

**TO MEDIA:**  
**CONTACT PERSON: Robin Jennings,**  
Marketing and Communications  
Excela Health  
724-689-0206 TEL  
724-516-4483 CELL

**FOR IMMEDIATE RELEASE**

---

**FIRST WESTY AWARDS PRESENTED TO MEDIA  
FOR COVERAGE OF WESTMORELAND COUNTY**

**GREENSBURG, PA, November 12, 2012 ...** Ten reporters from newspapers, radio and television stations covering Westmoreland County are the first recipients of a new award presented this week by public relations professionals working in the county.

The Westy, as the award is known, is intended to be an incentive for continued coverage of Westmoreland County that focuses public attention on the community's assets.

Entries were accepted in 13 categories - from spot news and continuing coverage to investigative reporting and feature writing. Industry specific topics were also among the categories as the award creators looked for outstanding coverage in the areas of business, healthcare, education, arts and entertainment, historical/cultural, politics/government and sports.

The contest was open to anchors, reporters, photographers, editors and producers who cover Westmoreland County, and entrants could win in several categories.

"This awards program is long overdue," noted Jennifer Miele, Vice President of Marketing and Communications at Excela Health, who brought together the county's leading PR and media relations specialists to create the awards program earlier this year. "Westmoreland County is chockfull of the ingredients that make for compelling news coverage. One need not look beyond our borders for stories that celebrate, inform, or inspire a call to action. Westmoreland has it all. As a former reporter myself covering the county, not a

day went by in which there was not an opportunity to spotlight the people, services and businesses that make our community a vibrant place to live and work. On behalf of my colleagues in public relations at our colleges and universities, county government and local nonprofits, I am pleased to recognize the outstanding efforts of our media partners.”

The 2012 Westy winners include:

- **Trina Orlando**, KDKA-TV, for general assignment reporting on the Hempfield tornado, consumer reporting regarding tornado victims hit with liens, and spot news coverage of court proceedings regarding one of the suspects in the Jennifer Daugherty murder.
- **Ashlie Hardway**, WTAE-TV, for crime reporting of a flare gun attack.
- **Greg Zahornacky**, **Dow Carnahan** and **John Longo** of WCNS Radio for continuous coverage of the Westmoreland County Air Show:
- **Dow Carnahan** and **Jim Jones** of WCNS for sports coverage of St. Vincent Football.
- **Mike Krcil**, WCNS, for health reporting through coverage of an August hearing called by Sen. Kim Ward regarding Westmoreland’s healthcare battle.
- **Diane Lasko**, WHJB Radio, for cultural reporting of the Westmoreland County Food Bank’s empty bowl fund-raiser.
- **Rex Rutkowski**, Valley News Dispatch/Trib Total Media, for health reporting of a mother and daughter’s battle with cancer, and feature reporting on Catholic sisters who are also siblings and their lives of faithful inspiration.
- **Chuck Biedka**, Valley News Dispatch/Trib Total Media, for investigative reporting of the cost of cops and political reporting regarding a water authority sale.

The Westys will be presented annually in the fall, with a call for entries in July.

Committee members for the Westys include: Chad Amond, Westmoreland Chamber of Commerce; Andy Stofan, Latrobe Area Chamber of Commerce, Rosanne Barry Novotnak and Marcie Sinagra, Norwin Chamber of Commerce; Kary Coleman Hazen, Seton Hill University; Don Orlando, St. Vincent College; Susan Isola, University of Pittsburgh at Greensburg and Anna Marie Palatella, Westmoreland County Community College; Melissa Long, Alzheimer's Association; Kelly Mullen, American Heart Association; Beth Brown and Kristina Devito-Waltman, Arthritis Foundation; Kim Kramer and Suzanne Masartis, Liver Foundation; Cindy Bahn and Laurie Barnett Levine, Mental Health America; Stephen Limani, PA State Police; Chris Price, Rescue 8; Dan Stevens, Westmoreland County Department of Public Safety; Jerry Zufelt, Catholic Accent.