

## PD print a survivor



**Michael E. Bennett**  
President, Press Club

Cleveland will still have a seven-day-a-week printed newspaper. That's quite a feat for a major metropolitan paper these days, especially considering The Plain Dealer's corporate owners reduced their Times-Picayune in New Orleans to three days a week and replaced the Ann Arbor News with a twice-weekly product.

The PD announced in early April that readers will be able to get home delivery three days a week from The PD. For the other four, they'll have to walk to their neighborhood drug store, assuming they live in a neighborhood that still has a corner drug store. Ted Diadiun suggested in a column there might be entrepreneurial efforts to provide other delivery options.

Still, the key to The PD's future success, in addition to staff and corporate restructuring with Cleveland.com and the Sun papers, is the success of the electronic edition. The technology that allows a reader to scan and turn laid-out pages on a computer, tablet or phone has been looked at as a way to "save" the newspaper industry in some form. Time will tell.

Cleveland is hardly the first to go "digital first." And it won't be the last. It points to the need to redouble our efforts to cross-train for the new era – the goal of The Press Club's multi-media communications series. Join us for the last two programs even if you haven't been able to attend the first two.

### Seeking fame

This is a busy time for the Cleveland Journalism Hall of Fame. I hope to see you at the After-Work Party & Hall of Fame Alumni Reception on Wednesday, May 22, from 5-8 p.m. at Nighttown in Cleveland Heights. Great way to network, socialize, relax and mingle with each other, and with those who built (and

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## WKYC journalists to emcee Excellence in Journalism Make your reservations today

The Press Club is pleased to announce that two engaging multi-media journalists will emcee the 2013 Excellence in Journalism awards: Marcus Walter and Jason Nguyen, both of WKYC-TV Channel 3.

The event will be held on Friday, June 7, 2013, at the Cleveland Marriott Downtown at Key Center. Be sure to mark the dates in your calendar



**Marcus Walter**



**Jason Nguyen**

now, and make your reservations online at [www.pressclubcleveland.com](http://www.pressclubcleveland.com) or call 440-899-1222.

This is an event you don't want to miss – a celebration of the best of journalism from Cleveland and around the state.

Great networking, great food, great presentations ... everyone goes home a winner.

*continued on page 4 >*

# You're Invited!

6th Annual Press Club of Cleveland

## After-Work Party & Hall of Fame Alumni Reception

Wednesday, May 22 from 5 to 8 pm  
at Nighttown



*Please join us at Nighttown, the home of The Press Club of Cleveland, for an After-Work Party and to welcome, celebrate and thank The Press Club Hall of Fame honorees for their years of service and journalism to our community.*

### Hors d'oeuvres with cash bar

Complimentary admission to Hall of Famers, Press Club members and a guest/spouse. You must register online to attend at no charge. All others \$10.00. Register online at: <http://pchalloffamereunion2013.eventbrite.com>. Registrations are a must to attend! Please include names of all attendees on registration form.

### Register Online:

<http://pchalloffamereunion2013.eventbrite.com>

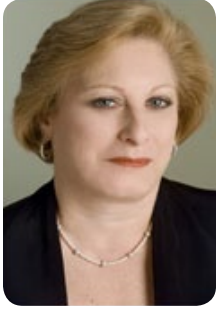


Nighttown is located at  
12387 Cedar Road  
(at the top of Cedar Hill in  
Cleveland Heights)

[www.nighttowncleveland.com](http://www.nighttowncleveland.com)

## How many manhole covers are in Los Angeles?

By Laurie Mitchell, Certified Personnel Consultant



Twenty years ago, an EVP/Marketing at one of the largest banks in town castigated my candidate – interviewing in his office – because “your (brown) shoes are the wrong color and you live downtown ...

bankers live in the suburbs.” Ignoring that this urban pioneer could walk to work, get in early and stay late to satisfy a demanding, workaholic boss, the banker’s stupid, mean-spirited comments were intended to rattle the candidate and dispose of him.

Now I realize that the executive was using a primitive forerunner of what today is called “Extreme Interviewing,” a process designed to test the candidate’s mettle by making him or her ill at ease with many different interviewers.

Self-reverential managers who ask all-the-current-rage, oddball interview questions maintain that they are only testing how well a candidate thinks on his feet, and with what level of grace and humor. I often wonder if perhaps we should label this latest interviewing trend sadistic.

Annually, Glassdoor.com compiles the “Top 25 ‘Oddball’ Job Interview Questions”

### SURVIVOR FROM PAGE 1

in many cases still sustain) journalism in Cleveland today.

It’s also time for Hall of Fame nominations. Please submit names asap to [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com). Include the person’s name and at least a few lines about their contributions to journalism. After being reviewed by a committee, finalists will be voted on by club members. Nominees are also being sought for the Chuck Heaton Award.

taken from submissions by those who were on the receiving end. The published survey also lists the names of the companies where the questions were asked. These samples are from the 2011 and 2012 lists.

“Estimate how many windows are in New York.” – Asked at Bain & Company.

“What kitchen utensil would you be?” – Asked at Bandwidth.com.

“How many quarters would you need to reach the height of the Empire State building?” – Asked at JetBlue.

“If you were to get rid of one state in the U.S., which would it be and why?” – Asked at Forrester.

“How many people are using Facebook in San Francisco at 2:30 p.m. on a Friday?” – Asked at Google.

“Would Mahatma Gandhi have made a good software engineer?” – Asked at Deloitte.

“How much money did residents of Dallas/Ft. Worth spend on gasoline in 2008?” – Asked at American Airlines.

So, what’s a stressed out, surprised candidate suppose to do and say? First, smile or chuckle, and reply something to the effect of, “Gee, glad you asked that as I’ve been pondering this subject all week.” Make sure that you keep your composure, go with the flow, and give an equally charming short

and sweet answer. Then hope the next question is more relevant to your skill set.

In the ’80s, I trained my candidates to answer psychological thrillers such as “If you could be any vegetable, what would it be and why?” or “What vegetable do you NOT want to be and why?” Answers: “Asparagus because they’re elegant and must be gently picked by hand” and/or “I don’t want to be a root vegetable which grows underground in the dark.” Alternatively, “I don’t want to be a potato because they get boiled, baked, fried, scalloped or mashed” or “I don’t want to be a tomato that is thrown at people.”

Interview styles are indicative of the times but there will always be jerks who ask silly questions in lieu of substantive ones just because they can. Deploy a sense of humor and never let anyone get the best of you no matter how hard they try. Remember that often the best deals are the ones you don’t make.

### Laurie Mitchell & Company, Inc.

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### Hear ye, hear ye!

The Press Club of Cleveland is always in need of judges for journalism contests hosted by other clubs. Maryana Bradas, who coordinates the efforts for us, sent an appeal recently. This is a reciprocal courtesy – they judge our contests, we judge theirs, and everyone is a winner.

We need immediate judges for contests in Omaha and Los Angeles. By virtue of being a club member, you are qualified to judge a contest: judges need to have a love of journalism, be willing to express opinions about examples of it, and agree to put in the time (it’s not that much) to help our fellow communicators around the country.

It’s easy too – entries are now online, so all you need to do is click, read and judge.

It’s a long and rich tradition (the judging, not the clicking). Please be a part of it. Contact [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com) or 440-899-1222 to offer to help now or in the future.

See you online ... and at some of our upcoming events.

PS: The Byliner is looking for contributors. Have any thoughts to share? Submit pieces to [meben-nett@outlook.com](mailto:meben-nett@outlook.com).

## the Byliner

A publication of  
The Press Club of Cleveland

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### Associate Editor

Maryana Bradas

## Press Club Member Anniversaries: April

Dick Feagler  
April 4, 2004

Ken Trump  
April 10, 2010

The screenshot shows the Press Club of Cleveland website. At the top, it says "The PRESS CLUB of Cleveland" with the tagline "Cleveland's Journalism Professionals Since 1927". There are navigation links for "About Us", "Events / Awards", "Resources", "Join Press Club", "Become a Sponsor", and "Contact Us". A "Join Press Club" button is visible. Below the navigation, there's a "What's New?" section with a photo of people at a meeting and text about the club's 90th anniversary. At the bottom, there are two columns of text: "Who is The PRESS CLUB of CLEVELAND?" and "Why Join?".



## Making media social

Second workshop in series provides hands-on exploration of apps

Evernote ... Storify ... Flipboard ... confused yet? How about Google Drive, Vine and Tumblr? All play varying roles of importance in social media today, and therefore an increasingly important role in journalism today ... and in the future.

These were just some of the topics discussed – and tried out – by participants in The Press Club's second workshop in the series "Mastering Multimedia Communications; Reinventing yourself for a cross-platform world." Brandon Simmons, a multimedia journalist and trainer at WKYC-TV/Channel 3, helped the group explore "Using Tools of the Trade" on April 10 at Cleveland State University.

In the first workshop, "Telling Visual Stories" on March 6, Mike Harris, chief photographer for WEWS-TV/Channel 5, taught the group about lighting, sound and other ways to capture great visuals. He emphasized the importance of doing basic journalism and reporting and not just focusing or relying on the technology.

The workshops followed the Feb. 6 series kick-off at the Market Garden Brewery. Two more workshops are planned. (See list on page 4 or visit [www.pressclubcleveland.com](http://www.pressclubcleveland.com) for details and to sign up now.)

Simmons emphasized how smartphones are taking journalism to a new level. One device can be used to take notes, record audio, transcribe speech, and shoot and edit photos and video -- not to mention upload everything to a website or other news platform. Oh yeah, and make a phone call. "It's the key player in every form of information



dissemination," he said.

He explored a variety of note-taking and video apps, and gave hands-on demonstrations of how to best use the apps for shot composition, focus and lighting. Big tip of the night: "Don't shoot vertical video. It doesn't work on TV, web, or anywhere." Once the video is shot and edited (all on the smartphone), there are a variety of ways to deliver it – email being the least effective.

As social media expands, news organizations have to take more prominent roles.

"If it's not on social media, I probably didn't see it," he said, echoing a common theme for younger (and other) generations. "News consumers won't wait to get news. You must push it out to them as quickly as possible or risk becoming old news. People take note of where they saw it first."

He also noted it's important to remember that social media is two-way communication. "When people respond with questions, try to answer them."

## Ned Whelan: Definitive chronicler of Cleveland

Cleveland journalism lost another giant recently with the passing of Ned Whelan, who was inducted into the Press Club's Cleveland Journalism Hall of Fame in 2000. The following obituary was published online March 21, 2013, by Cleveland Magazine, where Whelan had worked for more than a decade before launching what became a successful public relations firm. It is reprinted here with permission.

Former Cleveland Magazine editor Mike Roberts will have a column about Whelan in the May issue. Pick up a copy or check [www.clevelandmagazine.com](http://www.clevelandmagazine.com).

More than any other writer, Edward P. "Ned" Whelan, Cleveland Magazine staffer from 1973 to 1987, crafted the definitive profiles of Cleveland's most controversial political figures and most infamous crimi-

nals. Whelan, whose career ranged from The Plain Dealer to public relations, died last night at age 70 in Arizona, where he was visiting his daughter.

When Cleveland Magazine was new, the brash upstart in a two-newspaper town, Whelan's work -- aggressive, deeply reported, with an eye for character and human frailty and hubris -- played a key role in establishing us as a force among the city's media.

Whelan's work on the Cleveland Mafia has no equal. For more than a decade, he chronicled its power struggles, rages and lethal decline. His Mob articles are the original source of every retelling of the tale, from history books to documentaries -- and they even became a reference for the mobsters

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## The PRESSCLUB of Cleveland

*"Serving and honoring communications professionals since 1887."*

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## White House reporting lecture May 5



Members of The Press Club have been invited to a free lecture by Ellen Ratner on "Working with the White House and the International Media." The talk will be Sunday, May 5, at 10 a.m. in the Social Hall at Anshe Chesed Fairmount Temple, 23737 Fairmount Blvd., Beachwood. Bagels and coffee will be served beginning at 9:30 a.m.

Ratner is speaking as part of the Fairmount Temple Men's Club forum series. A former Clevelander, she is a news analyst on the Fox News Channel and appears on The Strategy Room and The Long and Short of It. She is also White House Correspondent and Bureau Chief for the Talk Radio News Service, and an author. Please RSVP to Michael Bennett, [mebennett@outlook.com](mailto:mebennett@outlook.com), if you plan to attend so we can provide a count.

## EMCEE FROM PAGE 1

Walter, originally from suburban Chicago, is a broadcast meteorologist at Channel 3. He has worked as studio-live producer for ABC's Good Morning America weather anchor Sam Champion and the entire GMA weather team to manage the weather editorial content during national broadcasts.

His interests include bike riding, salsa dancing, eating, and watching movies. And the more time he spends in Northeast Ohio, the more he falls in love with this area.

Walter holds a bachelor's degree in meteorology with a focus in weather forecasting and communications from Pennsylvania State University, and a master's degree from Cornell University in atmospheric science with a minor in biological and environmental engineering.

Nguyen is an award-winning multimedia journalist originally from Cleveland, and glad to be back home and rooting for his Cleveland Browns.

Jason loves the sunshine and you can find him most days out walking his dog Buddy. If you can't find him there, he is usually somewhere in Cleveland enjoying the sports teams and all the wonderful great restaurants this city has to offer.

He recently worked at WINK-TV in Fort Myers, Fla., as a photojournalist. While in the Sunshine State he crafted his photography skills and won a Light Feature award from the Society of Professional Journalists.

Nguyen earned his bachelor's degree in broadcast communications at the University of Toledo.



The  
**PRESSCLUB**  
of Cleveland

presents

# Mastering Multimedia Communications

The Press Club series on "Mastering Multimedia Communications: Reinventing yourself for a cross-platform world" continues in April.

Register today at <http://pcmultimedia2013.eventbrite.com>, visit [www.pressclubcleveland.com](http://www.pressclubcleveland.com) for updates, or call 440-899-1222 for details.

### WORKSHOP 3: MANAGING MULTIMEDIA – AND YOURSELF

Wednesday, May 1, 2013, 5:30-7:30 p.m.

How much can one person do? How can one communications professional report, write, shoot, edit, post, Tweet and think ... all at the same time?

- Become more efficient at framing and focusing your stories to get the most out of each platform.
- Manage your time and prioritize your tasks for maximum impact.

### WORKSHOP 4: BUILDING A CROSS-PLATFORM STRATEGY

Wednesday, June 5, 2013, 5:30-7:30 p.m.

You've learned to produce a video or audio report, post a blog and tell your story in new and different ways. Now what? How can these tools work together so you can best tell your story and engage audiences? · Leverage reader/audience input and feedback. · How to know when to Tweet, FB or Pinterest?

- Sourcing stories and breaking new via the social crowd

Cost: Press Club members: \$80 per session Non-members: \$125 per session

*Paid participants will have access to recordings of sessions. Dates subject to change. Panelist lists in formation. All sessions tentatively are at Cleveland State University.*





## Kudos to ...

**Howard Fencil**, Press Club board member and VP at Hennes Paynter, for winning a regional Edward R. Murrow Award for breaking news coverage of the Chardon school shootings in 2012. Howard won this award for the work he did when he helped lead the news team at WKYC-TV, Cleveland's NBC affiliate, as Assistant News Director.

## Condolences to ...

The family of **Frank Drake**, former Men's Fashion Writer and Business Section Editor for The Cleveland Press, who passed away on April 14. He was 86. For more information, please contact his daughter, Suzanne Drake Carle at 440-543-7121. Frank was a longtime member of The Press Club of Cleveland. His daughter plans to donate some of his press memorabilia to The Press Club.

**Jane Christyson** on the loss of her sister, Lynn A. (Christyson) Slane. Lynn, 63, was a beloved mother, grandmother, sister and aunt. Arrangements were by McGorray-Hanna Funeral Home of Westlake.

"Kudos to" is a place for Press Club members to share personal and interesting news with each other ... anything from milestone events, recognitions, promotions, etc. to your accomplishments or those of your children or grandchildren. Send submissions to Michael Bennett (mehennett@outlook.com).

## WHELAN FROM PAGE 3



**Whelan with fiancée Hedda Dempsey.**

## Welcome New Member



### Tom Breckenridge

**Job title:** Reporter  
**Employer / location:** The Plain Dealer  
**City of residence:** Brecksville  
**Alma Mater:** Miami University, Ohio

**What is the "elevator description" of your job?** I am currently covering transportation for the Metro section of The Plain Dealer. Topics range from highways and bridges to buses and bicycles. I've been at The Plain Dealer for 26 years.

#### Best part of the job?

Discovering information of interest and relevance for our readers, especially if it's something that people in power don't want known.

**Most challenging part of your job?** These days, just the sheer volume of what needs to be done for a daily news organization, in print and online.

**Something not many people know about me:** I love washing down chocolate chip cookies with a pale ale.

**What do you hope to get out of your Press Club of Cleveland membership?** Promoting journalism and forging new relationships.

**What do you enjoy most about living in Northeast Ohio?** The diversity of the culture and the people.

themselves. When hit man Ray Ferritto hunted down Irish gangster Danny Greene in 1977, he used a picture of Greene from a Whelan story to identify him.

"When it comes to coverage of the Mob, he became one of the foremost authorities anywhere in the country," says Rich Osborne, who worked with Whelan at Cleveland Magazine from 1979 to 1984. "He knew them very well. They told him things they wouldn't tell anybody else."

Cleveland's most powerful political figures, from Ralph Perk to George Forbes, felt the sting of Whelan's caustic wit and the glare of his merciless eye. "He's looking better than ever," Whelan wrote of Mayor Perk during his 1974 U.S. Senate run, "his white boots gleaming, his once singed hair now coiffured and his ego swelling with the helium of senatorial dreams."

Michael D. Roberts, Cleveland Magazine's former editor, penned a tribute to Whelan after he left the staff in 1987. "He was always near the major stories in town, delving and probing, testing this politician or that issue,"



### Todd Nighswonger

**Job title:** Editor  
**Employer / location:** Chagrin Valley Publishing  
**City of residence:** Russell Township  
**Alma Mater:** Kansas State University (BS) and Regent University (MA)

**What is the "elevator description" of your job?** Manage reporting staff and content/design development for Chagrin Valley Times, Solon Times and Geauga Courier weekly newspapers.

**Best part of the job?** Being able to have a full-time job in journalism in this economy and in this market.

#### Most challenging part of your job?

Working in an office environment where there were few changes in the past 25 years and working on changing the culture.

**Something not many people know about me:** I'm a worship leader at my church and play several musical instruments.

**The inspiration for getting me into this business is/was:** Started out on the junior high school newspaper and then high school. I seemed to enjoy journalism, so majored in that in college.

**What do you hope to get out of your Press Club of Cleveland membership?** Get more involved in the local media market.

**What do you enjoy most about living in northeast Ohio?** The mild summers and variety of landscape.

Roberts wrote. "Whelan embraced every article ... as if it were the most important story in the world. This passion was the key to his success."

Sitting in the office next to Whelan's provided an advanced education in the craft of reporting. "His attention to detail was like no one I'd ever worked with before," says Osborne, who often overheard him on the phone with sources. "[It was] not only the very specific questions he asked, but his ability to weasel information out of people was phenomenal. He charmed it out of them."

The payoff came in the stories. Osborne recalls Whelan's 11,000-word profile of Cleveland businessman Hans Fischer, which builds to a tragic climax. Whelan's ending describes "what time the sun rose that morning, where [Fischer] walked through the house, from the bedroom to kitchen -- every single detail, so you were in the story with him," Osborne recalls. "His ability as a writer to tell a story in a compelling way was like no writer I'd ever worked with before."