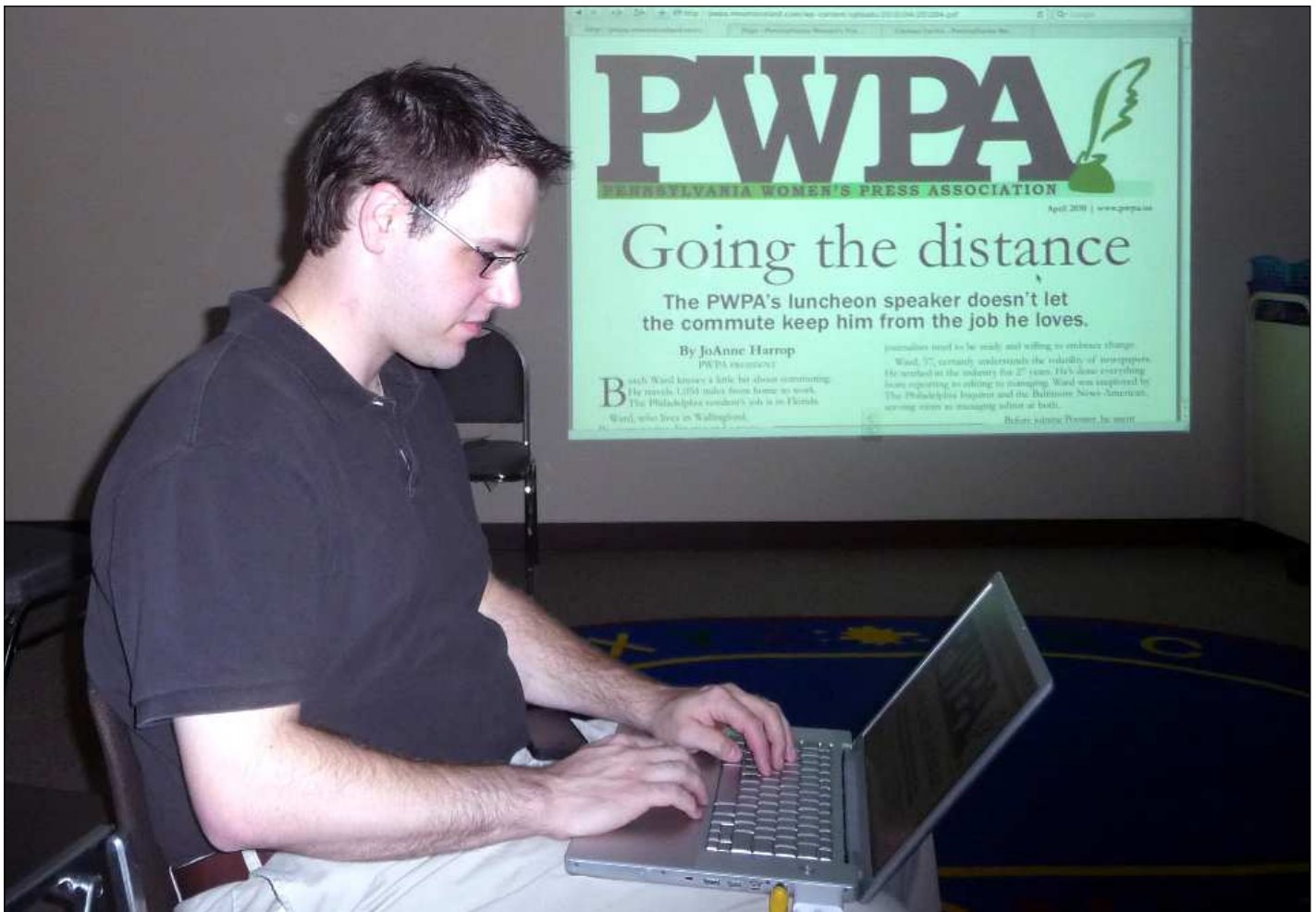


Ready for the web

The PWPA got a sneak preview of our new website at the fall board meeting at the Mifflin Community Library in Shillington.



Paul Rothrock, website designer, presents the features of the PWPA's revamped website. For details, please see page 3.

Back to business

Hope you had a nice, relaxing summer!

I thought September would be the perfect month to get back to business since it is the month where children return to school and our focus is on new beginnings from the school year to the change of seasons into fall.

It is the time of year to start something, so let's get started because we have a lot of work ahead of us.

Our website is well under way and should be up and running soon. At our Sept. 11 board meeting near Reading we were given a presentation by designer Paul Rothrock. We like most of what we saw, but there are still some items that need changed.

At the meeting, we approved Stephanie Longo as our secretary, and I announced we have a new contest director, Deb Erdley, who works with me at the Pittsburgh Tribune-Review.

She says she is willing to take over the task for one year.

The online category of the annual

contest continues to be a topic of discussion which should be finalized by contest time.

Let's welcome Deb and Stephanie!

It may seem early, but start thinking of possible speakers for our annual luncheon because the earlier I make some contacts the better. Many of them book a year ahead of time, some even longer.

I'm open to any suggestion because it's important to me that we get someone you are interested in hearing speak.

The event is May 20-21, 2011, at the Penn Stater in State College. I already contacted the Penn State sports information director to inquire about Sue Paterno — wife of the well-known Penn State football coach Joe Paterno — to gauge her interest in being our keynoter.

I am sure she has some great stories about being the wife of such a famous and inspiring coach. I haven't gotten a response from the university.

District directors, please let me know

what you have planned or are in the process of planning for fall meetings, or if you had any meetings during the summer please let me know.

Once the website is up and running we can include details for upcoming meetings and any photos or wrapups you have from a prior meeting so we can all keep up with what other districts are doing.

We are still looking for a South Central district director. If you have a suggestion, please let me know.

We also have to start thinking about recruiting new members. Membership chair Kay Stephens has a very good idea that she has shared in this newsletter, so please take a few moments and read it.

We also discussed a student membership but nothing was finalized.

JoAnne Harrop,
PWPA president

E-mail: jharrop@tribweb.com

Office: (412) 320-7889

Cell: (412) 855-1490



“

Our website is well under way and should be up and running soon.

— JoAnne Harrop,
PWPA president

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At the fall PWPA board meeting at the Mifflin Community Library in Shillington are (from left) Rebecca Vandermeulen, southeast district director; Diane Bitting, former contest director; Maddie Mathias, southeast district, JoAnne Harrop, president; Kay Stephens, membership director; Linda Espenshade, southcentral district; and Theresa Hegel, treasurer.

Website to be more interactive

The PWPA's revamped website will allow members to leave comments and "like" postings on Facebook.

By Theresa Hegel
PWPA TREASURER

Paul Rothrock of Icelander Consulting outlined the features of the redesigned website he's putting together for PWPA at the September board meeting in Shillington.

The new site will be more interactive and visual than what the organization currently has. It will also allow members to connect through social media. For instance, Rothrock plans to install a plug-in that will let members or site visitors press a button to "like" postings on

the website.

Visitors will be able to comment on stories, and PWPA members should be able to add their own postings, with the online approval of board members.

Listserv members and others who sign up for the feature will receive e-mail notifications when new items are posted on the site.

"It will get people to come back to the site," Rothrock said.

The site also will have search engine optimization enabled, so that the PWPA gets a prominent appearance on relevant Google search results.

The PWPA site will have an event calendar that members can subscribe to so that meetings automatically sync up with their Outlook calendar, if they have one.

Each district will have its own page on the website. District directors will be

able to post photos, meeting notices and other items of interest within their district on the page.

Another portion of the new website will feature thumbnails of the newsletter. The front page of the current newsletter will be prominent on that page. Visitors will be able to click on the photo to download the PDF of the newsletter.

One thing that will make joining PWPA easier: The new site will include a membership form that can be filled out online. There is also a possibility that prospective members will be able to pay their \$25 fee online, if the organization gets a Paypal account.

We have made a lot of progress on the new site, and in the near future, after some tweaking, the PWPA's redesigned website should be up and running.

Spotlight on ...

Amy White

Q: Where do you work? What are your responsibilities?

A: I am a freelance writer for the Eastern Pennsylvania Business Journal in Bethlehem, Pa. I write business news and feature articles and take photographs for the paper.

Q: How did you get where you are today in terms of education and experience?

A: I was a full-time newspaper reporter for 12 years, working for several newspapers in California. I started out working on my high school and college newspapers and wanted to be a journalist as a career (even though my bachelor's degree isn't in journalism — it's in American studies, with a minor in rhetoric and communication).

I loved being a reporter, but then took advantage of a great job opportunity to work in university communications when I relocated to another state with my husband.

I really enjoy this work as well and am currently also working as a communications specialist at a university (both higher education and newspapers offer amazing opportunities to always be "learning on the job.")

Q: What do you do when you're not working?

A: I'm working a lot these days, as I have my "regular" job and freelance gigs.

But in my free time I play viola in a community orchestra, belong to a local writers group and do home improvement projects on the house we bought when we moved to Bethlehem (and, of course, spend time with my husband).

Q: What does the future hold for journalists?



Amy White is a freelance writer for the Eastern Pennsylvania Business Journal.

A: This is a scary time for journalists because the traditional opportunities to practice one's trade are disappearing, and it is my belief that the skills required of journalists are becoming devalued in the current marketplace and economy.

However, journalists have the opportunity to branch into new or changing forms of journalism, from online long-form, to multimedia, crowdsourced and social media.

I also think we can do better at selling ourselves and the value of our skills.

Being able to search for and synthesize information, for example, is a valuable professional and life skill that can be used in a multitude of ways. As is the ability to ask questions, seek contacts and make connections between events, trends, people, etc.

I believe we are a better-informed and equipped society when we have people practicing

Continued on Page 5

NEW MEMBERS

AUGUST

- **Elsa Kerschner**, freelancer, Times News
- **Amy White**, freelance writer, Eastern Pennsylvania Business Journal

APRIL

- **Frank Craig**, editor, Pittsburgh Tribune-Review

MARCH

- **Johanna Billings**, editorial assistant, Northampton Press, Whitehall-Coplay Press
- **Amanda Clegg**, staff writer, Altoona Mirror
- **Amy Crawford**, education reporter, Greensburg Tribune-Review
- **Katherine A. Morris**, copy editor, Altoona Mirror

JANUARY

- **Rosemary R. Brasch**, columnist, Spectrum Features Syndicate
- **Heather Cass**, special sections editor, Erie Times-News
- **Karen L. Cimms**, lifestyle editor, (Lehigh) Times News
- **Madelyn Dinnerstein**, weeklies editor, Gateway Newspapers
- **Gordon Glantz**, managing editor, The (Norristown) Times Herald
- **Jodi Weigand**, reporter, Pittsburgh Tribune-Review

Spotlight on ...

Elsa Kerschner

Elsa Kerschner is a former PWPA member, who rejoined the organization in August. She is a freelancer for the Times News in Lehighton.

Q: Where do you work? What are your responsibilities?

A: I work at the Times News in Lehighton and some of its eight weeklies. I do layout and freelance writing.

Q: How did you get where you are today in terms of education and experience?

A: I got here by luck, followed by turning in decent work. I have six or eight awards from the early 1990s, but then quit entering.

Q: What do you do when you're not working?

A: More work and play with my horses. Riding is down to occasional, following a knee replacement.

Q: What does the future hold for journalists?

A: A good journalist will always have a job. Newspapers will continue in some form or another.

Q: Why did you join PWPA?

A: I joined originally because Pattie Mahalik urged us to when the Pocono Post was started, not because I want to enter the contest.

BANK BALANCES

(as of September 29)

Checking: \$1,550.56

Money market:
\$13,126.94

CONTEST DIRECTOR

Deb Erdley, an enterprise reporter at the Pittsburgh Tribune-Review, is taking over for Diane Bitting as the PWPA's contest director. Erdley has agreed to take on the position for a year.



White ready to network

Continued from Page 4

these skills.

Whether it turns out that it is “journalists” using them in the future or some other job description only time will tell.

Q: Best career moment so far? Worst moment?

A: I've had many satisfying experiences as a journalist, but one of the most rewarding was receiving a first-place award for column writing from the Associated Press News Executives Council when I was 26.

For years, my career goal was to be a syndicated columnist. While this has not happened (yet!), it was very meaningful to me to be recognized for doing something that was so close to my heart and what I wanted to do.

One of my worst moments occurred early in my journalism career when I was a copy editor at a small community newspaper.

The agriculture reporter called in sick and the editor, looking around the newsroom for a replacement to do an interview, spied me.

I was sent to interview a regional mucky-muck about the Environmental Protection Act.

With minutes to prepare, I did the best I could, but really didn't have a strong grounding in the subject.

As I was leaving the building afterward, I realized I'd forgotten to take a mug shot of him during the interview, so

I turned around and went back to his office — to overhear him talking with a colleague about how he couldn't believe the paper had sent such an idiot to interview him on such an important matter.

I had to walk in on this conversation and say, “Excuse me, sir, I forgot to take your picture. Can I take a quick shot right now?”

I remember the embarrassment of this to this day, but learned that your best is all you can give in any situation.

Q: What advice do you have for other journalists?

A: Don't be afraid to touch, taste and smell. As journalists we often think we have to be so objective that we are isolated from the experience of a situation. Feel the temperature of the water. Taste the chili at the cookoff. Smell the burning fuel. Experiencing and noting these details will improve your storytelling.

Q: Why did you join PWPA?

A: I've lived in Pennsylvania for about a year now. I wanted to get to know journalists in my region (as for most of my adult life, journalists have been my friends and colleagues).

I'm also interested in any networking or professional development opportunities that may arise through PWPA.

I'm looking forward to meeting PWPA members and learning more about PWPA resources.

Try a little praise to add new members

By Kay Stephens

PWPA MEMBERSHIP DIRECTOR

This is a very good time of the year to start thinking about recruiting new PWPA members.



Kay Stephens

conference.

Our contest has long been recognized as competitive and worthwhile. In addition to certificates and plaques, it offers a cash prize and honors.

In the coming weeks, keep a look out for stories, headlines, photos and page layouts that are worthy of praise.

One of the reasons people join our organizations is to compete in the annual statewide journalism contest that offers recognition during the Pennsylvania Newspaper Association's annual

If the author, photographer, editor or designer is not a member, suggest they consider joining so they can enter the contest.

Take advantage of PWPA's website to find a membership application and hand it to the person. Give them the website address too so they can see the contest has 20 divisions.

Tell them membership is only \$25 and if paid now, the membership is good through December 2011

PWPA has lost members as newspapers tightened their belts, but we remain an organization of newspaper staffers (who also write, photograph, edit and design for newspaper websites) and members who freelance for newspapers and newspaper websites.

Let's make 2010-11 a good year to boost membership.

PWPA OFFICERS

PRESIDENT

JoAnne Harrop

VICE PRESIDENT

Dawn Goodman

TREASURER

Theresa Hegel

SECRETARY

Stephanie Longo

NORTHEAST CO-DIRECTORS

Kathy Ruff
and Sara Hodon

NORTHWEST CO-DIRECTORS

Erica Erwin
and Kristin Bowers

CENTRAL DIRECTOR

Amanda Clegg

SOUTH CENTRAL DIRECTOR

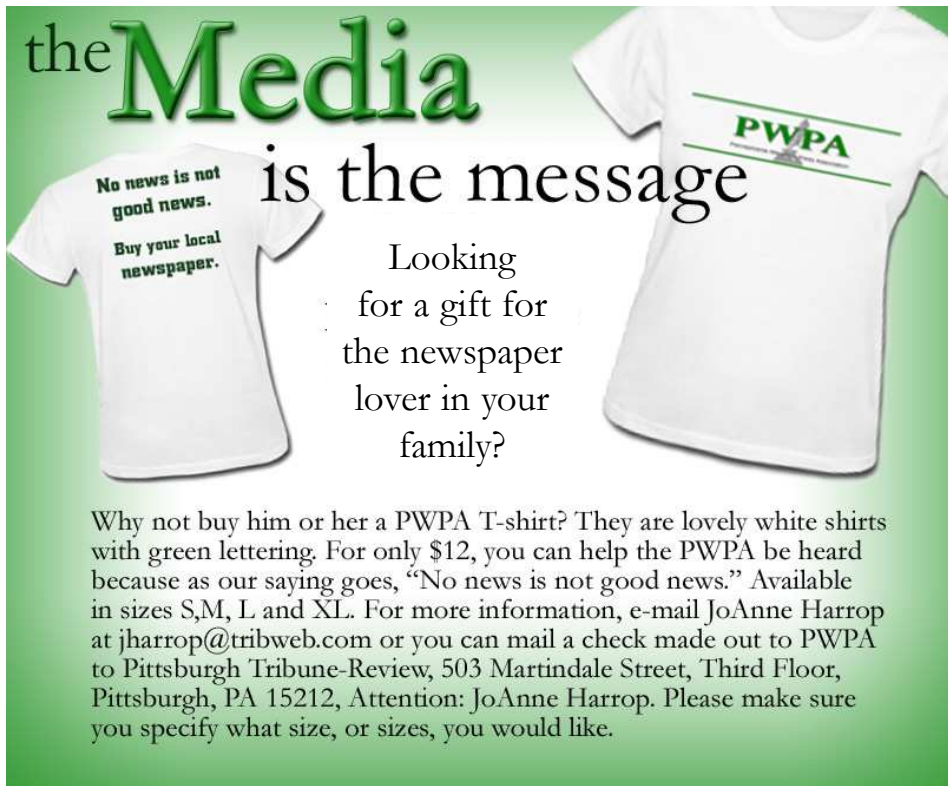
To be determined

SOUTHEAST DIRECTOR

Rebecca VanderMeulen

SOUTHWEST DIRECTOR

Daveen Rae Kurutz



the **Media** is the message

Looking for a gift for the newspaper lover in your family?

Why not buy him or her a PWPA T-shirt? They are lovely white shirts with green lettering. For only \$12, you can help the PWPA be heard because as our saying goes, "No news is not good news." Available in sizes S,M, L and XL. For more information, e-mail JoAnne Harrop at jharrop@tribweb.com or you can mail a check made out to PWPA to Pittsburgh Tribune-Review, 503 Martindale Street, Third Floor, Pittsburgh, PA 15212, Attention: JoAnne Harrop. Please make sure you specify what size, or sizes, you would like.