

the Byliner



June 2009

Newsletter of the Press Club of Cleveland

From the President



Ed Byers

Here's a really cool invitation:

We are inviting you to join us as we salute Ohio journalism's best on Friday, June 19 at the Press Club's 31st annual Excellence in Journalism (EIJ) Awards at the Marriott Key Center in downtown Cleveland.

You'll enjoy a nice dinner and have the option of spending the night at the Marriott – and then take in some of the sights of the city with a guided tour of the Progressive Field, special pricing for entrance to Rock and Roll Hall of Fame and Great Lake Science Center the next day. Sound like fun? Watch for more information coming your way shortly. My special thanks to Wendy Kertesz, Lee Moran and their EIJ committee for what promises to be the best EIJ Awards show ever.

And talk about a show! - Back by popular demand this year as EIJ Masters of Ceremonies – the McIntyre Brothers, Michael K. McIntyre of the Plain Dealer and Jim of WDOK. They blew us away last year and we are thrilled to have them back!

I always look forward to the annual Hall of Fame reunion at Nighttown and this year's bash was a really good time. The article and pictures are on the right.

Speaking of the Hall of Fame, Stu Warner and his nominating committee are putting the finishing touches on the nominations for the Cleveland Journalism Hall of Fame's class of 2009. Talk about a tall order. Look for your ballot soon.

I would be remiss if I didn't mention Ted Henry and Brent Larkin. Both of them are now retired and will be missed.

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Hall of Fame & After-Work Party Revels at Nighttown

Stuart Warner

Angst over the future of the business. Concern for our younger colleagues. Yet belief that their technical wizardry will produce an economic model that will allow them to earn a living practicing the craft that we loved. All words spoken at the third Annual Press Club of Cleveland Hall of Fame Reunion & After-Work Party on May 18 at Nighttown where the skills and virtues represented by our Hall of Famers were represented, discussed and debated, including the hope that the journalism values they stood for will not be lost in an industry that is spinning upside down.

At least a dozen HOF members were on hand. TV-8's Danny Coughlin, was the last

to arrive, of course, making a boisterous entrance.

Hall of Famer Cynthia Dettelbach was

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Ned Whelan, Ron Syroid & Stuart Warner

House Speaker Budish Addresses Press Club Luncheon

Stressing six themes - jobs, jobs, jobs, education, a balanced budget and his preference for bi-partisanship - Ohio House Speaker Armond Budish came to Nighttown on Monday, June 1st for a Press Club of Cleveland luncheon.

Budish, first elected to the Ohio House of Representatives just two years ago, became the first Speaker of the Ohio House in over 75 years to hail from Greater Cleveland. An attorney, Budish wrote the "You and the Law" column for The Plain Dealer for over 25 years. He is also the host of "Golden Opportunities" on WKYC

TV-3 and the writer, with his wife Amy, of several consumer-oriented books on probate, Medicare and elder law.

After a rousing pitch for new memberships for The Press Club to the 88 people in attendance (many of whom were there as guests) by Press Club board member and writing coach Stuart Warner, Budish was introduced by Ed Byers, President of The Press Club. Chairman of the luncheon was Press Club board member Bruce Hennes.

Photos from the event can be seen here: <http://tinyurl.com/pclubbudish>

more pics on page 6>



Mayor Deborah Neale, Allan Krulak & William Joseph



Laurie Mitchell, Ed Byers, Terry Stewart & Armond Budish

The Unspoken Interview Assessment:
Credibility/Judgment/Trust

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While stellar written and oral communications skills and technical qualifications are, of course, essential to securing a new position in the

increasingly more competitive interview process, candidates often forget some of the intangibles upon which they are silently critiqued.

As they question you and as they pose hypothetical situations, hiring influences and HR professionals are constantly probing for evidence of common sense and sound judgment. A candidate's personal presentation and portrayal – the story telling -- of her career are examined in terms of whether or not she is credible.

Will her counsel be sought and followed by key decision-makers? Will she be invited "to sit at the table"? Will executives trust her? Are her answers thoughtful and on point? Can she be groomed for more senior positions and/or added to the group of employees being tracked for corporate succession planning purposes?

Do the questions she asks demonstrate business acumen and insight? Is she self-deprecating? Poised? Not to mention widely read and intrinsically interesting? Can she make utterly delightful and upbeat small talk? How good are her social graces? Her sense of humor? Does she chew with her mouth open, snicker when the cork is sniffed, leave her soup spoon in the bowl?

The search for good judgment is the unwritten agenda in every interview and the hidden component in every job description.

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Bob Snyder, Former Press Club President Dead At 64

Served three-terms as Press Club President



Robert H. "Bob" Snyder, 64, former Press Club of Cleveland president, journalist and trade association executive died Saturday, May 9, 2009 at his home in Columbus, Oh.

Bob worked for The Plain Dealer for 18 years, first as a Columbus reporter, then Columbus Bureau Chief, Washington Bureau Chief, National Editor, Assistant News Editor and Assistant Managing Editor. He also wrote a Sunday column in The Plain Dealer for seven years.

Affectionately nicknamed "Snyderman," Bob Snyder served three terms as President of the Press Club of Cleveland in the 1980's, boosting membership from 160 to more than 570. He also established a reciprocal agreement with Press Clubs around the nation to judge each other's journalism

contests.

Under Bob's tireless leadership, the Press Club underwent a renaissance. Lynn Bracic was hired as executive secretary and at a 1987 Press Club centennial party organized by Bob, 350 members were treated to a 17 piece dance band, four nationally syndicated cartoonists who drew caricatures for the crowd, casino games, a roving magician and five Cleveland TV anchors who appeared together for the first time ever.

Bob left The Plain Dealer in 1989 for Crain's Cleveland Business where he served as managing editor for two years. In 1991, Bob joined the Ohio Electric Utility Institute (OEUI), where he served as vice president and then president until his retirement in 2004.

Donations may be sent to the American Diabetes Association in memory of Robert H. Snyder. Condolences may be sent to www.rutherfordfuneralhome.com.

PARTY

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making her final appearance as editor of The Cleveland Jewish News, her retirement effective by the time you read this.

Former PD reporters Tom Andrzejewski, Don Bean, Bob Dolgan and Dick Zunt were on hand along with Fred McGunagle and Betty Klaric of the Press and legendary editors like Arnold Miller, Mike Roberts and Rich Osborne, who has crossed over to the publishing side. And how do you categorize Ned Whelan, former print and TV reporter turned author and public relations guru? That why he's in the HOF.

Photos of the event can be viewed online at <http://tinyurl.com/qxbjln>.

Two finalists for the Class of 2009 were also there -- two-time Pulitzer finalist col-

umnist Regina Brett of the PD and author and former PD photographer Bill Wynne, who was recently inducted into the Ohio Senior Citizens Hall of Fame.

Bruce Hennes of Hennes Communications, chairman of the event, welcomed the Hall of Famers as did club president Ed Byers and vice president/programming Bonnie Godbey. Ron Syroid, president of the Press Club of Akron, acknowledged the new reciprocal arrangement between the two clubs, allowing members to attend each other's events at membership rates.

After that, the honored guests and friends did what journalists do so well -- enjoying the drinks and free food supplied by Nighttown, home of the Press Club of Cleveland.



David Molyneaux, Mike Roberts & Tom Andrzejewski



Dan Jacobs, Carol Saferin & John Betchkal

Pushing out with Social Media

Breakfast was served at the Tri-C Metro Campus, Wednesday, May 6. More than 50 early risers listened as Howard Fencil, Assistant News Director at WKYC TV3 led the way in explaining how these new and evolving social technologies can play a real part in our business.

Featured panelists Edward Esposito, VP of Information Media-Rubber City Radio Group, and AkronNewsNow.com explained, "It all comes to building up your own brand and having good content that people want. The online numbers are enormous. We're now dealing with an audience as big as the Superbowl everyday." Esposito warned those skeptical of social media to get on board quickly. "We (traditional journalists) no longer own the news and people who don't want to ride this train (social media) need to get off."

Denise Polverine - Editor-in-Chief, Cleve-



land.com. added "As journalists, we're reinventing ourselves and engaging our audience. News is now a two-way street. I tell my producers, 'Don't ever get too comfortable, things are changing every few months.'

Channel 3 News Anchor Eric Mansfield shared his success with using Twitter telling the group "We can put out a request for eyewitnesses to breaking news on Twitter and Facebook and get immediate responses as to what is happening and then send the news crews out to interview them. It is a time-saver and incredibly valuable."

In all, every company, whether big or small, can use these free technologies to capture the most valued commodity, people's attention.

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Ohio Journalism History at Nighttown

Next time you're in Nighttown, make sure you spend a little time visiting The Press Club of Cleveland's Journalism Hall of Fame and the club's visual archives, which include iconic, large-format photos famous personalities and events from our area. One of the large photos on Nighttown's wall is the famous, Pulitzer Prize winning photo taken by photographer John Filo of Mary Vecchio at Kent State University when four students were killed during a student protest against the war in Vietnam.

On Monday, May 4, 2009, John Filo and Mary Vecchio shared the dais at the 39th anniversary commemoration of that tragic event. While not the first time the two met and talked, it was the first time they'd done so on the campus of Kent State University since the photo was taken in 1970. You can read all about this year's KSU commemoration and the meeting of these two star-crossed people on the website of The Beacon Journal here: <http://tinyurl.com/dycgen>

FROM THE PRESIDENT

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Good luck guys.

Sadly, we note the passing of Bob Snyder. Bob was an unprecedented three-term President of the Press Club of Cleveland. Only 64, he passed away at his home in Columbus. His obituary appears on page 2.

It's time to get out and enjoy summer, northeast Ohio's shortest season of the year. We'll see you at the EIJ awards on June 19.



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Past President: Dan Jacobs
Landscape Management Magazine

Welcome New Members



Greg Saber

Hometown: Cleveland, Ohio

Education: Kent State University

Who/What inspired you to get into radio news?

All the great Network reporters and anchors of the 1960's and 70's. Your work has been honored nicely over the years.

Thoughts on the state of the broadcast journalism industry?

There is always a tug-of-war between reporters and those

making budget decisions. In these economic times, keep your perspective.

Why did you join the Press Club of Cleveland? Since the Press Club has given me several awards, it's time to join! Also, the networking options the Press Club of Cleveland provides are great!

How can you be reached? Home 216 663-0720 Cell 216 262-1711

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(anything else you can add) It's great to now be a Press Club of Cleveland member!

Julie Wallace

Elyria Chronicle-Telegram

Job title: Managing Editor

Hometown: Elyria, Ohio

Alma Mater: Midview High School in Grafton, Bowling Green State University

How long have you been with The Chronicle-Telegram? This is my second stint – I was here 11 years my first time around, leaving when I was the metro editor. I spent a little more than six years at the Akron Beacon Journal before returning here two years ago to be the assistant managing editor. (I lived in Elyria while working in Akron – that would be a 52-mile one-way trip, thank you very much!)

The best part of your job? A great, no-doubter Page 1 story that I hear people talking about at the gas station and the coffee shops around town.

Worst part: Meetings.

Your take on the state of the newspaper business today? Painful. We've all morphed ourselves into pseudo-media companies with video and killer Web sites. The

problem? We haven't figured out how to make enough money from those Web sites to pay for great reporting. Once we figure that out, we'll be fine. Until then, it's going to be ugly.

Why did you join the Press Club of Cleveland? I joined because I think it is crazy to think that the management of The Chronicle can do it alone. This area has a huge wealth of knowledge, and we all need to share what we can to ensure we all survive these trying times. After all, isn't our goal the same? To engage our readers and viewers by giving them solid, complete and interesting material and still stay within our tightening budgets. We are all better because of the high level of competition and professionalism in our area, and if one of those media partners doesn't survive, we all are worse off for it.

What do you hope to gain from your membership? Knowledge. Information. Friendship.

Join the Press Club of Cleveland

For 120 years, the Press Club of Cleveland has provided a place for journalists, public relations, corporate communications and advertising professionals to gather and exchange ideas.

The Press Club of Cleveland strives to promote excellence in journalism, educate future professionals and maintain

a history of journalism in Cleveland. Provocative and informative programming is scheduled throughout the year, with discounts offered to members, along with our Free for Members series the Press Club of Cleveland is a value.

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

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The Search for a Publisher

Stuart Warner | The Write Coach

If it is true that we learn from our failures, then I should be an expert by now on book publishing.

I've had three proposals out over the past two years – A biography I wrote myself, a young adult novel I edited for a client and a true crime story I'm writing with a partner. I got a New York agent for awhile and I've had my proposals read – and rejected – by some of the top publishers and agents in the country. That's something, I suppose.

In the process, I guess I've learned a few lessons about the publishing industry worth sharing.

No. 1 – Your best bet is to try regional publishers. Gray & Co. Publishers in Cleveland is a haven for local authors. Orange Frazer Press in Wilmington is another highly respected Ohio publisher. It recently published my friend Marcia Pledger's book, "My Biggest Mistake ..." – a collection of her columns from the PD. Self-publishing is another option. Search the Internet – you'll find how-tos.

No. 2 – But let's say you think you've got a shot at getting a national publisher. You think you've written the Great American Novel or the next "Tuesdays with Morrie." Prepare for disappointment. The book industry is in much the same shape as the newspaper industry. Nobody's looking for new authors writing about unknown subjects. Still, there's a chance they can find you.

No. 3 – Find an agent. Many national publishing houses won't even open unsolicited manuscripts. Some have a policy of tearing them up immediately. I was successful in getting my first proposal to a national editor – just by dumb luck – but all that got me was six months of non-committal responses. I finally realized I needed an agent.

No. 4 – Not just any agent will do. You have to find one who handles the type of book you are writing. Don't send a grizzly true-crime proposal to an agent who handles children's books or a how-to to an agent who specializes in fiction. The best way to find an agent is to get a published author to introduce you to an agent. I've been fortunate enough to have two friends introduce me to their agents – unfortunately, they didn't handle the kind of books I was peddling. Another good method of finding an agent is to go to a book store, find successful books in similar genres to what you're writing and turn

to the acknowledgements. Authors almost always thank their agents there. I found my agent through an internet search site that helps you match agents and genres – Agent Query ... <http://www.agentquery.com>. Another good one is QueryTracker.net www.querytracker.net. Together they list more than 1,200 agents.

No. 5 – Now you've found the agent you think is going to lead you to riches. Don't send him or her anything yet. Prepare an outstanding proposal. Every reputable literary agency has a web site with submission guidelines. Generally speaking, for fiction books, an agent will want to see a short summary of the book and the first five or 10 pages. But if five or 10 pages is all you've written, don't bother sending it. If your query is accepted, most agents representing fiction will want to see a finished manuscript immediately. It's a bit different with non-fiction. Again you have to prepare a query letter summarizing the book but if they accept it, they usually will make a decision on representing your book based on two or three finished chapters, an author bio and a tightly written chapter summary.

No. 6 – What do you say in your query? The query letter I wrote for the fiction book I edited was only three paragraphs – I used a quick scene from the book, then explained what it was about, who was the target audience, why people would read it and the length of the finished manuscript. An agent for one of the largest agencies representing young adult fiction said she thought it was an outstanding proposal and based on that and the first 10 pages, agreed to read the entire manuscript. Alas, her agency decided not to represent the book. For my fiction proposals, I have written more – up to eight pages. Again, I used a scene from the book and the marketing essentials. An editor at HarperCollins said it was one of the best proposals she had read. But she and every other publishing house that read it said that the topic – a high school basketball coach – just wasn't marketable on a national level. If you'd like to see a copy of either proposal, send me an e-mail at warnercorn@msn.com.

No. 7 – After you've finished your proposal, how do you send it to prospective agents? Most agencies that accept unsolicited manuscripts will also accept e-mail queries. But DO NOT send any attachments. Almost every agency I've come across automatically

deletes anything with attachments. I suppose there is reason to worry about authors scorned. If you send your proposal electronically, cut and paste it onto the body of the e-mail. For fiction, just the short summary and first few pages. For non-fiction, just the proposal. If you are sending non-fiction by snail mail, you can include the three chapters and the chapter summary.

No. 8 – When you're sending to agents, let them know if they're the only one getting the proposal or if you're blanketing the universe with it. Most advise that they prefer to be your one and only, but I had more success with the shotgun approach.

No. 9 – Before you do any of this, ask yourself why anyone would read your book. Family and friends aren't good barometers. Unless you know an awful lot of people, your book is going to have to appeal to strangers all over the country. So be honest with yourself before you start sending proposals to agents. And survey the bookstores to see what's already been written on your topic: If you're going to write a weight-loss book, you better have something new to say. And if you're going to write about a high school basketball coach, as I learned, he better be damn interesting and your writing better be damn good.

No. 10 – Good luck. And be patient. Six to eight weeks is a millisecond in the literary world. And many agents won't bother to respond at all. But remember, J.K. Rowling searched for seven years before she found a publisher for her first Harry Potter book.

Here are some recommended reading suggestions from the Waxman Literary Agency web site:

Book Proposals That Sell: 21 Secrets to Speed Your Success by W. Terry Whalin

100 Things Every Writer Needs to Know by Scott Edelstein

Your Novel Proposal: From Creation to Contract—The Complete Guide to Writing Query Letters, Synopses and Proposals for Agents and Editors by Blythe Camenson & Marshall J. Cook

The First Five Pages: A Writer's Guide to Staying Out of the Rejection Pile by Noah Luke-man

Stuart Warner is the former writing coach and projects editor at The Plain Dealer. For more tips on good writing, check out his web site thewritecoachonline.com. You can contact him at warnercorn@msn.com.

Cleveland Journalism Hall of Fame Class of 2009 Finalists Announced by Press Club

The Press Club's Hall of Fame nominating committee has selected the slate of finalists for induction into the Press Club of Cleveland's Journalism Hall of Fame for 2009.

This year's finalists are:

Regina Brett - Plain Dealer columnist and two-time Pulitzer Prize finalist.

Ken Courtright - Legendary Cleveland radio newscaster (KYW, WKYC-WGAR-WJW).

Jim Donovan - WKYC TV 3 Sports Director and voice of the Cleveland Browns.

Vernon Henry - Award-winning veteran editor at Advanstar Communications and Rowley Publications.

Kit Jensen - Ideastream executive who helped engineer the merger of WCPN-FM and Channel 25.

A. Grace Lee Mims - Pioneer of WCLV-FM's Black Arts Show.

Dick Russ - Current WKYC and former WJW TV 8 News reporter/anchor.

Paul Sciria - Former street reporter at KYW-TV (WKYC-TV 3).

John Teresko - Industry Week editor, reporter for 50 years.

William Wynne - Author, former Plain Dealer photographer and Pulitzer finalist

Hall of Fame nominating committee chairman Stuart Warner said ballots will be going out to all Press Club members and Hall of Famers this month. Warner said the ballots will be tabulated and the inductees will be announced the first week of August. The induction ceremonies is scheduled for late October.

New Plain Dealer Editorial Page Editor Elizabeth Sullivan and New York Times Pulitzer winner Walt Bogdanich, who were both elected last year but were unable to attend, will be honored at the ceremony as well as the winner of the 2009 Chuck Heaton Award and the Pioneer Award.

The Press Club of Cleveland invites you to

Ohio Excellence in Journalism

Friday, June 19, 2009

5:30 p.m. Cocktails • 6:30 p.m. Dinner & Awards Ceremony

Marriott Downtown at Key Center, Cleveland, Ohio

Cost \$60 per person *Includes two complimentary cocktails*

Stay the night continue the fun!

Overnight accommodations at Marriott Downtown at Key Center. \$119 + tax, includes breakfast. (216) 696-9200

Saturday Excursions - We have planned three exclusive opportunities for you to explore Cleveland. 10 a.m. until noon, \$15 per person

Rock n' Roll Hall of Fame - includes transportation from the Marriott to the museum and your admission.

Great Lakes Science Center - includes transportation from the Marriott to the museum and your admission.

Progressive Field - get a behind-the-scenes tour of this state-of-the-art sports venue. Includes transportation from the Marriott and your admission

REGISTRATION

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Follow the event on Twitter
09EIJ_Cleveland



Mayor Ed Kelley & Bruce Hennes



Michael Bennett & Marilyn Karfeld



Attendees enjoying lunch at Nighttown.



Gordon Petitt & Shirley Morgenstern



Visit our Web site for club news and
details on all events

www.pressclubcleveland.com