



An Outpost of the National Press Club, Washington, D.C.

Press Club Update — Vol. XVIII — #1 January 2009

www.ThePressClubPA.org

Press Club Luncheon - January 21, 2009

Spreading Your Message: Alternatives to Traditional Methods

Luncheon Host: The Newtown Grill (formerly Alberto's)

There have been many changes in Television, Newspaper and Radio in the past year, but recent changes in The Journal Register Chain and Comcast Community Programming need to be passed on to our membership. These changes directly effort Chester, Delaware, and Montgomery Counties. In addition to a report on recent changes, the panelists will address the following topics:

Outreach through E Mail Marketing • Internet Radio and it's future
From Newspaper Columns to Blogging Sites - the future of spreading the word
Moderated by Barbara Ann Zippi, President of The Press Club

Panelists:

Jennifer Kennedy: E-mail Marketing Outreach,
Premiering www.delcocalendar.com

Diane Canney: Reporter,
www.BrandywineRadio.com

David Belanger: Executive Director, Delaware
County Library System - Archived Publications &
Newspaper Databases

Laura Nachman: From Newspaper Columns to
Blogging Sites www.lauranachman.net
After seven years as the television critic for "The
Bucks County Courier Times," after down-sizing,
instead of relying on traditional media, Laura
launched her own web site in October 2007
covering Philadelphia television and radio. Over the
last year, she has reported on the huge changes in
media as well as experiencing them herself and will
address what has happened to local radio and
television over the last year because of the
Internet.

Bob Stern: *Journal Register - Delaware County
News Network - County Press, Town Talk, News
of Delaware County*
Springfield/Morton

Donna Mc Cole: dmccole@allaroundphilly.com or
Janet Murphy: jmurphy@allaroundphilly.com

Newtown Square/Broomall plus Concordville,
Chester Heights, Bethel, Garnet Valley & Concord
Betty Margerum: margerum@allaroundphilly.com
Ridley Township, Ridley Park, Glenolden, Tinicum
Township, Eddystone, Norwood, Prospect Park
Peg DeGrassa: pdegrassa@towntalknews.com
Media, Wallingford, Middletown, Swarthmore,
Aston

Christine Parker: cparker@towntalknews.com
Upper Darby Twp., Haverford Twp., Clifton Heights,
Sharon Hill, Aldan, Lansdowne, East Lansdowne,
Darby, Collingdale, Folcroft, Darby Township

Dave Bjorkgren:
dbjorkgren@newsodelawarecounty.com or

Amy Winnemore:
awinnemore@newsodelawarecounty.com

UPCOMING EVENTS

~ Save the Dates ~

Monthly Lunches 2009
February 18 - Generations
(formerly The Little Inn)
March 18 - La Locanda

April 15

May 20

September 16

October 21

November 18

December 16

May 14, 2009
1st Annual Press Club
Celebrity Golf Invitational
- Edgmont Country Club

June 10, 2009
1st Annual Press Club Member
Competition Awards Dinner
Concordville Inn



Board of Directors 2008-2011

Executive Committee

President

Barbara Ann Zippi: ARTEMIS
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president@delcopressclub.org

Vice President

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Helene Bludman: Penn State Brandywine
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General Membership

Elizabeth C. Price:
Delaware County Bar Association
ecp@delcobar.com

Immediate Past President

Ronald F. Hill
Delaware County Community College
RHILL@dccc.edu

Term Expires 2009

Linda Houldin: Brandywine CVB
louldin@brandywinecvb.org

Hobart Rowland:

Main Line Today Magazine
hrowland@mainlinetoday.com

Peg Sweeney: Boeing
margaret.m.sweeney@boeing.com

Katie Walker: West Chester Chamber
katie@gwcc.org

Term Expires 2010

Lisa Roberts Cadorette: Neumann
College

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Phyllis Ann Mariani:

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Maureen McKoy-Farmer: AARP
mmckoy@aarp.org

Paul Kotrotsios: Hellenic News of
America

paul@hellenicnews.com

Bill Tyson: ConocoPhillips
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Term Expires 2011

Cheryl Kuhn: Main Line Chamber
ckuhn@mlcc.org

Tom Murray: Suburban Life Newspaper
tmurray@mainlinelife.com

Michael Wood: PECO Energy
michael.wood@peco-energy.com

Member Minutes



Press Club Member & Photographer Jayne Toohey, famous for her social pages in *Main Line Today Magazine*, released the 2009 Limited Edition Of *Naked Folk Calendar*. Her Naked Folks calendar was featured in the Style and Soul Section of the *Inquirer* on January 21, 2009. Calendars are available online at www.nakedfolkcalendar.com.

Singing Valentines

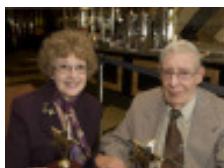
Looking to send a unique Valentine, you can't do better than sending Singing Valentines – reasonably priced, e-mail Art Miller for details - ammiller12@aol.com



(L/R) Bill Swan, tenor; Art Miller, lead; Jim Lewis, bass and Jim Ford, baritone performing at SAP headquarters in Newtown Square for a Press Club Holiday Party.

Bette Alburger, Bob Bodine, and Jerry Bloom were given the Press Club's Life Time Membership Awards for their long years of service to the club.

Congratulations to all!



Past President Bette Alburger & Bob Bodine receiving Life Time Membership Awards

President Barbara Zippi presenting Life Time Membership Award to Bob Bodine as his son, Past President Ron Hill, & his wife look on.



Photos by Jane Toohey

Kudo's to the Board of Directors of The Woman's Resource Center. They welcomed **Michele Daly** as their new Executive Director – mdaly@womensrc.com You picked the Best! Look for more great programs and opportunities at the Center with Michele and her dedicated assistant Jackie Showell by her side.



Baby Bumps

Meet Brielle Joi Durnell
Born October 18 at 5:54 a.m.
Mother: Kim Durnell

It's Time to Renew Your Annual Membership!!

Deadline: February 1, 2009

Renewal Forms available at
www.ThePressClubPA.org

**NEW MEMBER FORMS ALSO
AVAILABLE on line.**

**Please print form, complete, and mail
with renewal fee to:**

The Press Club

P.O. Box 1682 • Media PA 19063

**Renewals & New Members received
by February 1, 2009 will be**

**Included in the 2009 Directory to be
released by end of February.**

New Name & Web Site

**“The Press Club serving the
Philadelphia Suburbs”**

www.ThePressClubPA.org

. . . and Premiering *our first Member
Benefit* - Membership Privileges with

The National Press Club

529 14th Street NW • Washington, DC 20045

The Press Club serving The Philadelphia Suburbs has been named as an official outpost of The National Press Club in Washington, D.C. This special honor, does not increase our dues, but gives our membership access to The National Press Club Building, restaurants, events, meeting, conference and banquet rooms, and technical / video studios. In addition to their monthly lunches or any other events, our members can gain individual access when visiting Washington with family, friends or clients. Follow a “Letter of Introduction” method and we will post details on our web site **Make the National Press Club your home base when you're in Washington, DC .**

Everything you need to be productive:

- Small, comfortable seating work areas
- Lounge - meet with colleagues and sources
- Computers with Internet access • Full Library
- Media wall of televisions for breaking news
- Casual/affordable meals - The Reliable Source
- Fine dining at The Fourth Estate Restaurant

In the near future, we will arrange a bus trip to The National Press Club for our membership and it will include a visit to the “Newseum.” Speaking about the National Press Club- Eric Sevareid, Former CBS Commentator *“The sanctum sanctorum of American journalists...It's the Westminster Hall, it's Delphi, It's Mecca, the wailing wall (for) everyone in this country having to do with the news business; the only hallowed place I know of that's absolutely bursting with irreverence.”*