



**National Federation of Press Women, Inc.**

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FOR IMMEDIATE RELEASE

June 25, 2022

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## **North Dakota multimedia storyteller wins national sweepstakes award**

A North Dakota multimedia storyteller has won the overall sweepstakes award in the National Federation of Press Women's 2021 Professional Communications Contest.

Tracy Frank of North Dakota was honored June 25, 2022, at the NFPW contest awards dinner and ceremony in Fargo. She won \$250 cash and a plaque for finishing in first place.

Frank joined Bell Bank in 2016 as a marketing content writer after more than a decade as a respected local and regional journalist. She successfully made the transition from journalism to corporate marketing and communications, bringing her curiosity, perseverance, and love of a good story to her role at Bell, where she is now a senior multimedia storyteller, creating content for marketing campaigns, informational newsletters, feature articles, videos and more.

Originally from Casselton, N.D., Frank earned a degree in journalism from the University of Maryland, where she studied abroad during a Semester at Sea (visiting 10 countries) and interned at ABC's "20/20" news show in Washington, D.C. Returning to North Dakota, she was a reporter for 10 years at The Forum newspaper in Fargo before serving as a news reporter, fill-in anchor and producer at WDAY-TV.

A member of North Dakota Professional Communicators and NFPW since 2018, Frank has won numerous communications contest awards and was named the second-place Sweepstakes winner for NFPW's national contest in 2020. She received a cash prize of \$250.

"Being named the 2022 National Sweepstakes Award winner is a tremendous achievement and a testament to the high quality of Tracy's work," said NFPW President Karen Rowley. "NFPW members adhere to the highest standards in their work, and we're delighted to be able to recognize that. Congratulations to both Tracy and North Dakota Professional Communicators."

Two NFPW members tied for second and third place in the sweepstakes contest with identical number of points earned for their scores in the national contest.

Mary Jane Skala a writer and columnist for the *Kearney Hub*, Kearney, Nebraska, tied for second place in the sweepstakes competition, Skala writes features and covers health issues for the newspaper. She also writes a weekly column about moving to the sometimes-quirky corn and cattle country after 40 years as a newspaper editor

in Cleveland. She was the NFPW sweepstakes winner in 2020 and 1996. Skala is an accomplished writer and consistently finishes in the top three in the national contest. She has been a member of NFPW since 1974.

Also honored as sweepstakes runner up was Lynda Abegg of South Carolina. A longtime journalist and writer, Media Women of South Carolina member Abegg uses her talent with words to make readers laugh, cry, ponder, and imagine. Whether through one of her many newspaper columns, articles and books or even skit material for the Daughters of the American Revolution conferences that she's penned, Lynda has mastered the art of making a point without, as she says "being preachy or anything." She has been a member of NFPW since 1995.

Her belief in the power of the written word and her ability to find just the right words to inform without showing partiality draws a reader into the story regardless of the subject matter and gives Lynda's work authenticity and credibility in an ever-changing world.

Both sweepstakes runners up received a check for \$75.

For the ninth consecutive year, Delaware Press Association captured the first-place affiliate award. Delaware also won the top affiliate award in 2007 and 2011.

NFPW is a nationwide organization of women and men pursuing careers across the communications spectrum, including print and electronic journalism, freelancing, new media, books, public relations, marketing, graphic design, photography, advertising, radio, and television.

Recipients from across the country were honored for excellence in communications during an awards ceremony in Fargo, North Dakota. A distinguished group of professional journalists, communications specialists, and educators judged nearly 2,000 entries in a wide variety of categories. Only first-place winning entries at the state level are eligible to enter the national contest. All entries were published or broadcast between Jan. 1, 2021, and Dec. 31, 2021.