

DELAWARE PRESS ASSOCIATION

NEWSBREAK

VOL. 17, NO. 1 SEPTEMBER 2005

DPA MEMBERS SHINE IN NATIONAL COMPETITION

By *D.W. Hirsch*
Contest Co-director

DPA members made a spectacular showing in the 2005 National Federation of Press Women Communications Contest.



Not only was this year's DPA Communications Contest the biggest to date, receiving 271 entries, but it had the largest number of entries advancing to the national level. Of DPA's 72 first-place state-level wins, 59 went on to compete at the national level.

Impressive may be the best word to describe the shining results: DPA had 25 individual winners in 33 categories including 11 first-place wins, eight second-place, 12 third-place, and two honorable mentions. That means 55 percent of our national entries won an award, 19 percent winning first place.

Your hard work has been recognized. We congratulate all of you and hope this gets you thinking about next year's contest.

DPA's national winners:

Ralph Begleiter, honorable mention, special programming, television;

Ruxana Bhatti, first, sports photo, non-daily newspaper; first, photo essay, non-daily newspaper; third, rolling subject; **Ben Brooks**, first, sections or supplements

edited by entrant; **David Barczak** and **Tracey Bryant**, first, Web site/section edited by entrant, and with **Pamela Donnelly**, first, single-sheet poster; **Jesse Chadderdon**, first, continuing coverage/unfolding news, print media; **Mark Fowser** and **Annie Ne-fosky**, first, on-the-scene spot report, radio; **Karen Galanaugh**, second, marketing program or campaign for service or project; second, audiovisuals, still illustration; and third, PR printed materials, brochure, four-color; **Shannon German**, third, enterprise reporting; and honorable mention, special articles, social issues; **Kari Gulbrandsen**, third, news or feature releases, multiple release; **Jean Hull Her-**

man, third, creative verse; **D. W. Hirsch**, first, news reporting, general or specialized publication; third, feature story, non-daily newspaper; and third, special articles, home; **Fritz Horisk**, third, radio single commercial/campaign built around one subject; **Patricia Lake**, first, special articles, health; second, sections/supplements edited by entrant; and third, personal columns, humorous; **Marsha Mah**, second, publications regularly edited by entrant; **Clella Murray**, third, fiction, novel; **Bridget Gillespie Paverd**, second, PR printed materials, brochure, one-to three-color; **Antonio Prado**, second, investigative reporting, non-daily newspaper; **Sally Rinard**, first, special articles, reviews; third, editorial, general or specialized circulation; **Pamela Smith-Finkelman**, third, internal communications; **Ann Marie van den Hurk**, second, community or institutional relations; **John Watson**, first, interview, radio; **Lara Zeises**, second, juvenile book.

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.

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FROM THE PRESIDENT: SURVEY RESULTS ARE IN

Last fall, DPA board members surveyed the membership to see what we are doing right and where we could improve.



Our diligent surveyors achieved a 76 percent response rate, so we feel confident that our results accurately reflect members' wishes.

What are we doing right?

When asked what they enjoy most or find most valuable about DPA, members rated interaction with peers most highly (41 percent), followed by our programs, contest and networking opportunities.

Members use DPA resources extensively, particularly our newsletter (61 percent), e-mail notices, contest,

membership directory and Web site.

It was no surprise to learn that our annual meeting/awards banquet was our most popular function.

How can we improve?

DPA members value networking highly (61 percent), so we are working to provide more such opportunities.

One success already was the potluck picnic dinner we held in July, which was attended by about 40 people. We enjoyed guest speaker Patrick Stoner's entertaining talk about Hollywood films and celebrities, and we had time to mingle and to talk business and pleasure. (Stoner is the film critic for WHYY TV 12).

Look for more casual networking events on this year's calendar.

Our members also would like us to hold professional development workshops as well as mini-conferences. These are in the works.

The survey confirmed that we should continue to offer a variety of

meeting days/times to accommodate our members' varied work schedules.

What would you change?

Our final survey question—"If you could change one thing about DPA, what would it be?"—elicited a wide range of suggestions.

The most popular were to increase DPA membership, especially with members who are journalists, to provide a better focus for the organization and to increase its visibility in the community.

We are establishing a marketing committee to provide recommendations for achieving these goals.

If you are interested in serving on this committee, please contact me.

Yours,
Theresa Gawlas Medoff

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

DPA PROGRAM TO FOCUS ON PHOTOGRAPHY

By Chris Carl
Vice-president, Programs

Do you want to take a better picture for your next story? Did you come back from your summer vacation disappointed with the pictures you took? Or do you just want to take better pictures of your kids?

DPA's first general membership meeting of 2005-2006, "Get the Picture," will be dedicated to digital photography.

Jim Cycyk of Cameras Etc. in Wilmington and Newark will tell us about the latest equipment and what you'll need if you're just getting into digital

photography. Photographer Luigi Ciuffetelli will talk about what's needed for publication, digital darkrooms, and tips for taking better pictures. Luigi has a studio in Wilmington and shoots for national magazines. Jim and Luigi also will answer your questions.

Please join us at 9 a.m. Saturday, Sept. 17, at Kid Shelleen's, 14th and Scott streets, Wilmington. Grab a cup of coffee or tea and network with your DPA friends until 9:30 a.m. when the program begins. The event ends at 11 a.m. Cost: \$5; non-members \$8.

Reach Chris at (302) 478-8898
or ccgoowls@comcast.net.

NEWSBREAK

the newsletter of
Delaware Press Association
is published quarterly.

The next issue will be published
in November.

Deadline for submissions:
October 15.

Submit editorial content to:

Tara Lynn Johnson, Editor
(302) 290-7970 or
dpanewsbreak@yahoo.com

A VIRTUAL MIRACLE: WORKING 10,000 MILES FROM HOME

By Bridget Gillespie Paverd
Public Relations Director

Those who run their own businesses will tell you how tough it is to get away from the office. This summer, armed with every hi-tech gadget known (as I fully intended to work five hours a day), I pulled myself away from my equally demanding family and clients and disappeared to Perth, Australia for three weeks to share in my parents' 50th wedding anniversary celebrations. (They moved to that city from South Africa in 2001.)

Despite all my efforts to have broadband service installed in my father's home, I was left somewhat stranded. The Australian telecommunications bureaucracy (which includes the phone service) is knee-deep in delays and red tape, and installation lead time is measured in months not minutes. I could not work with my parents' quaint dial-up system so went on a serious hunt for a decent, uncontaminated (as in cigarette smoke-infested) Internet café.

As luck would have it, I ended up being the inaugural client at a brand new one called iVinyl (like iPod) which opened its high-tech doors the day I arrived.

Being a new business' first customer is a hugely fabulous experience. This smooth Internet and music-mixing café became the new BGP Publicity head office, and during the next two-and-a-half weeks, iVinyl kept me wired (as in over-caffeinated) and connected to all I value in Delaware: family and clients.

The real story here is Brad Miller and Cathy Miller (not related), iVinyl's owners. Brad, 35, is a tall, slim ex-gold miner with a passion for music and landscaping. He has the deepest Oz accent imaginable and azure-blue eyes. Until recently, Brad had a distressing history with depression and wasn't sure how to change his life.

His partner and love interest, Cathy, 40, is a civil engineer who teaches middle-aged women to belly dance. Drop-dead gorgeous, this crimson-haired beauty is also a marketing consultant in great demand.

After a brain storming session ("how can we change our lives?") in early May 2005, Brad and Cathy liquidated their major assets and poured their future into a dream: iVinyl.

The café is great: sleek, sophisticated, top equipment, plenty of parking and a choice of five highly caffeinated drinks on tap.



iVINYL owners Brad Miller and Cathy Miller with Wilmington publicist Bridget Gillespie Paverd in Perth, Australia.

For the first couple of days, I was the only customer. Word spread and soon, there was a steady trickle of people popping into the café to download music, catch-up on e-mail, search the Web, and get a caffeine fix.

And I watched Brad and Cathy's dream come true.

How extraordinarily brave of them to throw caution to the wind and take control of their lives. How fortuitous for me to have such a splendid short-term office right down the street from my parents' Perth home. And how lovely that we made the world an even smaller place by forging new friendships.

NEWS YOU CAN USE

- DPA's affiliation with NFPW gives our members access to numerous organizations and services of interest to communicators. Among them is the Web site JournalismTraining.org. It offers a searchable detailed listing of local, regional and national journalism training programs. The programs are offered by journalism organizations, training institutes, indi-

viduals and academic institutions. Among the many topics addressed are technology, writing specialties, career development, photojournalism, and television and radio.

- The 2005 North American Travel Journalists Association (NATJA) Awards competition is seeking entries from journalists, publica-

tions, PR firms and CVBs. The submission deadline is Oct. 1, with winners announced Dec. 1. Entries are being accepted in 36 categories, including 25 in the consumer journalism area. For information and entry forms, visit www.natja.org/awards.

Send tips for communicators to dpanewsbreak@yahoo.com.

IN THE SPOTLIGHT: SHARON BAKER

Member profile by Maria Hess

To call Sharon Baker passionate would be a gross understatement.

To tout her dizzying array of awards – nine Emmys, a national Gabriel, a local Christi – would be appropriate, but insufficient.

Ever since Baker co-founded Teleduction, Inc., with her husband, Frank, 30 years ago, the long-time DPA member has been a force for social change.

She has produced, written and directed documentary films that have inspired the viewers of PBS, A&E, The History Channel and BRAVO.

But to grasp the contributions of the woman, one needs to meet the former 13-year-old girl who was deeply affected by the assassination of President John F. Kennedy.

“His death was what started it all for me,” Baker says, adding that when her father was asked to help establish Delaware’s Kennedy Library, she shadowed him and got her first delicious taste of public life.



“I thought that the power of the citizenry to collectively get together and do something positive was amazing.”

After producing an anti-Vietnam War film while in high school (complete with Beatles film score), Baker was hooked.

Her talents could have taken her to New York or L.A. Instead, the University of Delaware graduate stayed in Delaware, put the mothering of three children ahead of work, and established a successful, though not as financially rewarding film production company.

To further her community-building efforts, three years ago Baker founded

a non-profit company, Serviam Media, which partners with individuals and organizations to produce non-commercial films that support conflict resolution, promote personal responsibility, and foster civic engagement.

This fall, Serviam Media is launching a community-oriented film series (www.heartsandmindfilm.org) at its new production and screening studio at the Wilmington Riverfront Shipyard Shops.

Baker is one busy Grandma, the other occupation she holds dear.

And her only other aspiration – to be a teacher – is about to come true: Baker soon will be an adjunct professor at Delaware State University.

“Sure, we’ve had financial struggles [at Teleduction],” Baker says. “But we’re getting the citizens’ voices out there. And that’s really something.”

Is there a member you’d like to see profiled?

Would you like to write a profile?

Send information and suggestions to dpanewsbreak@yahoo.com.

BRIEFLY SPEAKING

DPA’s annual meeting/awards banquet was held on April 28 at the Dupont Country Club in Wilmington. Todd Hallidy, Broadcast Editor of the Associated Press Bureau in Baltimore spoke about “The Expectations Game: News Consumers and the Information Industry.” And reporters, broadcasters, authors, designers, photographers, editors, publicists, advertising specialists and others from the state were honored with first, second, third and honorable mention awards for their works. The complete list of winners is viewable on DPA’s Web site www.DelawarePressAssociation.org.

Cash prizes were awarded to those

who received the greatest number of points in the contest sweepstakes competition. Each winning entry receives a certain number of points (e.g., 1st place = 4, 2nd place = 3, 3rd place = 2, HM = 1), with additional points given in more heavily contested categories. Ruxana Bhatti, a freelance photographer for Community Publications, won the first prize of \$250; Tara Lynn Johnson, editorial coordinator and columnist for Community Publications won the second prize of \$150; freelance writer D. W. Hirsch won the third prize of \$100.

Fifty-nine of Delaware’s first place winning entries went on to the

National Federation of Press Women competition. Winners will be honored at the NFPW national communications conference in Seattle.

It’s not too early to start thinking about the 2006 Communications Contest. Start gathering your best work from 2005 so you’ll be ready when contest information is mailed in November. Entry deadlines: January 10, books/fiction/verse; January 17 for all other entries. Details will be posted on DPA’s Web site later this year.

Send news and information of interest to communicators to dpanewsbreak@yahoo.com.

MEDIA MAVENS AND MAVERICKS

Sheri Bell-Rehwoldt says her first children's book will be published by Chronicle Books in 2007 or 2008.

Chris Carl, news director at WDEL-AM, has been re-elected to the Chesapeake Associated Press Broadcasters Association, representing the Wilmington area.

Shannon German taught feature and magazine writing at UD this summer, and she hopes to do so again next year.

Jean Hull Herman, who had six poems published this year, will retire as editor of *MÖBIUS, the Poetry Magazine*, this fall after 16 years. She'll also be a speaker at the second annual Women's Art Retreat, sponsored by the Holly Branch of the National League of American Pen Women (Dover), in Lewes on Oct. 2 and 3. (See calendar, back page, for info.)

Gordon Hesse, director of public relations for YMCA of Delaware, has

published *All Summer Long: Tales and Lore of Lifeguarding on the Atlantic* (Jersey Shore Publications), based on his 10 years of experience and including interviews from lifeguards as far back as the 1930s.

D.W. Hirsch wrote her first *Spark* cover story this summer about Delaware's Diamond State Drive-in. She has been freelancing for the weekly paper for a year.

Lise Monty's coffee-table book *Wilmington: On the Move* will be available Oct. 1. Lise wrote the text to accompany photographs taken by Michael Biggs. She plans to visit community organizations to speak about the project.

Marion Rechsteiner is on a committee of the Senior Lawyers of Delaware State Bar Association planning an event to honor attorneys who have been members of the Delaware Bar 50 years.

Ed Okonowicz, author of *The Spirits Between the Bays* series, will appear on a TLC special, "Possessed Possessions." The program will focus on haunted antiques and is expected to premiere at 8 p.m. Oct. 30. For more information, visit www.mystandlace.com.

John Riddle will be teaching at the Sandy Cove Christian Writers Conference in North East, Md., Oct. 2-5. (See calendar, back page, for info.) His e-book, *Freelance Writers and the Truth About Tough Times: They Don't Exist*, is available at www.ilovetowriteday.org.

Katherine Ward and **Ann Marie van den Hurk** will represent DPA at the National Federation of Press Women's communications conference in Seattle in September.

Send us your news!

E-mail dpanewsbreak@yahoo.com.

NEW MEMBERS

DPA extends a warm welcome to our newest members:

Rhina Guidos, assistant city editor, *The News Journal*

Annie Nefosky, reporter/news anchor, 1450 WILM NewsRadio

Ben Brooks, assistant editor, *Delaware Today*

C. J. Augustine, political analyst, *EXP Magazine*

Carol Fezuk, publisher, *EXP Magazine*

Jeffrey Balk, publisher, *EXP Magazine*

HIGH SCHOOL NEWS

Four students from The Charter School of Wilmington won awards in the 2005 High School Journalism Contest of the National Federation of Press Women.

They are: **Julez Coleman** and **Tierra Fair**, third place, editorial; **Alex Guillen**, third place, reviews; and **Josh Shannon**, honorable mention, news.

The award-winning national entries won first place honors in the 2005 First State High School Journalism Contest, co-sponsored by DPA and *The News Journal*.

DPA congratulates the students and their advisor, Jennifer Towers.



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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 dual membership

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

WWW.DELAWAREPRESSASSOCIATION.ORG

CALENDAR OF EVENTS

Workshop for Children's Writers: Sponsored by the Diamond State Branch of the National League American Pen Women. 1-3 p.m. **Sept. 13** and **Oct. 11**. Brandywine Hundred Library, 1800 Foulk Road, Wilmington. Free; open to all writers. Call Sandy Michel, (302) 479-0251.

DPA General Meeting: 'Get the Picture.' Focus on digital photography: Jim Cycyk of Cameras Etc. and photographer Luigi Ciuffetelli. Networking 9 a.m.; program 9:30 a.m. **Sept. 17**. Kid Shelleen's, 14th & Scott streets, Wilmington. (See page 2).

Sandy Cove Christian Writers Conference: Meet editors, agents, publishers, authors and speakers. **Oct. 2-5**. North East, Md. Info: watkins.gospelcom.net/sandycove.htm.

Lecture series: 'All Eyes on Washington.' Andrea Mitchell with the insider's view on politics and privacy at 7 p.m. **Oct. 2**; Claire Shipman on leadership in a changing world and political campaigns. at 7 p.m. **Jan. 15**; Carl Bernstein on the use and abuse of political, media, financial and spiritual power at 8 p.m. **May 12**. Cost: \$28-\$32 per event; \$75-\$87 for the series. Grand Opera House, 818 N. Market St., Wilmington. (302) 652-5577, (800) 374-7263, www.grandopera.org.

Women's Art Retreat: Sponsored by the Holly Branch of the National League of American Pen Women (Dover), in Lewes on **Oct. 2-3**. Contact Maria Liberto Bessette: (302) 674-8511, (302) 241-5919.

DPA Board Meeting: 6:30 p.m. **Oct. 11**. Methodist Country House, Sterling Conference Room, 4830 Kennett Pike, Wilmington. Light supper, available for \$8, at 5:45 p.m. Supper reservations: bcroewe@aol.com. All members welcome.

Delaware Book Fair and Author's Day: More than 600 authors who live in or write about Delaware sell, sign and discuss their works. 10 a.m.-3 p.m. **Nov. 5**. Delaware Agricultural Museum and Village, U.S. 13, Dover. Call (302) 744-5077.

I Love To Write Day: A day to celebrate writing. **Nov. 15**. Visit www.ilovetowriteday.org.

Send event information to
dpanewsbreak@yahoo.com.