



From the President



Ed Byers

Are you ready to party? I hope so. And I hope you have reservations for The Press Club holiday party at Nighttown Wednesday Dec. 8, 5:30 to 7:30 p.m.

Judging from last year's party, it should be a festive evening.

Dan Coughlin, Bob Dolgan, Stuart Warner, Michael DeAloia and Dustin Klein will be on hand to sign their books and there will be a brief discussion of what it is like making the transition from reporter to author.

We will also be voting on a slate of new officers and it's your big chance to meet and greet the Press Club board of directors. Cheers to Bob Becker, Michael Bennett, Jeff Bendix and Lisa Lowry who will join the Board the first of the year.

Wendy Kertesz will be assuming duties as vice president of programming for 2011-2012.

As we look forward to Wendy's enthusiasm and creativity, we say "thank you" to veteran board member Bonnie Godbey who has held the post for several years and who will continue serving on the board.

It makes my head spin at just how quickly a year passes. Soon it will be 2011 and the Excellence in Journalism awards entries will go out.

From all of us at The Press Club of Cleveland, we wish each and every one of you the best the holiday season may bring.



from the Byliner Staff

Lost Cleveland – The Seven Wonders of the Sixth City

Author Michael DeAloia to sign new book at Press Club Holiday Party

Joining Press Club Hall of Famers Dan Coughlin and Bob Dolgan at the Press Club Holiday Party December 8 at Nighttown is Ohio City's Michael DeAloia.

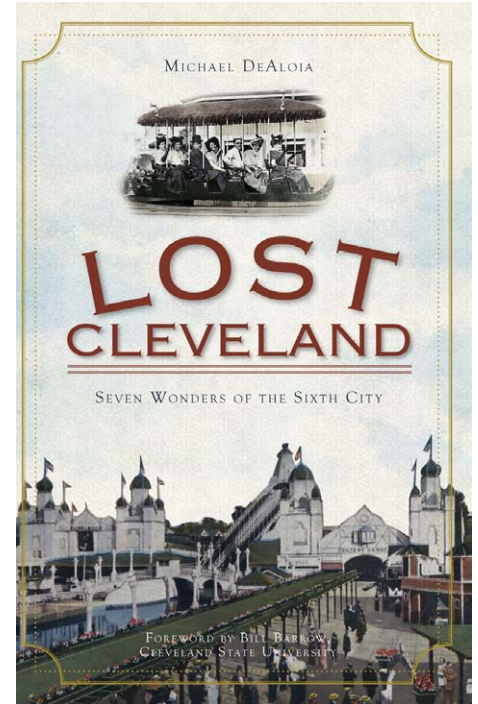
Having enjoyed working with and for some of the best companies in the Cleveland area, DeAloia suggests to everyone he talks to "that the best things in my life—both professionally and personally—have happened in Cleveland."

He has just authored *Lost Cleveland*, an engrossing excursion into the city's rarefied architectural air during its heyday as the sixth-largest city in the country.

In *Lost Cleveland*, DeAloia recounts the histories of seven culturally significant and iconic architectural gems that defined Cleveland's position of wealth and importance during the industrial age.

From Severance Hall, still home to the Cleveland Orchestra and the only structure in this collection that remains standing, to "Andrew's Folly," the grandest house built on legendary Millionaire's Row, *Lost Cleveland* provides a revealing historical retrospective on the growth, development and ultimate decline of the North Coast's greatest city.

The name DeAloia should ring a bell, because he is perhaps best known for his term with the City of Cleveland as the senior



executive for technology development, or "Tech Czar," responsible for the economic development of the technology industries in the city.

DeAloia sits on the board of trustees for the Ingenuity Festival, earned his MBA from Case Western Reserve University and his bachelor's degree from Xavier University.

Richard Osborne: Dan Coughlin's Book has it all, Except Rowdy K



Dan, with a much more successful horse, Secretariat, shortly before the horse bit him."

Editor's note: Both Rich Osborne and Dan Coughlin are members of The Press Club Hall of Fame. Both are also past-presidents of The Press Club. Just in time for Dan's "Crazy with the Papers to Prove It" book signing at Nighttown Dec. 8, Rich, in his Lorain Morning Journal column (Nov. 14), recalled one of the Club's most (in)famous moments under Dan's Presidency:

My favorite Dan Coughlin story didn't even make the book — which is a pretty good indication of just how good the book is. As its cover line says, only "stories about the most unusual, eccentric and outlandish people" Dan has known in his four decades as a Cleveland sports journalist made it.

The book is called "Crazy, With the Papers to Prove It" and it was recently published by Gray & Company. It is both fascinating and fun — just like the author's

continued on page 4➤

Pluto Pens Browns Book – with a Lot of Help from His Friends

“Things I’ve Learned from Watching the Browns”

Why do Browns fans stick with a team that has teased and disappointed them over and over—for more than forty years? Terry Pluto got right to the heart of the matter in his new book, “Things I’ve Learned from Watching the Browns” (Gray & Co., soft-cover / \$14.95 / 256 pages).

“Despite being born in Cleveland, spending all but four years of my life in Northeast Ohio and having covered sports here since 1980, not even I can fully understand the power the Browns have over their fans,” said Pluto, who asked his readers: *Just what it is about this team that makes you love ‘em, hate ‘em, and still keep coming back for more?*

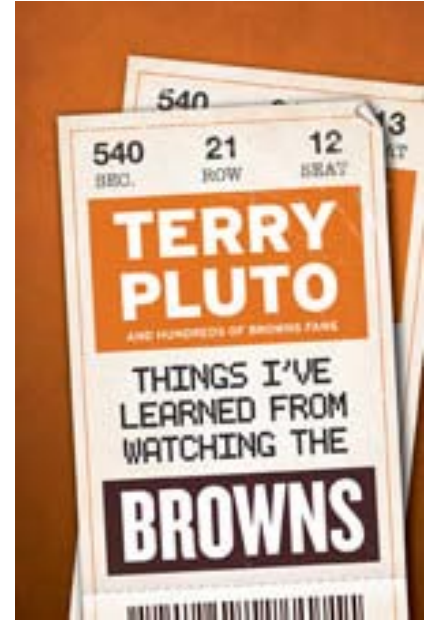
A thousand fans responded via email. Pluto said selecting which emails he would put in the book was an extremely difficult process.

“There were so many good ones. Three or four fans talked about how their last conversation with their grandfather, or their

dad or their mom was about the Browns. Sometimes the Browns were a kind of a comfort zone for the family, a way of saying, ‘I love you,’ when you shared old stories about watching the Browns or going to games. These were the letters, the personal ones, the ones that pointed out how the family and the Browns are all intertwined.

Pluto said there were many emotionally touching emails, but one stood out among all the rest. “One contributor wrote about how he was eleven years old and he was at a Browns game. The Browns won the game on a field goal and he says that for the first time his father hugged him as that ball went through the uprights and his father hasn’t hugged him since.”

Did he write this book as Terry Pluto, sportswriter, or Terry Pluto, Browns fan? “I wrote it as a sportswriter to give a voice to the fans. We’re not just running a bunch of fan letters in the book, there’s a lot of good research involved,” explained Pluto. “What I



was able to do is set the stage so fans could share their stories in the best way – and they did.”

Jeff Bendix nominated to The Press Club Board of Directors



In January 2011, Jeff Bendix will join three other newly appointed members on The Press Club board of directors.

Jeff is an award-winning senior editor, Medical Economics Magazine at Advanstar Communications, Inc in North Olmsted. He has written articles, op-eds and letters published in The New York Times, Wall Street Journal, Chicago Tribune, San Francisco Chronicle, and The Plain Dealer.

Jeff is also an award-winning writer and public relations professional with agency and corporate experience.

The Press Club is excited and eagerly looking forward to Jeff’s involvement.

Editors Note: Jeff Bendix’s photo was inadvertently omitted from last month’s Byliner.

the Byliner

A publication of The Press Club of Cleveland

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Press Club Hall of Famer Ray Matjasic Dead at 90

Led The Plain Dealer Photographers, Won National Awards



Raymond Aloysius Matjasic (Press Club Hall of Fame - Class of ‘95) started delivering The Plain Dealer at age 9, rising at 3:30 a.m. to haul them in a wagon. He worked at the newspaper from 1938 to 1983, retiring as chief photographer.

Ray died Tuesday, Nov. 16, one day after turning 90, at the Slovenian Home for the Aged.

Colleagues said Ray led the photo department like a Marine, chomping a cigar, barking orders, making sure tables were cleaned and sinks scrubbed. “He was a strong leader who made sure we got our work done as well as we could,” said photographer David I. Andersen.

Matjasic (pronounced muh-JAY-sic) limped from bullet and shrapnel wounds incurred while crawling through the sands of Taipan, photographing the U.S. invasion during World War II. That didn’t stop him, after returning to Cleveland, from rushing into riots and more, snapping on the run. He once ran alongside police chasing a gunman suspected of robberies. The suspect finally turned the gun on himself.

Matjasic covered both joy and woe with the Indians, photographing the World Series in 1948 and 1954.

He graduated John Hay High School and joined the PD’s circulation department. He rose to district manager, befriended photographers after work and learned their trade. In 1945, he joined the PD’s photo department and rose to chief photographer in 1964.

Ray won more than 50 local, state or national awards, including best in show from the Columbia School of Journalism. Matjasic lectured on photography at Ohio State, Bowling Green State, Kent State and elsewhere.

He left his home in Euclid for the Slovenian Home about 10 years ago. He lost his wife, the former Emma Pelcar, in July and their son, Raymond Jr., in October. The son had retired from his father’s old circulation department at the PD.

Survivors include a daughter, Judith Smith of Willoughby, and three grandchildren.

Contributions should be made to the Slovene Home for the Aged, 18621 Neff Road, Cleveland OH 44119, slovenehome.org.

(Special thanks to Grant Segall and The Plain Dealer)

Music for Bottom Lines

Are One-Man Bands Saving Money – or Costing Quality?

By Stacia Erdos

*Mid November Edition -
Youngstown Business Journal*

It was a hot, sticky summer day back in 1988. I was working at my first real television job at WHIZ in Zanesville, Ohio. It was a weekend and I was scheduled as a one-man band. No photographer. Just me shooting, writing and editing everything I would cover that day.

The sun was beating down on me (yes, I choose to be dramatic) as I trudged along through scores of people and little children running around yelling “can you put me on TV?” - I had to cover a parade.

I must have looked ridiculous. I was hidden beneath what felt like a hundred pounds of black and grey metal equipment. We didn't have all-in-one camcorders like today that shoot with mini tapes or digital cards. No, we shot on big ¾ inch tape about the size of a frozen dinner.

In one hand, I lugged a huge camera that seemed to be pulling my arm further out of its socket with each step. While slung over the other shoulder was a three-inch wide strap with an even heavier square video deck dangling down my side about thigh level. I also clenched a four-foot long tripod that kept banging into my leg as I walked.

I was hoping to get set up and be ready to go well before the parade started, but as is more common than not in news coverage, I was late. The parade had started. The Grand Marshall's float was approaching. I was huffing and puffing and my face was beet-red. That's when an obviously very concerned woman came up to me and said “Honey, are you okay? Don't you have any help?”

Yep, it was just as glamorous as I'd always dreamt it would be! But, hey it was my first job – my time in the trenches as a one-man band.

Fast forward to 2010. Cameras are MUCH lighter, and budgets are much tighter. Hence one-man bands are not just for beginners, but are now the returning trend and the term has been upgraded to video journalist. In fact, I'm told it's become a major sticking point in contract negotiations between the union reporters and management at TV stations this month here in Youngstown and Cleveland, too.

Long-time reporters are suddenly faced with the prospect of not only getting the information for the story, but with also hoist-



ing a camera on their shoulder or setting up a tripod, and interviewing the subject (who hopefully doesn't move,) and then shooting themselves doing a standup so viewers can see them.

The fear of course is that quality will be the casualty. I've always considered my photographer my partner, who can make or break a story. You depend on them for good lighting, to get the shots others don't and to edit the story creatively. They make you look good!

And it often takes two. For instance, outside a courtroom the reporter many times has to hustle to grab a person for the interview, while the photographer shoots the reaction after the verdict. During a protest or in a dangerous neighborhood, you watch each other's back.

There's no doubt the trend toward video journalists will continue. Here at The Business Journal, our videographers often report too.

With falling advertising dollars and more people getting their news from the web and other places, news management is opting more and more to pay for one body on a story instead of two. And when you think about it, with viewers now routinely watching amateur video on YouTube, perhaps the quality expectations have fallen too.

Stacia Erdos is a former TV news anchor at WPXI, Pittsburgh and WYTV, Youngstown.

A video reporter/anchor and columnist at the Youngstown Business Journal, Stacia writes a regular media column for the biweekly publication, and produces and anchors video reports that appear on the publication's Web site, www.business-journal.com.



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Elyria Chronicle-Telegram Publisher A. Cooper Hudnutt, Dead at 57



The Lorain County Coroner's office said Elyria Chronicle-Telegram publisher A. Cooper Hudnutt died in his sleep due to natural causes from a probable cardiac condition.

In a special tribute article to its fallen leader, the Chronicle-Telegram reported that Hudnutt, known through-

out Lorain County as simply "Coop," was found dead in his Elyria home. He had been publisher since 1991, when he replaced his father, Arthur D. Hudnutt.

His death came as a shock to his family, said son, Billy Hudnutt, 27, who serves as The Chronicle's Web publisher. "No one saw any of this coming," he said. "He just had a physical in recent weeks and was given pretty much a clean bill of health outside of what your normal 57-year-old man would have. There was nothing to indicate this was coming."

Hudnutt was married to wife Judi for 34

years and the couple has two children. In addition to son Billy, they have a daughter, Melissa Housel, 29, married to Patrick Housel. Cooper is survived by his mother, Sally Hudnutt, a brother and two sisters.

Hudnutt also served as president of the board of Lorain County Printing and Publishing, which operates The Chronicle and various print, radio and online web properties. Lorain County Printing and Publishing also owns The Medina-Gazette newspaper.

Funeral Arrangements were handled by Bauer-Laubenthal-Mercado Funeral Home, 38475 Chestnut Ridge Road.

ROWDY K FROM PAGE 1

TV commentaries and newspaper columns that, for many of us, have pretty much defined the past generation of sports in Cleveland.

But more about the book later. Here's my favorite Dan Coughlin story that didn't make the cut...

It was 1981 and Dan was president of The Press Club of Cleveland. Now, you have to understand: The Press Club has evolved a lot over the years. Thanks to the efforts of Dan and other area journalism stalwarts, today The Press Club is quite the prestigious organization. The club's statewide Excellence in Journalism Awards competition – The Morning Journal, incidentally,

was named best in its class this year – sets the bar for annual bragging rights in the business.

But back in '81, the competition was local and participation was thin. So was the club itself. Most of the fun took place at board meetings at the old Swingos at the Statler in downtown Cleveland. The meetings tended to be long and liquid. It was at one of those meetings that Dan proposed an idea.

"Let's buy a racehorse," he said. "We have a chance to buy a piece of a trotter who has won seven of his last eight races."

Since this took place at a meeting that had been particularly long and especially liquid, board members thought that his sug-

gestion was absolutely brilliant. So for a few hundred bucks, we bought a one-sixth share of Rowdy K.

The horse never finished in the money again.

Rowdy K's performance at Northfield, coupled with a mounting feed bill the club had no means to cover, forced us to part with our interest in rather short order. I remember speculating at the time that apparently we had bought the one-sixth of the horse on the opposite end of its head. Then again, maybe we were the ones who were the horse's ... well, you know.

-Rich Osborne

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Membership applied for:

- Affiliate: \$40
 Journalist: \$60
 Associate: \$90

Questions? Call Lynn Bracic – 440-899-1222 or visit our site at www.pressclubcleveland.com.

**Make checks payable to
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Journalist: Print, online, broadcast, freelance and social media (blogger) journalists working for an accredited media company in the Greater Cleveland area (includes Cuyahoga, Geauga, Lake, Lorain and Medina counties).

Associate: Public relations, corporate communications, marketing and advertising professionals, including corporate and non-profit freelancers and bloggers, working in the Greater Cleveland area, as well as others who share an interest in or are allied with the media and communications professionals, including sources; political, civic and business professionals; personal bloggers; and vendors.

Affiliate: Non-local professionals and associates working outside of Greater Cleveland, retirees, educators and students

You Are All Invited

The Press Club of Cleveland

HOLIDAY PARTY
and Annual Meeting

December 8, 2010 from 5:30 - 7:30 p.m.
at Nighttown

12387 Cedar Rd. Cleveland Heights, OH 44106

Mix & mingle with members, friends and colleagues.
 Come out and meet the Press Club board & local authors:

Dan Coughlin "Crazy With The Papers To Prove It"

Michael DeAloia "Lost Cleveland"

Bob Dolgan "The Sportswriter Who Punched Sam McDowell"

Stuart Warner "JOCK a coach's story"

Dustin Klein "The Benevolent DICTATOR"

Heavy appetizers & soft drinks

Cash Bar

Cost: Press Club Members \$15 Non-members \$30

Registration is a must. Call Lynn Bracic - 440-899-1222

**MORE
SURPRISE
CELEBRITY GUESTS!**

The slate of new board members will be introduced at the event.

Wishing you health and happiness this Holiday Season and prosperity in the New Year. We value our relationships and thank you for being a Press Club member. We look forward to continuing our partnership in the coming year.

All the best to you and your family, The Press Club of Cleveland