

March 23, 2009

To Poynter:

I enthusiastically nominate Catherine Baum, education and general assignment reporter for the Daily Hampshire Gazette in Northampton, Massachusetts, to be a participant in your upcoming Essential Skills for the Digital Journalist three-day seminar, planned for May.

I am the city editor at the Gazette, and Catherine has worked for me since she began here in August of 2007. During that time she has taken part in numerous workshops and seminars as she strives to keep our business as relevant in 2009 as it was 100 years ago. Currently she is eager to play a key role as the Gazette seeks to introduce a more regular video component to its Web site.

Catherine approaches professional development with gusto and creativity. She has, for example, initiated improving her skills at public speaking by joining a Toastmasters International Club in our area, in part to help strengthen her speaking presence for news videos. And as she said to me recently, "I'd like to add to the operation as a full-time reporter and regular videographer."

Small, independent newspapers like the Gazette need enthusiastic reporters like Catherine Baum, who are willing to go the extra mile to learn new skills in this challenging time for our profession. Taking part in exciting seminars like the ones Poynter offers are an important way to help that endeavor.

Sincerely,

*Laurie Loisel*

City editor, Daily Hampshire Gazette

Northampton, MA