

From the President



Ed Byers

A belated Happy New Year and congratulations to those hearty souls who managed to make it to our Holiday Party at Nighttown the night of the Dec. 8 surprise

blizzard.

Yeah, OK, I realize its old news now, but I feel I owe some gratitude to those who braved the elements that night. Who knew it would snow that hard and that fast? It was truly the evening from hell.

As one who was among the very few on the road in Broadview Heights smack-dab in the middle of the blizzard of January '78, I have never experienced a worse five mile drive than that futile three-and-a-half-hour attempt to get from my downtown office to Nighttown on Cedar Road.

At any rate, my deepest thanks goes to board member **Bruce Hennes** for getting the annual business meeting underway and the new slate of officers and board members approved. (This is why the man does crisis communications.)

The Holiday Party, by the way, will be held the evening of Thursday, July 11 at Nighttown. It will be a "Holiday in July" Party. We are keeping our fingers crossed that the chances of another

continued on page 2 >



Cleveland Blizzard '10 Traffic nightmare

A Young Reporter Remembers Bob Feller;

The Night They Made Feller Get Out of My Press Box Seat

By **Tom Skernivitz**, Editor, CBC, Cleveland Business Connects



Early in the 1989 baseball season, Medina Gazette colleague Marc Delph and I used the paper's passes to cover an Indians game at Cleveland Stadium. I was 25 years old and essentially in heaven at the thought of covering a Tribe game for just the second or third time in my life.

I had worshiped the Indians since 1970 and considered the stadium my personal Walden Pond all those years. However, on this night in 1989, I truly felt privileged.

At one point during the game, I left the press box to visit the adjacent "media cafeteria" — which was virtually a closet in which you could get a hot dog (or two, or three). I did my thing and returned to my seat. Delph, with a look of disbelief, tells me that none other than Mr. Cleveland Indian, Bob Feller, had sat down in my seat while I was gone.

Delph, who now teaches at Herzog University in Toledo, recounted his side of the story in the wake of Feller's death: "When I told him that he was in someone else's seat, he asked where I was from. I said, 'Medina Gazette,' and he replied, 'Medina? Does anyone from Medina pay for their tickets?' I said, 'How much was your ticket?' (Delph confesses he was young and stupid.) Feller begrudgingly got



Mr. Cleveland Indian, Bob Feller

MORE FELLER ON PAGE 6

up and moved."

The other sportswriters in the press box — illustrating Cleveland's reverence and downright fear of Feller — were awestruck. One writer said, 'You're the first guy in history to chase Feller.' Delph replied, "The guy may have won 266 games, but he couldn't get me out."

Unfortunately, I never got the chance over the ensuing 21 years to ask Feller what he had against reporters from Medina, particularly one that, in this case, loved the Cleveland Indians as much as he did.

I wish I could have expressed as much that night in '89, but then again, my mouth was stuffed with free hot dogs. So maybe Rapid Robert had a point.

2011
Ohio Excellence
in Journalism
Awards

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2011 Ohio Excellence in Journalism Awards

The Ohio Excellence in Journalism Awards celebrates 33 years of recognizing the outstanding achievement of journalists in traditional, new and emerging media.

Please visit www.pressclubcleveland.com and download the 2011 Ohio Excellence in Journalism entry materials.

Save the Date: Friday, June 10, 2011 for the Awards Ceremony

FROM THE PRESIDENT

< from page 1

blizzard will be greatly diminished by then. **Wendy Kertesz** is working to get Santa Claus there to hand out some nice gifts. Details as we get closer to summer.

Thanks also to those of you who have sent in your dues for 2011. If you haven't, please see page 4 for more info. Please note: there is a new dues rate structure in effect this year.

Journalists – start getting your best work together and send it to us. The 2011 Excellence in Journalism notices are going out to media outlets throughout Ohio as we speak. More on that can be found on page 6.



This photo was taken from my car window as I sat on E. 105th and realized that getting to the Holiday Party and heavy appetizers was not going to happen.

– Lee Moran

“This Is Larry Morrow”

Hundreds of thousands of fans tuned in to Larry Morrow each morning for an amazing four decades on four radio stations—WIXY, 3WE, WERE, and WQAL.

Larry hit the Cleveland airwaves in 1966 at rock ‘n’ roll powerhouse WIXY 1260 as one of the “WIXY Supermen,” who led that station to #1 ratings.

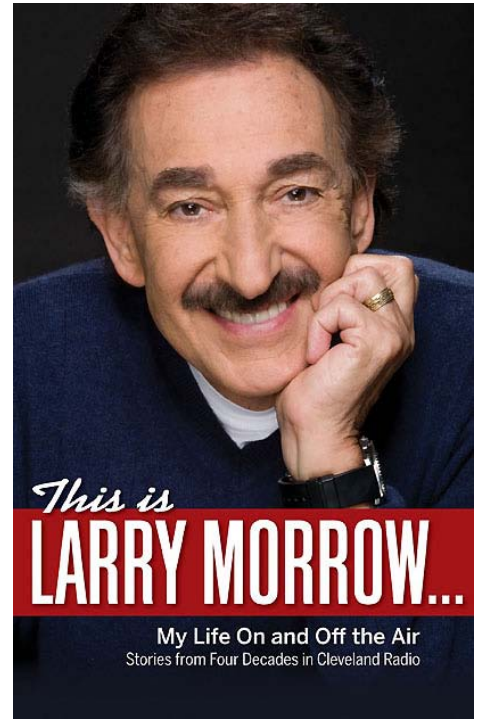
His upbeat and friendly style made him a fan favorite. Always an outspoken booster for his adopted home town—even in tough times when that attitude was uncommon—Larry quickly became popular off the air, too. For his nonstop civic efforts he was given the honorary title “Mr. Cleveland” by former mayor George Voinovich.

Larry was inducted into the prestigious Radio and Television Hall of Fame and is the only Ohio broadcaster nominated to the National Radio Hall of Fame.

He took time to talk to us about his career, the state of today’s broadcast industry and his new book “This is Larry Morrow” (Gray & Co.)

Larry, you’ve been around town for 45 years and seen and heard a lot in that time, so has Cleveland media changed for better or worse in your estimation?

I truly believe consolidation has severely wounded radio. When radio stations



begin telling announcers what to say and when to say it, you have disenfranchised the listener from their favorite announcer.

Has corporate broadcasting killed the radio star?

Sadly, yes! At one time Cleveland radio had a dozen radio and more TV personalities. I find it hard today to name more than a handful. We have no system in

continued on page 3 >

Lake Superior State University Releases Annual List of Banished Words

Every January, Lake Superior State University in Sault Ste. Marie, Mich. releases its annual list of “banished words,” words that were nominated by voters to be “banished” from people’s vocabulary for being chronically overused and misused. Words like “epic” and “viral” may be a common part of students’ vernacular, but could get you shunned by Lake Superior State University in 2011. Words and voters comments as follows:

VIRAL - Often used to describe the spreading of items on the Internet. “This linguistic disease of a term must be quarantined.”

EPIC - “The use of ‘epic’ has become an epic annoyance.”

FAIL - “Fail is not a noun. It is not an adjective. It is a verb. If this word is not banned, then this entire word banishment system is full of FAIL!”

WOW FACTOR - “I miss the old days

when ‘factor’ was only on the math-and-science menu.”

A-HA MOMENT - “A point at which you understand something or something becomes clearer. Why can’t you just say that?”

BACK STORY - “Should be on the list of words that don’t need to exist because a perfectly good word has been used for years. In this case, the word is ‘history.’”

BFF - “People call each other BFF (Best Friends Forever) and it lasts about 10 minutes.”

MAN UP - “Another case of ‘verbing’ a noun and ending with a preposition that goes nowhere.”

REFUDIATE - “Adding this word to the English language simply because a part-time politician lacks a spell checker on her cell phone is an action that needs to be repudiated.”

MAMA GRIZZLIES - “Unless you are

referring to a scientific study of *Ursus arctos horribilis*, this analogy of right-wing female politicians should rest in peace.”

THE AMERICAN PEOPLE - “Aren’t all Americans people? Every political speech refers to the ‘American’ people as if simply saying ‘Americans’ (or ‘people’) is not enough.”

continued on page 5 >

the Byliner

A publication of The Press Club of Cleveland

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Associate Editor

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Ed Byers



Did you know?

While both network and Cleveland radio newscasts jumped in the ratings during World War II, conspicuously missing from any newscast was the local weather forecast. Voluntary censorship made providing any weather information a no-no, so as not to aid the enemy.

The day the war ended in 1945, two big events occurred immediately: gasoline rationing was ended and newscasts could again include the latest weather forecasts.

WGAR jumped off to an advantage by including a live, remote weather report from the U.S. Weather Bureau at Hopkins Airport in its 15-minute newscast at 8:00 in the morning.

MORROW

< from page 2

place for announcers to work hard, make local appearances and build lasting relationships with the greater Cleveland audience.

The broadcasting business was so charismatic and engaging back in the 50s, 60s and 70s.

In the 50s, 60s, 70s and for me, part of the 80s, radio was still active in terms of promoting longevity. That has changed dramatically and all the blame needs to be laid directly at the feet of consolidation. When announcers are not encouraged nor rewarded for their efforts in going to their community, it becomes all for naught. Consolidation has forgotten that a radio station's most advantageous market position is driven by a sincere connection between announcer and audience.

Do the Larry Morrows of the world today have the same opportunity today as you did upon entering broadcasting in the early 60s?

I wish I could say they do but no I don't believe it's possible. A dear close friend, who manages a group of radio stations near by told me just last week, that my approach, like JP McCarthy at WJR in Detroit and Wally Phillips at WGN in Chicago, would not make it in radio today. 3WE (WTAM), WJR and WGN are three of the largest radio signals in America. At the time each one of us owned our audiences in our market. We were all trusted by our managers and audiences. Scottish poet George McDonald observed, "To be trusted is a greater compliment than to be

loved." We were all fortunate to have both.

Are you a big believer in Internet radio?

I'm not sure about Internet radio. I worked on Sirius for almost two years. It was a thrill for me to say each time I opened the microphone: "This is Larry Morrow broadcasting Coast-to-Coast from the Rock and Roll Hall of Fame." I received emails from all over the world. The problem for me was I didn't know them nor could I get close to them. Most were in their cars and I couldn't talk with them either. Not having that close relationship soured it for me. It was painful for me to tell Terry Stewart, I could no longer do this. If Internet radio is going to work, it will have to become localized. Listening habits of young people have changed. I teach Leadership Communications at John Carroll University. When I ask my MBA students how many listen to local radio, the answer is always none.

You must be proud of your accomplishments.

Radio, and my relationship with the greater Cleveland audience, was my life. I had a shared relationship with my audience. I talked about them and the community they lived, loved and raised their children in. Also, respect was the foundation for our close relationship. There was always a sincere desire on my part to place value on our relationship. They felt that closeness and I felt it coming back because I went directly to them on a weekly basis and spoke to them one-to-one. Without that, I would have never been able to sustain that closeness.

The PRESSCLUB of Cleveland

"Serving and honoring communications professionals since 1887."

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Cleveland.com

Welcome New Members



David Pfriem

Job title: Writer

Hometown: Lakewood, OH

College: University of Dayton, Class of 1966

Who/what inspired you to get into writing?

I've always been interested in and enjoyed writing, ever since I was a kid. Throughout my career I was the designated columnist for the company, the newsletter editor, and the guy who wrote works for hire on behalf of the firm. I wrote a nationally-published column for years for what was then called the National Association of Private Residential Facilities, now called ANCOR, the American Network of Community Options and Resources. I finally published my "own" book, a memoir, in 2009. It's been so much fun hearing people tell me what they liked about "Uncommon Bonds." It's a story of growing up

in Cleveland in the 1950s and my experiences in joining and living in a Catholic religious order for six years.

Best part of your job?

Getting people to say "I enjoyed reading that," about whatever it was I wrote.

Thoughts on the state of the journalism industry?

I'm saddened that news in paper form is diminishing. I wish we could get people to read more—or at least learn to get more than just key words from a computer screen.

Why did you join The Press Club of Cleveland?

Tim Ryan invited me, and I thought it would be fun to meet other people who enjoy writing. I can always learn from the pros. I'm looking forward to enjoying my membership. I hope it's as much fun as Tim Ryan tells me it will be.



Christmas comes early for Byliner Editor

Press Club Board Member and Byliner Associate Editor Maryana Bradas gave birth to Colin Christian O'Malley on Dec. 21. Colin weighs in at 7 lbs 14 oz. He joins his brother Liam, age 3. Congratulations to the O'Malley family.

Join The Press Club of Cleveland

Visit <http://pcmembership.dues.eventbrite.com> to renew online.

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Meet the New Board Member



Jeff Bendix

Employer: Advanstar Communications, Inc.

Title: Senior Editor, Medical Economics

Hometown: Cleveland Heights (originally from

Chicago)

Family: Wife, Joan; son, Peter (25); daughter, Lia (22)

Alma Mater: Haverford College

Previously I worked at/as: Reporter, Lake County News-Herald, associate editor, Modern Healthcare magazine, senior account executive, Edward Howard & Co., director of media relations, Case Western Reserve University, freelance writer.

I am most proud of: Raising two great kids, getting an op-ed published in The New York Times

I am happy to serve on the Board because: The Cleveland area has a lot of talented people working in communications and I am looking forward to getting to know more of them through serving on the board.

There is value to being a Press Club member because: Being a Press Club member provides lots of opportunities for professional development and networking.

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
 The Press Club of Cleveland
 28022 Osborn Road
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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

Our deepest sympathy to Press Club Board Member Michael Bennett and family on the passing of his father. Dr. Alan D. Bennett, 83, of Orange died Dec. 21 at the Hospice of the Western Reserve.

John FitzGerald, Pioneer at WJW and Union Leader



John FitzGerald, a pioneer in Cleveland television and co-founder of a radio and television union chapter, died Friday, Dec. 24, at his home after a brief illness.

FitzGerald, 84, of Rocky River, started at WXEL, which later became WJW Channel 8, in 1950, just one year after the start of the station itself. He worked there until 1983, when he retired as sports director, leaving behind a legacy of work on and off the air.

In 1953, FitzGerald was one of the founders of the Cleveland chapter of the American Federation of Television and Radio Artists. He was an officer in the union for more than 50 years and served as the chapter's president for 10 years. Until the time of his death, FitzGerald served as a trustee of the union's national health and retirement funds.

Born in Cleveland, FitzGerald graduated from Lakewood High School in 1944 and the University of Michigan in 1948. He was a commissioned officer in the Navy.

Courtesy of the Plain Dealer



Van Richmond, 85, Plain Dealer Page One Editor

Van Richmond was never comfortable in the limelight. Even though Plain Dealer readers saw his work for more than 30 years, they rarely saw his name.

Richmond, 85, of Rocky River, died Dec. 21, after complications from kidney problems. He was the Page One editor at the newspaper for many years until his retirement on March 1, 1994.

The day Richmond retired, he slipped out the back door of the newsroom, eschewing the usual punch and platitudes. Chuck Caton, who worked with Richmond for years and assumed some of his duties, informed the rest of the newsroom with a simple email: "Elvis has left the building."

Born in Chicago, Richmond lived in Wisconsin and Bergen, N.Y., before joining the Army in 1943. He worked in several editing positions at the Plain Dealer before becoming Page One editor.

Courtesy of the Plain Dealer

Internet Surpasses TV as Prime News Source for the Under 30 Crowd says Pew Research Survey

A just-released study from the Pew Research Center for the People & the Press indicates that for the first time, the Internet has supplanted TV as the primary source of news for people under the age of 30. The figure has nearly doubled since 2007, going from 34 percent to 65 percent.

The national survey by the Pew Research Center for the People & the Press, was conducted Dec. 1-5, 2010, among 1,500 adults reached on cell phones and landlines.

Among those age 30-49, TV has been steadily declining, while the Internet has been rising rapidly, with the Internet expected to surpass TV in the next couple of years.

The decline in the share of Americans

who cite television as their main source of national and international news crosses all age groups. Over the past three years, the number saying TV is their main source has fallen 16 points among 18-29 year-olds, eight points among those 30 to 49, and six points among those age 50 and older.

Interestingly, Pew also notes a correlation between level of education, wealth and TV viewing. Higher educated people, and those with household incomes above \$75,000 were more likely to say their primary source of news was the Internet, while those without a college degree or with incomes below \$30,000 were more likely to cite TV as their primary news source.



BANISHED WORDS

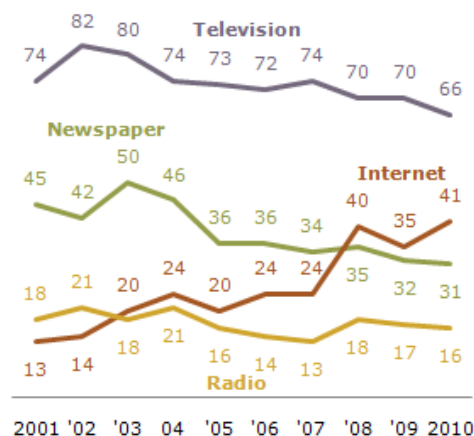
< from page 2

I'M JUST SAYIN' – "And we would never have known if you hadn't told us. 'I'm just sayin'...'I'm not sayin'"...Actually, you ARE saying!"

FACEBOOK / GOOGLE as verbs – "Their use as verbs causes some deep problems. As bad as they are, the trend can only get worse: 'I'm going to Twitter a few people, then Yahoo the movie listings and maybe Amazon a book or two.'"

LIVE LIFE TO THE FULLEST – "First, things are full or they're not; there is no fullest. Second, 'live life' is redundant. Finally, the expression is nauseatingly overused. What's wrong with enjoying life fully or completely?"

Where Do You Get Most of your News About National and International Issues?



PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than 100% because respondents could volunteer up to two main sources. If asked more than once in a calendar year, trend shows final datapoint from each year.

When Bob Feller Showed Us His Digs

By Bob Becker, Press Club Board Member

Editors note: Bob Becker traveled extensively with Bob Feller over the years, having written and produced documentaries on the life of the late Indians pitcher and other Cleveland players.

In 2007 the Cleveland Indians brass decided we would all take a trip to Van Meter, Iowa. Don't know much about Van Meter? Well, there's a famous son who came from there. He's just one of the greatest pitchers ever to throw a baseball. Yes, we're talking about Bob Feller. He was called a lot of things. "The Heater from Van Meter," "Bullet Bob," and "Rapid Robert."

Bob Feller was excited during that summer in 2007 because the Indians front office had sprung for a corporate jet to take members of the Tribe's front office staff and media to Van Meter. It would be the first time Indians execs went to see Feller in the place where he grew up. They were there to see a living icon.

Feller was in his glory that day. He loved to tell stories about his home town of Van Meter. It was still a farming community and Feller had plenty to talk about. Feller first took us to an old bank. The story he tells is that one of the banks in Van Meter was being held up by three thugs. This was probably in the 1930s. The bank manager lived across the street from the bank. Feller says the bank manager grabbed his shotgun, bolted out of his house and started blasting. All three robbers were shot dead. Bob Feller stood there for a moment, paused and said "Instant justice". One of the cool things was that there were bullet holes in the side of the bank.



Bob Feller Museum in Van Meter, Iowa

We moved on to Feller's boyhood home. Here we saw the farm where Feller and his dad played catch. Feller was especially tickled to tell his stories in this setting. Everyone who knew about Feller has probably heard the tales of Feller's dad noticing at an early age that Bob Feller could throw a baseball extremely well. His fastball was blinding. He threw so hard and so fast that the American League of the 30s and 40s couldn't keep up.

Feller continued to regale the Cleveland and Van Meter media with tales of his dad building the "Field of Dreams." Bob's Dad, Bill, knew his son had tons of talent and Bill decided to build a baseball field on some of his farmland. People in Iowa would come from miles around to see the young phe-

nom. No one, and I mean no one, could play like Bob Feller.

Bob was a superstar! Whether it was in the 1930s or the 2000s, Bob carried himself well all the time. But Bob was also a human being. Like many human beings...nature calls upon us occasionally. Well, while we were at the Field of Dreams and listening to Bob's stories, Feller stops talking. He then tells the gaggle of media to turn off their tape recorders, turn off their cameras, and put down their pencils. We waited for a few moments. Bob looks around and says, "I gotta take a pee!"

But don't take away anything from Bob Feller. He was a great patriot and a good man.

Get Your Best Work of 2010 Ready for the 2011 Ohio Excellence in Journalism Awards Competition

Its time to enter your very best work for the prestigious statewide Ohio Excellence in Journalism Awards sponsored by Press Club of Cleveland. For the 33rd year, the awards will once again recognize the outstanding achievements of journalists throughout Ohio.

The entry form, list of categories and complete rulebook can be located on the Press Club of Cleveland Website:

http://www.pressclubcleveland.com/Media/MediaManager/EIJ_Entry2011_0.pdf

The award ceremony will be held Friday, June 10 at the Cleveland Marriott Downtown at Key Center, the same location as last year's successful awards event.

The Ohio Excellence in Journalism Awards is conducted by The Press Club of Cleveland and judged by out-of-state press clubs.

Each year, The Press Club of Cleveland receives more than 1,000 entries from individuals and media outlets across the state, including weekly, alternative and daily newspapers, radio and television

newsrooms, general circulation magazines, business and trade publications and news-oriented Web sites.

Again, the top awards will go to the BEST IN OHIO — Newspaper (Daily and Non-Daily), Magazine, Television Newscast, Radio Newscast, Trade Publication, News-Oriented Web site and Business Publication along with individual efforts in several categories in the state of Ohio.

Don't Miss
the Fun on
June 10th!

