



Clergy Leadership Program

of Central Pennsylvania

Speakers for Seminar 6: Media

(5 December 2016)

Seminar Coordinator

Ed Arke is professor of communication at Messiah College and oversees the student media operation, which is called “The Pulse.” He holds an Ed.D. in educational leadership from Duquesne University and a masters in communication from Shippensburg University where he also did his undergraduate degree in journalism. Actively involved in broadcasting for more than 25 years, Ed continues to serve as a part-time sports anchor for Radio Pennsylvania. His combined interests in sports and media are also evident in the textbook *Sports Media: Reporting, Producing, and Planning* (2015), which he co-authored with Bradley Schultz.

Presenters

Cate Barron began her career as a radio news director, but quickly switched to print media. Since then, most of her 30+ years in journalism have been spent at The Patriot-News in Harrisburg. Cate has held a variety of positions at the newspaper, including features editor, managing editor, and editor. When the newspaper and its PennLive website became PA Media Group in 2013, she became Vice President of Content. PennLive is now one of the largest news and sports websites in the state. Cate is a past president of the Pennsylvania Society of News Editors and the Pennsylvania Associated Press Media Editors, and she is a founding member of the Pennsylvania Freedom of Information Coalition.

Keith Blaisdell is Director of Broadcast Operations for WHTM (abc27). This position includes everything from finding new on-air talent to researching and purchasing equipment to making sure reporters’ microphones work for their live shots—which means literally that the place could not run without him. His earlier career, which included being a photojournalist, a news operations manager and news director at the station, prepared him well for his current post, and he wears many hats easily.

Ivey DeJesus is a staff writer at PennLive, where she covers a wide range of topics, including hot-button issues like gay marriage, abortion and gun control; state and federal legislative matters; the war on terror; and veterans’ issues. She has also covered the faith beat, reporting on topics like the clergy sex abuse scandal in the Catholic Church and divisions over gender in a variety of Protestant denominations. Among her many awards, Ivey has been honored with the Sigma Delta Chi Award for Public Service from the Society of Professional Journalists and has twice received Distinguished Writer Awards from the Pennsylvania Newspaper Association.

Scott LaMar has worked in broadcasting for almost 40 years, spanning radio, television, and now online and in social media. Scott is currently host and Executive Producer of the daily Smart Talk news and public affairs program on WITF 89.5 FM and 93.3 FM. Under his leadership the show has received Pennsylvania Associated Press Broadcast (PAPB) Awards every year since its debut in 2008. Scott has also personally won more than a dozen PAPB Awards since 2000 and has been nominated for five Mid-Atlantic Emmy Awards.

Kathleen Pavelko has been President and CEO of WITF in Harrisburg, Pennsylvania since 1999. WITF is a public broadcasting organization that serves 2 million citizens in south central Pennsylvania. These services include a television station (WITF-TV), two radio stations (WITF 89.5 and WYPM 93.3), a regional magazine (*Central PA* produced in partnership with the Patriot-News), several websites (including ExplorePAhistory.com), two statewide radio networks (Pennsylvania Public Radio and Radio PA) and a production services division (Media Solutions). Kathleen has led several capital campaigns for the organization and oversaw the construction of the Public Media Center, which opened in Harrisburg in 2007.