

## From the President



### Ed Byers

Another Hall of Fame induction is history and this one was a milestone. It was our 30th such event. A great event at that. Dare I say, perhaps our best?

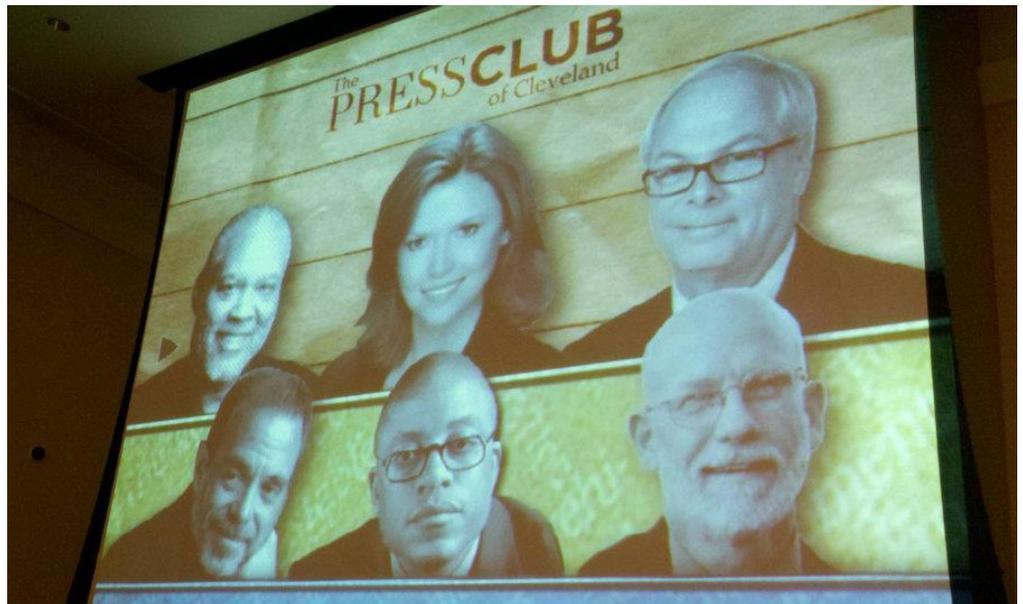
Since 1981, nearly 170 of the best in Cleveland's news business have been inducted into our Hall of Fame. But to those of us who covered the events of the past 30 years, it would seem as though 1981 was just yesterday. Iran had released the 52 Americans it held for 444 days within minutes of Ronald Reagan succeeding Jimmy Carter as the President of the United States, ending the Iran hostage crisis. It was also the year that MTV made its debut on cable television. Before a national TV audience, Major League Baseball resumed from a long strike with the All-Star Game down at the Municipal Stadium.

That same year, The Press Club of Cleveland held its very first Journalism Hall of Fame ceremonies inducting Dorothy Fuldheim, Louie Seltzer, Paul Bellamy, Bruce Catton, David Dietz, Phillip Porter, Artemus Ward, Milt Widder, Roelif Loveland, John Raper and William R. McDermott.

I want to thank Stu and his Hall of Fame Committee and Richard Stewart of DigiZOOM Media for those great videos and for taking this year's event to new heights.

Coming up: another milestone for The Press Club – 125 years! As I pointed out in my remarks at the Hall of Fame ceremony, 2012 will be The Press Club's 125th year in existence. We are one of the oldest institutions in Cleveland, older than the Terminal Tower, The Cleveland Clinic, The City Club, the Indians, Browns, Cavaliers, and Rock 'N Roll itself. We pre-date radio and TV. We are planning some major events to celebrate this milestone and as soon as I can

*continued on page 2 >*



## Hall of Fame Ceremony another Perfect Evening

By Stuart Warner

Herb Thomas and Kelly O'Donnell provided perfect bookends for the 30th annual Cleveland Journalism Hall of Fame induction ceremony on Oct. 28 at LaCentre in Westlake.

Thomas, WJW-TV videographer, was first to receive the Chuck Heaton award for his contribution to journalism and to the community. O'Donnell, a star now at NBC News, was the last member of the class of 2011 to be inducted.

And her story topped off another inspiring evening.

As a kid, she said, Friday nights were special at her home in Cleveland. "We'd order a pizza and turn on the TV set ... to watch Big Chuck and Little John ... with Herb Thomas as Soul Man."

She was thrilled to meet Thomas when she went to WJW as a high school intern. And even more impressed when she began working with him when she became a reporter after graduating from Northwestern University.

As O'Donnell has scaled the heights of network news, covering stories in 50 states and 48 countries, she said she has always taken with her one lesson she learned from Thomas: "He said there's a

thousand ways to shoot a brick," she recalled. Translation: There are many ways to approach a story ... you just have to keep looking until you find one that works.

And their long relationship was cemented when they were inducted into the Hall of Fame on the same evening.

Also inducted at LaCentre were Channel 3's Tom Beres, The Plain Dealer's Tom Feran and Phillip Morris, and former Plain Dealer and Akron Beacon Journal investigative reporter Bob Paynter.

They each had a story to tell.

Beres, a longtime political reporter for WKYC-TV, recounted how he first got hired in Dayton because the station manager, striving for diversity on the staff, thought he was Puerto Rican. "Beres is Hungarian ... but he insisted on pronouncing it buh-REZ," Beres (BEAR-ess) said.

Morris also came to Cleveland from the Dayton market. "I thought Cleveland was a three-year stop," said Morris, who has now twice been a Pulitzer Prize finalist for his local column writing. "But Cleveland has a way of growing on you ... people who move here soon recognize that this is a phenomenal city."

Paynter, a St. Louis native, got a double

*continued on page 4 >*

## “Ask Laurie”

**Laurie Mitchell** Certified Personnel Consultant



Looking for a job, a new career, or trying to make a job transition? The Byliner presents a question and answer session on today's job market with Press Club Member Laurie Mitchell, certified personnel

consultant.

**What positions are “hot” in today's job market?**

In the last six months, most of my searches have been for Internal/Change Management/Executive Communications, Digital/Interactive/E-Commerce and Media Relations for large companies. All of these roles have very specific job descriptions calling for a wide variety of both written and intangible interpersonal skills including writing in different “voices,” thought leadership, strategic messaging, very sophisticated B2B online content generation targeted to specific audiences, and nearly all positions I place lately require “boardroom presence” and highly developed leadership skills.

**Are you finding a sufficient talent pool to fill these positions?**

Finding top-notch marketing and communications talent with the full panoply of both traditional and digital/e-commerce skills is very difficult. Candidates who have worked with all the disparate tools in the marketing tool box are highly desirable. And, there is a new term to describe this combined skill set of traditional and digital: “tra-digital.”

**Is it difficult to find qualified job candidates with skill-sets that are in demand?**

It is challenging to find candidates who have sufficiently broad skill sets such that they can perform pieces and parts of what used to be many different specialist roles.

**Which kinds of jobs/positions have “cooled” over the past few years?**

Only forty hours per week jobs or those which can be left at the office with no need to be connected 24/7.

The biggest challenge is finding all the required technical proficiencies, desired personality traits and high-level interpersonal skills which complement those of corporate management in one person.

**What about those who have been “downsized” – are you finding more people being forced to reinvent them-**

**selves?**

Reinvention is critical. Those who can't or won't acquire new skills will be left by the wayside.

**Speaking of which, to what degree has the economy impacted job demand?**

Given that I specialize in very sophisticated white collar searches, I can't speak for all fields but I do know that the executive search colleagues I'm in touch with are as insanely busy as I am filling demanding, multi-faceted roles.

**For those of us with sons or daughters in high school, what is the best career advice you could offer?**

At the very least, teach them to write well and to listen carefully. Instill in them good judgment, common sense, honor, decency and compassion. And, constantly remind them that once something is posted online, it never completely disappears.

**Laurie Mitchell & Company, Inc.**

Marketing Communications

Executive Search

mitchellco17@aol.com

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

## Press Club Member Anniversaries November

**4 years**

Jennifer L. Kramer  
Melanie A. Shakarian

**1 year**

Steve Roszczyk

## FROM THE PRESIDENT FROM PAGE 1

talk about them, you will read all about it right here.

We have a great board of trustees with some wonderful people involved, a world class monthly newsletter, and two major events every year. The Hall of Fame induction every October and the Excellence in Journalism Awards every June. I am proud to be associated with this organization and I hope you are too.

As President, my mission has been trying to keep the Club relevant, fresh and moving forward. But it comes with a price tag. As we head toward 2012, we face some huge financial challenges. Keeping up with the times is expensive. It cost a lot of money to upgrade our website and we were forced to switch to “online contesting” for our Excellence in Journalism Awards this year, costing thousands of dollars, but we had little choice. So, YOUR support, your membership is more

important now than ever before and I thank you for that!

Next up: we are busy planning a star-studded Holiday Party and annual meeting for mid-December. Stay tuned for details.

-Ed

## the Byliner

A publication of  
The Press Club of Cleveland

**Editor**

Lee Moran

**Associate Editor**

Maryana Bradas

**Contributing Reporters**

Stu Warner

Ed Byers



**What's New?**  
The Press Club of Cleveland presents "United the Scribes of a Circle, Sept. 16th, - 19 Years Later"  
Join The Press Club of Cleveland on Sept. 17 for a powerful day of discussion and reflection about the tumultuous attacks that changed history. Keynote speaker is Tom Evans, former CIA staffer. For event details: <http://fb.com/PCofC>  
September 07, 2011 12:00pm Share This

**Why Join?**  
The Press Club brings together Cleveland and NE Ohio's newsbreakers and news makers offering programs and events to help you.

**Who is The PRESS CLUB OF CLEVELAND?**  
For 123 years, The Press Club of Cleveland has provided a place for journalists, public relations, corporate communications, marketing and advertising professionals to gather and exchange ideas.

## Dan Coughlin, Releases His Second Book in One Year:

*“Pass the Nuts - More Stories About the Most Unusual, Eccentric & Outlandish People I’ve Known”*

Danny Coughlin (Press Club Hall of Fame, Class of 1996) serves up a second collection of stories, “Pass the Nuts” (Gray & Co.) about colorful characters and memorable events from his four decades covering sports for Cleveland TV and newspapers. When we questioned the title, we were told, “reading Dan is like dipping into a bowl of bar nuts – easy to start and hard to stop!” Knowing Dan like we do, it makes perfect sense. The following is a quick glimpse of the new book from Dan.

**Q: Why did you write a second book, only 12 months after your first book hit the stores?**

**A:** I thought a year was long enough to save up another 15 bucks. Besides, there were some complaints about the first book.

**Q: Complaints? Who complained? It was a neighborhood best seller.**

**A:** Actually, people complained that I left out some great characters. In “Pass the Nuts,” I tried to pick up where my first book, “Crazy, With the Papers to Prove It,” left off.

**Q: We see that Rowdy K, the legendary Press Club race horse, placed in this book – unlike the track. Do you know whatever happened to that poor horse owned by the club while you were president back in the 80’s?**

**A:** Rowdy K is now in semi-retirement at his stud farm out in Geauga County. He is 41, which in human years is 160. They feed him oats mixed with tapioca and stool softener.

**Q: You also write about some of your favorite bars in this book – of course that could well be a subject for another book. Can you give us a travel guide?**

**A:** The Theatrical Grille on Short Vincent. The agent Ed Keating ran up a monthly bar bill there of \$1,500 cooking up some major deals. Every night about ten o’clock the great raconteur Dick Lamb walked in the front door and in a loud, gravelly voice, declared: “Gentlemen, Start your engines.”

The Lakewood Village. It was owned by the same guy who owned the Cleveland Barons hockey team. When the Barons



won the Calder Cup in 1964, the second-most prestigious Cup in hockey annals, it was displayed on the back bar of the Lakewood Village, between the cash register and a pickle jar.

The Blue Fox, which had the best food on the west side. Bookies and gamblers hung out there. The FBI raided it and shut it down on the Monday after the Super Bowl in 1984. That’s where I took my wife on our first date. Pat Joyce’s Tavern on East Ninth Street. When the 1954 World Series ended on a Saturday, Joyce’s was stuck with so much 3.2 beer they couldn’t unload it until St. Patrick’s Day.

**Q: It’s hard to believe you came up with dozens more eccentric people. Who are some of the great characters in the new book?**

**A:** They’re not all well-known. Take Harry Leitch, for example. Most people are saying, “Harry who?” He was the spotter for Bill McColgan and Gib Shanley on Browns radio broadcasts in the 1950s, ’60s and ’70s. The spotter is the guy who points out who made the tackle or broke up the pass or who carried the ball for the opposing team. He’s a second or third set of eyes in the broadcast booth. Harry’s

## The PRESS CLUB of Cleveland

*“Serving and honoring communications professionals since 1887.”*

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

**Vice President: Stuart Warner**  
The Write Coach LLC  
warnercorn@aol.com

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

**VP Membership: Pat Panchak**  
Editor-in-Chief, IndustryWeek

**VP Sponsorship: Dustin Klein**  
Smart Business Network

**VP Marketing & PR: Mary Patton**  
Patton Public Relations

### Board of Directors:

**Bob Becker**  
bbsoundandlight, WTAM 1100

**Jeff Bendix**  
Advanstar Communications

**Michael Bennett**  
Cleveland Jewish News

**Margaret Bernstein**  
The Plain Dealer

**John Betchkal**  
General Electric, retired

**Maryana Bradas**  
Business Wire

**M. Jane Christyson**  
Cleveland Metroparks

**Howard Fencil**  
WKYC-TV3

**Bonnie Godbey**

**Bruce Hennes**  
Hennes Paynter Communications

**Lisa Lowry**  
WKYC-TV3

**David Marburger**  
Baker & Hostetler

**Lee Moran**  
The News-Herald

**Denise Polverine**  
cleveland.com

*Executive Secretary*  
**Lynn Bracic**  
Professional Management Concepts

*continued on page 6 >*

## Welcome New Member



### Dawn Hanson

**Employer:** The Fairmount Group LLC  
**Job title:** President  
**Hometown:** Shreveport, Louisiana  
**Currently living in:** Cleveland Heights  
**Alma Mater:** LSU and Syracuse

### How did you find out about the Press Club?

I have heard about it for years from friends who work in the media, but I didn't realize that membership is open to corporate communications and public relations professionals.

### Why did you join the Press Club of Cleveland?

As a communications professional that does a lot of media relations work, I have a great deal of respect and appreciation for

the press. I know I will learn from being involved and hope I can also contribute to the organization.

**Hobbies:** In my incredible shrinking free time, I enjoy quilting, crafting, gardening, traveling and volunteering for organizations making a positive difference in our community.

### Career aspirations?

As a recovering corporate executive, I am now committed to running The Fairmount Group as a successful, independent marketing and communications firm. My business goal is to help clients build strong brands, reputations and relationships. Personally, I am committed to working exclusively with clients who share my commitment to social responsibility, education, economic development, the advancement of women, diversity and inclusion, and a healthy environment.

## Press Club Hall of Famer George E. Condon, Dead at 94. Chronicled Cleveland – and Loved it

By Michael Heaton, The Plain Dealer

George E. Condon celebrated Cleveland. No writer did more to advance this area's reputation as a colorful and desirable corner of the world than journalist, author and historian George E. Condon.



Condon died Friday, Oct. 7, in his sleep at Huntington Woods, Westlake. He was 94.

George Condon was a dogged reporter, an astute critic and a self-styled, proudly Irish philosopher. Above all, he was a graceful wordsmith.

Condon began his career at The Plain Dealer in 1943 as a general assignment reporter. He became the paper's first television and radio critic in 1948. After 14 years on that beat he moved to the editorial page, where he wrote a daily column until his retirement in 1985.

Besides covering the city for The Plain Dealer, Condon wrote nine books, among them "Cleveland: the Best Kept Secret," a portrait in essays in 1967; "Laughter from the Rafters," a collection of columns in 1968; "Stars in the Water: the History of the Erie Canal," in 1974; and "Yesterday's Cleveland," a photographic history, in 1976.

He knew the city and its people, from the mayors and civic philanthropists down to the bartenders and cops who walked a beat. His columns were both witty and wise. Taken as a whole, they provide a picture of Cleveland in both its high and low periods. He had a love for the old ways of doing things, for a time when the shoe repair guy was known as a "cobbler" and for the fading art of penmanship.

Condon attended St. Patrick Catholic School and West Technical High School. After graduating, he majored in journalism at Ohio State University. It was there he met his future bride, Marjorie Philona Smith. They married in 1942 and moved to Cleveland the following year, when Condon joined The Plain Dealer.

The couple had seven children in 15 years. Theresa Ann Condon, Mary Katherine (deceased), John Raymond (deceased), George Jr., Katherine Elizabeth Condon, Mary Philona Brereton and Susan Love. Marjorie Condon, who was a teacher in the Cleveland public school system for 20 years, died in March of 2001.

George Condon Jr., who became Washington Bureau chief with Copley News Service in Washington D.C., remembered early on his father having a different sort of job than the fathers of other kids on the

*continued on page 5*

## HALL OF FAME

FROM PAGE 1

treat on that Friday night. Not only was he honored by The Press Club, but his beloved Cardinals won the World Series, explaining why he promised his speech would be brief.

"I strived to be a pain in the ass," said Paynter, who has won a Pulitzer and numerous other national awards for his investigative reporting. "And the people who love me know I was born to be a pain in the ass ... so it was a pretty good fit."

Feran, longtime TV critic, columnist and now political writer at The PD, said he published his first newspaper when he was a kid, writing all the stories, the headlines, then giving it away for free.

"Who'd have guessed 50 years later that would be our business model," he said with a smile, checking to see that PD Publisher Terry Egger was smiling, too.

And Thomas, perhaps, summed up the careers of all the inductees with a lesson learned from his grandmother growing up in Alabama. "I wanted to touch the clouds," he said. "She said, You can reach them ... you'll find a way."

More than 130 guests attended the dinner, including U.S. Sen. Sherrod Brown. Hall of Famers on hand included Tom Andrejewski, Regina Brett, Dick Feagler, Eileen Korey, Brent Larkin, Arnold Miller, Rich Osborne, Dick Russ, Connie Schultz, Elizabeth Sullivan, Tim Taylor, Tony Tomsic, Bill Wynne and Neil Zurcher.

The video introductions of the inductees were a highlight, as usual, including a shout out to O'Donnell from the nation's most watched newsman, NBC's Brian Williams.

The Press Club owes a special thanks to Ann Ruhlin and Channel 3 and Dave Anderson at The Plain Dealer for filming the videos and especially to Richard Stewart and DigiZOOM Media for an outstanding job of editing them for the program.

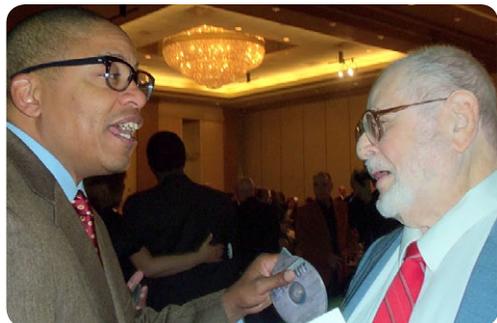
Thanks also to the Hall of Fame committee, which included Richard Osborne, Margaret Bernstein, John Betchkal, Bonnie Godbey, Bruce Hennes and Al Cohen, and to Korey, Bernstein, Mark Dawidziak and Sheryl Harris for writing the profiles of the inductees for the program.

And that's all until next year, when we reach for the clouds once again.

Links to all photos and YouTube videos of all acceptance speeches can be found on our website: <http://www.pressclubcleveland.com/>

# The 2011 Press Club of Cleveland Journalism Hall of Fame Awards Dinner

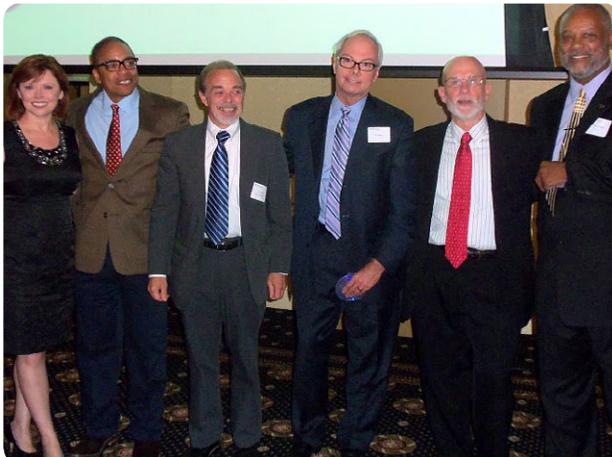
photos by Bonnie Godbey



Hall of Famers Phillip Morris and Arnold Miller



Julie & Dick Feagler with David Gray



Hall of Fame Class of 2011



Libby & Dave Johnson, Senator Sherrod Brown and Connie Schultz



Tom Andrzejewski and Michael Bennett



Virginia and Richard Stewart



Sharon and Rick DeChant



Tom Beres and family



Wayne Dawson, Kelly O'Donnell and Herb Thomas



Stuart Warner & Michael Heaton



Tom Feran with Chris and Dick Russ

Howard Fencl, Kelly O'Donnell, Tim Taylor and Ed Byers



## JOB OPENINGS

### WOIO/WUAB OH - ASSISTANT NEWS DIRECTOR

WOIO-TV is seeking an Assistant News Director. Successful candidate will function as chief deputy to Director of News with supervisory responsibility for all news broadcasts. Minimum of five years experience in news department management. Send resume to WOIO-TV, 1717 E. 12th Street, Cleveland, OH 44114 or email; dsalamone@19ActionNews.com. No phone calls please.

### WEWS TV - CONTENT PRODUCER

This position is responsible for overseeing all content on local news and information web sites for WEWS. You will work with news staff to plan, structure, report and write news and information content for Web sites and other new media platform.

Working knowledge of web-design tools, such as HTML, Flash, ASP.Net, DreamWeaver, JavaScript, Adobe Photoshop, and FTP programs preferred. At least 1 year experience producing, managing and showcasing online content preferred.

Apply at: <https://www.scripps.apply2jobs.com>

### WEWS TV - ASSIGNMENT EDITOR

WEWS is seeking an innovative, creative and multi-tasking Assignment Editor.

The successful candidate will manage assignments, deal with logistics, and monitor wires and scanners. Must possess at least four (4) years previous assignment desk and/or newsroom experience.

Apply at: <https://www.scripps.apply2jobs.com>

## CONDON FROM PAGE 4

block, but neither George Jr. nor Susan Condon Love, the Plain Dealer's Inside & Out editor until this year, ever felt pushed into journalism. Their father led by example.

"When he wrote the first Cleveland book in 1967, he'd come home after work, have dinner, then disappear upstairs until 1:00 in the morning," said Condon Jr. "If you ever drove around with him he could point out history on every corner."

Condon won numerous awards during his career and was inducted into The Press Club of Cleveland's Journalism Hall of Fame in 1990.

Susan Love said, "Even after retirement, my dad couldn't stop writing. He always had a book in progress – and it would be about some aspect of Cleveland history, his passion."

But Condon was never blinded by nostalgia. He wasn't afraid to write about the town's weaknesses as well as its strengths. When a politician once declared that no building should be erected taller than the Terminal Tower, Condon called him on his lack of vision.

Like the man himself, he wanted the city to keep evolving.

## COUGHLIN FROM PAGE 3

eyes usually were bloodshot. Harry drank. His hobbies were drinking and playing gin. On one trip Browns PR man Nate Wallack asked Harry what his hotel bar tab was. "I don't know," said Harry. "But my ice bill was \$300." And that is just the tip of the iceberg about Harry Leitch.

**Q: Priceless. Are there any serious stories?**

**A:** A couple actually. I write about Brian Dowling, the best high school football player I ever saw. There's also a chapter on Lee Walczuk, a great basketball player. I also write about covering high school football for The Plain Dealer and later Fox 8 in the helicopter and some softball stories too. The book is a real mix.

## Join The Press Club of Cleveland

Name:	Date:
Employer:	
Title:	
Work Address:	
Work Phone:	Fax:
Email:	Referred By:
Credit card type:	Expiration:
Name on credit card:	
Card #	
Signature:	

### Membership applied for:

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

**Questions? Call Lynn Bracic – 440-899-1222 or visit our site at [www.pressclubcleveland.com](http://www.pressclubcleveland.com).**

**Make checks payable to  
 The Press Club of Cleveland  
 28022 Osborn Road  
 Cleveland, OH 44140**

**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