

From the President

Ed Byers



It's Hall of Fame time. This year we honor native Clevelander **Kelly O'Donnell** of NBC and formerly FOX 8, **Tom Beres** of Channel 3, **Tom Feran** and **Phillip**

Morris of The Plain Dealer, and **Bob Paynter**, Pulitzer prize journalist, formerly with The PD and Beacon Journal staff.

Here's a news tip: register now and save ten bucks. The early bird registration deadline is October 10th. After that, the price jumps.

As for this year's Chuck Heaton Award, we had a handful of very worthy candidates, but **Herb Thomas** was the unanimous choice. Herb is truly a man for all seasons. His caring nature and spirit of "giving back to the community" is second to none, as witnessed by his efforts with "The Prayer Warriors."

His camerawork at Fox 8 is legendary. As one of his nominators pointed out, "Through the years, if it made news in Cleveland, Herb was looking at it through the lens of his camera." Herb is credited by many a TV reporter for helping calm live-shot jitters, dispensing timely advice, and sometimes just being a good friend.

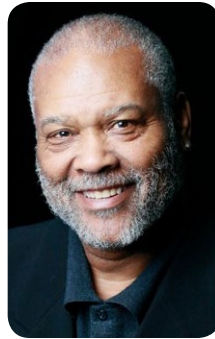
Herb is a very modest guy, but he is also very well known for his recurring "Soulman" role on "The Big Chuck and Little John Show," which aired on FOX 8 for decades.

How popular was the "Soulman" character? Well, there are a lot of stories.

Mike Conway, formerly of FOX 8, now with Sherwin Williams corporate communications, tells of the time he and Herb were sent to Israel to cover the first John Demjanjuk trial. They were walking down a street in the middle of downtown Jerusalem when all of a sudden there was this shout from the crowd, someone yelling, "Hey, Soulman! Hey Soulman!"

continued on page 2 >

Herb Thomas, Veteran WJW Photo Journalist, to Receive the 2011 Chuck Heaton Award



Herb Thomas, long time WJW photojournalist, will be honored with the 2011 Chuck Heaton Award to be presented at the Club's annual Hall of Fame induction, Friday, Oct. 28 at 6 p.m., at LaCentre in Westlake.

The Chuck Heaton Award honors an individual who best exemplifies the qualities of Hall of Fame reporter Chuck Heaton, a long-time sports writer and columnist at The Plain Dealer. Heaton, who passed away in February 2008, was known for his lifelong dedication to journalism, his fairness, his concern for community and helping others.

Previous Heaton Award winners include Terry Pluto and Margaret Bernstein of

The Plain Dealer and John Telich of WJW FOX 8.

With more than 30 years at WJW TV-FOX 8, Herb has worked in numerous capacities, from maintenance and set building, director of print operations, studio camera crew to photojournalist and news videographer. Herb created and produced the TV8 sign-off programs "Meditations" and "Celebration." He was the creative force, photographer and co-producer of the public affairs series "Neighborhood." Herb has traveled extensively throughout the United States, Canada, Israel, Armenia and El Salvador as photojournalist and videographer covering special assignments.

Herb is also founder and president of thomasvisions™ a multi-faceted company specializing in media productions, public relations, and media consulting.

continued on page 4 >

Connie Schultz resigns

By Stuart Warner

She was 36 years old, a single mother from working-class Ashtabula, the first in her family to graduate college, when she got her first full-time job in journalism at The Plain Dealer on Dec. 15, 1993.

To borrow a favorite phrase of Connie Schultz: *So how did that work out?*

Not too damn badly.

Within a decade, she was a finalist for the Pulitzer Prize, journalism's highest honor.

In 2005, after only two years of writing a regular column, she won the Pulitzer for commentary and a slew of other awards for work that reflected her roots, stories that other journalists often overlooked, like the money in a coat-check woman's tip jar going directly to her employer.

She's written two books, her column is syndicated across the U.S., she appears regularly on national TV and radio programs, she speaks frequently at journalism and other seminars and she



is a member of the Cleveland Journalism Hall of Fame.

Along that busy by-way, she fell in love with a man who also happened to be a politician and who is now a United States Senator from the great state of Ohio, Sherrod Brown. On Sept. 19, with her husband facing re-election next year, Connie made the decision to resign from Ohio's largest newspaper.

I was her editor for several years. I will always be a friend. I asked her why.

continued on page 5 >

Acting the Phone Screen

Laurie Mitchell Certified Personnel Consultant



Recently, a thirty to sixty minute telephone screen has become the new first interview “norm” for many white collar positions. Talent acquisition and HR professionals, many hiring influences and third party recruiters (headhunters) now find it more efficient – and less “messy” – to conduct the initial candidate screen via phone using a prepared list of usually behavioral-based questions to assess a candidate’s skill set and “fit.” Doing so provides the interviewer “an easy out” if the candidate’s oral presentation of skills, accomplishments and/or attitude is less impressive than those on the résumé and/or application.

These tips will enrich your phone screen performance:

Go to the bathroom before the call. Have a glass of water, tissues, notepad, writing implement, glasses, your résumé and a list/cheat sheet of the accomplishments/lemons-into-lemonade/ anecdotes you wish to relate near you. Don’t type or eat while interviewing; it is bad enough that the interviewer may be typing.

Use a landline if possible and, if not,

have your mobile phone plugged in and charging during the call. Make sure that you’ve previously checked the cell reception in the place where you will receive the call, and also make yourself “interruption proof.” No children, colleagues, bosses knocking, clients ringing or pets nudging you. Walk the dog beforehand.

The call may come in five minutes early or fifteen minutes late. Be patient. Don’t panic.

If it is more than fifteen minutes late, send the interviewer an email, don’t call her, leave your line 100% open. Of course, double confirming ahead of time the correct number is obvious.

Remember to “smile through the phone” so that you sound friendly and relaxed. The interviewer will only allot a couple minutes for initial small talk so don’t drag it out.

When describing any situation or answering any question, make absolutely certain that you don’t digress, ramble or go off on a tangent and that you answer precisely what you are asked. Do not play politician and answer with what you want to tell the interviewer. HR pros hate – I really do mean “hate” – to redirect a question. If they must redirect, they will count it heavily against you even if you’re the best “fit” they have identified, because it indicates that your

listening skills are deficient.

Their perspective is that each question is asked for a specific reason and they want it answered. If you wish to proffer additional information, ascertain that the timing is appropriate, that doing so feels “right” or save it for the end of the conversation when you’re given an opportunity to add something or ask questions.

Finally, if you like everything you have heard and learned, then most definitely ask what the “next steps” in the process are, clearly express a desire to continue interviewing, and thank the interviewer. Within a few hours of hanging up, send her a short, sweet and warm – but not fawning or unctuous -- follow-up email reiterating your most salient qualifications and desire to further explore your candidacy.

Caution: never tell an interviewer that you’re “the perfect fit” for a position. Unless you’re inside her head and/or privy to all the intangibles discussed on the hiring end, you can’t possibly fathom what “the perfect fit” is.

Laurie Mitchell & Company, Inc.

Marketing Communications

Executive Search

mitchellco17@aol.com

www.LaurieMitchellCompany.com

Press Club Member Anniversaries

October

7 years

Carol Saferin

4 years

Margaret Bernstein

3 years

Brian Newbacher

1 year

Marvin Fong

Mike O’Mara

Paul Orlousky

Chris Quinn

Ron Reagan

Bill Sheil

Mike Tobin

Bob Becker

Lisa Lowry

FROM THE PRESIDENT FROM PAGE 1

Thousands of miles from home, says Conway, and “Soulman” is picked out of the crowd in downtown Jerusalem.

Don Olson, former FOX 8 I-Team investigator and currently, Medical Mutual of Ohio communications director, tells of the time he and Herb were trying to gain a better vantage point to get footage inside a crime-ridden Cleveland row house. A maintenance man happened along and instantly recognized Herb as “Soulman.” Turns out, “Soulman” was the maintenance guy’s all-time hero. He was so star-struck by Herb’s presence that he unlocked the door and escorted Don and Herb inside to get their story.

There are a lot more stories, about Herb and all the rest of the Hall of Fame inductees that you will be hearing Friday evening, the 28th, at LaCentre. Who knows, there is a strong indication that

a high-profile network anchor and a well-known Hollywood actress may be joining us. Again, make your reservation now and take advantage of a price break. Join us for the celebration. See you there. -Ed

the Byliner

A publication of
The Press Club of Cleveland

Editor

Lee Moran

Associate Editor

Maryana Bradas

Contributing Reporters

Stu Warner

Ed Byers



Where were you on 9/11?

“Behind the Scenes of a Crisis, September 11th - 10 years later”

An enthusiastic crowd gathered Sept. 7 at CSU's Wolstein Center for The Press Club of Cleveland's "Behind the Scenes of a Crisis, September 11th - 10 Years Later."

The media, first responders, military and government officials who were on duty on 9/11 shared their personal experiences and discussed where we've been and where we are - 10 years later.

The morning began with a panel discussion, led by WKYC-TV's Eric Mansfield, featuring first responders, security, intelligence, financial and social service agencies on how they first heard the news, their reactions and obstacles they faced or how they responded as a result of the 9/11 terror attacks.

A riveting luncheon keynote speech was delivered by Dr. Tom Evans, Terrorism Professor, John Carroll University, who chronicled the rise and fall of Osama bin Ladin. Dr. Evans profiled bin Ladin for the CIA back in the 1970s.

The afternoon panel of reporters and news executives, led by former Ohio Magazine editor Rich Osborne, offered a compelling in-depth look at how they reported the events of 9/11 and the challenges they faced that day ten years ago. The panel included Michael Heaton and Evelyn Theiss of The Plain Dealer, TV 5's Leon Bibb, Paul Orlousky of Action 19 News, Former TV 3 reporter Mike O'Mara, FOX 8 Managing Editor Toni Garbo, former TV reporter Mary McCahon, and Tom Moore, news anchor with WTAM NewsRadio 1100.

Many thanks to The Press Club's programming committee and Lynn Bracic for making the 9/11 program a most memorable event. Also, we wish to thank the event sponsors: Hennes-Paynter Communications, The Cleveland Clinic, The Plain Dealer, Cuyahoga Community College, Cuyahoga County Public Library, and Margaret Wong & Associates LLP.

Tom Brady, Former Cleveland Press Reporter Dead at 85 Covered Sheppard trial, later served as Parma Hts. Law Director



Tom Brady died Thursday, Sept. 29, at Fairview Park Hospital. He was 85.

Brady covered Sam Sheppard's keenly publicized murder conviction. He was an officer and trustee of the Cleveland Newspaper Guild. He also covered police, suburbs and courts before becoming an assistant zone page editor.

Brady attended Cleveland-Marshall College of Law in the 1950s and then practiced law on the side, partly for Parma Heights. In 1971, he quit the Press to be the suburb's law director and prosecutor. Brady also served as the executive director of the Cleveland Bar Association.

Brady was raised in Cleveland and Par-

ma, attended St. Ignatius High School, then moved to North Royalton and transferred to its public high school there.

He earned a bachelor's degree at Heidelberg College and joined The Press about 1950. His works earned awards from The Press Club, the Guild, and National Association of Bar Executives.

Brady is survived by children, Thomasa Parenica of Westlake, Theresa Brady-Hanratty of Wickliffe and Matthew T. Brady of Sagamore Hills, and three grandchildren.

The Brady family asks that contributions be made to the Alzheimer's Association, P.O. Box. 74924, Cleveland OH 44194-4924

alz.org/cleveland/in_my_community_donate.asp.

The Plain Dealer contributed to this story.

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

Former Editor-in-Chief, IndustryWeek

VP Sponsorship: Dustin Klein

Smart Business Network

VP Marketing & PR: Carol Saferin

Mart Saferin & Associates
440/461-6753

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

Tom Mulloy

Tom Mulloy Photography

Mary Patton

Patton Public Relations

Denise Polverine

cleveland.com

Welcome New Member



Michael Peltier

Employer: Cuyahoga County Public Library

Position: Communications Coordinator in the Marketing Division

Hometown: Akron

Current city: Bath Township

Alma Mater: Ohio University, E.W. Scripps School of Journalism

How long have you been with the County Library? Nearly one year

Where have you worked previously?

I was an editor at Advanstar Communications, Babcox and Vendome Group. I've also done some work in documentary film.

What do you hope to gain from your membership?

Greater Cleveland has so many talented people working in media and communications. These people are also heavily invested in our community. Sharing our passions for our careers and our community will benefit all of us.



Robert J. Rua

Employer: Cuyahoga County Public Library

Position: Assistant Marketing Director

Hometown: Chardon, Ohio

Current city: Bay Village, Ohio

Alma Mater: Kent

State University

How long have you been with the County Library? Since October 2007

Where have you worked previously? Shade Tree PowerSports

Downing and Associates

What do you hope to gain from your membership? I hope to make long-lasting connections with fellow marketing, public relations and communications professionals. I am excited to be a part of such an outstanding community and I look forward to the many educational and inspirational opportunities The Press Club has to offer.

Join Us on



CLC ALUMNI ASSOCIATION AND CLC MARKETING COMMITTEE INVITE ALUMNI AND PUBLIC TO THE



Monday, October 10, 2011

Keynote Speaker:

Jeff Fager

CBS News & 60 Minutes

Networking: 4:30PM

Event: 5:30PM

Hanna Theatre,
2067 East 14th Street
Cleveland, 44115

This NYGAM (not your grandparents' annual meeting!) event is for game changers of every age. Work for positive change in our city? This is for you.

Jeff Fager is a nationally known game-changer. Executive producer of "60 Minutes," and now chairman of CBS News, Jeff is making it relevant in today's business and civic arena.

Special Ticket Price for Press Club Members Only: \$35

But the only way you can take advantage of this unadvertised special price is by calling or emailing Press Club Board Member Bruce Hennes at 216-321-7774 or hennes@crisiscommunications.com

THOMAS FROM PAGE 1

He was featured on the Big Chuck and Little John Show in the portrayals of "Soul Man and Mr. Mean." Herb has been in news commercials and showcased on "PM Magazine." He is listed in the "Who's Who" in Success Magazine and named "One of Cleveland's Most Interesting People" in Cleveland Magazine in 1990. He also toured with the O'Jays as a percussionist.

Herb's community service activities include career day speaker at schools throughout Northern Ohio, career counselor and creator/producer of public service announcement and promotional material for various civic and non-profit organizations.

Herb has received numerous certificates and honors for his photojournalism and videography. He is a recipient of 12 Emmys, two International Gabriel awards and documentary honors from the Ohio SPJ. Herb was inducted into the Ohio Broadcasters Hall of Fame in 2000.

SCHULTZ FROM PAGE 1

Was it your decision to leave *The Plain Dealer*?

Mine, and only mine.

Why now? Why not take a leave of absence as you did in 2006?

In February 2006, when I announced my leave of absence, I didn't want to give the impression that my husband's run for the U.S. Senate was the end of my career as a journalist. At that point I was only writing for *The Plain Dealer*. Five years later, as Sherrod prepares to run for re-election, *The Plain Dealer* is not my only forum. My column is nationally syndicated, and I regularly write essays for *Parade* magazine. I'm also working on a third book, and have pieces due for several other publications.

So, the professional landscape looks far less frightening for me than it did in 2006. In January 2007, when I returned from my leave of absence, I wanted to make the point that a woman married to a U.S. senator still has her own opinions, and can even get paid to share them. I've had four years to prove that, and I'm at

peace.

I want the professional and personal freedom that comes only if I'm not a columnist for Ohio's largest newspaper, which must cover Sherrod's race on a daily basis. Editor Debra Adams Simmons and my direct editor, Ellen Stein Burbach, have been so supportive, and I will always be grateful to them. While they expressed disappointment that I was leaving, they also made it clear they understood why I had to move on. They are two strong women committed to championing other women. I wish I could clone them.

Has the nature of anonymous, online commenting changed your feelings about journalism?

We've steered from our own values of accountability as a profession by allowing anonymous trolls to hijack our Web sites and derail civil discourse. I've made no secret of my disdain for these forums that enable abusers and chip away at newsroom morale.

I write a lot about hourly wage earners, and the poor, but they are seldom named

in my columns anymore, and that is a direct response to the online vitriol. I won't subject innocent citizens, who trust me to tell their story, to attacks from anonymous cowards. I learned a hard lesson about that several years ago, after the daughter of a factory worker who killed himself called me sobbing in response to the online comments attacking her father. I am haunted by her words: "You told me I could trust you, and now my mother says she will never speak to me again."

Can you share a favorite memory about working in Cleveland that you've never shared in print before?

Not favorite so much as poignant. Over the years, I've shown up a lot in Cleveland's poorest neighborhoods, where I am the only white person, and a stranger. And yet, not once in my 18 years at *The Plain Dealer*, have I been asked to leave. Even when a child has just been killed, or a hate crime has been committed. Instead, I'm invited into their homes so that I can write about some of the most painful stories of injustice in our country. I am always humbled by this trust -- and saddened, too. I know that, were I a black reporter showing up in predominantly white suburbs of Cleveland, my overall experience would be very different.

You said you are writing a book. Can you give us a capsule summary of what it's about?

I'm writing a novel about a working class family.

Any other immediate plans?

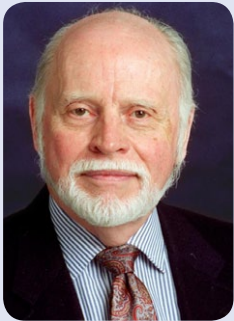
There's a lot up in the air right now. I was stunned by how quickly other offers came in, but a friend who is a pastor counseled me to take some time to reflect and recharge before I dive into too many new commitments. Wise advice. I have a full schedule of speeches and deadlines, and they are keeping me busy. As for my next big move, I'm still weighing options. I'm grateful to be able to say that.

How do you want to be remembered by Cleveland?

So many readers who reached out after I resigned wanted me to know they always tip their servers in cash, and ask if the tips in a jar go to the people working behind the counter. I loved that.

(Stuart Warner is a vice president of The Press Club of Cleveland. He currently operates a writing consultant business, The Write Coach.)

Bob August, Press Club Hall of Famer, noted Cleveland Press and News-Herald columnist, dead at 89



Press Club of Cleveland Hall of Famer Bob August (Class of 1988) died Sept. 9 in Wooster, where he had lived since the 1980s. He was 89.

August began his journalism career in 1946 as a makeup and copy editor for the *Cleveland Press*. He became a sportswriter and was promoted to sports editor in 1958. He wrote a sports column for the *Press* from 1964 until 1979, when he became a general columnist and associate editor.

After the *Press* folded in June 1982, August joined the *News-Herald* as sports editor and a columnist. He retired in 2003.

Longtime friend Dick Feagler, who worked with him at the *Press*, said August liked but was never infatuated with sports. The act of writing was a different matter.

"He could be sitting there writing a funny line and be grimacing," Feagler said with a laugh. "He was the best I've ever read, and I've read many sports columnists from around the country." It was only a few years ago, Feagler said, that August revealed that he had long had multiple sclerosis. Feagler said he remembered when August began to have trouble getting to and from the press box and locker room at the old Cleveland Stadium. Effects of the disease troubled August the rest of his life, although Feagler said his friend never complained.

August was born Oct. 6, 1921, in Ashtabula. He grew up in Cleveland and graduated from Collinwood High School, where he was a star baseball player. He continued playing baseball at the College of Wooster, where he graduated in 1943.

He served in the U.S. Navy during World War II and commanded a ship that participated in the invasion of Normandy on D-Day. He ended the war in the Pacific Theater, preparing for the invasion of Japan.

August is survived by his wife of 66 years, Marilyn, a daughter and two granddaughters.

The Plain Dealer contributed to this story.

JOB OPENINGS

WTAM 1100 – Anchor/Reporter

NewsRadio WTAM 1100 has a full time opportunity in news for an anchor/reporter. Strong writing and web skills required. If you're a passionate team player, send audio CD or MP3 newscast and resume to: Darren Toms, Director of News Operations, 6200 Oak Tree Blvd. #400 Independence, Ohio 44131 Email: dtoms@wtam.com. No phone calls please.

CLEVELAND JEWISH NEWS - Reporters

The Cleveland Jewish News Publication Co., a fast-paced print and digital media company, has immediate openings for reporters. The CJN offers competitive salary and excellent benefits, including medical, dental and 401(k). To apply, send a resume, cover letter and three published writing samples to Managing Editor Bob Jacob at bjacob@cjn.org. No phone calls, please.

WJW FOX 8 TV – Reporter to gather, and present the news for the newscasts and station website. The reporter will be required to generate daily story ideas as well as special project ideas. The candidate must have extensive investigative reporting skills, along with strong research ability and a large resource database. Submit reporting links, resume and references via email to: fox8.jobs@fox8.com. Please, no telephone calls.

WJW FOX 8 TV - ANCHOR/REPORTER

Minimum knowledge, skill &/or abilities: 3-5 years professional broadcast television experience anchoring and reporting. Demonstrate excellent writing and communication skills. Flexibility to work various schedules including but not limited to weekend mornings. Requirements: submit anchoring/reporting links, resume and references via email to: fox8.jobs@fox8.com Please, no telephone calls.

Assignment Editor/Associate Producer - WOIO/WUAB TV

Responsible for making sure the day's stories decided by news management are covered. Responsible for generating story ideas, monitoring news wires and police radios, maintaining phone lists of sources, keeping files and records of upcoming news events. Education/skills required: college degree in journalism preferred. Training in basic rules of journalism and news gathering, excellent writing and story telling ability, demonstrated ability to research news stories and prepare copy for air. Ability to work well under pressure and to get along with others, knowledge of the politics and geography of Cleveland are also essential.

Contact: Lisa Marko - Email: lmarko@woio.com

You're invited to the
2011 Press Club of Cleveland's

Journalism Hall of Fame

Awards Dinner & Induction Ceremony

Date: Friday, October 28, 2011

Time: 6 - 7 p.m. Registration / Reception
7 p.m. Dinner with induction program to follow
Herb Thomas to receive Chuck Heaton Award

Place: LaCentre
25777 Detroit Road
Westlake, OH 44145

Join us to celebrate the 2011 Hall of Fame Induction

"Early Bird" Cost (payment received by October 10):

Individual Ticket: \$65

Table of 8: \$520

Table of 10: \$650

Cost of tickets if paid after October 10

Individual Ticket: \$75

Table of 8: \$600

Table of 10: \$750



To pay with a credit card over the phone, call
the Press Club of Cleveland office at 440-899-1222

Deadline for registration is Thursday, October 20 at 4 p.m. Cancellations for reimbursement must be received in writing by Thursday, October 20 at noon



Tom Beres



Tom Feran



Phillip Morris



Kelly O'Donnell



Bob Paynter



2011 Chuck Heaton Award Recipient
Herb Thomas

EARLY BIRD PRICING

Cost increases on Monday, October 10th at 7:00 p.m. Register today!