

NEWS *BREAK*

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ELECTION 2004: BEHIND THE SCENES

For most of us, Election Day means we go to a polling place and cast one vote. But for those involved in a campaign, Election Day is the culmination of months, sometimes years, of work.

Join us on Wednesday, November 17, at 7 p.m. at the University of Delaware's Goodstay Center at the Wilmington Campus, for an insightful look into Campaign 2004.

Susan Reefer, manager of Bill Lee's campaign for governor of Delaware, and Karen Murtha James, manager of Chris Coons' campaign for New Castle County executive, will de-

tail what the daily grind of a political campaign is like, the suspense as the votes are counted, and their impressions of Delaware's media. They'll also answer your questions.

See calendar of events, page 4.

At DPA's September program, local talk show hosts Rick Jensen of WDEL and John Watson of WILM discussed radio and politics, answered questions, and debated each other.

The program focused on the impact talk radio can

have on elections. Watson said hosts can be influential.

"I try to tell both sides of a story and be fair," he said. "I don't try to convince people."

But Jensen said he takes a different approach to his job: "I do like to influence the way people think. Talk radio informs where the other media lacks."

Both agreed that talk show hosts need to be well-researched or face instant discrediting by the callers.

The panel also discussed censorship and freedom of speech.

—Chris Carl,
V.P., Programs

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.

HOLIDAY LUNCHEON SPEAKER FIRED UP

Nancy Wright Beasley, author of *Izzy's Fire: Finding Humanity in the Holocaust* (Brunswick Publishing, 2004), will present a speech titled "Fired Up! Colleagues, Connections and Contracts" at this year's Holiday Luncheon at 11:30 a.m.



Nancy Wright Beasley

Saturday, December 11 at Delaware National Country Club.

After writing about the newly-established Virginia Holocaust Museum in 1998, Beasley began researching and writing the story of five Jewish families, some of whom, sustained by a Catholic farm family, survived for months

in a small hole in the ground in Lithuania during WWII. The book chronicles the passion of Izzy Ipps as he helped his family escape the killing fields.

Beasley was a state correspondent for *The Richmond News Leader* and, since 1997, has been a columnist and contributing editor for *Richmond* magazine.

See calendar, page 4.

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IN THE SPOTLIGHT: D.W. HIRSCH AND VANESSA NESBIT

DPA's 2005 Communications Contest has two new co-directors. Diana W. Hirsch and Vanessa Nesbit bring a wide variety of experiences and interests to the table. Both are highly skilled, enthusiastic and full of wonderful ideas.

D. W. Hirsch, originally from Pittsburgh, Pa., is Administrative Assistant to the Chair of the Department of Physics and Astronomy at the University of Delaware. She lives in Bear and writes for *The News Journal*, *Spark* and *Next Level* in her spare time. Her interests in cross-stitching, walking, and traveling to Penn State fill the rest of Diana's busy days.



D.W. Hirsch

D.W. joined DPA because she was looking to connect with fellow writers. She belonged to a writer's group in central New Jersey previously and it was an enjoyable experience. Not being a native Delawarean, joining DPA made the move to the First State more than a year ago an easier transition.

"DPA consists of people I could discuss my work with, get ideas from, and just feel a part of this small but strong community of writers," she said.

Vanessa Nesbit, born and raised in Queens, New York, moved to Delaware after college. She received a degree in management from Wesley College and currently is working on an MBA. Living in Milford, she recently purchased her own home and is working at Delaware State University.



Vanessa Nesbit

Vanessa has been writing poetry since junior high school and has published three of her poems as well as occasional articles. She currently is preparing her second chapbook for submission in upcoming competitions. Her favorite poets include William Shakespeare, Elizabeth Barrett Browning and Robert Frost. She respects truly great writers.

"My philosophy is that one is not a truly great writer unless he or she can say what he or she needs to say, and others 'get it,' and by that I mean, like my college voice instructor used to say, get 'the bumps-goose!'"

—Claudia Young

DPA 2005 Communications Contest

It's time to review your work from 2004 and pull out those gems because the 2005 DPA Communications Contest approaches. Works published or broadcast between January 1 and December 31, 2004, are eligible to win state and possibly national recognition.

The contest is open to both members and non-members of Delaware Press Association. The DPA contest features 75 categories, including print media, photography, advertising, electronic media, and

public relations. Entries are judged by out-of-state communications professionals.

The first-place winner in each category may enter the National Federation of Press Women's Professional Communications Contest provided that the entrant is an NFPW member.

Our entry fees remain the same as last year: DPA members pay \$20 for the first entry and \$5 for each subsequent entry. For non members, the rate is \$25 for the first entry and \$10 for each subsequent entry. The postmark deadline for book, fiction and verse entries is January 11, 2005. The deadline for all other work is January 18, 2005. Please carefully read all requirements for each entry and include all information requested.

In addition to the bragging rights a win earns, the opportunity to receive cash prizes exists through our sweepstakes competition. Each entrant receiving an award also earns points based on the award given (1st place, 2nd, 3rd, or honorable mention), and the total number of entrants in that category. The entrant with the most points overall receives \$250. The 2nd and 3rd place overall entrants receive \$150 and \$100, respectively.

Contest information, including the rules and entry form, will arrive in the mail in mid-November. Details also are available at www.DelawarePressAssociation.org.

So take a trip down memory lane through your work from this year and plan to enter.

—D.W. Hirsch

FROM THE PRESIDENT: A PERSONAL INVITATION

DPA's 2004-2005 program year got off to a great start on September 30 with a lively, controversial and enlightening panel presentation by Rick Jensen, host of WDEL's "The Rick Jensen Show," and John Watson, host of WILM's "NewsTalk AM."

If you missed that program, don't make the same mistake again.

I invite you to join us on Wednesday, November 17, for a discussion of the 2004 elections with the campaign managers for Chris Coons, Democratic nominee for New Castle County executive, and Bill Lee, Republican nominee for governor, and others who can tell us behind-the-scenes campaign stories and give us their take on dealing with the press.



Reach Theresa Medoff at (302) 633-3330 or president@delawarepressassociation.org

Mark your calendar also for DPA's annual Holiday Luncheon on Saturday, December 11, at the Delaware National Country Club. Our speaker will be Nancy Wright Beasley, a freelance writer from Richmond, Virginia, and author of the new book *Izzy's Fire: Finding Humanity in the Holocaust*.

DPA board members have been conducting a membership survey these past few weeks so we can better understand and meet our members' needs. Results will be published in the next edition of *NewsBreak*. If you have not been surveyed, please contact DPA executive director Katherine Ward by e-mailing delawarepress@aol.com or by calling (302) 655-2175.

DPA is gearing up for the 2005 Communications Contest. Winners

receive recognition for their work in print media, radio, television, photography, advertising, public relations, fiction and nonfiction, and poetry — in more than 75 contest categories. DPA contest winners know that professional communications awards are a good way to impress employers and clients. So gather your best work, which was published or broadcast between January 1 and December 31, 2004, and prepare those entries!

I look forward to seeing all of you at our exciting programs in November and December.

Yours,
Theresa Gawlas Medoff

Contest information will be mailed to members in November. Also, see "DPA 2005 Communications Contest" in this edition of NewsBreak.

MEDIA MAVENS AND MAVERICKS

Sara Garrison, owner of Freelance Writing for Business, was honored as 2004 Entrepreneurial Advocate of the Year by the New Castle County Chamber of Commerce at its annual entrepreneur awards dinner.

Jerry "Crabmeat" Thompson released a new CD, "South of the Moon," in early November. Visit www.crabmeat.net.

Nancy Coale Zippe, food columnist for *The News Journal* for 29 years, has published her first cookbook,

House Specials: Main Dishes. It's the first of three planned volumes to compile the recipes from the columns she wrote throughout the 1990s. E-mail Nancy at zippes@msn.com.

Margo McDonough is an editor in the main office of public relations at the University of Delaware after several years as a writer and editor in the agricultural communications unit. Her son, Ryan McDonough Fisher, is the youngest member of *The News Journal* Community Advisory Board.

Maria Keane received an honorable mention award in the literary contest of the National League of American Pen Women for a Petrarchan sonnet, "Italian Skies." "Reunion in the Old House" was accepted for publication in the poetry journal *Off the Coast* (Maine).

Clella Murray recently published a mystery book, *VX: A Deadly Mist*, in hard cover and paperback. It's a fictional work about chemical warfare that could happen. She hopes to have a book signing later this year.

Lise Monty, freelance writer and publicist, has been appointed to the Delaware State Arts Council for a three-year term by Governor Ruth Ann Minner.

Ann Marie van den Hurk, director of communications for Girl Scouts of the Chesapeake Bay Council, recently became accredited in public relations (APR) by the Public Relations Society of America.

Send us your news!
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Theresa G. Medoff, President
Katherine Ward, Executive Director

DPA membership dues are \$20/year,
\$5/year for students,
\$71.50 for DPA/NFPW joint membership.

VISIT OUR WEB SITE:

WWW.DELAWAREPRESSASSOCIATION.ORG

CALENDAR OF EVENTS

Election 2004: Behind the Scenes. Campaign reps. discuss working on political campaigns. **7 p.m. Nov. 17.** University of Delaware's Goodstay Center, 2700 Pennsylvania Ave., Wilmington. Free. See page 1.

DPA Holiday Luncheon. Bring a friend and celebrate the holiday season as well as the 2005 DPA Communicator of Achievement, who will be named and presented with an award. Also, **Nancy Wright Beasley**, author of *Izzy's Fire: Finding Humanity in the Holocaust*, will present a speech titled "Fired Up! Colleagues, Connections and

Contracts." Book signing to follow. **Social gathering, 11:30 a.m.; luncheon 12:15 p.m. Dec. 11.** Delaware National County Club, Hercules Road, Wilmington. See page 1.

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

Send event information to
dpanewsbreak@yahoo.com.

NEW DPA MEMBERS

Delaware Press Association welcomes the following new members:

Stephanie Harnish, director of marketing and communications, YMCA Delaware

Gordon Hesse, director of public relations, YMCA Delaware

Charles E. "Ted" Ireland Jr., author

Jean Lamensdorf, author

David Rabian, freelance photographer

NEWSBREAK

The Delaware Press Association newsletter is published quarterly. The next issue will be published in February. Deadline: Jan. 13.

Submit editorial content to
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