

NEWS *BREAK*

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KANE TO “CHALLENGE” DPA AT BANQUET

Larry Kane, known to many from his days as a Philadelphia TV news anchor, will offer a “Challenge to the Media” at DPA’s Annual Meeting and Communications Contest Awards Banquet on April 27.

Kane, who recently marked his 45th year in journalism, launched “Larry Kane: Voice of Reason” in January. Each week, he leads discussions on a variety of topics and offers commentary. The show can be seen locally on CN8 at 6:30 p.m. Sundays.

He works as a broadcast and strategic consultant to private corporations and public media companies. He also works as a reporter-



anchor, mentor and coach.

Last year, Kane was honored for excellence in journalism with the Governor’s Award for Lifetime Achievement from the National Television Academy’s Mid-Atlantic chapter.

During his career, he has covered 21 national political conventions and has interviewed every

president from Lyndon B. Johnson to George W. Bush. He published his third book, *Lennon Revealed*, in 2005.

DPA invites you to hear Kane and enjoy our Annual Meeting and Communications Contest Awards Banquet.

The event, held at the DuPont Country Club, Black Gates and Rockland roads, Wilmington, begins with a social gathering at 5:30 p.m. Dinner, installation of new officers, Kane’s speech and the awards presentation follow at 6:30 p.m. Tickets are \$35 per person.

For information, call (302) 655-2175, e-mail DelawarePress@aol.com or visit DelawarePressAssociation.org.

WHO WE ARE

Delaware Press Association is an affiliate of the National Federation of Press Women. Established in 1977, DPA is a network of communications professionals dedicated to the highest standards of excellence in communication and to protecting First Amendment Freedoms.

SUMMER FUN AT DPA POTLUCK PICNIC

The second annual DPA Potluck Picnic will be held at 1012 Kent Road, Wilmington, on Thursday, July 13.

Last year’s inaugural event featured great food,

friends and a discussion with Patrick Stoner, the film critic for WHY? TV-12.

This year’s program has not been decided, but mark your calendars now

for this fun, casual mid-summer DPA meeting.

The festivities start at 5:30 p.m. Details will follow via e-mail.

We hope to see you this summer at the picnic!

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FROM THE PRESIDENT: HERE'S TO DPA

My term as DPA president is coming to a close. New officers, including a new president, will be announced at the Annual Meeting and Communications Contest Awards Banquet on April 27.



Theresa G. Medoff

When we began our jobs two years ago, the elected officers and other board members came with ideas and enthusiasm to build on the achievements of the past and make a strong professional organization even stronger. The board has dedicated many hours to ensure that DPA serves its members well.

We have had notable successes. We conducted a comprehensive membership survey that has given us direction in planning how best to respond to our members' needs. We modified our programs to allow for more socializing time, offered the programs at varied times and days, and tried new venues. As a result, attendance at general membership programs has been at an

all-time high this year.

Our membership ranks have grown and we anticipate continued growth as the newly established Marketing Committee works to bring DPA to the attention of other journalists and communications professionals who would benefit from membership. We currently are drafting a new membership brochure.

The DPA and NFPW communications contests continue to be highly valued by members who appreciate the professional recognition they provide. We had nearly 300 entries in the 2006 DPA contest, including numerous entries from newcomers. Participation in the high school journalism contest likewise continues to grow.

Our newsletter, *NewsBreak*, has a cleaner look and continues to keep members informed both about issues in journalism and colleagues' achievements. Next year, we plan to convert to an electronic newsletter which will be available at www.DelawarePressAssociation.org and which we hope

will be more convenient for members.

Even more important than improved programs and increased numbers, though, is the active participation of members. As one envious colleague from another professional organization told me, "DPA is such a strong, vibrant group. We'd kill to have the kind of attendance you get at meetings."

Ours is not a professional organization that exists on paper only. We truly enjoy getting together. We collaborate professionally and help each other personally. We know who to call when we need to hire an employee, find a source or learn a new skill.

Although I will no longer be DPA president after April, I will remain an active member, supportive of the organization and especially of my fellow members.

Yours,
Theresa Gawlas Medoff

Reach Theresa at (302) 633-3330
or tgmedoff@aol.com.

EDITOR'S NOTE: I'LL BE SEEING YOU

All good things must come to an end, so the saying goes. This issue of *NewsBreak* is my last as editor.

For two years, I have enjoyed compiling *NewsBreak* for you — gathering stories and information on members, learning the design program, editing each piece for publication. I hope you have found it as informative as I found it creatively challenging.

I thank the members of the board for their help with the eight issues I've completed during my tenure. I hope the next editor has as

much fun with this as I have.

I'll still be around, in newspapers and magazines in the region. I'm hopeful you'll see me nationally soon. And I look forward to seeing you at DPA events in the future.

Have a great summer. I'm hoping to get a LOT of sand in my lap-top this year.

Sincerely,
Tara Lynn Johnson

Reach Tara at (302) 323-3221
or tara@taralynnjohnson.com.

NEWSBREAK

The deadline for the September issue is August 15.

Beginning in September, *NewsBreak* will not be printed and distributed via U.S. Mail. DPA members will receive an e-mail when it's posted at DelawarePressAssociation.org.

DPA friends who wish to receive notification should e-mail DelawarePress@aol.com.

See you in September!

COMMUNICATING CORRECTLY

By *Bob Yearick*
DPA member

In the last issue of *NewsBreak*, I presented a sentence from an Associated Press story on a major fire in an apartment building.

Here's the sentence: *Twelve emergency ambulances stood by to take injured persons to nearby hospitals.*

That's 12 words, eight of which are unnecessary.

The challenge was to reduce the sentence to the four meaningful words without introducing any new ones.

A couple of readers contacted me with attempts at the answer. Unfortunately, they were a bit off.

The edited sentence should read: *Twelve ambulances stood by.*

(Remember, the story had already established that a serious fire

had caused many injuries.)

Here's how I edited the sentence.

The word "emergency" is unnecessary because an ambulance is by definition an emergency vehicle.

The phrase "to take injured persons to nearby hospitals" is the very definition of what an ambulance does, so there's no need to state it. Ambulances always take the injured to nearby hospitals.

So, "emergency" and "to take injured persons to nearby hospitals" are the eight extraneous words.

The sentence demonstrates that even reporters, who are trained to "write tight," can get wordy when they're under deadline pressure.

Nearly everyone is under pressure in today's fast-paced world,



Bob Yearick

and we're bound to use extraneous words and phrases that waste our time and the time of those we're dealing with.*

But if we become more aware of such "extra" words, we can begin to eliminate them from our conversations and, especially, from our written communications.

*Yes, that sentence ends in a preposition. But as Winston Churchill once said about the supposed rule against such a practice, "That's the kind of nonsense up with which I will not put."

Bob Yearick is the associate editor at Out & About Magazine. Reach him at yeari4@aol.com.

MEDIA MAVENS AND MAVERICKS

Visual artist/poet **Maria Keane** has been commissioned to write a poem about John Roger's sculpture *The Elder's Daughter* at the Biggs Museum of American Art in Dover. Maria's work will be shown in May at the National Association of Women Artists exhibit in Reading, Pa.

Lora Bilton Englehart is concentrating on freelance writing and voice acting, including commercials and audio books.

Allison Taylor Levine, public relations consultant, has earned her

Accreditation in Public Relations. She is one of 12 APRs in Delaware.

Pam Finkelman publishes and edits *The Blue Ribbon*, a newsletter for progressive women. E-mail her at psfink@comcast.net for a copy.

Lynn Troy Maniscalco's photographs will be displayed in "Feminine Perspectives on Photography" in April at the Wilmington City/County Building.

Jean Lamensdorf will tour her native Australia in April to promote her new book, *Write Home for*

Me (Random House Australia). It's a memoir of the year (1966-67) that she spent with the Red Cross in Vietnam caring for the non-medical needs of sick and wounded soldiers close to the battlefield. The book was edited by **Katherine Ward**.

Shannon German, a first-year law student at Widener University, participated in an Olympic-distance triathlon in Chicago, finished in three hours and raised \$4,000 for the Leukemia & Lymphoma Society last year. This summer, she'll teach "Feature and Magazine Writing" at UD. Call (302) 831-2741.



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Theresa G. Medoff, President
Katherine Ward, Executive Director

DPA membership dues:
\$20 a year, \$5 for students

\$71.50 for DPA/NFPW membership

Visit our Web site or call
for information and an application.

WWW.DELAWAREPRESSASSOCIATION.ORG

CALENDAR OF EVENTS

Photography Exhibit: See the works of DPA member Lynn Troy Maniscalco and five other female photographers in “Feminine Perspectives on Photography.” Opens 5 p.m. to 8 p.m. April 7; displayed through April 30. Louis L. Redding City/County Building Lobby, 800 French St., Wilmington.

High School Communications Contest Awards Luncheon:

Award certificates will be presented to winners of the annual contest sponsored by DPA and *The News Journal*. Registration 9:30 a.m., ceremony, speaker Ralph Begleiter, lunch and tour of *The News Journal* follows, April 26. For more info or

a list of judges, contact DPA Student Activities Director Barbara Roewe at bcroewe@aol.com or visit DelawarePressAssociation.org.

DPA Annual Meeting and Communications Contest Awards Banquet:

Veteran TV newsman Larry Kane offers a “Challenge to the Media.” Social gathering, 5:30 p.m.; dinner, installation of 2006–2008 board, speaker and awards presentation, 6:30 p.m. April 27. DuPont Country Club, Black Gates and Rockland roads, Wilmington. Tickets: \$35. Call (302) 655-2175, e-mail DelawarePress@aol.com or visit DelawarePressAssociation.org.

DPA Board Meeting: 6:30 p.m. May 24. Methodist Country House, 4830 Kennett Pike, Wilmington. All members welcome.

DPA Potluck Picnic: Food, fun and a discussion with a local communicator. 5:30 p.m. July 13. 1012 Kent Road, Wilmington. Call (302) 655-2175.

NFPW Conference: Annual event features workshops on various topics. Sept. 7 to 9 in Denver, Colo. Visit www.nfpw.org for detailed information and to register.

Visit DelawarePressAssociation.org for DPA event updates and information.