

THE PLAIN DEALER

SOCIAL WORKERS GET BIG PAYOFFS

(May 18, 2005)

By Regina Brett

Sally Social Worker.

I've been called that often for writing "bleeding heart" columns.

After looking into the eyes of a sea of social workers on Sunday, I'll never take that as an insult.

When the folks at The Mandel School of Applied Social Sciences at Case Western Reserve University asked me to speak at Sunday's commencement, I wasn't sure what to say.

I asked my friends who are social workers. They told me to be funny. Social workers could use a good laugh. Tell jokes, they said.

Jokes? I don't know any jokes about social work, except the ones my friends send me:

How many social workers does it take to change a light bulb? None. They empower the bulb to change itself.

How many social workers does it take to change a light bulb? None. The bulb isn't burned out, it's just differently lit.

How many social workers does it take to change a light bulb? None. They set up a team to write a paper on coping with darkness.

And my favorite, how many social workers does it take to change a light bulb?

The light bulb doesn't need changing, it's the system that needs to change.

Actually, my friends probably got those jokes from the same Web sites where I found this: A mugger with a gun confronts a social worker. The mugger yells, "Your money or your life!" "I'm sorry," the social worker answers, "I'm a social worker, so I have no money ... and no life."

Social workers, like most teachers, don't make much. Or do they?

I recently read a powerful email about what teachers make by the poet and comic Taylor Mali. It inspired me to rethink what social workers make.

What do they make?

They make an infertile couple celebrate a lifetime of

Mother's Days and Father's Days by helping them adopt a crack baby no one else wanted.

They make a child fall asleep every night without fear of his father's fists.

They make a homeless veteran feel at home in the world.

They make a teenager decide to stop cutting herself.

They make a beaten woman find the courage to leave her abuser for good.

They make a boy with Down syndrome feel like the smartest kid on the bus.

What do they make?

They make a 10-year-old believe that he is loved and wanted, regardless of how long he lasts in the next foster home.

They make a teen father count to 10 and leave the room so he won't shake his newborn son.

They make a man with schizophrenia see past his demons.

They make a rape victim talk about it for the first time in years.

They make an ex-convict put down the bottle and hold down a job.

What do they make?

They make a couple communicate so well they decide not to get divorced.

They make a dying cancer patient make peace with her past, with her brief future, with her God.

They make the old man whose wife has Alzheimer's cherish the good times, when she still remembered him.

They make forgotten people feel cherished, ugly people feel beautiful, confused people feel understood, broken people feel whole.

What do they make?

They make more than most people will ever make. They make a difference.

TOP HEADLINES



"WORKING OUT YOUR ISSUES"

The Washington Post (June 14, 2005)
By John Briley

District therapist **Jane Cibel**, a licensed clinical social worker and certified personal trainer, conducts traditional talk therapy while clients walk on a treadmill or crank out dumbbell curls. In an hour-long therapy session, patients get their weekly counseling session along with a high-heart-rate, sweat-inducing workout. Cibel notes that people talk more freely when they're moving: "If you're just sitting and talking, you are not as stimulated as you would be when moving." Cibel seeks to show patients "self-bettering behavior" through physical accomplishments and to make the most of the positive feelings that occur as the result of exercise. The *Los Angeles Times* and the *Albany Times Union* picked up this article.



"TAKE A JOB AS A SOCIAL WORKER, SEE YOUR COLLEGE LOAN FORGIVEN"

Associated Press (July 15, 2005)

New Jersey acting Governor Richard Codey signed legislation to forgive some college loans for graduates who go into social work. For every year a participating college graduate works at a mental health or developmental disability facility run by a county, the state, or a non-profit organization that contracts with the state, he or she will receive \$5,000 in loan forgiveness, up to four years and \$20,000. *North Jersey Herald, Asbury Park Press, Philadelphia Inquirer, Trenton Times* and *Philadelphia Business Journal* picked up this story.

"RAISING PUBLIC AWARENESS OF SOCIAL WORK – OVER THERE"

Rostrum (July 2005)
By Frank Murphy

The British Association of Social Workers featured the National Social Work Public Education Campaign in an article in their monthly newsletter. BASW notes that Americans can teach them how to raise public awareness of the role of social work. "NASW is to be commended for undertaking this work. It has highlighted perhaps less the differences between social workers in the two countries, more the issues that unite us."




"HEARTS DIVIDE OVER MARITAL THERAPY"

USA Today (June 22, 2005)
By Sharon Jayson

This article examines the long-standing debate among practitioners over whether therapists should actively try to save a marriage or whether they should remain neutral and treat the couple as two individuals for whom divorce possibly could be the best outcome. Most therapists agree that couples have a better chance of preserving the marriage if they don't wait to seek help. Avenues for help can be found in the side bar of the story, "Who's doing marital therapy?" which notes clinical social workers, and the education and experience necessary to do marriage counseling.

MORE TOP HEADLINES



“OLD. SMART. PRODUCTIVE.”

Business Week (June 27, 2005)

By Peter Coy



Ninety-two year old social worker **Emma Shulman** works a 50-hour week recruiting people for treatment at an Alzheimer’s clinic at New York University School of Medicine. *Business Week* chronicles the strengths and attributes of older workers – those with more experience from which to draw. Shulman complains: “One of my problems is excess energy, which drives me nuts.”



“RETIRED SOCIAL WORKERS RETURN TO FIELD TO HELP SENIORS”

Chicago Tribune (July 20, 2005)

By Jody Temkin

Through the efforts of the NASW Illinois Chapter, a project called “Retired Social Workers: An Untapped Resource” was created to utilize the expertise of social workers who are no longer in practice. This project trains retired social workers on current best practices and assists them in finding part-time jobs to serve their fellow seniors. Led by **Nisson and Dolores Pearl**, both retired social workers, this project provides social networking, workshops and career assistance. **Joel Rubin**, executive director of NASW-IL, says: “Their vision and energy is really exemplary. They’re very committed, and they’ve been the driving force behind this.”

SOCIAL WORKERS MAKING NEWS

“SOCIAL WORKER HELPS CLIENTS IN FREE TIME DUE TO STATE CUTS”

Lansing State Journal (June 7, 2005)

By Stacey Range

Because of budget cuts, **Tom Drinan**, a social worker with Ingham County Adult Services, meets with clients and runs errands for them in his free time. “Too much goes on in their lives for me to let six months elapse and not keep up with them,” Drinan said.

“SMALL BUSINESS HEALTH INSURANCE WOES HEARD”

Nebraska Public Radio (June 7, 2005)

By Fred Knapp

NASW Senior Government Relations Associate, **Elizabeth Marrero**, comments to NPR about the Small Business Health Fairness Act. She noted that NASW is concerned about Association Health Plans offering substandard health protection to members.

“COUNSELOR AIDS WORKERS WITH TRAUMAS”

The Dallas Morning News (June 12, 2005)

By Robert Miller

Patrick Tiner, a clinical social worker and director of the Employee Assistance Program at the University of Texas Southwestern Medical Center, works with victims of tragedies and their family and friends to navigate through their grief and sorrow. He says that he helps disaster victims achieve a “normal response to abnormal events.”

“FAMILY MATTERS – AGENCY BOLSTERED WITH GRANT SEEKS TO BUILD UP THE RANKS OF BLACK ADOPTIVE AND FOSTER FAMILIES, DISPEL MYTHS”

The Memphis Commercial Appeal (July 3, 2005)

By Linda A. Moore

NASW Tennessee Chapter Executive Director, **Karen Franklin**, notes that NASW endorses the active and continuous recruitment of adoptive parents from diverse ethnic and racial groups. “The child’s best interest should always be the first concern in adoption situations,” says Franklin.

“CARE-FULL PLANNING – THE ‘SANDWICH GENERATION’ FINDS ITSELF WANTING TO CARE FOR ITS PARENTS AND NOT WANTING TO BURDEN ITS CHILDREN”

Sarasota Herald-Tribune (July 25, 2005)
By Abby Weingarten

Assistant Professor of Social Work at the University of South Florida, **Kathy Black, PhD**, contrasts the expectations between generations. “The current cohort of elders today is the Depression Era generation. They are focused on surviving. There is talk about how the Baby Boomers, in contrast to the Depression Generation, have focused on living life to the fullest,” says Black.

“FOND DU LAC COMMUNITY COLLEGE WILL OFFER FOUR-YEAR DEGREE – SOCIAL WORK PROGRAM IS A PARTNERSHIP BETWEEN THE COMMUNITY COLLEGE AND ST. SCHOLASTICA”

Duluth News Tribune (August 10, 2005)
By Steve Kuchera

A new partnership between Fond du Lac Tribal and Community College and the College of St. Scholastica will allow students to earn a BSW at the community college in an effort to increase the interest of American Indian students in social work. **Luisa Lopez**, manager of human rights and international affairs at NASW, says “There is always a need to enhance the culturally competent work force. Social work is one of those fields where you can do a much better job if you have an understanding of the culture you are working in.”

LETTERS TO THE EDITOR

The Baton Rouge Advocate (June 14, 2005)

The Advocate ran a five-day series on the state of the child welfare system in Baton Rouge. NASW Louisiana Chapter Executive Director, **Carmen Weisner**, was quoted in the story, “Caseworkers face high stress.” Carmen also wrote a letter to the editor that praised the fair and unbiased view of child welfare. The letter ran in the paper on June 14. Carmen commented: “The social work profession has always worked and will continue to work on behalf of children who have been abused and neglected. These efforts are perhaps the profession’s most perfect fit...If you are right for the job, it’s the best job in the world.”

The Sacramento Bee (July 19, 2005)

NASW California Executive Director, **Janlee Wong**, wrote a letter in response to an article titled “Living wage laws reduce poverty, but also jobs.” The author contends that a living wage probably isn’t the best way to help low paid, low skilled workers, and might actually hurt those at the very bottom of the economic ladder. Janlee commented: “Raise the salary of one worker lifting him or her out of poverty, but lay off another worker because of the added costs. [The author] doesn’t look at or discuss the long-term benefit to the worker who is lifted out of poverty. [The author] doesn’t imagine that the worker’s family will also benefit.”

Salon.com (July 22, 2005)

Salon.com ran a three-part series on reparative therapy called “Turning off Gays” where it is noted that a clinical social worker in Maryland is advocating for this type of therapy. NASW Executive Director, **Betsy Clark**, wrote a letter to Salon.com clarifying NASW’s position on reparative therapy. “The National Association of Social Workers, along with other leading mental health associations, stands strong in our opposition to reparative therapies for lesbians and gay men...NASW believes that reparative therapy holds no therapeutic value for social work clients,” she wrote.

The Charleston Gazette (July 29, 2005)

Samuel Hickman, executive director of the NASW West Virginia Chapter, wrote an eloquent editorial recognizing the impact of a recently deceased social worker, **Peggy Rossi**. Rossi died tragically attempting to save a family friend. Samuel wrote: “West Virginia lost an excellent social worker and consummate advocate for families when Margaret A. ‘Peggy’ Rossi, MSW, drowned during a trip to South America...All of us at the National Association of Social Workers, West Virginia Chapter, will miss this dear human being greatly, as will all of West Virginia.”

PRESS RELEASES

NASW PRESS RELEASES (JUNE – SEPTEMBER)

- Social Workers Support Client Confidentiality Through Friend of the Court Brief (June 17, 2005)
- Social Workers Oppose Changes to FMLA (June 27, 2005)
- Elvira Craig de Silva Named NASW President (June 28, 2005)
- Organizations Caring for the Dying and Bereaved Further Agenda for Social Work in End of Life and Palliative Care (June 29, 2005)
- Social Workers Join ONE Campaign Delegation at G8 Meeting to Urge End of Poverty Worldwide (July 4, 2005)
- Sarah Kramer Named NASW Public Citizen of the Year (July 25, 2005)
- Jill Manske, ACSW, LISW Recognized As 2005 NASW Social Worker of the Year (July 25, 2005)
- Sheryl Brissett-Chapman, EdD, ACSW, LICSW, Recognized with 2005 NASW Lifetime Achievement Award (July 25, 2005)
- Mayor Otis Johnson Named NASW Public Elected Official of the Year (July 25, 2005)

- Michael Cronin, PhD, MSSW Receives 2005 International Rhoda G. Sarnat Award (July 25, 2005)
- Palliative and End of Life Care – Private Debate in a Public Forum (July 28, 2005)

Individual Story Pitches/Press Requests

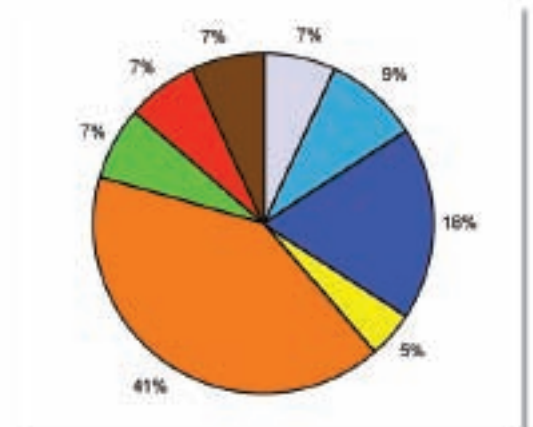
- **Col. James Martin** is quoted in a story in *Military Officer* about the stress that National Guard and Reservist spouses face when a loved one is deployed.
- **Susan Trimm** was interviewed by a reporter with *Alabama Public Radio* on the subject of open adoptions.
- **Ruth McRoy** was interviewed for a story for *Rhode Island Monthly* discussing the rights of adult adoptees to obtain their birth certificates.
- **Betsy Clark**, NASW executive director, was interviewed for *cancerandcareers.org* about the common feelings of patients after cancer treatments.
- **Tracy Whitaker**, director of the NASW Center for Workforce Studies, and **Judith Schagrin** were interviewed by the *Wall Street Journal* regarding social work salary trends.

COVERAGE STATISTICS

Map of the United States by Regions and Canada



Media Activity – Current Month



TIMELY NEWS



C-SPAN

End of Life Panel (August 5, 2005)

During this year's Delegate Assembly, NASW held a panel discussion focusing on end-of-life care and the media attention that surrounded the Terri Schiavo case this year. With moderator Betsy Clark, journalists, lawmakers and experts in end of life care discussed the effect of the media and political influence on people's end of life decisions.

Panelists were Kathy Brandt from the National Hospice and Palliative Care Organization, Eleanor Clift from *Newsweek*, Ceci Connolly from *The Washington Post*, Jon Cooper from Senator Bill Nelson's office, Hugh Delehanty from AARP Publications and Kathy Smolinski, MSW, from the Sidney Kimmel Cancer Center at Johns Hopkins.

This interesting panel was covered live on C-SPAN. Other media that wrote about the panel discussion included *Congressional Quarterly*, *NAHC Report* (National Association for Home Care and Hospice), *Scripps Howard News Wire*, *NHPCO NewsBriefs*, *Catholic News Service*, *Access News Network* and *Kansas City Info Zone*.

"LOVE SICK – WHEN TEEN RELATIONSHIPS BECOME ABUSIVE, SOMETIMES NO ONE ELSE KNOWS"

New York Newsday (June 13, 2005)

By Pat Burson

Teens are engaging in an increasingly disturbing trend – emotionally, verbally and physically abusive relationships. **Mary Pender Green**, director of social work services at the Jewish Board of Family and Children's Services, notes the signs that teens, parents and others can be aware of when looking at a teenage relationship. "Parents and adults can't do all the work; young people also need to know how to identify whether a prospective boyfriend or girlfriend could become abusive. As parents, it's important to teach our children to interview prospective mates. You want to know more than the fact that he or she is cute."

This article was picked up by the following media outlets: *Orlando Sentinel*, *Los Angeles Times*, *South Bend Tribune*, *Canton (OH) Repository*, *North Jersey Herald*, *The Gainesville (FL) Sun* *Grand Forks (ND) Herald* and *Ft. Wayne (IN) Journal Gazette*.



New NASW President

NASW welcomed **Dr. Elvira Craig de Silva**, as NASW president for a three-year term. *Congressional Quarterly Today* noted her new position in their "People on the Move" section. *Aqui Milwaukee* featured Dr. Craig de Silva in their "Avanzando" section. *Hispanic Magazine* wrote a small feature story on Dr. Craig de Silva, using information from the NASW press release.

Colorado Social Worker Refuses to Hand Over Confidential Psychotherapy Notes

Jennifer Bier, a social worker who specializes in treatment of victims of sexual assault, refused to provide a military court with confidential psychotherapy notes from her sessions with a member of the military. **Carolyn Polowy**, NASW general counsel, was interviewed for a story on *National Public Radio* and **Debbie Reinberg**, NASW Colorado Chapter Executive Director, was a resource for local media in Colorado, including the *Denver Post* and the *Rocky Mountain Times*.



SOCIAL WORKERS IN THE NEWS

NASW Communications has created a new feature on the NASW Membership Web site – *Social Workers in the News*. Each week, new articles from across the country highlighting the social work profession and social workers in their practice areas will be posted for all to see. If you have a social work story that you would like to see posted in the online pressroom, please e-mail it to media@naswdc.org.

MEDIA TIPS

Ten Guaranteed Ways to Improve your Long-Term Relationships with Journalists

-From *Media Relations Insider* (May 2005)

- **Study your target media before you pitch or call.** You should sit down and read the three most recent publications from start to finish, and look at what types of stories are included.
- **Develop your sense of what's newsworthy for a particular media outlet.** There are usually a variety of departments that require different sorts of stories. You need to figure out how your story could be a good fit.
- **Provide background information about your company/industry/competitors.** This gives reporters the context in which to consider your products or services the way you'd want reporters to consider them.
- **Tip reporters off to stories that don't involve your company/clients.** This helps to cement relationships with reporters by giving them the edge over others.
- **Be available/responsive when reporters call.** It's often a question of who gets to a reporter first, so return calls promptly.
- **Know each journalist's pitching preferences and deadlines – and respect them.** Some stories take six months to do, others take days or hours. Knowing these deadlines and respecting them is essential.
- **Create media-friendly materials.** Put the important points up front and back those up with facts and statistics that solidify the story.
- **Reference past work in a knowledgeable way.** Setting your news against what a reporter has written in the past, tells the reporter that you're paying attention to his work and know how to gain his or her interest.
- **Provide information that moves the story forward.** Use previous stories that have been written on your topic, and provide new information that moves the story beyond what has already been written.
- **Offer to be helpful with photos and graphics.** Sometimes cooperation can dictate coverage by providing good art.



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