

the Byliner



February 2010

Newsletter of The Press Club of Cleveland

From the President



Ed Byers

I have known a lot of Cleveland Indians baseball managers in my time, dating back to Frank Robinson, but I really have to hand it to new Tribe skipper **Manny Acta**. The show

Manny put on at the Terrace Club at the January 29 Press Club luncheon was nothing short of amazing! Manny was brutally honest, funny and extremely charismatic. Thanks to Manny, the Indians' **Bob DiBiasio**, **Curt Danburg** and **Kristan Dolan** for an unforgettable afternoon at Progressive Field.

Ready to "Make Your Best Pitch?" Just in time for the opening of the Indians 2010 season, we will be back at the Terrace Club at Progressive Field in April for our fourth annual "Make Your Best Pitch" event, this time featuring some of the biggest names in Cleveland television. Stay tuned.

Anybody watching? When overall TV viewership catches a cold, local TV news gets pneumonia. According to the Pew Institute, the latest numbers are chilling. Pew surveys show local television news staffs, already too small to adequately cover their communities, are being cut at unprecedented rates; revenues fell by 7% in the 2008 election year—something unheard of—and ratings are now falling or are flat across the schedule. In network news, even the rare programs increasing their ratings are seeing revenues fall.

Newspaper ad revenues have fallen 23% in the last two years. Some papers are in bankruptcy, and others have lost three-quarters of their value. By our calculations, nearly one out of every five journalists working for newspapers in 2001 is now gone, and 2009 may be the worst year yet. Only cable news really flourished in 2008, thanks to an Ahab-like focus on the election, although some

continued on page 2>

"Serving and honoring communications professionals since 1887."

The Press Club of Cleveland renews its mission to the members it serves

Founded in 1887, the Press Club of Cleveland is an organization for journalists, communications professionals, aspiring communications professionals and anyone who works with them. It is the premier organization on which the media and communications professionals rely for information, education, inspiration and celebration. The Club serves its members by providing social and educational opportunities, promoting excellence in journalism, and honoring and maintaining the rich history of journalism in Greater Cleveland.

Manny being Manny at Press Club luncheon

John Moran

Progressive Field was the perfect place to spend a cold January afternoon talking baseball. The field was covered in snow but the talk of the upcoming baseball season soon warmed the crowd. Guest speaker Manny Acta gave the lunch goers honest insight into his baseball philosophy and garnered laughs with his positive, upbeat attitude that is sure to provide a welcome change in the post-game interviews.

Manny addressed many of the fans' concerns, everything from who's going to hit lead-off (probably Grady Sizemore) to how are we going to manage the prospects and incorporate them into our system. It was good to hear talk of Michael Brantley (too much pressure hitting lead-off right away, but has potential down the road), Carlos Santana (look to see him up in the big leagues this year), and others, as Manny gave us a look into the upcoming season. Talk of players gone by way of trade and missed opportunities from the past were tempered with his optimistic outlook that we gain players by trades, as well. Manny reminds us that we



have many positive things to look for from the Indians this year. We have a great bunch of prospects (one of the reasons he chose Cleveland instead of taking the Houston Astros' offer),

and we are really only two seasons away from a time when we were one game away from going to the World Series. In Manny's world, we start looking in that direction again. Now.

Manny is a realist, acknowledging that his past tenure as manager of the feckless Washington Nationals will not get him an overwhelming positive reaction from the fans in Cleveland, but he correctly points out that most new coaches face the same reality of having to endure a few losing seasons before things turn around for the better. What separates people's perceptions of good managers from bad, says Manny, is the ability to bring home a winner, using World Series Champion manager Terry Francona as a textbook example of a bad manager with

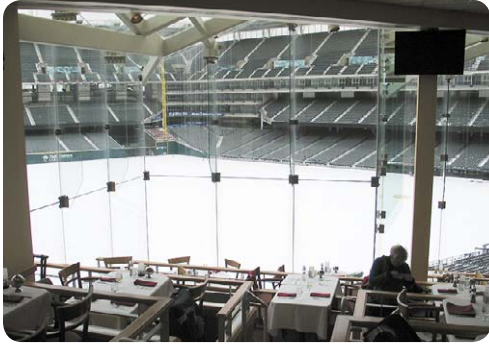
continued on page 2>



Ed Byers and Bob DiBiasio



Slider made an appearance to pose with fans.



A snow covered Progressive field.

MANNY

< from page 1

the sub-.500 Phillies suddenly becoming a genius at the helm of the World Champion Red Sox.

Make no mistake about it, Manny Acta is here to win. If his words are true, he is not concerned with perceptions, images, or sending positive messages in the hope that he will gain fan approval. He is here to do one thing – win. Manny is focused, he is determined, and his positive attitude should play out well with Cleveland Indians fans. Welcome to Cleveland, Manny!

John Moran is the husband of Board Member Lee Moran and an avid Indians fan. He has a PhD in Chemistry and teaches at both Cleveland State University and John Carroll University.

FROM THE PRESIDENT

< from page 1

of the ratings gains were erased after the election.

Pew continues, “Perhaps least noticed yet most important, the audience migration to the Internet is now accelerating. The number of Americans who regularly go online for news, by one survey, jumped 19 percent in the last two years; in 2008 alone traffic to the top 50 news sites rose 27 percent. Yet, it is now all but settled that advertising revenue—the model that financed journalism for the last century—will be inadequate to do so in this one. Growing by a third annually just two years ago, online ad revenue to news websites now appears to be flattening; in newspapers it is declining.”

Perhaps you’ve heard about Newsday. Last October, Newsday, the Long Island daily, put its Web site, newsday.com, behind a pay wall, making it one of the first non-business newspapers to do so. So how is that working for Newsday? Three months later, 35 people have signed up to pay \$5 a week, or \$260 a year, to get unlimited access to newsday.com. That’s right, fewer than three dozen!

Seemingly quite successful in dealing with

A Headhunter’s True Life Tales for the Week of January 25th

Laurie Mitchell | Certified Personnel Consultant



Here is a selection of the week’s bizarre stories!

Story #1/Reference Check on a Senior Sales Executive

It seems that Joe Smith who was generally known to be indecisive and noncommittal was also so unsupportive of the sales managers and reps whom he managed that rather than sign off on their expense reports, he would sign his name on a small post-it which he then stuck on the employee’s hard-copy expense report. Invariably, it would fall off and disappear on its way to Accounts Payable, and the sales person would have to repeat the process until the post-it actually stayed on to the end of its journey.

Story #2/Sweetening a Lousy Offer Turns It Even More Sour

Laurie’s client – without discussing this with her first – extends a lowball offer of employment directly to her candidate. In an effort to increase the compensation when the candidate tactfully declares it too paltry to accept, the client throws in 1000 shares of stock. The caveat? If the candidate leaves the company prior to its sale, then he forfeits the stock. If the company is never sold, the stock is worth-

less to him. If the company is sold while the candidate works there, he receives only the difference between the price on his first day and the sale price, not the entire worth of the stock. Whipped, what a sweetener! Candidate also rejects “improved” offer. Recruiter plans to submit him elsewhere.

Story #3/Talented Advertising Maven Commits Sin of Omission

In 1999, I spearheaded the awarding of a generous scholarship to an impressive CSU senior, and, in 2000, I facilitated her getting a highly desirable entry level position. Four years later, I placed her at a renowned Cleveland-headquartered company where she worked for 18 months before moving on to Wal-Mart. This past week when I read that a fancy-schmancy NYC Ad Agency had hired her in a senior role, I checked her out on LinkedIn. Guess what? She’s stretched her dates of employment at Wal-Mart, left off the big Cleveland company, and attended another college!

I’m looking forward to the coming week’s surprises.

Laurie Mitchell & Company, Inc.

Marketing Communications
Executive Search

mitchellco17@aol.com

www.LaurieMitchellCompany.com

the online vs. print situation is the Business Journal of Youngstown. Publisher **Andrea Wood**, a former Youngstown TV news anchor wooed another veteran Youngstown TV news anchor, Stacia Erdos, away from WPXI-TV, Pittsburgh. Who better to produce and anchor an online newscast for the Business Journal than two seasoned TV journalists? It took off like a rocket and is now paying dividends journalistically and financially.

The success of the Youngstown Business Journal’s online newscast was summed up by Business Journal columnist **Gail White** in the January issue, who pointed to its expediency and simplicity, “The question today is not WHEN do people want to get their news it is: HOW do people want to get their news. With more outlets and all day news channels, People no longer have to wait for the 6 p.m. news. Our news is delivered right to your desktop.”

Speaking of Web-based journalism, we are working on yet another excellent event in May. By popular demand, writing guru **Ann Wylie**, a big hit at our November writing seminar, is coming back to Cleveland and the Press Club for a full-day seminar on writing for the Web.

Stay tuned for details!

the Byliner

A publication of The Press Club of Cleveland

Editor

Lee Moran

Associate Editor

Maryana Bradas

Contributing Reporters

Stu Warner

Ed Byers

Get Your Entries In!

Excellence in Journalism Contest Deadline is February 11

The Press Club of Cleveland's annual Excellence in Journalism (EIJ) Awards competition is designed to honor the outstanding work of our media colleagues in Cleveland and throughout all of Ohio.

Now in its 32nd year, the EIJ contest is designed to recognize excellent reporting, writing and photography.

The entry packets have been mailed to all members and can be downloaded as a PDF or Word doc, from our Web site at: <http://www.pressclubcleveland.com>.

The contest closes at 5 p.m. on Thursday, Feb. 11.

The awards banquet will take place Friday, June 18, The Marriott at Key Center in downtown Cleveland. Save the date!

Our hard-working EIJ committee has been planning another great banquet – and



once again back by popular demand, our M.C.'s, **The Amazing McIntyre Brothers**, Michael of The Plain Dealer and Jim, from WDOK. Keep watching the BYLINER for more information.



A 12-Step Program for Better Online Writing

Stuart Warner | The Write Coach

"But I don't want to give up my clauses, they make me sound important," some journalists have wailed in making the transition from print to online.

"And I like my five-paragraph leads. They build suspense, keep the reader guessing where the story is going."

Sound familiar? Perhaps.

Some writers are addicted to the sight of their own long sentences. But there's a reason online writing needs to be tight, direct. Eye-tracking surveys at Poynter Institute and elsewhere show that online readers scan. That means you have to leave them solid guideposts so they will find their way through your stories. If they have to search halfway through a sentence to find the subject and predicate, you've lost them.

So I'm following up last month's essay on writing for the web with this 12-step program to better online writing based on the works of experts I quoted last week plus old friends like Roy Peter Clark and Jack Hart.

Hello, my name is Stuart and I ...

1. Use the S-V-O sentence structure ... subject-verb-object. If you must use modifying or qualifying clauses, branch them off to the right whenever possible. The S-V-O structure tells your readers immediately where you are going with the sentence. Save the context for later.

2. Use strong verbs and active voice. No different than writing for any other medium.

3. Write headlines that attract atten-

tion. Vivid verbs help headlines just as they do body text. Prefer specific to overly clever. Don't steal the lead in your headline. Address the reader directly when you can.

4. Don't leave readers guessing what the story is about in your lead. You have fewer than 100 words to get their attention.

5. Use concrete language. Dump adjectives and adverbs whenever you can.

6. Hit the period and paragraph keys as often as possible. Short, punchy sentences keep readers moving. More than five lines of type in a paragraph bog them down. Use subheads to break up type.

7. Break up important points with bullets and numbered lists.

8. Find the focus quickly. Make sure your story answers these questions:

a. What happened and what does it mean?

b. Why does it matter?

c. Who will read this story?

d. What does it say about the world, community, etc., where the readers live?

9. Emphasize key words with boldface or hyperlinks. Don't overuse either. Limit the linking phrases to as few words as possible.

10. Write with attitude. There are millions of voices on the web. You need yours to be heard.

11. Read writing out loud before turning it in (write drafts offline whenever possible). Listen to your voice. Does it sound like you?

12. Measure with the Flesch-Kincaid Test.

continued on page 5>



The Press Club of Cleveland

"Serving and honoring communications professionals since 1887."

President: Ed Byers
Medical Mutual of Ohio
216/687-2685

Secretary & Treasurer: Carol Kovach
Sun Newspapers
216/986-6060

VP Membership: Stuart Warner
The Write Coach LLC
warnercorn@aol.com

VP Programming: Bonnie Godbey
News Anchor/Reporter WAKR
AkronNewsNow.com

VP Marketing & PR: Carol Saferin
Mart Saferin & Associates
440/461-6753

Board of Directors:

Margaret Bernstein
e Plain Dealer

John Betchkal
General Electric, retired

Maryana Bradas
Business Wire

M. Jane Christyson
Cleveland Metroparks

Howard Fencil
WKYC-TV3

Bruce Hennes
Hennes Paynter Communications

Wendy Kertesz
MarketingSense

Dustin Klein
Smart Business Network

David Marburger
Baker & Hostetler

Lee Moran
e News-Herald

Tom Mulloy
Call & Post

Pat Panchak
Former Editor-in-Chief, Industry Week

Mary Patton
Patton Public Relations

Denise Polverine
Cleveland.com

Executive Secretary

Lynn Bracic
Professional Management Concepts

Welcome New Members



Rena Tran

Position: Publisher, Editor-in-Chief – Erie Life Magazine

Location: My corporate headquarters are in Erie, but I maintain homes in Ohio, western New York, and Erie.

Hometown: Cleveland, Ohio

Alma Mater: The University of Wisconsin, Milwaukee

How long have you been with Erie Life Magazine? Three years

Why Erie? I was in Erie due to divorce and I had to find a job in my field. I did – but they wanted to pay me what I was earning as a hostess in college. I thought, well if I am going to be broke I may as well be broke on my own terms. I've always wanted to start a magazine and the area and the timing were right. I LOVE this part of the country and I just didn't see it being promoted well. It bugged me. Erie was a natural jumping off place because we are surrounded by the cities we cover: Cleveland, Pittsburgh, and Buffalo, as well as Ontario. I always wanted a product that showcased the tri-state region along Lake Erie.



Mark Toriski

Position: Managing Editor – Erie Life Magazine

Hometown: Titusville, Pennsylvania

Alma Mater: Edinboro University of Pennsylvania

How long have you been with Erie Life Magazine? 2.5 years

Where have you worked previously? This is the first position I've held within my chosen career field since graduating from college.

Is this something you always wanted to do?

Absolutely. I have always wanted to write for a magazine. I intentionally held out from finding work at a newspaper following my college career in hopes of securing a position at a magazine that was fresh, independent, and with a voice similar to Erie Life. I just never dreamed my first job would include helping launch a publication and nurture its growth from a small city magazine to a multi-state city-regional distributed across four states and Canada.

Who is/was your inspiration? Personal inspirations: Dr. William Chandler, a brilliant, dedicated college professor whose teachings

Between jobs? The Press Club of Cleveland is extending a special membership price of \$20 for those who lost their jobs. This membership price will be available for one year for those who qualify. Call The Press Club office at 440-899-1222.

You have made a reputation of being successful in a tough market – how did you do it?

Following the advice of those who have gone before me. I studied successful magazines and implemented their strategies. I also met with very successful business people and asked what three things they would absolutely do and what three they would not. I listened and I did a ton of research. It worked, and of course good old-fashioned hard work. As well as staying true to our mission to deliver the best news about our wonderful region in the highest quality product for our readers.

Who is/was your inspiration? Many people.

My mother and father are by far my biggest inspiration. They were both in advertising and they taught me "it's never good enough, always push to be better." They were both brilliant people. I absolutely idolize Fleur Cowles who published Flair in the '50s. I am also inspired by women like Martha Stewart and Julia Child who both started their careers in mid-life. I love women who are stylish, bold, outspoken but also compassionate and passionate about their work and people. And of course my children – I am the proud mother of two astonishingly smart elementary boys

and life lessons were invaluable to his students; my parents, for graciously demonstrating the values of hard work and sacrifice; and Rena Tran, my first publisher and someone who is not afraid to cut me down if she doesn't feel I am giving my all in whatever I do. Professional inspirations: Jann Wenner (co-founder, publisher of Rolling Stone) for creating a cultural phenomenon that can be entertaining, informative, critical, and adaptive to a changing world for over 40 years; Chuck Klosterman (journalist, author) – he has such creativity in his writing and is a great voice for the aging Generation X.

What do you hope to gain from your membership? As someone who is still in the infancy of their media career, I hope to use my membership with the Press Club to help me grow and prosper in my chosen field. I look forward to the invaluable networking opportunities this membership presents, as well as the potential mentoring myself and Erie Life Magazine could gain from my involvement. Plus, being a devout lifelong fan of the city of Cleveland, its fantastic attractions, and its sports teams (winning seasons or not), I am eager to now have an even closer connection through the Press Club.

who should be copywriters, but right now they are very busy with Nintendo DS and Wii.

What do you hope to gain from your Press Club membership? The opportunity to meet other media professionals, share ideas, find more mentors, and network back in my hometown. I miss Cleveland so much. I cut my teeth in marketing and PR in Cleveland and I was taught by some really fine people. I miss the camaraderie of media folk in Cleveland. I'm looking to reconnect and meet some new folks too. Oh, and I am always looking for great writers.



Bruce Geiselman

Employer: I am looking for new career opportunities.

Position: I've worked as a reporter, copy editor and assistant city editor.

Hometown: Bay Village.

Alma Mater: Ohio

University.

Where have you worked previously? Crain's Waste and Recycling News (12.5 years), The Morning Journal and WOBL Radio.

Is this something you always wanted to do?

I originally pursued a career in broadcast journalism. However, after a few years in that field, I transitioned into print journalism. I've known since I started working on my high school newspaper, The Bay Window, that I wanted a career in journalism.

Who is/was your inspiration? I admired Walter Cronkite and Edward R. Murrow. I grew up watching Cronkite. He represented the best in TV news anchors – objective, trusted and dedicated. As I learned more about Murrow, I began to appreciate him as one of the true pioneers in radio and TV journalism. Murrow tackled tough and controversial topics, even when it put him at odds with CBS. I also have to mention Washington Post reporters Bob Woodward and Carl Bernstein. I first read "All the President's Men" when I was in high school, and it helped convince me that journalism was the career path I wanted to take.

What do you hope to gain from your Press Club membership? I hope for an opportunity to network, to reconnect with old friends, and to talk with others who have common interests. I'm also interested in professional development opportunities available through the Press Club.



The Press Club of Cleveland's Hall of Fame dinner is a chance to meet some of Cleveland's most outstanding journalists past and present. Look for more details in the Byliner and be part of this important event.

2009 Inductees
 (Back Row, L-R) **John Telich, Dick Russ, Walt Bogdanich, Jim Donovan**
 (Front Row, L-R) **Regina Brett, Bill Wynne, Betsy Sullivan & Paul Sciria**

Don't let your skills grow cold this winter

High School Broadcast Journalism Project (HSBJ) is partnering with the National Press Club in Washington D.C. to offer a series of online classes for both professional teachers and professional broadcasters. Each course is about 10 hours of work, including class time and independent work.

Details at www.pressclubcleveland.com

The Press Club of Cleveland Hall of Fame Nomination Form

The Press Club of Cleveland Hall of Fame Selection Committee is calling for nominations for induction into The Press Club of Cleveland's Hall of Fame.

The deadline for nomination is Friday, April 2, 2010

Criteria:

- The nominee must have made notable contributions to broadcast or print journalism in Cleveland and northeast Ohio.
- They have demonstrated exceptional leadership, courage or contributions to the news industry.
- They either have worked in the Cleveland area or, had an exceptional reasonable career here before going elsewhere.

Please provide the following information:

Your Name: _____

Your Phone Number: _____

I nominate (name): _____

_____ (Check here if the journalist is being nominated posthumously)

Background information, including reason for the nomination.
 Why is this individual worthy of recognition? (100 to 250 words. Attach a separate sheet, if necessary).

Please return this form to:

The Press Club of Cleveland
 Attention: Stuart Warner/Hall of Fame Selection Committee
 28022 Osborne Road
 Cleveland, Ohio 44140
 Email: Pressclubcleveland@oh.rr.com

ONLINE WRITING

< from page 3

Shoot for an accessibility score of 67 percent or higher. That means that two-thirds of the adult audience will grasp the meaning your story. (The average New York Times story is around 45 percent.) This means you are using active voice, short sentences and words readers can understand. This memo scores 71.4 percent.

The Write Coach in conjunction with North Coast Education Services will offer courses for serious writers and those who want to be beginning this spring. Contact warnercorn@msn.com for more information. Stuart Warner is president of the Write Coach LLC. He teaches journalism at Case Western Reserve University and is a regional editor for AOL News.

Meet the Board Members:



Lee A. Moran

Hometown: Mentor

Alma Mater(s): None.

I went straight to The News-Herald

Employer: The News-Herald

Title: Production Manager
Responsibilities with

the Press Club? Co-Chair of Excellence in Journalism Awards, Editor of the Byliner

I like being a Press Club Board Member because: The board members are a dynamic and diverse group of professionals. I learn something new at every meeting. Also, I enjoy the history of The Press Club and take pride in being part of its future success.

There is value to join The Press Club because: You have the opportunity to meet some of the area's best and brightest. The programs are interesting and timely. It has kept me a member for over 15 years!
Other organizations to which you belong and serve? Graphics Design Advisory Board, Lakeland Community College, Johnnycake Jog Committee.