BE YOURSELF
Everyone else is already taken

Steve Smith,
University of Nebraska-Lincoln
College Media Conference
June 29, 2011
Hi.

Steve Smith
@RedCladLoon  Lincoln, Nebraska
Author, national news editor @ University of Nebraska-Lincoln. Ex-newspaperman. Go Big Red, etc. Opinions are my own & not UNL's.
http://newsroom.unl.edu/blog/
RedCladLoon  Steve Smith
Getting ridiculous. I bought bright yellow workout shirts in which to ride my bike. All I need is a LIVESTRONG band to be 100% bike poseur.
8 seconds ago

RedCladLoon  Steve Smith
I grew up reading Marvel Comics, but not very much Thor. So I haven't seen the movie. Yet, I feel like I'm betraying my 12-yr-old self.
34 seconds ago

RedCladLoon  Steve Smith
So yeowtch. Expecting a better performance out of the #Royals today. Couldn't get much worse, I guess.
14 minutes ago

RedCladLoon  Steve Smith
Eleven new trees, bushes & plants in backyard this weekend. Deciding whether to name them after the '10 #USMNT or the '69-'70 #Vikings.
15 May

RedCladLoon  Steve Smith
And I thought improv on "Whose Line" was good: Bin Laden raid went terribly wrong before going right http://tinyurl.com/3qgm6ch #obl
3 hours ago

RedCladLoon  Steve Smith
@HotZVideos Hey buddy, get your own take.
3 hours ago

RedCladLoon  Steve Smith
CFB Hall of Fame gives Tommie Frazier the cold shoulder. He'll lament the snub amid the warm glow of a pair of crystal footballs. #huskers
4 hours ago
adamstahr  Adam Stahr
Found this deep thought written in chalk on the sidewalk today: "No one could ever be youer than you." Good point, I suppose.
41 minutes ago
Let’s stipulate: authenticity ...

- Cultivates media relationships
- Enhances credibility and transparency
- Helps you stand out in a crowded field
From authenticity to publicity
• Please, let your guard down
• Get smart
• Get in there
• Monitor, monitor (then pounce)
Please, let your guard down

• “Write what you know.”
• Use your own words.
• Offer your opinion.
• Be conversational and responsive.
• Mix personal with business.
• Don’t try to be perfect.
• Know who follows you and act accordingly.
  – Twiangulate.com
• Break a few rules.
• Keep tweeting and posting.
Get smart ... then get in there

**Educate yourself**
- Recon story history
- Current status/assignment
  - MuckRack.com
- Likes, dislikes:
  - common interests?
  - common colleagues?

**Interact**
- Tweet on journalists’ beats, interests
- ReTweet them
- Compliment, challenge them
- Personal messages
- Tout placements as their successes
1. tcmassie Timmian Massie
   Haven't tweeted during @AmazingRace in weeks. Can't disappoint @jseilgo. :) Tonight's start is Salzburg and I just watched @SoundOfMusic.
   24 Apr  Favorite  Retweet  Reply

2. jeffzeleny Jeff Zeleny
   Priceless. Literally. RT @RedCladLoon: True item: President Obama recognizes April 10-16 as National Volunteer Week. #govshutdown
   7 Apr

3. katysteinmetz Katy Steinmetz  by RedCladLoon
   Wednesday Words, complete with Donald Trump epithets and a nerdy royal wedding riddle. http://ti.me/igTaWh
   27 Apr

4. RedCladLoon Steve Smith
   Nice @AP story by @DCArtBeat on #UNL scholar's discovery of new Walt Whitman documents at the National Archive: http://tinyurl.com/3o8evfj
   12 Apr  Favorite  Reply  Delete
Monitor, monitor, monitor ... pounce
The first major wave of Census data came pouring out today, showing that (as of April 1) the United States had 308 million people, a fairly slow growth rate of 9.7 percent since 2000, and population shifts from the Rust Belt and Northeast to the West and South. In the political realm, this population shift meant reapportionment for the 435 seats

RedCladLoon Steve Smith
#Census2010
5 minutes ago

co-authored by University of Nebraska–Lincoln political scientist Michael Wagner. The study, which appears in this month's edition of Political Research Quarterly, finds that when "communities of interest" are carved up in the wake of squeezing in a new congressional district, many voters struggle at the ballot box.

Think of it this way: Say you're from Gretna, just a few miles from Omaha. You watch Omaha TV stations and get
GOP sees good news in census numbers

By Ed Hornick and Paul Steinhauser, CNN
December 22, 2010 6:10 a.m. EST

Redistricting may also pose problems for candidates in newly drawn congressional districts, a new study finds.

Political researchers Michael Wagner and Jonathan Winburn found that when residents are placed into new districts as a result of redistricting, "many end up struggling at the ballot box."

The reason? Voters know less about the candidates than those who weren't placed in new districts.

It "results in a vote about as random as buying a sealed 'mystery' bag of groceries -- sure, they picked something, but they don't know quite what it is until they get home," said Wagner, an assistant professor of political science at the University of Nebraska-Lincoln.

"Consequently, there are real questions about the quality of representation these people are likely to receive through no fault of their own," he added.

The study appears in the December edition of the journal Political Research Quarterly.
Price discovers thousands of unknown Whitman papers

As a clerk in the U.S. Attorney General's Office in the 1860s and 1870s, Walt Whitman had a firsthand view of the legal, cultural and ideological challenges facing the nation after the Civil War. That experience, most believe, shaped his later works of poetry and prose.

Now, a UNL researcher has discovered nearly 3,000 previously unknown Whitman documents from that era – a trove of information that sheds new light on the legendary poet's post-war thinking, as well as Whitman's published reflections on the state of the nation that soon followed.

"This was an age of high hopes but also big problems, and Walt Whitman was there in the thick of it," said Kenneth Price, Hillegass University Professor of American Literature at UNL, who recently uncovered the documents in the National Archives in Washington, D.C. "He was not a passive observer; he was participating, on a daily basis, in issues that were shaping what the nation would be like after the war."

The documents, revealed at a news conference at the National Archives April 12, consist of Whitman's handwritten clerical work from 1865 to 1873 when he was a scribe in the attorney general's office in the nation's capital. For more than two years, Price pored over a range of documents, including large, bound 900-page letter books in the archive,
1. @RedCladLoon Glad to. Neat news.
   12 Apr

2. Trying to write an #archives-discovery story without using the phrase "shed light on."
   12 Apr

3. @mstoneman @fraistat I believe I also avoided "trove." One must be ever vigilant, though.
   12 Apr

   12 Apr
In Electric Discovery, Scholar Finds Trove of Walt Whitman Documents in National Archives

By Jennifer Howard

Washington

A huge collection of government documents handwritten by Walt Whitman when the poet was a federal clerk has been unearthed. The find, announced on Tuesday by the National Archives, gives scholars a detailed guide to the national and political issues—such as war crimes, voting rights, and westward expansion—that Whitman encountered in Washington during the Reconstruction era. The documents also bring to life an underappreciated side of the poet: his life and work as a bureaucrat.

Kenneth M. Price, a professor of English and co-director of the Center for Digital Research in the Humanities at the University of Nebraska at Lincoln, uncovered the 3,000 or so documents over the last couple of years at the Archives. David S. Ferriero, the archivist of the United States, described the find as "an astonishing discovery," one that will help scholars understand Whitman's post-Civil War creative work and his nonfiction writings on democracy—Democratic Vistas, for example. The announcement was timed to coincide with the 150th anniversary of the day shots were fired on Fort Sumter, in South Carolina, in the opening hostilities of the Civil War.
JenHoward Jennifer Howard
[Yes, I know "trove" is in the headline. I didn't write that. My editor points out I did use "unearthed," though.]
12 Apr
One month later ...

To: jennifer.howard@chronicle.com

Subject: A trove ... er, a *collection* of Willa Cather's unpublished work
May 12, 2011

U. of Nebraska Receives Major Donation of Willa Cather Material

By Ben Wieder

A new collection of Willa Cather documents obtained by the University of Nebraska at Lincoln includes key scenes from the author's final, unpublished novel, "Hard Punishment," that were previously thought to have been destroyed, along with other material that scholars say could provide new insights into the author's work and life.

The collection, which fills four banker's boxes, "contains things that we really didn't think existed," said Guy J. Reynolds, a professor of English at Lincoln who directs the Cather Project, a scholarly group devoted to Cather's work.
Lessons learned

← Nebraska’s social-media policy
So, maybe it’s BE YOURSELF*

* Your words are public, permanent
* Before posting, consider consequences
* Know difference btw. “real” and “too real”
* Use social media to connect & cultivate, other platforms to share details & close deals.
Thoughts?
Questions?
Gossip?
Let’s be friends.

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Facebook.com/redcladloon