



## Luncheon speaker Butch Ward from Poynter informed as well as entertained the PWPA audience at the group's annual luncheon in Harrisburg.

**By JoAnne Harrop**  
PWPA PRESIDENT

**B**utch Ward, managing director and a member of the faculty of The Poynter Institute in St. Petersburg, Fla., was the keynote speaker at the PWPA annual luncheon on May 15 in Harrisburg. Ward, 57, spoke about the changing world of journalism.

"Will journalism survive?" he asked.

"My answer is yes. It has to. Because after 234 years we have all the evidence we need that a free and energized press is essential for a healthy democracy."

Ward certainly understands the volatility of newspapers. He worked in the industry for 27 years. He's done everything from reporting to editing to managing. Ward was employed by The Philadelphia Inquirer and the Baltimore News-American, serving stints as man-

aging editor at both.

Before joining Poynter, he spent three years being covered by journalists as spokesperson for Independence Blue Cross, the largest health insurer in Southeastern Pennsylvania.

He shared a story about a reporter contacting him at the end of a day for a story that was going to run the next day

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# Looking ahead to 75th

Thanks to everyone who attended the PNA conference in Harrisburg, May 14-15. From the board members who spent two-plus hours on Friday evening making sure we took care of business for the weekend, while addressing important issues for the upcoming year as well as having everything in line for our annual membership meeting and award luncheon the following day.

For those of you not able to join us for the conference, there are some things I wanted to let you know about.

We recognized our most recent past president Linda Espenshade and our contest director Diane Bitting with gifts for their years of service to our organization. Both will remain an important part of our membership.

Anyone interested in becoming contest director, please contact me and I will be glad to discuss the responsibilities of the job.

At the membership meeting, I was officially elected president. Dawn

Goodman was elected vice-president, and Theresa Hegel was elected treasurer. The job of secretary is currently open, but we have a candidate who is interested: Stephanie Longo.

She plans to attend our Sept. 11 board meeting in the Reading area to see what the job entails, and if she wants to pursue the position the board will be asked to vote.

We still have a district director opening in South Central. Anyone who would like to discuss the vacancy can contact me. Being a district director is a very rewarding position. I know from past experience.

I was extremely pleased with the turnout at our annual PWPA luncheon where we honored journalists in our Excellence in Journalism Contest.

Congratulations once again to all of our winners. Don't forget to compile clips as you go along this year so you will be ready for next year's contest.

Now that I officially have taken office as your president, I continue to

be excited about leading this group, look forward to the future of PWPA, and invite all of you to stay in contact with me and to let me know what you would like to see from PWPA over the next year.

Please look ahead because in 2012 we will celebrate our 75th anniversary as a club. I welcome any ideas you have on how to celebrate.

Our new website to be launched in the coming months, and I will send out information on when it will be officially up and running.

There will be a question out on the listserv in the next few weeks concerning the on-line category for the contest for you to give input on.

JoAnne Harrop,  
PWPA president

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— JoAnne Harrop,  
PWPA president





**PWPA members and guests enjoy their meal, while listening to Butch Ward speak, at the 2010 PWPA luncheon in Harrisburg.**

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and only giving Ward 45 minutes to get a comment from the health insurer.

The reporter had worked on the story for two weeks, but only gave Ward a limited time for a reply most likely so the story wouldn't have to be changed. Ward said that a reporter should be ready and willing to totally rewrite a story after the last interview and to go into every story with an open mind.

Ward's experience on both sides of journalism is helpful in his current position where he is coordinator of Poynter's finance, marketing, development, human resources, information technology, presentation and facilities departments and a member of the institute's leadership and management faculty. He also teaches editing, reporting and writing.

It is no accident that the most successful and innovative society in the history of humankind also is the most free, a friend of Ward's told him. And journalism has been a vital contributor to that freedom.

"Social media alone has fundamentally changed the way our audiences commu-



nicate with each other, and even more importantly, how they get news," Ward said. "Perhaps the biggest change affecting us is this: You don't have to be a journalist to have access to these tools. Anyone can use them. Everyone can communicate directly with an audience. We elected a president who raised millions and millions of dollars and won election by taking his message directly to the people. No press needed."

Great public service journalism in Pennsylvania has freed men wrongly convicted of murder, overturned crooked

elections, exposed corrupt judges, lawyers and cops, Ward said. It also has made us cry with the widows of coal miners, dig into our pockets to feed flood victims and march in the streets to demand change.

Ward took questions from the audience and stayed around to meet with several of the attendees afterward. His parting words in his speech were: "Yes, I believe journalism will survive ... because it has to. But in a very real sense, we control its fate — and the work ahead demands much of us. I pray we're up to the challenge."

# Journalists of the year

Check out June's edition of the PWPA newsletter to learn more about Deb Erdley and Amy Crawford.



Deb Erdley,  
reporter,  
Pittsburgh  
Tribune-Review

Amy Crawford,  
education  
reporter,  
Greensburg  
Tribune-Review



## NEW MEMBERS

### APRIL 2010

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

### MARCH 2010

■ **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 2010

■ **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

### DECEMBER 2009

■ **Trevor James Hawes**, copy editor,  
Erie Times-News

# Scholarship winner ready to write history's first draft

Vincent Vella is passionate about journalism.

A junior at LaSalle University, he has been both the business and features editor for the school's newspaper, The Collegian. Vella is majoring in communications/journalism and has a 4.0 grade point average.

He has also been a staff writer for The Times News in Lehighton, working for their "Young Voices" program.

When he was in high school — at Marian Catholic — he graduated in the top 4 percent of his class and acted as the student events correspondent. In that position, he generated a weekly column for publication in the Hazleton Standard Speaker in Hazleton.

According to Vella, a quote from former Washington Post editor Phil Graham sums up his journalistic ambitions: "Journalism is a first rough draft of history."

When he entered the newsroom of his local paper, The Times News, he sensed the excitement of bringing people the information they needed on a daily basis.

"To make that much of an impact on the everyday lives of people around me is something I have always longed to do," Vella said.

Vella also has been assistant editor for LaSalle's student literary magazine, Grimoire. He has worked as an assistant tutor for LaSalle's Writing Fellowship program and was a member of the university's communication department student advisory board.

He also worked as the concessions and merchandise manager and an office manager for Pocono Invitational Basketball Camp.

His honors include:

◆Quill and Scroll International Scholastic Journalism Honor Society Gold Key Winner

◆Collegian and Scholastic Keystone Press Award Winner

◆National Federation of Press Women PA High School First Place Winner

◆Pa School Press Association Gold Certificate award winner

Vella believes in journalism and looks forward to entering the field professionally.

"To be part of something profound, no matter how minute my personal role, is incredible to me," he said. "I want to be a journalist because I love to write and want to share this love with other people."

## 2010 PWPA SCHOLARSHIP WINNER



**Name:** Vincent C. Vella

**Hometown:** Kresgeville, Pa.

**High school:** Marian Catholic High School

**College:** junior at LaSalle University

**College GPA:** 4.0



## Meeting of the minds

Above, PWPA members and guests listen attentively during the annual meeting at the Harrisburg Hilton on May 15. At left, Kay Stephens, Central District, discusses the slate of officer candidates to be voted in for the 2010-11 term.

# Highlights from Harrisburg

Fifteen PWPA members attended the annual meeting this year:

- ◆ Amanda Clegg, Altoona Mirror, Central District
- ◆ Kay Stephens, Altoona Mirror, Central District
- ◆ Theresa Hegel, The Intelligencer, Southeast District
- ◆ Deb Erdley, Pittsburgh Tribune-Review, Southwest District
- ◆ Erin Negley, Reading Eagle, Southeast District
- ◆ Linda Koehler, Times News, Northeast District
- ◆ Kathy Ruff, freelancer, Northeast District
- ◆ Sherry Coons, York Daily Record/Sunday News, Southcentral District
- ◆ Daveen Kurutz, Pittsburgh Tribune-Review, Southwest District
- ◆ Laura Lenk, Pittsburgh Tribune-Review, Southwest District
- ◆ Linda Espenshade, Mennonite Central Committee, Southcentral District
- ◆ Diane Bitting, Lancaster Newspapers, Southcentral District
- ◆ Madeleine Mathias, freelancer, Southeast District
- ◆ JoAnne Harrop, Pittsburgh Tribune-Review, Southwest
- ◆ Dawn Goodman, Washington Observer-Reporter, Southwest (Dawn was late because she was a presenter during the conference.)

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We also had a few nonmembers attend the meeting:

- ◆ Jennan Galbeletto, Amanda Clegg's fiancée
  - ◆ Jacqueline Lukas, student intern for the PNA
  - ◆ David Keshock, Theresa Hegel's husband
  - ◆ Terry Mutchler, executive director of the state Office of Open Records and last year's PWPA luncheon speaker
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**PWPA president JoAnne Harrop (left) discusses former contest director Diane Bitting's many contributions to the organization.**

## BANK BALANCES (as of May 29)

**Checking: \$2,344.79**

**Money market:  
\$13,125.23**

Three candidates were unanimously voted into office for 2010-11:

- ◆ JoAnne Harrop, president
- ◆ Dawn Goodman, vice president
- ◆ Theresa Hegel, treasurer

No nominations for secretary were offered during the meeting.

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Linda Espenshade is working on updating the PWPA website with Paul Rothrock of Lancaster.

She said Rothrock hopes to have something functional by September.

Photos will be needed for the site, Linda said. She asked members to take pictures and submit them if they do anything PWPA-related.

Each district will have its own page and directors will have the ability to tai-

lor it to their wishes.

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Diane Bitting, contest director, reported that 52 people entered this year's contest.

The cost structure, allowing entrants to pay \$5 per category, was popular with some.

While archived copies of stories were allowed for the first time, most submitted traditional clippings.

Because of the new rules and the fact that we had two grand prize winners, we actually lost money on this year's contest.

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We also discussed how to handle online entries and whether a member can enter a story written for an out-of-state publication or website.

Under the current bylaws, only those who write for Pennsylvania newspapers can be PWPA members.

There seemed to be consensus that Pennsylvania residents who write for any publication (or news-based websites) and those who write for Pennsylvania publications (and news-based websites) should be allowed to enter.

The issue has been posted again to the listserv for further discussion.

# Take note ...

## SOUTHEAST DISTRICT MEETING

**What:** PWPA southeast district meeting, combined with tour of Victory Brewing Company

**When:** Saturday, June 12. Tour starts at noon. If you just want to come for lunch, we will start that around 12:30 p.m. (I'm told the tour usually lasts a half-hour).

**Where:** Victory Brewing Company, 420 Acorn Lane, Downingtown. The brewery can be hard to find if you don't know where it is — my husband and I lived two blocks away for about six months before we knew it was there. But check out Victory's Web site ([victorybeer.com/directions.aspx](http://victorybeer.com/directions.aspx)) and the directions are pretty good. Google Maps is also helpful. If you get lost on the way there, feel free to call my cell: 484-651-3343.

**Speaker:** Steve Reinbrecht, managing editor of Berks County news startup, BCTV.org. He will discuss how the Knight Foundation-funded Web site got started, how it works, how he recruits freelance and citizen journalists for the site, and how managing the site is different from more than a decade of working at the Reading Eagle newspaper.

**Cost:** Order off the menu at your own cost. The brewery tour is free. From the number of families with children I've seen at Victory, I'm also comfortable saying that there are plenty of nonalcoholic beverages available to order.

**RSVP:** By June 4 so I can tell Victory how many to expect. E-mail me or call 610-873-4251.

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## NORTHEAST DISTRICT MEETING

**June 19:** Would you like to write to make a difference? If so, join us at a joint meeting of the Black Diamond Writers' Network and the Pennsylvania Women's Press Association.

Michael B. Kaminski, publisher of WOMAN Magazine, will educate writers on how to write for a publication with a purpose, focusing on the creation, mission and purpose of his magazine. He will explain what he looks for in potential writers and what makes a good and a bad pitch.

WOMAN Magazine works to empower, enrich, enhance and enlighten all women with articles highlighting local women making a difference and changing lives. The publication is an extension of the Sharon Fisher Bassett Memorial Fund on community awareness of domestic violence, sexual abuse, eating disorders and basic equal rights for women.

Kaminski, creator and former publisher of The One Magazine to the arts and entertainment, holds a master's degree in divinity/theology with a minor in psychology and undergrad degrees in political science and criminal justice. At present, he is writing children's and historical fiction books.

Rafael Figureoa, Coaldale, will read some of his work as the spotlight reader for the month.

Learn more about WOMAN Magazine and writing to make a difference at the next meeting of the Black Diamond Writers' Network to be held from 10 a.m. to noon on Sat., Jun. 19, 2010, at the Tamaqua Area Public Library, 30 S. Railroad St. The public is welcome to attend this free presentation.

For more information about the Sharon Fisher Bassett Memorial Fund, visit [www.roseforsharon.org](http://www.roseforsharon.org). For more information about the BDWN or PWPA, call Kathy Ruff at 570-645-3059. For directions, call the Tamaqua Public Library at 570-668-4660.

## PWPA OFFICERS

### PRESIDENT

JoAnne Harrop

### VICE PRESIDENT

Dawn Goodman

### TREASURER

Theresa Hegel

### SECRETARY

Stephanie Longo  
(candidate)

### NORTHEAST CO-DIRECTORS

Kathy Ruff  
and Sara Hodon

### NORTHWEST CO-DIRECTORS

Erica Erwin  
and Kristin Bowers

### CENTRAL DIRECTOR

Amanda Clegg  
and Wendy Zook

### SOUTH CENTRAL DIRECTOR

To be determined

### SOUTHEAST DIRECTOR

Rebecca VanderMeulen

### SOUTHWEST DIRECTOR

Daveen Rae Kurutz