

Barry Sankey, Sports Reporter

Winter 2013 Newsletter

MEET BARRY

For more than four decades, Pennsylvania native Barry Sankey has highlighted the positive sports accomplishments of Pennsylvania's youth. An award-winning sports journalist, Barry is honored to have covered several student athletes who have gone on to play professionally, as well as those who have made their families, schools and hometowns proud.

Barry started his journalism career part time as a senior in high school, and went on to work for publications such as the Spring-Ford Reporter and the Philadelphia Bulletin before finding his home with the Phoenixville News. His life revolves around covering local and scholastic sports in Chester and Montgomery counties. Barry's schedule is busiest, he notes, during the spring and fall sports seasons. He attends as many different events as possible in order to give each sport equal coverage, and communicates with the proper venues in order to report on events he cannot view in person.

Looking toward the future, Barry intends to evolve along with Phoenixville News as the company combines print media with digital media, with an emphasis on social media. Though he is nearing retirement age, he plans to continue sports writing as long as possible and then do freelance work after his retirement. Barry is also active in his local community, both in politics and through his synagogue. Of course, he enjoys watching professional sports in his free time.



Barry, right, with former Major League Baseball catcher, Mike Piazza.

Highlights

- ❖ Bachelor of Arts in Journalism, Minor in Political Science, Temple University (1976)
- ❖ Writer, *The Mercury*, *Spring-Ford Reporter*, *Philadelphia Bulletin*, and *Temple News*
- ❖ Recipient, Keystone Press Award for Journalism (Multiple Times)
- ❖ Professional of the Year in Sports Journalism & Writing, *Worldwide Who's Who* (2011)
- ❖ Featured, *Pro-Files Magazine* (2013, 2011)

Barry Sankey, Sports Reporter
Phoenixville Newspapers
Pottstown, PA

Email: bsankey1@verizon.net
Phone: (610) 970-4454 Ext. 634
<http://www.barrysankey.info>

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Find Barry on the Web

Click [here](#) to view Barry's exclusive video profile.

In 2012, Barry received a Lifetime Achievement Award and was distinguished as an Elite American Artist.

To listen to Barry's interview with Elite Radio Network, click [here](#).

Read more about Barry's distinction as an Industry Expert in Media and Entertainment.

Click [here](#) to read Barry's most recent press release.

For further information, please visit Barry's website:
<http://www.barrysankey.info>



Q & A with Barry

Barry was spotlighted in the inaugural issue of Pro-Files Magazine and in Who's Who Publishers' "Top 101 Industry Experts." Below are excerpts from those features.

Q. What lessons have you learned as a professional in your field?

A. You have to keep going because once one paper is out, you have to get ready for the next one.

Q. How do you build rapport with your readers and maintain their retention?

A. I maintain a strong working relationship with coaches, players and other sources.

Q. Tell us about a time during your career when you demonstrated leadership qualities.

A. I was on a committee to honor hall of fame referee, Earl "Yogi" Storm.

Q. What characteristics help to separate you from your competitors?

A. My dedication and willingness to work long, hard hours.

Q. What time management tips can you suggest?

A. Be open to varying work schedules based on sports events during their individual seasons.

"One man practicing sportsmanship is far better than a hundred teaching it."

-Knut Rockne

