

## Contest deadline this week

**Entries into the PWPA  
Excellence  
in Journalism contest  
must be postmarked  
by Wednesday,  
Feb. 15.**

**By Kay Stephens**

2012 CONTEST DIRECTOR

Don't forget the approaching Feb. 15 deadline to enter the Pa. Women's Press Association annual journalism contest.

Feb. 15 is a postmark deadline. You can put your entries in the mail that day and still meet the deadline.

For those of you who mail really late on Feb. 15 and get a Feb. 16 postmark, your entries will be considered to have met the deadline.

Some entries have already arrived and to those who mailed early, thank you very much.

As contest director, I love seeing all the entries, especially the variety, and I do take the opportunity to collect story ideas.

For those who have not yet entered, email me if you need entry documents. You'll also find them on the PWPA website at [www.pwpa.us](http://www.pwpa.us).

Look under "download 2012 entry form" link on the contest rules web page, beneath the listing of contest categories.



PWPA file photo/Theresa Hegel

**Don't miss your chance to be recognized at the PWPA's annual awards luncheon, to be held this June in Gettysburg.**

# TAKE NOTE

## 2012

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

## March

■ **March 24:** The PWPA is holding a board meeting from 10 a.m. to 3 p.m. at Penn State.

## April

■ **April 21:** The Black Diamond Writers' Network is hosting its third annual Write it Right writers conference at the Schuylkill County Council for the Arts, 1440 Mahantongo St., Pottsville, Pa.

Ann Boyle, author and former literary agent will speak about the changing publishing landscape. Other topics include writing from real life, writing romantic suspense, offbeat marketing for your writing, breathing life into your novel with emotion, and digital publishing.

Seating for the event is limited. Cost is \$50 if you register by Feb. 29.

For details or to register, contact Kathy Ruff at (571) 645-3059.

## June 2012

■ **June 1 to 2:** Pennsylvania Newspaper Association's press conference in Gettysburg.

## TREASURER'S NOTE

# Don't forget dues

By **Theresa Hegel**  
PWPA TREASURER



Please take a moment to make sure you've paid your 2012 membership dues.

So far, I've only received payments from 37 people, several of whom are new members this year.

Considering that we had more than 80 members last year, that means quite a few of you have not sent in your dues.

If you can't remember whether you've paid, check with me and I will let you know.

I know many members will likely send their dues with their contest entries, which is fine. If you plan to do so, please send me a quick email at [thegel13@hotmail.com](mailto:thegel13@hotmail.com) so I can make a note of that.

**BALANCES**  
(as of Feb. 12)  
**Checking:**  
**\$1,758.44**  
**Money market:**  
**\$13,136.26**

Also, if you've decided not to renew this year, please send me an email to that effect as well, so I can cross you off my list.

Some members have been taking advantage of the online membership renewal/application form. Just remember that you still either have to send me a check or use the PayPal button to pay via credit card.

Several members have taken advantage of the PayPal option. It seemed to have had some sort of glitch a few weeks ago, but I was able to fix it, and it appears to be working correctly now.

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.'"/>

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](mailto: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.

# Want to get involved?

The organization is seeking nominations or members interested in running for the offices of president, vice president, secretary, treasurer and contest director. Southeast and south central district director positions are also open.

Contact PWPA President JoAnne Harrop by Feb. 29 if you are interested or want to nominate someone for one of these positions.

## Mousepads still available

By **Kay Stephens**

PWPA PAST PRESIDENT

I've started a fundraising effort to help pay for expenses associated with the 75th anniversary of the Pa. Women's Press Association. We'll be recognizing that milestone at our annual awards luncheon in Gettysburg, on the first weekend in June.

In preparation for the event, I'm selling anniversary Mouse pads for \$5 each. Take a look at the mousepad you're using now. Is it rather worn out? Dirty?

The PWPA mousepad is a spiffy black and green that is sure to stand out and dress up your desk. It also works very well with my computer mouse here at the office. But don't just think about the office. Maybe you need a new mousepad for your home computer.

If you'd like to order one or several, please contact me. If you'd like to make a donation to the anniversary celebration — without purchasing a mousepad — that's acceptable too. Checks can be made payable to the Pennsylvania Women's Press Association.

Kay Stephens, PWPA past president  
75th Anniversary Committee  
c/o Altoona Mirror  
PO Box 2008  
Altoona, Pa. 16603  
(814) 946-7456  
kstephens@altoonamirror.com



Spotlight on ...

# Keith Frederick

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

**A:** I work in the Life department at The Altoona Mirror in Altoona, Pa. I am a staff writer and the coordinator of the “Go” section, our paper’s weekly entertainment magazine. Each week I put together the 16- to 20-page section by myself, often writing the feature stories and a monthly column.

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

**A:** I graduated from Penn State University, University Park campus, in 2002 with a degree in English. Only knowing that I wanted to write, I began stringing for the Mirror — my hometown paper — in the sports department in the winter of the same year.

I freelanced, and worked at a bank full time until December 2004, when I became the sports editor for the Shippensburg News-Chronicle, a small paper that published three papers a week.

In that capacity, I covered all sports in two school districts by myself, often working up to 17 hours a day on publishing days.

In May 2005, I got my current position with the Mirror and have worked here ever since. I’ve also resumed freelancing for the sports department when they need a hand.

**Q:** What do you do when you’re not working?

**A:** I spend most of my non-work time with my family — my wife, Amy, and my daughters, Paige, 6, and Melody, nearly 3.

Otherwise, I like to play basketball as much as possible, read and play video games.

**Q:** What does the future hold for journalists?

**A:** I think the next few years are really going to be a struggle while journalism resolves the print vs. web conflict. But I truly think a happy medium will be reached, despite the opinions of the doomsayers.

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

**A:** The best moment, really, the best moments, of my career, have been seeing my stories reach across the country after being picked up by the Associated Press or by individual groups who have asked to republish my work. It may be shallow, but seeing my stories get a large audience is very rewarding.

The worst moment of my career was when I accidentally published an expletive that had been a typo in my section. I’ve never felt worse.

**Q:** What advice do you have for other journalists?

**A:** Stephen King wrote in his “On Writing”: “Kill your darlings, kill your darlings, even when it breaks your egocentric little scribbler’s heart, kill your darlings.” I’ve lived by this motto since I first read it and so I’m never afraid to cut even my favorite lines. That ability is key to putting out your best work at all times.

**Q:** Why did you decide to join PWPA?

**A:** I was curious as to what the group was about and what it could help me with.

## NEW MEMBERS

### FEBRUARY 2012

■ **Lillian DeDomenic**, freelance photographer, Gateway Associated Photographers

### JANUARY 2012

■ **Beth Ann Downey**, life reporter, Altoona Mirror

■ **Keith Frederick**, staff writer, Altoona Mirror

■ **Zach Geiger**, reporter, Altoona Mirror

■ **Suzanne R. McGaffin**, obituary clerk, Altoona Mirror

### JULY 2011

■ **Rossilynne Skena**, news reporter, Greensburg Tribune-Review

### MAY 2011

■ **Valerie Myers**, reporter, Erie Times-News

■ **Adrienne Wright**, editor, Hakol, Jewish Federation of the Lehigh Valley

### FEBRUARY 2011

■ **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

Spotlight on ...

# Rossilynnne Skena

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

**A:** I'm a news reporter for the Tribune-Review in Greensburg, Pa., a position I began in mid-January. There, I cover a school district and its municipalities along with general assignment work.

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

**A:** I knew I wanted to be a journalist since I started writing for my middle school newspaper. I studied journalism at Penn State University. At Penn State, I worked for The Daily Collegian, the student-run newspaper there, serving as a reporter, a section editor and then as editor-in-chief my senior year.

After my graduation in May 2010, I began a news reporting position at the Valley News Dispatch in Tarentum, Pa. and worked there until moving within the company to the Trib.

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

**A:** When I'm not working, I'm spending time with my family and friends, reading, shopping or taking yoga classes.

**Q:** What does the future hold for journalists?

**A:** For journalism, the future holds opportunity. The industry needs to view the Internet as a tool to better connect with readers, to build a community among their audience, to disseminate news faster and to provide more insight into a story by posting things like court documents.

But even if we're all typing stories on not-yet-invented machines 20 years from now, I hope journalists remember that the basics— ethics, vetted sourcing, compassion — are still the same.

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

**A:** My best career moment so far was covering the recovery of a local Air Force captain who was shot in

Afghanistan. I chronicled his remarkable recovery from wheelchair to walker to flight, employing a style of narrative writing I hadn't used before.

The best part, however, was the reader feedback. Readers wanted to contact the pilot and one even wanted to send a hand-made quilt. Feeling like a story has made an impact on the community was very special.

My worst moment came as I was pulling out of the Valley News Dispatch parking lot to cover a municipal meeting. My editor called my cell phone. I assumed he wanted to tell me a source had returned my call.

Instead, he told me that a police officer had been shot. I assumed it was a minor injury, but as I drove to the scene, I saw police cars zooming past with their lights flashing and sirens blaring. I started to figure out that the incident was bigger than I anticipated. I parked far away and ran to the scene to find out that the officer had been killed. I realized that all of my assumptions had been wrong. My naivete about the world was stripped away that night, and it was a sad, strange feeling.

**Q:** What advice do you have for other journalists?

**A:** Don't be afraid to ask for what you want when reporting. Sometimes you might get it.

I recently traveled to Amish country to cover a fire. An Amish man poured



Rossilynnne Skena is a news reporter for the Tribune-Review in Greensburg.

kerosene onto a wood-burning furnace to start a fire, but when the kerosene came in contact with hot ashes, it exploded. The man was badly burned, and so were his two sons, one of whom died.

I expected to strike out with every person I tried to interview and to come back with little to no content. Instead, every person I interviewed — Amish and non-Amish alike — spoke candidly.

I asked one Amish man, a town leader-type guy, if the photographer and I could go into the house and see the furnace. Much to my shock, he agreed. I was able to use that description to write a lead, and the photographer captured a powerful image. I never thought it would work, but it did.

# 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

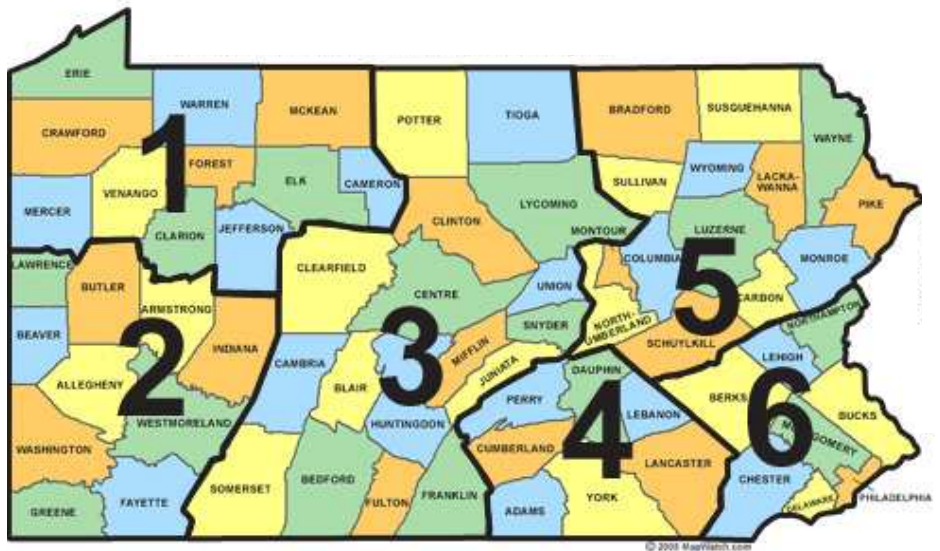
dmclaughlin@tribweb.com  
(412) 380-5627

### 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

Stephanie Longo

stephanie.a.longo@gmail.com  
(570) 815-740

### 6. SOUTHEAST DISTRICT

#### DIRECTOR

Position  
vacant