

A newsroom leader

By JoAnne Harrop

PWPA PRESIDENT

Cate Barron never allowed her gender to stop her from getting the story — and from reaching the top tier of the newsroom.

As a woman in journalism, the road wasn't always smooth, but she stayed the course and believed if she did her job well she would succeed.

And she did.

As executive editor of The Patriot-News in Harrisburg, she continues to be dedicated to a profession she said she loves. She's an inspiration to others to use their talents and continue to give this profession a female perspective.

Barron will share her thoughts of being a woman in the business as well as talk about leadership in the newsroom during times of dramatic change at the annual Pennsylvania Women's Press Association awards luncheon at noon on May 21 at the Penn Stater in State College.

"Being a woman can both help and hinder you," she said. "Some women feel they have to work that much harder to separate themselves. I love journalism and never looked at it like I had to work harder. I have tried to be a mentor for women coming up."

Barron has more than three decades of experience in Pennsylvania print and broadcast media. After seven years as managing editor of The Patriot-News she was named executive editor last spring. She has been with the company since 1985, serving in a variety of newsroom positions including features editor, assistant city editor and Sunday editor.

Barron began her journalism career in 1979 as news director at WMRF, an AM/FM radio station in Lewistown, her hometown. She was the first



Cate Barron is the executive editor of The Patriot-News in Harrisburg. Barron is the speaker at the PWPA awards luncheon this month.

Continued on Page 3

TAKE NOTE

May

■ **Saturday, May 21:** PWPA awards luncheon at the Pennsylvania Press Conference, Penn Stater Conference Center Hotel.

2012

■ **PWPA's 75th anniversary:** Any ideas how we should celebrate this milestone? Let us know.

Southeast District

■ **New district director wanted:** After more than three years, Rebecca VanderMeulen is stepping down as Southeast District Director this month.

If you are interested in taking on the position, contact her at rebeccavm@gmail.com.

Contest

■ **Lindsey Poisson**, of the Erie Times News, won both Rookie of the Year and the top journalist prize. See the June newsletter for more.

Scholarship

■ **Faith Cotter**, of Point Park University in Pittsburgh, is our scholarship winner this year. See the June newsletter for more.

PRESIDENT'S LETTER

Looking forward to awards luncheon

Hello All! This is such a special time of year for PWPA.

First of all, congratulations to all of the winners in our annual Excellence in Journalism contest!

Lindsey Poisson of the Erie Times-News took top honors as both Journalist of the Year and Rookie Reporter of the Year.

Also, thanks to everyone who entered. I am sure it was a tough decision for the judges.

I am looking forward to seeing everyone at the luncheon on May 21 at the Penn Stater in State College where we will present the awards.

For those of you planning to attend the noon luncheon don't forget about the annual membership meeting before the luncheon at 11 a.m.

We welcome your input on how we can make PWPA better and it is always nice to meet people face to face rather than just talking through email.

Cate Barron, executive editor at The Patriot-News in Harrisburg, will be our keynote speaker. I am honored to have Cate address our group, and she told me

she is looking forward to it.

Barron will share her thoughts of being a woman in the business as well as talk about leadership in the newsroom during times of dramatic change at the annual Pennsylvania Women's Press Association awards luncheon at noon on May 21 at the Penn Stater in State College.

Our revamped website is almost ready. I realize it has taken longer than any of us anticipated, but it will be much better and easier to navigate.

You will be able to see what types of events each district is having as well as view photos from past events.

District Directors, please let us know which events you have planned for upcoming meetings or of anything going on in your area.

Here's to nice weather! Finally!!!!

JoAnne Harrop,
PWPA president

E-mail: jharrop@tribweb.com

Office: (412) 320-7889

Cell: (412) 855-1490



PWPA membership is just under 80

The checking account balance does not reflect the funds we received from the Excellence in Journalism contest. I have those checks, which total just under \$2,000, and plan to deposit them sometime this week.

As far as membership numbers go, we have 79 total members. Of that total, 17 are new members this year. New membership lists will be sent out after the Pa. Press Conference. If you need one before then, email me (thegel13@hotmail.com), and I will send you a copy electronically.

— Theresa Hegel, PWPA treasurer

BALANCES

(as of May 1)

Checking:

\$2,107.21

Money market:

\$13,131.29

“ Women can move up the ranks, they can break through, but they need to commit totally to it. ”

— Cate Barron, executive editor, The Patriot-News

Journalists must provide more than just news, Barron says

Continued from Page 1

female in this position at the station.

She later worked as a business reporter and editor at The Sentinel in Lewistown.

Barron is a graduate of Georgetown University and is currently working on her masters in American studies at Penn State Harrisburg. She is on the national board of Associated Press Managing Editors and is vice president of the state APME board. Barron is a member of the Pennsylvania Chapter of the Freedom of Information Coalition's board of directors and past president of the Pennsylvania Society of Newspaper Editors.

She's been a juror for the Pulitzer Prizes. Barron has led sessions at the American Press Institute on topics including turning managers into leaders and coping with change at work. Barron is empty nesting in Camp Hill with her husband Bob Vucic, a lecturer at Lebanon Valley College. Their son, Alex, is a freshman at Loyola University in New Orleans.

Barron wasn't always focused on the newsroom. The English literature major dreamed of working for a book publisher in New York City. But her career led her to newspapers, where she has dealt with everything from covering tough stories to taking calls from irate readers.

She recalled one such telephone conversation from about 10 years ago. A man phoned to complain about a story, and after speaking to Barron for a few minutes told her he wanted to "talk to the man in charge." She refused to transfer the call to one of her male colleagues.

IF YOU GO

What: Cate Barron, executive editor of The Patriot-News, will give the keynote speech at the PWPAs annual awards luncheon

When: noon on May 21

Where: Pennsylvania Press Conference at the Penn Stater Conference Center Hotel

"So that reminds me that it still isn't over when it comes to women in the newsroom and some of the challenges we face," said Barron, 54. "This isn't over. Some women get it, and some don't. But we can't take it for granted. We have to be aware. I want to be a mentor for these young women."

Barron knows the newspaper lifestyle is not an easy one because of the hours and deadlines and the fact that there's no control over when news is going to happen.

But it can be an extremely rewarding job.

"Women can move up the ranks, they can break through, but they need to commit totally to it," Barron said. "It can be tough because at times you don't have a life and things can get out of balance."

Employees' lives can become even more out of whack because most newspapers have websites which means news

is being reported 24/7, she said.

"I say all the time that the news never sleeps," she said. "But this is a wonderful career despite all the pressures. I tend to thrive on that pressure. I am never bored and have never said 'I don't want to go into work today.'"

It takes everyone in the newsroom to be on board to publish a quality product every day, she said.

Barron also said newspaper reporters and editors need to find ways to expand on a story or trend because just reporting the news isn't enough.

There are plenty of news outlets for information these days. Papers need to set themselves apart with interesting and out-of-the-box story ideas. They need to have more than news, police, wars and politics stories on the front page.

They need stories about issues that affect people's day-to-day lives, and reporters need to uncover such stories, which may take an extra phone call or a walk through a neighborhood talking to people affected by a law or situation. And this extra work might also require additional time away from those you love.

"It helps to have a supportive family when you work in newspapers," Barron says. "My husband and son have always been there for me, and they understand the responsibilities of my job, so I am very lucky. It makes my job easier because I know they understand if I am not home right away."

Spotlight on ...

Zandy Dudiak

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

A: I am associate regional editor for Western PA Patch, AOL's online hyperlocal news source.

The best part is I work from home with equipment provided by Patch.

My responsibilities vary from copy editing, writing stories and covering sites when the local editors are on vacation or tied up to presenting training seminars, writing reports and coordinating special projects, such as election coverage.

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

A: I earned a BA in communications from Bethany College, West Virginia.

I started as a reporter for two local newspapers for the Dardanell Publications chain in suburban Pittsburgh, which became Gateway Newspapers and is now owned by Trib Total Media.

My second job was school public relations, then motherhood while freelancing for a number of newspapers and public relations clients.

I returned to Gateway in 1997 as a reporter, then worked as feature writer/special assignments for 10 years, covering news, features, series, in-depth, enterprise and investigative stories on varied



Zandy Dudiak is an associate regional editor for AOL's hyperlocal news source, Patch.com.

topics.

I became news editor of the Times Express, a Trib paper, in 2009. This February, I was hired for my present job with Patch.

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

A: When I'm not working I spend time with my two adult children who live with me. We enjoy trying new foods and driving around to experience Pittsburgh neighborhoods and architecture.

I also have three dogs that keep me busy, and I enjoy the company of friends.

Q: What does the future hold for journalists?

Continued on Page 5

NEW MEMBERS

FEBRUARY 2011

■ **Joan D. Benson-Cacchione**, assigning editor/features, Erie Times-News

■ **Zandy Dudiak**, associate regional editor, AOL Patch

■ **Christine Haines**, staffer, (Uniontown) Herald-Standard

■ **Sarah Hofius Hall**, staffer, Scranton Times-Tribune

■ **Laura Legere**, staffer, Scranton Times-Tribune

■ **Ashley Teatum**, staffer, Scranton Times-Tribune

JANUARY 2011

■ **Rachel Anderson**, videographer/photographer, Pittsburgh Tribune-Review

■ **Greg Bock**, reporter, Altoona Mirror

■ **Jo Ciavaglia**, health and crime reporter, Bucks County Courier Times

■ **Linda T. Gracey**, special sections editor, Altoona Mirror

■ **Shasta Kurtz**, copy editor, Altoona Mirror

■ **Mark Leberfinger**, assistant news editor, Altoona Mirror

■ **Kim Leonard**, business reporter, Pittsburgh Tribune-Review

■ **Laurie Mason**, reporter, Bucks County Courier Times

■ **Kate Morris**, copy editor, Altoona Mirror

■ **Scott Muska**, staff writer/reporter, Altoona Mirror

■ **Freda Savana**, staff writer, The Intelligencer

Check the archives for tidbits

By Kay Stephens

PWPA MEMBERSHIP DIRECTOR

In 2012, the Pennsylvania Women's Press Association will recognize the 75th year of its founding.

If you have an interesting note about the organization or its history — perhaps you can search your newspaper archives when you've got a minute — I think you will find an interesting story.

Here's something I found when looking through the Altoona Mirror archives:

From Wednesday, May 22, 1974, edition of the Altoona Mirror by columnist Pat Hinton Grover (a PWPA past president):

HARRISBURG — Lawrence M. O'Rourke, Philadelphia Bulletin Washington bureau chief, and Helen Thomas, White House reporter for United Press International, gave an "Inside Look at Watergate and the White House" at the annual Pennsylvania Press Conference held



PREPARING FOR PWPA'S 75TH ANNIVERSARY

If you have some interesting history about the PWPA organization, send an email to kstephens@altoonamirror.com.

KAY STEPHENS, MEMBERSHIP DIRECTOR

May 16-19 at the Penn Harris Motor Inn.

PWPA's luncheon Saturday afternoon had Dorothy A. Drake, managing editor of Montgomery Newspapers, Fort Washington, president of PWPA and Lisa Helper, managing editor of Jenkintown Times Chronicle, who was contest chairman, with speaker Helen Thomas.

At the executive board meeting Friday evening with Esther Barnes, immediate past director of our

PWPA Central District, and this columnist, past president of PWPA, attending, it was moved and seconded to accept qualified male applicants in the organization. At the annual meeting, the motion was carried with all the (PWPA) districts to ratify the motion. When adopted, male members will be qualified to enter the PWPA newswriting contest and take part in the seminars and have voting privileges.

Journalist at home with new media

Continued from Page 4

A: I joined Patch because I sensed an enthusiasm that I no longer felt, but had when I first started in the newspaper industry.

I think the journalist of the future has to be flexible and be willing to learn new things. Change is good, even when it means doing something totally different from what you have done in the past.

Today's journalists need to keep up with current events outside their beats — and I mean globally. Most importantly, they need to sense what is important to their readers, not themselves or their companies.

Q: Best career moment so far?
Q: Worst moment?

A: My best career moment was winning the Ray Sprigle Memorial

Award (best of show) at the Western Pa. Press Club's Golden Quill Awards in 1997 for numerous stories about Woodland Hills School Board's decision to prevent an African-American man from speaking on a personnel issue at a school board meeting.

The coverage, which included editorials, resulted in the board changing its policy about citizen comments.

Why it meant a lot was that Sprigle, a white Post-Gazette reporter, had gone under cover as a black man in the South during the 1940s to expose segregation.

My worst moment was when both my hometown weekly paper and the one that covered where I live now were closed on the same day in 2008.

Q: What advice do you have for other journalists?

A: Make a connection with the person you are interviewing right off

the bat, and they'll open up to you and trust you more.

It can be anything — a high school or community in common, children of the same age, admiring their house, respecting what they do. It will open more doors than aggressive questioning ever does.

Q: Why did you decide to join PWPA?

A: I had belonged about a decade ago for a few years. I felt I wanted to be part of a state organization that supports the industry.

Q: Any other thoughts or stories you'd like to share?

A: Only the three most important words for journalists, according to my college professor: "Accuracy, accuracy, accuracy."

2011 PWPA AWARD WINNERS

CATEGORY 1, GENERAL NEWS

■ **First place:** Betsy Hiel, Pittsburgh Tribune-Review, "Iraqis eager for critical test of democracy"

■ **Second place:** Jo Ciavaglia, Bucks County Courier Times, "State: No proof of new employee training at Woods"

■ **Third place:** Dawn Goodman, Observer Reporter "Protesters' message: hate"

■ **Honorable mention:** Laura Legere, Scranton Times Tribune "Tests: Dimock water tainted"

■ **Honorable mention:** Jodi Weigand, Pittsburgh Tribune-Review, "North Versailles trio's health care a sore spot"

CATEGORY 2, SPORTS

■ **First place:** Dana Massing, Erie Times News, "Still game"

■ **Second place:** Erin Negley, Reading Eagle, "Pay to play"

■ **Third place:** Elsa Kerschner, Times New, "Skydiving"

CATEGORY 3, HOME

■ **First place:** Lindsey Poisson, Erie Times News, "Real Men Wear Kilts"

■ **Second place:** Erin Negley, Reading Eagle, "From rages to riches"

■ **Third place:** Laura Lenk, Pittsburgh Tribune-Review, "Cooking class creates Easter treats"

■ **Honorable mention:** JoAnne Klimovich Harrop, Pittsburgh Tribune-Review,

"Haute couture hounds"

■ **Honorable mention:** Diane Stoneback, The Morning Call, "Digging in"

CATEGORY 4, FEATURES

■ **First place:** Paula Y. Wolf, Sunday News, "Take refuge"

■ **Second place:** JoAnne Klimovich Harrop, Pittsburgh Tribune-Review, "Roadside shrines help loved ones deal with tragedy"

■ **Third place:** Laura Legere, Scranton Times Tribune, "Dimock divided"

■ **Honorable mention:** Mark Leberfinger, Altoona Mirror, "Deep freeze"

■ **Honorable mention:** Theresa Hegel, The Intelligencer, "Just another paranormal night"

CATEGORY 5, EDITORIAL/ COLUMNS

■ **First place:** Donald Serfass, Times News

■ **Second place:** Kay Stephens, Altoona Mirror

■ **Third place:** Helen Colwell Adams, Sunday News

■ **Honorable mention:** Gordon Glantz, Times Herald

■ **Honorable mention:** Salena Zito, Pittsburgh Tribune-Review

CATEGORY 6, COLUMNS

■ **First place:** Jo Ciavaglia, Bucks County Courier Times

■ **Second place:** Gordon Glantz, Times Herald

■ **Third place:** Lindsey

Poisson, Erie Times News

■ **Honorable mention:** Liz Allen, Times News

■ **Honorable mention:** Donald Serfass, Times News

CATEGORY 7, BUSINESS AND CONSUMER

■ **First place:** Erin Negley, Reading Eagle, "AmeriCorps"

■ **Second place:** Erica Erwin, Erie Times News, "Trash & Cash"

■ **Third place:** Margaret Harding, Pittsburgh Tribune-Review, "Downturn drives women into role of family breadwinner"

■ **Honorable mention:** Jennie Geisler, Erie Times News, "Unplugged: Discarding Unwanted Electronics"

■ **Honorable mention:** Daveen Rae Kurutz, Murrysville Star: "Tis the season of holiday tips"

CATEGORY 8, SERIES

■ **First place:** Laura Legere, Scranton Times Tribune, "Deep Impact"

■ **Second place:** Karen Cimms, Lehigh Times News, "Down syndrome: a family's journey"

■ **Third place:** Paula Cochran, Standard Journal, "A page from the history books"

■ **Honorable mention:** Dana Massing, Erie Times News, "Called to Change"

CATEGORY 9, INTERVIEW/ PROFILES

■ **First place:** Salena Zito, Pittsburgh Tribune-Review,

"Nonstop Joe Sestak refuses to join the establishment"

■ **Second place:** Jo Ciavaglia, Bucks County Courier Times, "His Moment of Truth"

■ **Third place:** Mary Pickels, Tribune-Review, "Company founder, 95, still does a full day's work, 5 days a week"

■ **Honorable mention:** Scott Muska, Altoona Mirror "At 79, man goes back to school"

■ **Honorable mention:** Rebecca VanderMeulen, The Inquirer, "We are what we scribble: She analyzes"

CATEGORY 10, PAGE DESIGN

■ **First place:** Brenda Martin, Erie Times News

■ **Second place:** Melissa Scott, Erie Times News

CATEGORY 11, IN-DEPTH REPORT

■ **First place:** Sarah Hofus Hall, Scranton Times Tribune, "NEUI card audit"

■ **Second place:** Erica Erwin, Erie Times News, "The cost of overtime"

■ **Third place:** Lindsey Poisson, Erie Times News, "Rural Poverty"

■ **Honorable mention:** Jo Ciavaglia, Bucks County Courier Times, "Board members get lucrative rewards"

■ **Honorable mention:** Laura Legere, Scranton Times Tribune, "Fire water"

CATEGORY 12, HEALTH/SCIENCE

■ **First place:** Amy Crawford, Tribune Review,

Continued on Page 7

2011 PWPA AWARD WINNERS

Continued from Page 6

“Team digs deep for answers”

■ **Second place:** Heather Cass, Erie Times News, “Winged wonders: meet the dragonflies and damselflies that cruise our peninsula”

■ **Third place:** Erin Negley, Reading Eagle, “Fire companies paying more attention to wellness”

CATEGORY 13, EDUCATION

■ **First place:** Amy Crawford, Tribune Review, “As Latin teachers retire, students opt for other languages”

■ **Second place:** Margaret Harding, Tribune Review, “Academic recruiting grows on college campuses”

■ **Third place:** Jodi Weigand, Pittsburgh Tribune Review, “When districts don’t cough up, teachers pay the tab”

■ **Honorable mention:** Heather Cass, Erie Times News, “Floating ideas”

■ **Honorable mention:** Dana Massing, Erie Times News, “Learning curve”

CATEGORY 14,

TRAVEL/ARTS

■ **First place:** Lindsey Poisson, Erie Times News “Erie Tales”

■ **Second place:** Theresa Hegel, the Intelligencer, “A novel in 30 days? Yeah, write ...”

■ **Third place:** Joanna Billings, Northampton Press, “Middle school reward”

■ **Honorable mention:** Amy Crawford, Tribune Review, “Hours of waiting for ‘blur’ in movie”

■ **Honorable mention:** Linda Koehler, Times News, “The fields of Harrison Smith’s dreams”

CATEGORY 15, HEADLINES:

■ **First place:** Melissa M. Scott, Erie Times-News

■ **Second place:** Margaret Moses, Altoona Mirror

■ **Third place:** Theresa Hegel, The Intelligencer

CATEGORY 16, PHOTOGRAPHY

■ **First place:** Janet B. Campbell, Erie Times News

■ **Second place:** Kristen Mullen, Citizens Voice

■ **Third place:** Linda Anthony, Bethlehem Press

CATEGORY 17, MULTI-MEDIA

■ **First place:** Christine Haines, Herald-Standard

■ **Second place:** Lindsay Poisson, Erie Times-News

■ **Third place:** Sarah Hofius Hall, Scranton Times-Tribune

CATEGORY 18, RELIGION

■ **First place:** Dana Massing, Erie Times News, “Churches use personal touch to encourage residents to visit”

■ **Second place:** Lindsey Poisson, Erie Times News, “A good sign: woman interprets church services”

■ **Third place:** Betsy Hiel, Pittsburgh Tribune-Review, “Egypt’s Christians face tension amid traditions”

■ **Honorable mention:** Daveen Rae Kurutz, Pittsburgh Tribune-Review, “More churches seek new

ways for giving praise”

■ **Honorable mention:** Linda Koehler, Times News, “To tithe or not to tithe”

CATEGORY 19, OUTDOORS/ ENVIRONMENTAL

■ **First place:** Dana Massing, Erie Times News, “Fish could devour profits”

■ **Second place:** Laura Legere, Scranton Times Tribune, “Digging for rights”

■ **Third place:** Mark Leberfinger, Altoona Mirror, “A day on Brush Mountain”

■ **Honorable mention:** Elsa Kerschner, Times News, “Danger to birds: glass is one of their biggest enemies”

Honorable Mention: Erin Negley, Reading Eagle, “Annual Hawk Mountain raptor count underway”

CATEGORY 20, ROOKIE OF THE YEAR

■ Lindsey Poisson, Erie Times News

Scholarship responses paint grim picture

By Teresa Spatara

SCHOLARSHIP COORDINATOR

This year’s scholarship is much the same as last year’s, except that I did not receive even one request for scholarship applications — not even one.

In other years, I got as many as 20 or more requests — from moms, dads, friends, relatives and the students themselves, after reading the article in the paper that our own members had published in the papers where they worked.

Believe me — the articles were read.

This year, either not as many of our

Look for information on winner Faith Cotter in the June newsletter.

members had the article published in their papers or people have decided that a journalism career isn’t worth the effort because of newspaper layoffs, downsizing or just plain folding.

Applications weren’t all that great, except for the winner who had an excellent one. Two were from adults who had graduated, one from high school the other from college, then were laid off from a job or couldn’t find one and decided to go back to school.

One wanted to get her undergraduate degree in journalism, but wasn’t even listed by the college as a journalism major. Two applicants weren’t interested in journalism, but in getting degrees to become college professors. A couple more are interested in being magazine writers and editors.

I considered all the ones that came, up to one week after the deadline. They all come at the last minute, as a rule.

It’s been interesting — to say the least.

PWPA OFFICERS



PRESIDENT
JoAnne Harrop
jharrop@tribweb.com
(412) 320-7889



VICE PRESIDENT
Dawn Goodman
dgoodman@observer-reporter.com
(724) 222-2200 ext. 2481



TREASURER
Theresa Hegel
thege13@hotmail.com
(215) 538-6381



SECRETARY
Stephanie Longo
stephanie.a.longo@gmail.com
(570) 815-7401

DISTRICT DIRECTORS

1. NORTHWEST DISTRICT

DIRECTOR

Lindsay Poisson

Lindsey.poisson@timesnews.com
(814) 870-1871

2. SOUTHWEST DISTRICT

DIRECTOR

Daveen Rae Kurutz

dmclaughlin@tribweb.com
(412) 380-5627

3. CENTRAL DISTRICT

DIRECTOR

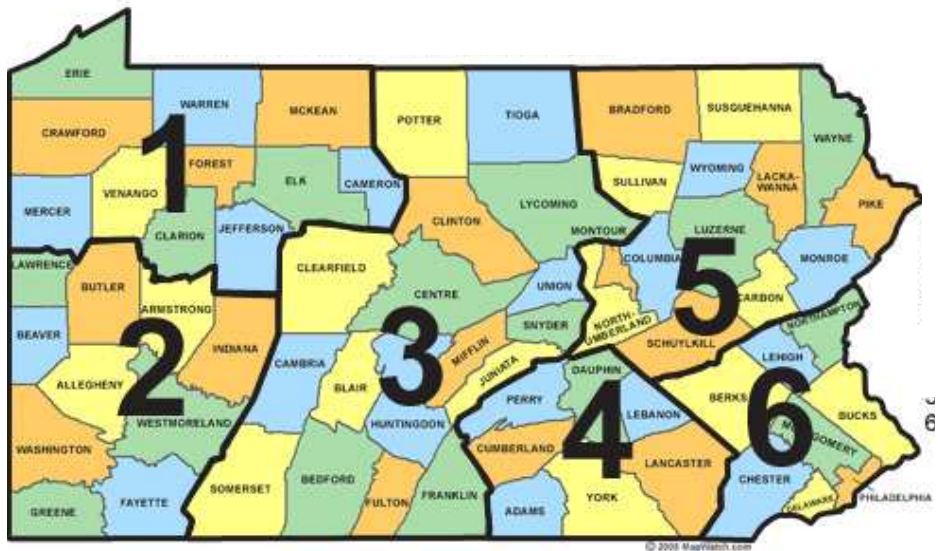
Amanda Clegg

aclegg@altoonamirror.com
(814) 949-7030

4. SOUTH CENTRAL DISTRICT DIRECTOR

Linda Espenshade

linda.espenshade@gmail.com
(717) 413-6115



5. NORTHEAST DISTRICT

DIRECTOR

Kathy Ruff

katrina@ptd.net
(570) 645-3059

6. SOUTHEAST DISTRICT

DIRECTOR

Rebecca VanderMeulen

rebeccavm@gmail.com
(610) 873-4251