

UNL's student journalism project, 'Being Black in Lincoln' receives Kennedy journalism award

By Kaitlin Van Loon, UNL Journalism and Mass Communications, May 24, 2022

A University of Nebraska–Lincoln student project that reported on the Black experience in Nebraska's capital city took home the College Journalism Award at the Robert F. Kennedy Human Rights Book and Journalism Awards on May 24.

The depth-reporting project, "Being Black in Lincoln," was developed by 12 students through a College of Journalism and Mass Communications course.

The award recognizes outstanding achievement in collegiate journalism that is focused on social injustices and human rights. This is the second time in five years that a depth-reporting project from the college has received a Kennedy award.

In 2017, a Husker reporting team won the College Journalism Award and the grand prize for "The Wounds of Whiteclay: Nebraska's Shameful Legacy." The project explored the issues and impact of alcohol sales in the small community of Whiteclay. It was the first time in the event's 49-year history that the top prize went to a college group.

Joe Starita, professor emeritus of journalism, was the editor for "Wounds of White Clay" and for this year's award-winning project.

Starita and Jennifer Sheppard, assistant professor of practice in journalism, created "Being Black in Lincoln" to shed light on the reality that the Black community experiences in Nebraska's capital city.

Students applied to be in the class by submitting a 500-word essay explaining why they should be chosen. Starita and Sheppard sifted through the applications and picked 12 students to write a dozen profiles on Black residents of Lincoln.

"The bar was set pretty high on those essays," Starita said. "They had to convince us that we should take them (into the class), and we were flabbergasted by the energy, the insight, the smarts and how clean the writing was in the essays among those we ultimately selected."

The class launched during the spring 2021 semester, and the stories were published in the Lincoln Journal Star last summer.

With Lincoln being predominantly white, the students knew they wanted to highlight the Black community's experience since most residents have not experienced the isolation that can come from being a person of color.

Sheppard said the success of the project doesn't stop at winning this award; it lies in the community's response and greater understanding of varied experiences.

Following is a list of students who were part of the project, listed by hometown, with their year in school and major(s).

NEBRASKA:

Lincoln:

- Jaqueline Martinez, May graduate, advertising & public relations
- Nick McConnell, senior, journalism
- Zach Wendling, senior, journalism & political science

Morse Bluff:

- Erika Jensen, junior, child, youth & family studies

Norfolk:

- Evelyn Mejia, junior, broadcasting & Spanish

Omaha:

- Dillon Galloway, junior, advertising/public relations & journalism
- Jason Han, senior, journalism & English
- Nia Johnson, junior, broadcasting

Papillion:

- Victoria Baker, senior, journalism

ELSEWHERE IN THE U.S.:

San Diego, California:

- Trinity Saez, junior, marketing

Parker, Colorado:

- Drake Keeler, May graduate, journalism
- Lauren Penington, senior, journalism & political science

UNL College of Journalism hosting 50th Anniversary party for 90.3 KRNU student radio station

The University of Nebraska-Lincoln College of Journalism and Mass Communications is throwing a **50th anniversary party for 90.3 KRNU on Saturday, June 11, at 7 p.m. at the Bourbon Theater.** Tickets for the event featuring DJ D-Wayne Taylor and live music from The Garage Band are \$25 and also include appetizers and two drinks. **Get your tickets and check out the KRNU merch here: <https://journalism.unl.edu/krnu-50>.** Funds raised for 90.3 KRNU will help build a new tower and antenna for the station and support the student

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Questions? Contact Susan Watson
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Advertising's blast from the past

By John Foust, Greensboro, NC, April, 2022

In order to look ahead to a new advertising idea, sometimes it helps to take a look at the past. When an advertiser has been in business for a number of years, there are plenty of possibilities.



Let's take a look at a few idea-starters. Although there's some natural overlap, it helps to examine each one separately:

1. Years of experience: This is a good starting point. You can either talk about the number of years the company has been in operation, or you can emphasize the cumulative years key members have been on the team. For example, "We have been in business for 75 years," or "Our service team has a total of 312 years of experience."

By themselves, these facts don't mean much – and in fact, could indicate that the company is outdated and out of touch with today's consumers. The secret is to connect an age-related statistic to a specific benefit: "Our service team has 312 years of overall experience. This means we have encountered – and successfully diagnosed – just about every plumbing problem."

This kind of information could become the main subject of an image ad campaign – or be shortened to be used as a tagline throughout that company's marketing.

2. Business anniversary: Of course, any business can celebrate an anniversary, even if it's for one year in operation. An anniversary just means more when it's an impressive number.

Your advertiser could throw a party to celebrate the anniversary of when they opened their doors. They could invite customers to drop by for a slice of birthday cake or have a sale featuring "throwback prices" on selected products.

3. Archives: You advertisers may have a wealth of inspiration in their files. Anything that documents the start and growth of a business can spark ideas. Photos can illustrate the construction of branch offices, the history of relationships with existing customers, or the evolution of flagship products.

You might be surprised at what you find: internal newsletters, early brochures on products that became best sellers, maybe even old copies of ads that announced special events.

4. Profile of founder(s): A conversation with – or about – the people who started the company can uncover some fascinating facts. Could one of these tidbits become the theme of an ad?

5. Then and now (what's changed, what hasn't?): Think of the "New look, same great taste" label we see on so many packaged goods.

When a company has been around for a long time, change is a consideration. Obviously, some older things have been good

enough to keep and some things are newer and better. Those things – both old and new – can be selling points.

Have the advertiser's product lines expanded since the beginning? Are there new locations? New hours?

Does the company still have the customer service focus it had in the beginning? Is that philosophy in a frame – and can it be photographed?

It adds up to this: sometimes, a blast from the past is just what the idea process needs.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Kevin Slimp: Is it time to redesign your newspaper?

Since speaking at the Nebraska Press Association Convention in late April, my thoughts have often revolved around the topic of newspaper redesigns. While I was with my friends in Nebraska, I had more than a dozen requests to visit member papers about redesigning their publications.



Trust me, I'd love to redesign every community paper in the country. Still, a redesign is a big project and not practical for many small papers (often one or two people) to bring in a consultant to redesign their pages. That's when it dawned on me. Lately, I've been doing a lot of virtual consulting for newspapers - and this could be the perfect way to help community papers redesign their publications without breaking the bank.

If your paper needs a design update (and most do), I want to help. Send me a message at kevin@kevinslimp.com, and we'll make plans for you to send a copy (or copies) of your pages to me. I'll spend time going through each page, then meet with you (or you and your staff) to review my findings and suggestions.

It's a process that's affordable to every paper, allows me to help a lot of community newspapers, and is a win-win for your paper and me.

Just send me an email message with the following information:

- Average page count
- Total copies printed of each issue

Please send information about each title if you have more than one newspaper you'd like me to critique. I'll return your message within 48 hours with details, including your cost to complete the process described above.

Thank you - and thanks for continuing to support newspaperacademy.com. After six years, our numbers continue to grow each month.

Kevin Slimp, The News Guru

View Better Newspaper Contest VIDEO:

<https://youtu.be/jvlc1dPZTzs>

Extra copies of Better Newspaper Contest TAB available!

Contact Susan Watson, nebpress@nebpress.com



NEBRASKA PRESS ASSOCIATION
2022 CONVENTION · APRIL 29-30 · KEARNEY, NE

*See Convention Photos
here:*

<https://nebpress.com/nebraska-photojournalism/>

Thank you to those who completed the post-convention survey!

*Comments were very positive and a high percentage of 'excellent' and 'very good' ratings.
Your input will help us make the 2023 convention even better.*

SAVE THE DATES: 2023 NPA Convention, April 14-15, Cornhusker Marriott in Lincoln.

NPA celebrates our 150th Anniversary in 2023 - the oldest trade association in Nebraska!

THANK YOU 2022 NPA Convention Sponsors



Nebraska's first female newspaper editor is focus of June 8 lunch in Kearney

Kearney Hub, May 28, 2022

Kearney Public Library and the University of Nebraska at Kearney History Department will host a brown bag lunch on Wednesday, June 8 from Noon to 1:00pm with Michelle Setlik presenting "Our Editress: Nebraska's First Female Newspaper Editor."



From an orphaned Irish immigrant to the first female newspaper editor in Nebraska, Maggie Mobley nee Guerin defied all the odds. As a highly educated young woman in the early days of Nebraska's statehood, Guerin traveled alone after a failed marriage to central Nebraska to forge her own path. After joining forces with a former newspaper publisher, Guerin used her pen and keen intellect as the editor of the newspaper they established in 1870. She was able to influence local and statewide politics, help build and grow a community, and become a statewide advocate before women had the right to vote.

The June 8 presenter, Setlik, is an educator and community historian with master's degrees in history from the University of Nebraska-Kearney and management from Doane University. She serves as an associate dean of Business and Entrepreneurship at Central Community College and is a history adjunct at UNK. The June 8 program is free, open to the public, and audience members can bring their lunch and learn.

Quinlan, Sneve and Meisinger inducted into Marian Andersen Nebraska Women Journalists Hall of Fame

Bette Pore, NE Press Women Hall of Fame chair, Apr. 24, 2022

Three journalists who worked in Nebraska over the last two centuries were inducted into the Marian Andersen Nebraska Women Journalists Hall of Fame, April 23, in York. Nina Meisinger, Mary Kay Quinlan and Shirley Sneve were inducted at the awards luncheon during the 2022 Nebraska Press Women Spring Conference.



Nina Meisinger, who began her work life teaching in a one-room schoolhouse in Chillicothe, Mo., first moved to Springfield, Neb., in the early 1920s. She married and had two children, but in 1940, when the local newspaper's reporter walked off the job, she accepted a "temporary" job that became her life's work and her mission. For 46 years, she was a reporter, ad salesperson and managing editor of the Springfield Monitor, its only staff member who made sure the paper's subscribers received their paper every week.



The publisher changed over the years, but the constant was the editor, Nina Meisinger. When the publisher closed its Main Street office in 1950, it moved to her home. She had a desk in the corner of her dining room where she spent three days a week gathering and writing the news and then shifted to selling ads and record keeping on Thursday and Friday.

Mary Kay Quinlan, a Lincoln, NE, native and University of Nebraska-Lincoln graduate, began her journalism career



as a suburban schools reporter at the Rochester, N.Y., Democrat and Chronicle and then in 1974 began a 10-year stint working for the Omaha World-Herald Washington Bureau. She then worked from 1985 to 1989 as a regional correspondent for Gannett News Service in Washington, writing for Midwestern newspapers. This journalism experience

then served her well over the next three decades as she shared her knowledge and experience with future journalists as a university professor, first at the University of Maryland and then at UNL, where she went on to serve as an associate dean of the College of Journalism and Mass Communications. She retired in 2020 but has continued to support the college in various ways, including volunteer work with Nebraska News Service students. She has also served as a professional-in-residence in the College of Journalism's Experience Lab. Quinlan is editor of the Oral History Association Newsletter, published three times a year by the national professional organization of oral historians, and has presented oral history workshops at numerous local, regional and national conferences.

Shirley Sneve, born in Rapid City, S.D., to a Norwegian father and a Rosebud Sioux mother, learned from both cultures while absorbing both parents' interests in media.



She majored in journalism at South Dakota State University, where she got her first experience in broadcasting with the public television affiliate in Brookings. After more than two years as director of the Visual Arts Center in the Washington Pavilion of Arts and Science in Sioux Falls, S.D., and three years as executive director of the Arts

Extension Service at the University of Massachusetts Amherst, Sneve moved to Nebraska and become executive director of Vision Maker Media at the University of Nebraska-Lincoln in June 2004. There, she worked to empower and engage Native people to share their stories. She served as the executive producer for more than 150 documentaries, online series, apps and e-books during her 15 years there. Then she moved on in November 2019 to become president and CEO of Tiwahe Foundation, which provides resources to American Indian people to live culturally centered, economically independent and healthy lives. In 2021 she became vice president of broadcasting at IndiJ Public Media.

With the induction of Nina Meisinger, Mary Kay Quinlan and Shirley Sneve, the Marian Andersen Nebraska Women Journalists Hall of Fame has 31 members. The Hall is displayed on the third floor of UNL's Andersen Hall. It also can be seen at the Hall of Fame section of the NPW website, nebraskapresswomen.org. Nebraska Press Women is a nonprofit professional organization of women and men in communication, and provides professional development opportunities for Nebraska's communicators.

Classified Advertising Exchange

May 30, 2022

DO YOU KNOW... how to sharpen and change the blades of a Peerless Gem paper cutter? The blade is 37" long. If you can help, please contact Tonya Evans, Clarkson Colfax Co. Press and Leigh World, 402-892-3544, or tonya@colfaxcopress.com.

MANAGING EDITOR - Enterprise Media Group is seeking a managing editor for its western Iowa trio of publications (Missouri Valley, Mapleton, Dunlap). This position is responsible for coordinating all local content for print, on-line, and visual elements.

Ideal candidates will have a journalism degree, at least three years experience in the newspaper industry, are familiar with Mac computers, is a capable photographer, and have experience with managing people. In addition to the weekly responsibilities of putting out high-quality newspapers, the managing editor will work with staff members to continually improve existing products, services, procedures, etc.

Benefits include competitive salary, 401(k), health insurance, paid time off, and more. The Enterprise Media Group is a progressive regional publishing company based in Blair, Nebraska and is one of the largest private weekly newspaper groups in the area.

Individuals who can take traditional journalism rules and procedures and combine them with fresh, new, ideas are strongly encouraged to apply with our rapidly growing company. Email Chris Rhoades crhoades@enterprisepub.com with questions or to apply! www.enterprisepub.biz

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Please send cover letter and resume to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977, Norfolk, NE 68702, or email vhrabanek@norfolkdailynews.com.

LOOKING FOR AN INTERESTED APPRENTICE OR BUYER - Nebraska's 4th oldest weekly newspaper, established in 1871, is looking for an apprentice - someone with an interest to eventually acquire the newspaper - or anyone, for that matter, who might wish to buy the paper.

The Nebraska Journal-Leader is in Ponca, NE, near Sioux City, IA. It is an ongoing successful enterprise and will continue to be so. Call 402-755-2643, or email deditor@gpcom.net.

OWNERS RETIRING - Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and smaller newspaper in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey.

Very nice apartment above office helps with financing. You will want to see this opportunity! We will help you "learn the ropes" if you wish.

Contact Jim or Julie Dickerson, Albion News and Boone County Tribune, Albion, NE, Call 402-741-5071, or email: jim@albionnewsonline.com.

NEWSPAPER FOR SALE - The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County.

The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. Contact 402-762-5352, or reporter@voicenewsnebraska.com.

NEWSPAPER FOR SALE - Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.

Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.

HOW TO DO MORE ENTERPRISE REPORTING WHILE STILL FEEDING THE DAILY BEAST

Partnering associations can now register **FREE!** Contact your association for details.



Thursday, June 16 • 1-2 p.m. CDT & 2-3 p.m. EDT

Registration fee: \$35 • Deadline: June 13

IN THIS WEBINAR...

Think you don't have enough time for watchdog journalism? Overwhelmed with keeping the daily machine running? Get practical advice for creating a newsroom culture that values public service and accountability reporting, no matter the staff size. The first step is deciding what not to do or to do differently. Some newsrooms are growing audiences while producing less content. The key is using data to determine which types of content are not contributing to audience engagement.

THE PRESENTER...

Chris Coates



Chris Coates is the executive editor of the Times-Dispatch in Richmond, Virginia.

A Trenton, Michigan, native, he is a graduate of Columbia College Chicago and has been a business reporter in Los Angeles, managing editor of Illinois publications for the Suburban Journals of Greater St. Louis, editor of the Sioux City Journal, and watchdog editor for The News Journal in Wilmington, Delaware. He also was Central Illinois editor for Lee Enterprises before becoming editor in Richmond in March.

Chris is the former president of the Illinois Associated Press Media Editors board and was the Illinois Press Association's Editor of the Year for 2019.



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DATA JOURNALISM TOOLS FOR YOUR NEWSROOM AND CLASSROOM

Thursday, June 23 • 1-2 p.m. CDT & 2-3 p.m. EDT

Registration fee: \$35 • Deadline: June 20

IN THIS WEBINAR...

During this session, SPJ Digital Trainer Mike Reilley will show you how to scrape data from web pages and PDFs and into a spreadsheet format. You also will learn how to visualize the data using the free Flourish.studio tool. Participants will get a handout with links to the tools, exercises, examples and data to practice with.

Prior to the session, participants should set up a free account at <https://flourish.studio/>

They also should download free Tabula software here: <https://tabula.technology/>

THE PRESENTER...

Mike Reilley



Mike Reilley has been a lecturer in data and digital journalism at UIC for the past six years and is an SPJ trainer in the Google News Initiative training program. He also owns Penny Press Digital, LLC, a digital consulting company.

Mike has trained more than 10,000 journalists, students, and teachers in digital tools since 2016, speaking at conferences, journalism schools and in newsrooms in 40 states. He has done nearly 300 trainings in the Google program and dozens more for other clients such as Gannett.

Reilley is a former reporter and copy editor at the Los Angeles Times and was one of the founding editors of ChicagoTribune.com. He is a former digital news editor at WashingtonPost.com and helped run the 2000 Summer Olympics copy desk for AOL. He also founded the journalism research site, The Journalist's Toolbox, which he sold to the Society of Professional Journalists in 2007 and continues to update for SPJ. He also blogged about the Chicago Bears for two seasons on the NFL Blog Blitz site.

