winter NEWSeLETTER sent electronically

April 29-30, 2011: NPW Spring Convention, Halsey.

Sept. 8-10, 2011: National Federation of Press Women Conference at Harrah's in Council Bluffs. Co-hosted by NPW and IPW!

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