

NEWS *BREAK*

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DPA PROGRAM: THE BLOG ADVANTAGE

By Chris Carl
Vice-president, Programs

The power and influence of blogging in media today is undeniable, yet many don't understand why.

DPA's November general meeting will examine "The Blog Advantage."

On Wednesday, Nov. 9, panelists Al Mascitti, columnist for *The News Journal* and WDEL talk show host; Dana Garrett, Delaware Watch blogger; and Paul Smith Jr., computer programmer and local blogger, will demystify what blogs are, what advantages they offer, and how to leverage

the power of this new medium. They'll also answer questions.

Mascitti has written for *The News Journal* since 1981. In his blog at delawareonline.com and in his column, Mascitti offers his take on news, politics and life in Delaware.

Dana Garrett, of Wilmington, has written at delawarewatch.blogspot.com daily since March. The site is committed to an alternative, progressive analysis of Delaware's politics, history, culture, environment and economy.

Paul Smith Jr., works as a computer programmer for

a local information technology consulting firm and shares his view on politics, religion and other topics at paulsmithjr.blogspot.com.

Please join us at Klondike Kate's, 158 E. Main Street, Newark at 6 p.m. for food, drinks and networking with your DPA friends. The program starts at 7 p.m.

The cost (pay at door) is \$10, non-members \$12. To make a reservation, send your name, guests' names, and a phone number to DelawarePress@aol.com.

If you have questions, please call Katherine Ward at (302) 655-2175.

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.

DPA HOLIDAY LUNCHEON: FOCUS ON LOCAL HISTORY

Russ McCabe, director of the Delaware Public Archives, will discuss "Why Local Lore is Important for Delaware Communicators" at the DPA Holiday Luncheon on Saturday, Dec. 3.

McCabe, of Milton, was instrumental in drafting legislation creating the state's first comprehensive public records law in 1988. He is well-known as the administrator of Delaware's historical markers program.

He also has promoted Delaware history in other states by planning the placement of monuments at Revolutionary War battle-field sites commemorating the achievements of Delaware's Continental Regiment.

During the event, the 2006 DPA Communicator of Achievement will be announced and honored.

Also, Jim Travers, author of *Images of America:*

New Castle, will sign copies during the social gathering from 11:30 a.m. to 12:30 p.m., with lunch and the program to follow. The setting in a historic inn — the Arsenal on the Green, Market Street, Old New Castle — is perfect for the topic of the day's talk. Parking on the streets around the restaurant is free.

For information, visit delawarepressassociation.org or call (302) 655-2175.

INSIDE

FROM THE PRESIDENT 2

SOUND BYTES IN SEATTLE 2

IN THE SPOTLIGHT 3

MEDIA MAVENS AND MAVERICKS 3

FROM THE PRESIDENT

PUBLIC CRITICAL OF JOURNALISTS' ACCURACY, ETHICS

I'd wager that almost all of us believe that we hold to high standards in our work. We aim to cover the important issues, to report on them accurately and fairly. We see ourselves as bulwarks in the quest for truth and freedom.



Many members of the public view journalists differently, according to a national survey of 673 journalists and 1,500 members of the public conducted last spring for the University of Pennsylvania's Annenberg Public Policy Center.

While 86 percent of journalists said we get our facts straight, only 45 percent of the public agreed. A surprising

48 percent said that news organizations were "often inaccurate," and 65 percent believe that news organizations try to ignore or cover up our errors.

That cynicism about our accuracy and motives should concern us greatly. I'm probably not the only one who has been told: "I won't talk to the you because reporters always get things wrong."

Why does the public view us this way? It doesn't help when politicians and others try to deflect responsibility by blaming the messenger. And the reputation of all journalists has been damaged by those few who have been found inventing sources and quotes. We are all aware that the public's wariness goes back further than the past year or two.

Just as troubling is the disparity between journalists and the public on the government's right to limit press freedom. A large majority — 92 per-

cent — of journalists believe the government "never" or "rarely" should limit the right of the press to report a story. Only 46 percent of the public agreed.

On a happier note, the public continues to have a higher opinion of journalists than of politicians or lawyers. Seventy-four percent said the ethics of journalists were good, compared to 54 percent for lawyers and government officials and 43 percent for politicians.

Clearly we need to do a better job of communicating to the public why we believe freedom of the press is so important. Somehow we need to show the public that freedom of the press protects and benefits us all.

Yours,
Theresa Gawlas Medoff

Reach Theresa at (302) 633-3330
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NFPW CONFERENCE: SOAKING UP SOUND BYTES IN SEATTLE

By Katherine Ward
DPA Executive Director

Set against the magnificent backdrop of the Puget Sound, the 2005 NFPW Communications Conference, "Sound Bytes in Seattle," held Sept. 8–10, delivered solid, practical, thought-provoking information.

Pulitzer Prize winners and local and regional experts explored freedom of information, media consolidation, use of anonymous sources, blogging, improving coverage of trauma, conflict and tragedy, writing about people of mixed race, and other topics.

Marsha Shuler, NFPW First VP and reporter for the Baton Rouge *Advocate*, and Karen Rowley, Ph.D. candidate in mass communications at LSU and for-

mer managing editor of the *Baton Rouge Business Report*, spoke about the difficulties they experienced during and immediately after Hurricane Katrina.

For more than a week, the *Advocate* shared its newsroom and facilities with reporters from New Orleans to help their colleagues continue to publish and broadcast, and handled requests from reporters from around the world. They described the frustration from lack of decisiveness, planning, communication and services coupled with the personal distress of witnessing widespread suffering in the disastrous wake of the storm. In an outpouring of sympathy and support, NFPW members donated more than \$3,000 toward relief efforts in Louisiana.

At the contest awards banquet, DPA member Ann Marie van den Hurk, publicity director for the Girl Scouts of the Chesapeake Bay Council, received a second place award for her anti-violence publicity campaign "From Girl Scouts with L.O.V.E" (Learning to Overcome Violence Everywhere). I was appointed to serve on the NFPW President's Advisory Council, and, as the DPA delegate to the conference, accepted a \$100 check for DPA's first-place tie with Virginia Press Women for the affiliate sweepstakes award.

The next NFPW Communications Conference, "Rendezvous in the Rockies," will be hosted by Colorado Press Women in Denver, Sept. 7–9, 2006. Visit www.nfpw.org for information.

IN THE SPOTLIGHT: CHRIS CARL

Member profile by Maria Hess

This just in: Chris Carl, is a workhorse. The WDEL 1150-AM News Director rises before the sun at 4 a.m. in his Fort Washington, Pa., home and hits Wilmington by 6 a.m.

The self-proclaimed hybrid — anchor, reporter, editor, manager — performs every journalistic duty possible at the North Wilmington radio station.

Add WDEL's new video news Web cast to Carl's to-do list. The internet technology premiered in September and required extensive training for reporters forced to abandon cassette recorders for Sony mini-cams. Then, Clear Channel Communications, Inc. bought out rival 1450 WILM NewsRadio and swiped the popular Rush Limbaugh Show from WDEL's line-up.

Carl's staff countered by scooping WILM's highly respected news anchor

and program manager Alan Loudell, and *The News Journal's* controversial columnist Al Mascitti.

WDEL's local Rick Jensen Show moved to the afternoon slot and replaced Limbaugh. Based on the high number of callers, WDEL's strategies have proved successful.

Sounds hectic, but this Temple University graduate loves that newsroom rush. Carl has overseen most of the transitions, and the Web cast is so successful that an afternoon edition is in the works.

He also serves as DPA's Programs VP and is on the board (and past president) of the Chesapeake AP Broadcasters Association, state director for the Radio-Television News Directors Association and past president of the Bar-Bench-Media Conference of Delaware.

Then there's the personal juggling act. A father of two, Carl says daughter Emily is "4 going on 40;" 16-month-



old Owen is at her mercy.

Carl's wife, Jacqueline, maintains a full-time job and a bustling household. "She understands the

importance of my job, as I do hers, and she's truly supportive," he says.

Carl has worked at WDEL since 1995, but started his career at Milford's WAFL radio station. His television stint at WHSP in Vineland, N.J., abruptly ended when management fired everyone but an engineer.

Luckily, Carl had been working part-time at WDEL as a Sunday morning news anchor and legislative reporter and approached the station after the layoff. And he has risen through the ranks ever since.

MEDIA MAVENS AND MAVERICKS

Young adult author **Lara M. Zeises'** novel *Anyone But You*, her third with Delacorte Press/Random House Children's Books, will be in stores on Nov. 8. To celebrate, Zeises is throwing a book release party on Nov. 15. See calendar (back page) for information. Her book *True Confessions of a Hollywood Starlet* (Razorbill/Penguin), a novel she wrote under the pseudonym of Lola Douglas, will be available on Nov. 3.

At the Sept. Photographic Society of America conference, **Lynn Troy Maniscalco** won second place in the "Council's Challenge," a competition among councils of camera clubs across the nation. She also was honored with an engraved service award in recognition of nine years on the PSA board.

Nancy Coale Zippe has published her second cookbook in the House Specials trilogy: *Soups, Salads, Et Cetera*. This cookbook and the first House Specials cookbook, *Main Dishes*, are available for \$20 in local gift shops, or by contacting her at (302) 995-6510 or zippes@msn.com.

Allison Taylor Levine has been hired by Synchrogenix Information Strategies Inc, in Wilmington, as a public relations consultant.

Patricia Lake, former senior managing editor of *Delaware Today*, works as managing editor for Key Professional Media, which publishes "Super Lawyers," "Super Doctors" and other supplements for host publications such as *Philadelphia Magazine*, *Texas Monthly*

and *Boston*. Her duties include complete editorial responsibility for new stand-alone magazines to be distributed with *The Miami Herald* and *The New York Times*. Patricia recently completed all course requirements for a master's degree in English and Publishing at Rosemont College in Pennsylvania.

In August, **Kay Wood Bailey**, president of ABC Consulting Services, curated a 410-piece staff/inmate art show for the International Correctional Arts Network, which she founded in Baltimore in 1989. In recognition of her contributions, Baltimore mayor Martin O'Malley awarded her "Honorary Citizenship, City of Baltimore." Dover mayor Stephen Speed recently appointed her to a two-year term on the Greater Dover Arts Council.



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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

DPA general meeting: Panel discussion, "**The Blog Advantage.**" Networking and light fare 6 p.m.; program 7 p.m. **Nov. 9.** Klondike Kate's, 158 E. Main Street, Newark. See front page for more details.

Book release party: Young adult author Lara M. Zeises invites you to celebrate the release of her novel, *Anyone But You*. The party, from 6 p.m. to 10 p.m. **Nov. 15,** features a skateboarding demonstration, raffle, dance, a reading from the book by local students and more. Carvel State Office Building, Mezzanine Gallery, French Street, Wilmington. Admission is free. For information, visit her Web site, www.zeisgeist.com, after Nov. 1.

DPA Holiday Luncheon: Event to honor the DPA 2006 Communicator

of Achievement. Social gathering and book signing 11:30 a.m., lunch and program with speaker begin at 12:30 p.m. **Dec. 3.** Arsenal on the Green, Market Street, Old New Castle. See front page for more details.

DPA board meeting: 6:30 p.m. **Jan. 11.** Methodist Country House, 4830 Kennett Pike, Wilmington. All members welcome. Call (302) 655-2175 for information.

Lecture: Claire Shipman, who reports for Good Morning America and other ABC News programs, speaks on leadership in a changing world and political campaigns. 7 p.m. **Jan. 15.** Grand Opera House, 818 N. Market St., Wilmington. Tickets are \$28-\$32. Call (302) 652-5577, (800) 374-7263 or visit www.grandopera.org.

NEW MEMBERS

DPA welcomes:

Marlene Lynch-Petrylak, short story writer; executive director, Delaware Automobile and Truck Dealer's Association.

Michael Pollock, assistant editor/staff writer, TSN Publications.

Bob Yearick, associate editor, *Out & About Magazine*; contributing editor, *CityLife Wilmington*.

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will be published in February.
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Submit editorial content to:
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