

Beyond -30-

Volume 25 • Number 1 • January 2006

Call for Entries for OPC's Third Annual Journalism Awards Competition

The Omaha Press Club will begin accepting entries for its Third Annual Excellence in Journalism Awards Competition on Tuesday, Jan. 10. Entries must be postmarked by 5 p.m. on Friday, March 17, 2006.

The awards contest is designed to recognize excellent writing, reporting and photography.

Copies of the Call for Entries packet, which includes rules and categories of competition, are available: www.buildimage.com/OPCEntry2006.pdf.

Entry categories include newspaper, magazine, television, radio, photography and public relations. All entries must have been published, broadcast or transmitted in Nebraska and/or the eight-county Omaha metropolitan area (including Cass, Douglas, Sarpy, Saunders and Washington counties in Nebraska and Harrison, Mills and Pottawattamie counties in Iowa) during the 2005 calendar year.

OPC individual and corporate members in good standing pay a \$20 fee per entry. Nonmembers pay \$35 per entry. Judging is performed out of the area. There is no limit to the number of entries each individual or organization may submit, as long as it is accompanied by a separate entry fee and form.

A portion of the proceeds of the OPC Excellence in Journalism Awards Competition will be donated to the Omaha Press Club Foundation to fund scholarships for college journalism students. A \$500 contribution was made from the proceeds of the 2005 Awards.

'From Leahy to Fahey': Omaha's Mayor Will 'Face' the Press Club Feb. 9

One Press Club member quipped that we've taken the "Face on the Barroom Floor" from one Irish mayor to another in 34 years. The "Face" tradition was inaugurated in 1971 with a salute to Omaha Mayor Gene Leahy.

Now more than three decades later, the Press Club will induct Omaha Mayor Mike Fahey as the 105th "Face on the Barroom Floor." Members and nonmembers are invited to attend his roast and toast on Thursday, Feb. 9.

Among those on the agenda at press time to roast His Honor are: Mike Kelley, attorney, Kelley & Lehan; Rex Fisher, president, Qwest Communications for Nebraska and Bruce Rohde, chairman emeritus of ConAgra Foods.

Fahey is serving his second term as Omaha's 49th mayor. He was elected to office in 2001, the first elected position he had ever held. The "neighborhood mayor" has focused on improving the city's parks. Issues during his terms have included renovation of north and south 24th street, annexation of Elkhorn, and construction of the Holland Performing Arts Center, Hilton Omaha and the National Park Service headquarters.

The long-time businessman founded American Land Title Company in 1978, five years after graduating from Creighton University. He remained as CEO after selling the company in 1990, retiring in 1997.

Fahey served 10 years on the Omaha Planning Board, serving as chairman many of those years. Community activities



Mayor Mike Fahey

include service on boards of such groups as Holy Name Housing, the American Red Cross and Creighton Prep. He is the father of four adult children.

A no-host reception will start at 5:30 p.m. The roast and toast begins at 6:30 p.m., followed by an optional dinner.

Those who plan to stay for dinner should call 345-8008 for reservations. Dinner costs \$40 for members and \$50 for nonmembers (menu on page 7).

There is no cost for attending the roast and toast.

A menu for the dinner following this event can be found on page 7.

Omaha Press Club Show Gets a Name: 'Annex THIS!'
– Page 2 –

Noon Forum: Is Omaha Prepared If There's a Disaster?
– Page 2 –

Annual Meeting Scheduled for Wednesday, Jan. 18
– Page 6 –

Calendar of Events for the Omaha Press Club
– Back Page –

Jan. 19 Noon Forum To Examine Impact of Terrorist Attack or Natural Disaster on City

Is Omaha ready for a terrorist attack or a devastating natural disaster? This question is especially compelling given the 9/11 Commission's criticism of our nation's preparedness since the terrorist attacks on New York City and Washington, D.C. more than four years ago. What would the response be if a gas tanker truck crashed into an Omaha landmark, or deadly gas was released during Omaha's rush hour?

The topic is also relevant given the devastation wrought on the New Orleans area after Hurricanes Katrina and Rita passed through late last summer. How would our city and county cope if a tornado created widespread damage?

Omaha's preparedness will be the subject of a Noon Forum at the Omaha Press Club on Thursday, Jan. 19. The forum will feature three panelists who have been at the forefront in attempting to make sure that Omaha is ready.

- Steve Lee is director of the Douglas County Emergency Management Agency;
- Phyllis Dutton is coordinator of the Omaha Metropolitan Medical Response System;
- Dr. Adi Pour is health director for the Douglas County Health Department.

These individuals will share how their agencies are working to adequately plan and prepare for the various disaster scenarios that the city might face. The panelists will talk about joint ongoing preparedness of the various health and safety agencies as they work together to gear up our community for a potential terrorist attack.

The program will begin promptly at noon and will end at 1 p.m. The cost is \$15 per person and includes lunch. Guests and nonmembers are welcome to attend. Validated parking is available in the DoubleTree Hotel garage. To RSVP, call 345-8008.



Fellowship • Scholarship
Education
And the Best View in Town

2005-06 OPC Officers

- Anne Walsh President
Union Pacific Railroad
- Jim Fogarty President-Elect
Fogarty Creative
- Mark McMillan Treasurer
First National Bank of Omaha
- Steve Kline Secretary
Leslie Kline Lukas & Associates
- Howard K. Marcus ... Immediate Past President
Omaha World-Herald

Board of Directors

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- Cindy Jones
First National Bank of Omaha
- Kurt Keeler
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- Kay Kriss
Clear Channel Omaha
- Rob McCartney
KETV Channel 7
- Dr. Dave Ogden
University of Nebraska at Omaha
- Gary Willis
Union Pacific Railroad

Communications Committee

- Susan Eustice, co-chair 898-5908
- Judy Horan, co-chair 397-6155
- Rob McCartney 345-7777
- Howard K. Marcus 444-1397
- Don Summerside 444-1308
- Bridget (Weide) Brooks 393-4600
- Sean P. Weide 558-0637

Omaha Press Club Foundation

- David Haberman President
- Eileen Wirth Vice-President
- Henry Cordes Secretary
- Greg Pflaum Treasurer
- Dave Hamer Past President
- James Denny Trustee
- Tom LaHood Trustee
- Howard K. Marcus Trustee
- Chris Nelson Trustee

OPC Office Staff

- Executive Director Steve Villamonte
- OPC Manager Christine Jones
- Administrative Manager Jeanie Campbell
- Office 345-8587



'Annex THIS!'

We have a title.
"Annex THIS!"

Congratulations to OPC member Steve Kline for his winning entry in our Name The Show contest.

Kline's prize: Two top-flight tickets to the OPC Show, March 10-11, at the Rose.

Thanks to all who entered the contest and kept the producers in stitches.

* * *

Who are the producers? Chris Christen Nelson, Gail Graeve, John Prescott and Kurt Keeler.

What does a producer do? Lay the groundwork and make sure the show gets up and running. Prescott is our main man when it comes to song development. James D. Fogarty, incoming OPC

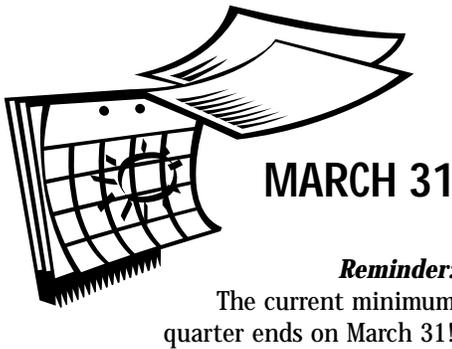
president, keeps his hand in the mix as coordinator of the script for the show's emcee, Gary Sadlemeyer.

Got funny stuff we could use in the emcee's monologue? E-mail your idea to jim@fogartycreative.com.

* * *

Interested in promoting your business or a service in the show program? Our show draws more than 1,000 captains of industry, powerbrokers and others. Your firm's name should be in front of them. Three ad sizes are available. Proceeds support activities of the club, including our journalism scholarship program.

You can e-mail Elaine Allen at allen233@cox.net for advertising information.



CLUB SMOKING POLICY

Smoking is allowed in selected areas of the Omaha Press Club, including the fireplace and at the bar. It is not allowed anywhere in the dining room or meeting rooms.



Press Club Committees

Bylaws Committee

Chair: Chris Nelson

Communications Committee

Co-Chairs: Susan Eustice and Judy Horan

Education Committee:

Chair: Gary Kerr

Executive Committee

Anne Walsh, Jim Fogarty, Steve Kline, Howard K. Marcus and Mark McMillan

“Face on the Barroom Floor” Committee

Chair: Tom O’Connor

Marketing Committee

Chair: Anne Walsh

Membership Committee

Chair: Jim Fogarty

Media Relations Committee

Chair: Steve Kline

Professional Development Committee

Chair: Howard K. Marcus

Restaurant Committee

Chair: Cindy Jones

Scholarship Committee

Chair: Dave Ogden

Show Committee

Co-Chairs: Jim Fogarty and Carol Schrader

OPC Foundation Representative to the Board: Dave Ogden

A Note from the Executive Director

By Steve Villamonte BS, CEC

We start a new year with all the memories of 2005. I always look forward to the *Omaha World-Herald’s* annual review of the happenings of the past year. The January newsletter is my opportunity to share the happenings of the club from the past year.

Now, with the start of my sixth year here at the Omaha Press Club, I have good news once again. For the fifth straight year, the club will finish in the black — and this year will be one of the best yet. This is always good news when you look at the big picture and understand we are having financial success while pleasing our members and retaining a good staff.

I still remember the financial stress of my first year with the club facing bankruptcy. It is because of the tough times that I have been very conservative with the financial management of the club.

Looking back, the one thing I consider to be the club’s strongest asset is to have a very hard-working, supportive board of directors. This past year has been no different, with Anne Walsh at the helm.

Anne has been exceptional with her efforts to build a workable marketing plan for the club. This plan includes an upcoming membership drive that will have incentives for members who recruit new members. The management and staff thank Anne and the board of directors for all their hard work and support during the past year.

The club continues to host many large parties that directly contribute to the bottom line, including many wedding receptions and our signature “Face” events. Many of the wedding receptions come to us by word of mouth because of an event someone had attended at the club.

During 2005, OPC inducted five “Faces,” including: John Gottschalk, John Beasley, the Nebraska Heismen Trophy winners and Dick Cavett and Johnny Carson.

Improvements to the club were made in the kitchen, including renovating the walk-in coolers, which had not been repaired since their installation more than 30 years ago. We also replaced two other stand-alone refrigeration and freezer units that were beyond repair. Another major purchase was china for our catering services — an improvement that will be beneficial for years to come, because the club has traditionally had to rent china for large parties.

Upcoming Events

- *Winemakers Dinner:* OPC & KFAB’s Judy a la Carte are featuring our second winemaker’s dinner on Friday, Jan. 20. It’s a five-course gourmet dinner, and each course is complemented with a unique wine. Look for a complete menu on page 6.
- *Face on the Barroom Floor:* Our next “Face” is Mayor Mike Fahey on Feb. 9; see our special menu on page 7.
- *Valentine’s Day:* A special day at the Omaha Press Club; we will wine and dine you with a special dinner and great service. Make reservations now to assure you get the best seat in the house.

E-mail Us

- Steve Villamonte
svillamonte@opc.omhcoxmail.com
- Jeanie Campbell
jeaniec@opc.omhcoxmail.com
- Christine Jones.
christine1@opc.omhcoxmail.com

See you at your club!

Please make reservations 24 hours in advance, if possible.

Omaha Press Club Catering Services

Parties • Weddings • Catered Lunches

Call Christine at 345-8008 for details
or visit www.omahapressclub.org for menus

PROFILES IN JOURNALISM: Working with PR Professionals

This article is the third in a series examining issues relating to the role of journalism in society. Future columns will address issues such as the evolution of libel and slander and cultural trends reflected in the media.

By Sean P. Weide

Public Relations Director, Envoy, Inc.

Although some journalists downplay the importance of public relations professionals, research finds that a high percentage of news stories come out of ideas and story pitches from public relations firms.

A *Columbia Journalism Review* study in the mid-1980s of several leading, national newspapers found that 45 percent of stories originated either verbatim from press releases or with perfunctory additional reporting.

More recently, a 1999 national survey conducted by *PR Week* discovered that almost 60 percent of the responding journalists used news releases “all the time” or “often.” Nearly a third of the same respondents admitted to relying more heavily on public relations sources for their news stories than they had five years earlier.

So whether they admit it or not, journalists and public relations professionals are mutually dependent on one another. Journalists use public relations outlets for story ideas, as sources or spokespeople or to gather information.

On the flip side, public relations professionals need journalists to get their message out to their audience.

But what is the relationship between the mass media and public relations people? It can vary, according to comments from a sampling of Omaha-area media and PR professionals.

WOWT (Cox Channel 8) morning anchor Jim Siedlicki said the greatest asset public relations professionals can provide — information — may also be their greatest annoyance.

“When provided in a timely, professional manner tailored to serve a specific target, it can be very useful,” Siedlicki said. “But when it is pounded with repeat phone calls or contains far too much information, it can be overbearing. Concise information in moderation is the key.”

As recently as 10 years ago, an Omaha-area public relations firm only had to maintain a good relationship with the state’s two largest daily newspapers (*Omaha World-Her-*

ald and *Lincoln Journal Star*), four Omaha and two Lincoln TV stations and a radio station or two in each of those cities. But with the rapid growth of online news, entertainment-focused weekly newspapers and blogs, there is much more competition — and more outlets to reach — to get the message out.

Jennifer Windrum has worked on both sides of the fence. As a reporter for KMTV (Cox Channel 5), she broke the story of the 1999 murder of Yutan teacher and coach Sandy Schnabel by her husband, Mark. Later, she served as former Omaha Mayor Hal Daub’s spokesperson before taking a job in the private sector as a public relations professional.

Windrum said a decline in newsroom resources has many reporters pulling double-duty — having to write more stories and in less time.

“I understand the daily pressure of generating story ideas, covering spot news, writing a balanced story and doing it all under tremendous deadlines,” Windrum said. “Many times my story was dependent on information I needed to get from a PR person. I was at their mercy. I definitely remembered those PR professionals who worked hard to provide me with as much information as possible while being sensitive to my deadlines.”

That experience, she said, has helped her in her job as public relations counsel at Swanson Russell Associates.

“Each day, I put my ‘reporter hat’ back on and work tirelessly to not only fulfill media inquiries, but take it one step further by looking for ways to make their assignment or job as easy as possible,” she said. “When a reporter calls me, they need answers, and it’s my job to provide accurate and reliable information and access to sources in a timely fashion. This strengthens the relationship between the reporter and PR professional, and, in many cases, means more favorable results for my clients.”

In instances when media outlets call upon public relations spokespeople to get information, the response is surprisingly not always favorable, said veteran KMTV anchor and consumer reporter Deborah Ward.

PROFILES IN JOURNALISM



An Examination of Current Issues in Media

“I’m disappointed with PR people who automatically think when we call, we’re doing a negative story,” she said. “But I love PR people who are honest with what they can and can’t provide, who are quick to get back to me, and who already know what I need.”

KXSP (590 AM) sports radio host Matt Perrault said some public professionals try a “shotgun” approach to get their message out, contacting him with pitches for segments and guests that are not relevant to his audience.

“If you are going to contact someone in the broadcasting field, know what they are all about beforehand and who their audience is,” Perrault said.

Because “The Big Show with Matt Perrault” is an afternoon (2-6 p.m.) sports talk show, men between the ages of 25 and 54 are his primary listeners, he said.

“I want to inform them about things that they would be interested in,” he said, “not a craft fair or speaker on the newfound power of pet ownership.”

The wrong message on the wrong station can have the reverse effect, Perrault said.

On the flip side, Perrault acknowledged the contributions sports information directors make, providing valuable statistics and details about collegiate and professional sports teams and players.

“They make us all sound so much more smarter than we are,” he said. “Really, without them, we all would be in deep trouble. They are the fact checkers and the history buffs that keep us on our toes.”

In local radio, the time devoted to news is much more limited than the 18 minutes or so that comprises a typical TV newscast. That means public relations professionals who pitch their stories to radio news outlets get turned away much more often.

continued on page 5

A Tribute to Betty Abbott

By William E. Ramsey

I am so proud that Betty Abbott and I grew up in Council Bluffs and never forgot our Iowa roots. She was proud to be in the Abraham Lincoln High School Hall of Fame.

Betty was comfortable visiting with a few friends, debating a political crisis in the public arena or just walking into a room that she inevitably brightened with her presence. And, before she left, she often formed a committee to solve another problem.

She also mused on occasion: "It's too late for action; let's form a committee and study the issue."

She was a woman for all seasons and had talents in abundance, which she generously shared with people from every walk of life. She was a perfect lady on all occasions, smartly groomed, dressed in blue, with her signature blonde hairdo and a smile that would melt the crankiest of Scrooges.

Her sultry voice was soothing but could also be commanding. When she walked onto the stage at Peony Park or The Rose, introduced by Frank Scott, Jeff Jordan or Mike Kelly, to the cheers of her admirers, the Press Club Gridiron Show took off like a rocket. She, Louise Filbert, Janet Wallace and Irene McMorris had that same special magic that dazzled audiences and won hearts at these memorable events.



Betty Abbott
Caricature by Jim Horan

And there's Jim Horan's classic caricature of Betty for the "Face on the Barroom Floor." (pictured, left)

She could have succeeded at any level of government because of her sensitivity, her analytical ability and her courage to make a decision that would serve the greater good.

Her dedication to the creatures of our world also brought us together. Her service and leadership at the Humane Society and the Henry Doorly Zoo helped these organizations to grow. Betty and her daughter, Diana, were so kind and respectful of animals; they loved to share stories of their pets.

Betty's City Council colleagues looked to her for ideas, and the common sense to move programs forward. She was a team player and always traveled the high ground. She narrowly lost in her mayoral bid.

Singing around the Betty Abbott piano at City Hall during Christmas time brought a mosaic of people together in song and in spirit. An Omaha tradition!

Betty was tough on crime and she was among the charter members and past president of the Omaha Crime Stoppers. Her appointment by President Gerald R. Ford to the Defense Department's Commission on Women and her appointment to the Nebraska Voca-

tional Education committee demonstrated her abilities to tackle difficult tasks.

Betty Abbott was a treasure for the metro area, the state and the nation. She accepted every challenge. She was a teacher at heart and found her greatest joy in simply embracing life and giving her best to make things better for us all.

Frederick William Faber's words capture the life of Betty Abbott: "There are souls in this world which have the gift of finding joy everywhere and of leaving it behind them when they go."

We will miss Betty Abbott, but she will never be forgotten. Her spirit of giving will live on in the generous hearts of volunteers everywhere.

REMEMBERING JOE KASMIR

To viewers of the KETV nightly news, Joe Kasmir was the frequently-seen, but unidentified man seated at his desk behind the newsroom set.

To audiences at Press Club Gridiron Shows in the 1980s and early '90s, Kasmir was the dapper man with the deep voice, a familiar performer at Peony Park and the Holiday Inn Convention Centre.

Kasmir, Channel 7's managing editor, died at his home Dec. 6 after a short illness. He was 50.

Kasmir, a native of Maryland, got his start in broadcasting at KFAB radio more than 20 years ago. As reported by the *Omaha World-Herald*, the broadcaster began going by Kasmir, his middle name, because he thought his last name, Wisnieksi, wasn't radio-friendly.

In 1988, Kasmir moved to KETV as assignment editor and he became managing editor about two years ago. He also was responsible for the station's internship program.

Rose Ann Shannon, KETV news director, said Kasmir "had the best news judgment, best sources and best ideas in the business."

In a staff message, Shannon said: "It is hard for me to believe that I will never get another one of those late-night phone calls from Joe — that big voice at the other end of the line saying, 'Get up! There's a big news story!'"

PR Pros and Media Relations

continued from page 4

"PR professionals should never be upset or put off if we don't use a story each and every time," said KFAB (1110 AM) news director Tom Stanton. "The ones who understand that are the ones I am more likely to work with in the future."

Stanton said the success — or failure — of a public relations firm to get a newsworthy story on the air can often hinge on their own tactics.

"Attitude is the key," he said. "There are a few PR representatives who actually get disgusted when the media calls

for certain stories. Then they turn around and are willing to help when *they* send information on something they want covered."

Stanton said public relations firms need to do their homework, too, keeping up with personnel changes.

"I often toss mail without opening it when the name on the front of the envelope hasn't worked at KFAB for many years," he said. "The bottom line for PR types is to be courteous, be helpful, be available, be efficient and enjoy what you are doing."

Valentine's Day At the Press Club

February 14, 2006
\$55.00 Per Person

STARTING WITH
A CHAMPAGNE TOAST

Cupid's Menu du Jour

LOBSTER VELOUTÉ
A smooth lobster cream soup

MINI CHICKEN WELLINGTON
Grilled chicken breast topped with
a mushroom duxelle wrapped in
puff pastry then topped with a
pesto béchamel

SALAD CHOICE
OPC's Famous Thunderbird
OR
Classic Caesar

ENTRÉE (SELECT ONE)
ROASTED BEEF MIGNON BÉARNAISE
Center cut tenderloin topped with
a smooth spicy custard sauce
OPC'S FAMOUS PRIME RIB OF BEEF

**GRILLED SALMON LEMON
CHAMPIGNON**
Topped with a lemon mushroom sauce

DUCK BREAST MONTMORENCY
A tart cherry burgundy sauce

PASTA PRIMAVERA

DESSERT CHOICE
Chocolate Peanut Butter Ice Cream Pie
Cheesecake Factory Original
Cheesecake with Driscoll Strawberries
Chocolate Raspberry Soufflé



For Reservations
Call 345-8008

Continental Cuisine Winemaker's Dinner

Featuring KFAB's Judy a la Carte & Certified Executive Chef Steve Villamonte

January 20, 2006 • 6 p.m.
OPC MEMBER \$55.00 • NONMEMBER \$65.00

PASSED HORS D'OEUVRES (Montevina Pinot Grigio)
Smoked Salmon & Crayfish Roulade Canapés

AMUSÉ (Papiro Chardonnay)
Roasted Garlic and Almond Crusted Louisiana Jumbo Prawns Aioli

SALAD (Coppola Diamond Pinot Noir)
OPC's Famous Thunderbird Presented with Maytag Blue Stuffed Chicken Breast

ENTRÉE (Estancia Cabernet Sauvignon)
Roasted Tenderloin Chasseur Presented
with a Mousseline of Cornish Game Hen and Sauce Au Poivre
Fresh Herb Potato Cake • Asparagus Citron

DESSERT (King Estate Vin Glacé)
Belgian Chocolate Soufflé

For Reservations, Call 345-8008

— IMPORTANT NOTICE TO ALL OPC MEMBERS —

Annual Meeting Scheduled for Jan. 18

All Press Club members are asked to vote using the proxy ballot included with this month's newsletter (return completed ballots by 4 p.m. on Tuesday, Jan. 17) or by attending the annual meeting at the club starting at 6 p.m. on Jan. 18.

PROXY BALLOT / PROPOSED BOARD SLATE

PROPOSED BOARD SLATE

OFFICERS:

President:

James D. Fogarty [] For [] Against

President-Elect:

Steve Kline [] For [] Against

Secretary:

Gary Willis [] For [] Against

Treasurer:

Mark McMillan [] For [] Against

Past President:

Anne Walsh [] For [] Against

Press/Media Group:

John Heaston [] For [] Against

Rob McCartney [] For [] Against

Ashley Hassebroek [] For [] Against

Communicator Group:

Judy Horan [] For [] Against

Capt. James Graybeal USN [] For [] Against

Note: If you plan to attend the annual meeting, please do not return the proxy ballot.

Name _____ Member No. _____

Signature _____

FAX completed ballot to: (402) 345-0114 or **mail to** the Omaha Press Club,
1620 Dodge Street, 22nd Floor, Omaha NE 68102-1561

Absentee ballots must be received by 4 p.m. on Tuesday, Jan. 17

105th Face on the Barroom Floor: Mike Fahey

Thursday, Feb. 9, 2006

Dinner Will Follow the Face Ceremony
\$40 OPC Members • \$50 Nonmembers

Amusé

Dual Salmon Cakes Presented
With a Sun-Dried Cherry Balsamic Reduction

Salad

OPC's Famous Thunderbird Salad

Entrée

Roasted Tenderloin Béarnaise
Accompanied by a Breast of Chicken O'Fahey
A Kendall Jackson Chardonnay Sauce

The Big "O"!

A Trio of Petit Fours

For Reservations, Call 345-8008

Happy Hours

**Tuesdays Through Fridays
4 p.m. to 6 p.m.**

PRICE DISCOUNTS

- TAP BEER: \$1.50
- DOMESTIC BOTTLED BEERS: \$2.00
- IMPORTS: \$3.00
- MIXED DRINKS: \$3.25
- WELL & HOUSE WINES: \$3.25
- All other drinks reduced by \$1.00
- Special Functions/Parties Not Included*
(Member Privilege Only)

The OPC bar is open Tuesday through
Friday, 11:30 a.m. to close.
(Please call before you come.)



Can't Wait For the Next Issue?

Holiday mailing schedules and last-minute event additions sometimes delay the newsletter from reaching your mailbox... but you can access our current issue online at:

www.buildimage.com/opc/newsletter.pdf

**If You Have Moved, Please Call the Press Club
at 345-8587 To Give Us Your New Address.**

More Media Notes

continued from page 8

WHERE ARE THEY NOW?

Former KMTV (Cox Channel 5) and KPTM reporter **Laura Shelton** and her husband, Chuck, have created a website to help some of their co-workers at Fox TV affiliate WVUE in New Orleans who were victims of Hurricane Katrina. Their website can be found at www.freewebs.com/cgarfield. Shelton also recently published her first book, "The NeXt Revolution: What Gen X women want at work and how their bosses can help them get it."

Former KETV reporter **Cindy Andrew** now sells real estate for Deeb Realty in Omaha. Andrew worked at the ABC affiliate from March of 1996 to April of 2004. "I'm finding myself involved in several exciting projects, including the development of land near 192nd and Harrison," Andrew said. "I lease commercial office space and sell homes in every price range."

— *Sean P. Weide is an OPC member who writes a weekly column on media notes of interest in The Reader newspaper. He can be reached at sean.weide@yahoo.com.*

CONTACT US

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*Submissions for the February 2006 issue
are due by Jan. 15, 2006.*

SPECIAL THANKS TO CAROL SCHRADER, ANNE WALSH
AND TOM O'CONNOR FOR ASSISTING
THE COMMITTEE IN PROOFING THE NEWSLETTER

Beyond-30-

The Newsletter of the Omaha Press Club

Omaha Press Club
1620 Dodge Street
22nd Floor
Omaha, NE 68102-1561

Events Listing

THURSDAYS IN JANUARY

Two-For-One Prime Rib Special

SUNDAY, JAN. 8 • 5 P.M.

Omaha Press Club Show Kickoff

THURSDAY, JAN. 19 • NOON

Noon Forum: Is Omaha Ready?

FRIDAY, JAN. 20 • 6 P.M.

Continental Cuisine Winemaker's Dinner

THURSDAY, FEB. 9 • 5:30 P.M.

105th Face on the Barroom Floor:
Mayor Mike Fahey

TUESDAY, FEB. 14, 2006

Valentine's Day at the Press Club

MARCH 10 & 11, 2006

2006 Omaha Press Club Show

FRIDAY, MARCH 17 • 5 P.M.

OPC Excellence in Journalism Awards
Contest Deadline

FRIDAY, MARCH 31

End of Current Minimum Quarter

FRIDAY, APRIL 28 • 6 P.M.

2006 OPC Scholarship Ceremony

Media Notes

TV RATINGS

WOWT (Cox Channel 8) continued its dominance of the 10 p.m. newscast in Omaha during Nielsen Media Research's November ratings period. WOWT also had the most newscast viewers at 5 p.m. and 6 p.m.

TERRY MASON REMEMBERED

As news spread of **Terry Mason's** death on Dec. 22, dozens of his radio colleagues posted their memories on nebraskaradio.com of the former programming director and morning show host for the legendary "Mighty 1290" KOIL. Mason, 52, died of undisclosed causes at his Omaha home. He was instrumental in building the careers of many of Omaha's top radio personalities, many of whom went on to success in markets around the country. Mason's most recent on-air partner, **Clay Michaels**, helped host an on-air tribute on KKAR (1290 AM) that can be downloaded at computer101radio.com/terrymason.asp

CHANGES ON THE DIAL

"Community Health Line," one of the longest-running weekly call-in radio programs in Omaha, has moved to a new time slot on KIOS (91.5 FM). Hosted by OPC "Face on the Barroom Floor" Committee Chair **Tom O'Connor** and University of Nebraska Medical Center internist **Dr. William Gust**, the show will now air every Wednesday from 10:30 to 11 a.m. O'Connor and Dr. Gust have co-hosted the show since 1987.

MEDIA ON THE MOVE

Former KPTM (Cox Channel 10) reporter and anchor **Amy Jocius** is headed to Memphis, where her husband, **Joel Rosenberg**, will direct TV newscasts at CBS affiliate WREG. Jocius formerly worked at KETV (Cox Channel 9) as the station's southwest Iowa bureau reporter. "We've met some really great people during our time spent in Omaha," Jocius said, "and we've made some awesome memories here that we'll cherish forever."

continued on page 7