

# PWPA

PENNSYLVANIA WOMEN'S PRESS ASSOCIATION



February 2013 | [www.pwpa.us](http://www.pwpa.us)

## There's still time to enter the contest.

By **Daveen Rae McLaughlin**  
CONTEST DIRECTOR

**T**he Pennsylvania Women's Press Association has upgraded to digital — for its contest, that is.

Calls for the 2013 Excellence in Journalism contest opened in January and, for the first time, entries are being accepted online. However, unlike other contests members might be entering, the PWPA contest is powered by Google Docs.

Entering is simple. The entry form — also electronic this year — is available on our website, [www.pwpa.us](http://www.pwpa.us), along with complete rules and instructions.

After filling out the entry form with the headlines for your entries, submit-

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# Gone digital

# Have you renewed yet?

**By Theresa Hegel**  
PWPA TREASURER

It must be the start of a new year because the membership dues are regularly filling my mailbox — and the PWPA PayPal account.

Though I've been receiving a lot of checks in the mail, we're only up to 30 members for 2013, and many of them are new, which is great. We love new faces.

But like that old Girl Scouts song goes: "Make new friends, but keep the old. One is silver, and the other's gold."

Where are all our gold members?

If you haven't renewed your membership yet, take a moment to do so. It's easy to forget with so many things going on in our busy lives, but it's also easy to write out that \$25 check and send it to me at: 4712 Buckeye Road; Emmaus, PA 18049.

It's even easier to hop over to [pwpa.us](http://pwpa.us) and use the PayPal button to



pay via credit card.

Many of you are probably planning to pay your annual dues with your contest entries.

That's fine too. But that deadline is

**PWPA  
BANK BALANCES**  
(as of Feb. 7)  
**Checking:**  
**\$1,241.63**  
**Money market:**  
**\$13,142.85**

coming up. So don't forget to enter!

The checking account balance of \$1,241.63 doesn't reflect a bundle of checks I've received over the last few weeks.

I'm planning a bank run soon, so if you've sent your check in, and I haven't cashed it yet, don't despair. I'll be doing so shortly.

Good luck with the Excellence in Journalism contest, everyone. I hope to see you all at our luncheon in May.

## TAKE NOTE

### February

■ **Contest deadline:** All entries to the 2013 PWPA Excellence in Journalism contest must be emailed no later than Feb. 18.

### May

■ **PWPA luncheon:** May 18 at the Hilton Harrisburg, 1 N. Second St., Harrisburg, during the Pennsylvania Press Conference.

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.

# Conversation and coffee



**PWPA Southeast members met for coffee and conversation at the Starbucks in the King of Prussia Mall on Jan. 12. Clockwise from top left are Jo Ciavaglia, reporter, Bucks County Courier Times; Carin Smilk, Southeast district director; Morgaine Ford, designer, Bucks County Courier Times; Talia Keshock, (very) junior member; Theresa Hegel, PWPA treasurer and reporter for The Intelligencer; and Erin Negley, reporter, Reading Eagle.**

## **By Theresa Hegel**

PWPA TREASURER

During an informal meeting of the Southeast District, members chatted about the importance of branding yourself, using social media and other online tools.

Member Erin Negley shared a very useful free iPhone application with the group: Reporters Committee FirstAid. The app is from the Reporters Committee for Freedom of the Press, which has been providing free legal advice to journalists for more than 40 years, according to its website, [www.rcfp.org](http://www.rcfp.org).

The app allows you to select your state and provides a quick

legal guide for reporters on the go. For example, you can click on the “public meetings” heading and get quick refreshers on the procedures for challenging improper closure of a meeting, or the right to record a meeting.

There are also details on requesting public records, court access and confrontations with police while gathering the news.

It also gives you quick access to the organization’s hot line. An email or phone call for free legal assistance is only a click away.

I haven’t had a lot of time to browse the app yet, but it looks really interesting.

What smartphone apps have other members found useful

# Contest is just a few clicks away

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ting the stories is just a few clicks away.

You'll use the same PDFs of pages that you would submit to other contests, such as the PNA Keystones or SPJ Keystone Spotlight awards. We request that you identify which category the story is entered in as the subject of your email.

Use a summary phrase, along with your last name, as the naming convention for the PDF. Email those PDFs to [pwpa-contest@gmail.com](mailto:pwpa-contest@gmail.com) and mail a check with your contest fees, and you've entered.

So far, entries have gone smoothly. It's looking to be another great, competitive year for the contest.

This year's main change to the contest was converting it to digital; however, the board did tweak a few categories based on feedback.

The "home" category is now called "lifestyles," but will still accept all of the same types of stories — lifestyles features on fashion, food and other topics.

"In-depth story" is now "Investigative/enterprise story," to clarify that the category accepts investigative journalism submissions.

Again this year, we have two categories for photojournalists to submit to: feature and news portfolio, and sports portfolio.

## PWPA CONTEST Entries are due Feb. 18.

Rules and how to enter digitally are available on the PWPA's website, [www.pwpa.us](http://www.pwpa.us).

We encourage all reporters to encourage their photographer counterparts to consider joining and entering.

Also returning is our "Journalist of the Year" award, which will be given to the journalist who has accumulated the most points.

Entrants receive five points for first place; three for second; two for third; and one for an honorable mention. Our Journalist of the Year will receive a plaque and a \$250 check.

We would like to remind members that the PWPA contest is not restricted to members again this year.

For a \$60 entry fee, non-members can enter unlimited categories and will receive a complimentary membership.

If someone in your newsroom has been on the fence about joining PWPA, suggest they enter the contest and bring them along to a future event or meeting.

Best of luck everyone, and we'll see all of you lucky winners at the luncheon in May.

## NEW MEMBERS

### January 2013

- **Elizabeth Baumeister**, staff writer, The Abington Journal
- **Kristie Grier Ceruti**, editor, The Abington Journal
- **Amy Gianficaro**, assistant managing editor, The Intelligencer
- **Morgaine Ford**, designer, Bucks County Courier Times
- **Joan Mead-Matsui**, correspondent/photographer, The Abington Journal/Times Leader
- **Nicole Utter**, correspondent, Bucks County Courier Times

### OCTOBER 2012

- **Tory Parrish**, reporter, Pittsburgh Tribune-Review

### AUGUST 2012

- **Margo Azzarelli**, freelance writer, Go Lackawanna and "Our Town" Lackawanna County

### JULY 2012

- **Ellen O'Connell**, staff photographer, (Hazleton) Standard-Speaker

### JUNE 2012

- **Stephanie Hacke**, reporter, Trib Total Media

### MAY 2012

- **Paula Grubbs**, staff writer, Butler Eagle

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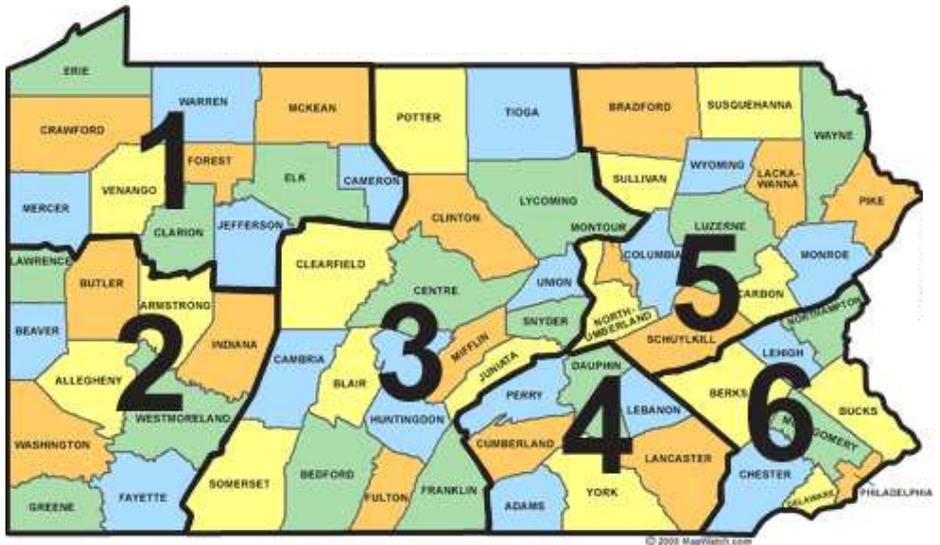
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