

Onward into 2015



Michael E. Bennett
President, The Press Club

As the new year begins, The Press Club of Cleveland is poised to reach even more people and have more impact.

That's saying a lot, given that our 2014 programs had more than 1,400 attendees (see inside for a list of 2014 programs), there was a net increase in membership and financially the year ended solidly in the black.

We're ready to do it again in 2015. You can help. Here's how:

Membership

The Press Club is here to serve members. If you're not a member, we hope you'll consider joining. And if you are, it's time to renew today. Last year's uptick in membership was the first in several years. Be part of that momentum. Bring along friends, colleagues and others who would benefit from and contribute to the club.

You can sign up today at www.pressclubcleveland.com/join.aspx.

Programming

Jennifer Keirn is our new programming chair. But she needs each of you to offer ideas and work with her. Please contact Keirn at (440) 638-4329 or jennifer@jenniferkeirn.com, or Executive Secretary Lynn Bracic at (440) 899-1222 or presclubcleveland@oh.rr.com and offer to help. Some great ideas are on tap for 2015 (see inside); more are needed.

Sponsorship

Last year, nine companies and nonprofits supported the club. Their donations made programming possible – and increased a Press Club scholarship fund for Kent State University students (see story on cover). Help find more supporters this year.

Details are inside this issue and at www.pressclubcleveland.com/partners. Or let executive secretary Lynn Bracic (440-

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Press Club adds to KSU scholarship fund

The Press Club donated more than \$1,000 to The Press Club of Cleveland Scholarship Fund at the Kent State University School of Journalism and Mass Communications in 2014. The donation came from a portion of contributions companies made to support club programming.

The gift was the first time money has been added to the fund since it was created in memory of club president Dick Kostic shortly after he died in 1986. Each year, Kent State awards Press Club scholarships to outstanding newspaper, magazine, broadcast news, photojournalism or infor-

mation design students.

Thor Wasbotten, the school's dean, and development officer Christine Isenberg joined The Press Club at its holiday party and annual meeting in December 2014 to thank the club for helping students prepare for careers in journalism and media.

The Press Club will continue to donate a portion of corporate contributions to the fund in 2015. Please contact Michael Bennett or Lynn Bracic or see inside this issue or more information about supporting the club – and the next generation of journalists.

Hall of Fame Dinner at Landerhaven



Hall of Fame, Heaton nominations are open

The Press Club of Cleveland is calling for nominations for The Press Club of Cleveland Journalism Hall of Fame and the 2015 Chuck Heaton Award

Deadline for nomination is 11:59 p.m., Tuesday, June 2, 2015.

Nominations are accepted from any Press Club member. Finalists will be chosen by The Press Club of Cleveland Journalism Hall of Fame Committee and ratified by The Press Club Board of Directors.

To be eligible for induction, nominees must:

- Have made notable contributions to journalism in Cleveland and northeast Ohio.
- Demonstrated exceptional leadership, courage or contributions to the news industry.
- Work in the Cleveland area or had an exceptional career here before going elsewhere.

The Chuck Heaton Award is given to a journalist who exemplifies the sensitivity and humility and with journalistic talents which were traits exhibited by the late Plain Dealer reporter. A nominee's contributions to the community will weigh heavily for this award.

How to submit a nomination

Please provide:

- Nominator's name and phone number
- Nominee's name and title / affiliation (Please state "Hall of Fame" or "Heaton" on your nomination.)
- A brief statement (300 words maximum) on why the individual is worthy of recognition. Feel free to include biographical attachments or web links.

Please send nominations to either:

- Pressclubcleveland@oh.rr.com (Please write "Hall of Fame Nomination" or "Heaton Award" in the subject line.)

- The Press Club of Cleveland, Attn: Hall of Fame/Heaton Award, 28022 Osborn Road, Cleveland, OH 44140

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899-1222, pressclubcleveland@oh.rr.com) or me (216-408-3874, mebennett@outlook.com) know who we should reach out to.

Very special thanks to FirstEnergy and Medical Mutual of Ohio. They became the club's first two corporate partners last year, and have generously agreed to continue their support in 2015.

Leadership

The Press Club is about people; get involved. Governed by an elected Board of Directors, the club's true success lies with all members making programs happen, networking with other members, and ensuring the club remains true to its mission.

Please join me in welcoming three new board members, whose profiles appear inside: Toni Garbo of Fox 8 News, Jennifer Keirn of Inside Business, and Todd Schneider of FirstEnergy. Thanks to those who retired from the board last year (you can see their names in the election report inside).

mebennett@outlook.com

In Memoriam:

Pauline Thoma

The Press Club of Cleveland notes with sadness the passing on Feb. 8, 2015, of Pauline Thoma, long-time journalist and long-time Press Club treasurer. The following is excerpted from the obituary that appeared on Cleveland.com

Pauline June Thoma (nee Leonhard), 96, beloved wife of the late Walter had a 57 year love affair with her career in journalism which began as a reporter for The Cleveland Press at age 17 and ended as a reporter for The Plain Dealer at her retirement when she was 76.

Along the way she also reported the news in Oklahoma when Walter was in the service and was Editor of WestLife Newspaper. Her achievements and honors were numerous and included: induction into The Press Club of Cleveland Journalism Hall of Fame in 1993, membership on the executive board of the Newspaper Guild and a stint as Treasurer of its Cleveland chapter, membership in Theta Sigma Phi (now known as Women in Communications), serving on the Board of Directors of Sigma Delta Chi (now the Society of Professional Journalists), and spending 21 years in the capacity of Treasurer of the Cleveland Press Club, to name a few.

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MORE FROM THE HALL OF FAME DINNER



Tentative 2015 programming

The following are just some of the programs on tap for 2015. More are being explored.

All club members are invited to help plan and implement these or other programs. Please contact Program Chair Jennifer Keirn at (440) 638-4329 or jennifer@jenniferkeirn.com, or Executive Secretary Lynn Bracic at (440) 899-1222 or pressclubcleveland@oh.rr.com.

- **April:** Who's on First (and 3, 5, 8 and 19)?: A look at TV news
- **May 20:** Press Club of Cleveland Journalism Hall of Fame Reunion & Happy Hour Networking at Nighttown
- **June 5:** All Ohio Excellence in Journalism awards, House of Blues
- **Summer:** Happy Hour Networking
- **September:** Content Marketing in conjunction with Content Marketing World conference
- **November 12:** Press Club of Cleveland Journalism Hall of Fame inductions and Chuck Heaton Award presentation
- **Ongoing:** Throughout the year, club members have a chance to judge competitions from press clubs around the country.

2014 Press Club of Cleveland events in review

Press Club events in 2014 touched on timely topics and highlighted the people and organizations that contribute to robust information in Northeast Ohio. They attracted more than 1,400 attendees. Here's a recap:

- Feb. 18: Epic Content Marketing featuring Joe Pulizzi, founder and CEO of the Content Marketing Institute, at Lockkeepers
- Feb. 20: Behind the Headlines: Missing Persons, a panel discussion in partnership with Cuyahoga Community College moderated by Russ Mitchell of WKYC TV3, at Tri-C Metropolitan Campus
- April 10: The Editor-Freelancer Relationship: Making It Work, a panel discussion moderated by Denise Polverine, then of Cleveland.com, at Market Garden Brewery
- May 14: Marketing at the Market Garden Brewery, in partnership with the Business Marketing Association of Northeast Ohio and several other media organizations
- May 21: The Press Club of Cleveland Journalism Hall of Fame Reunion & Happy Hour at Nighttown (unofficial home of The Press Club)
- June 6: All-Ohio Excellence in Journalism Awards event at House of Blues
- July 17: Behind the Scenes with Cleveland Newsmakers: The RNC and CLE panel discussion moderated by Russ Mitchell, at The Union Club
- Sept. 10: Content Strategy with Facebook content strategist Jonathon Colman, in conjunction with Content Marketing World, at House of Blues
- Sept. 17: Business & The Media with Marc Fisher of the Washington Post, in cooperation with PRSA Cleveland, at Windows on the River
- Oct. 23: Behind the Headlines: The Heroin Epidemic, a panel discussion in partnership with Cuyahoga Community College moderated by Jennifer Keirn, at Tri-C Metropolitan Campus
- Nov. 7: Press Club of Cleveland Journalism Hall of Fame induction ceremony, at Executive Caterers and Landerhaven
- Dec. 10: Holiday Party & Annual Meeting at Nighttown (unofficial home of The Press Club)

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Her warm and tender spirit brought joy into the lives of family and friends. Her fierce tenacity was feared by subjects of her newspaper exposes. Her commitment to the City of Fairview Park where she spent

the vast majority of her life was boundless. Her sense of humor, periodic stubborn streak, blackjack and bridge talents, bartending skills, choices of Christmas gifts... these aspects of her amused many.

The PRESSCLUB of Cleveland

"Serving and honoring communications professionals since 1887."

BOARD OF DIRECTORS

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Welcome New Board Members



Todd M. Schneider

Job title: Director, External Communications

Employer / location: FirstEnergy, Akron, Ohio

City of residence: Bath, Ohio

Alma Mater: Hiram College

What is the “elevator description” of your job? In my job, I direct 15 professionals responsible for managing strategic media relations for FirstEnergy’s 10 operating utilities and 24 generating facilities as well as communications activities for financial information, environmental compliance and corporate news. Our group also oversees the company’s web pages and social media accounts, including Facebook and Twitter.

Best and/or most challenging part of your job? The best part of my job also is the most challenging. Over the years, I have worked on numerous highly visible issues impacting the company. I enjoy developing strategic issue management programs. It’s exciting and fast-paced work. At the same time, developing and executing proactive communications plans to improve the company’s reputation is certainly rewarding. Our surveys indicate that our most recent campaign about improved service reliability is gaining traction with customers.

Why do you look forward to serving on the board? FirstEnergy works with northeast Ohio journalists every day. I look forward to working face-to-face with members of the media to support various Press Club programs.

The inspiration for getting me into this business was: Leigh Herington, who served as public relations director at Hiram College when I was attending there. He helped me perfect my writing skills and got me interested in doing sports information work for the college as well as its athletic conference. It was a great opportunity that taught me many valuable lessons about public relations and journalism and helped me pay for college.

What do you enjoy most about living in northeast Ohio? Northeast Ohio has so many things going for it. I enjoy Cleveland, the change of seasons, the lack of traffic and the low cost of living.

My latest exciting project is: Announcing FirstEnergy Stadium as the home of the Cleveland Browns. It was a huge effort that we were able to keep quiet until just before the announcement. Fortunately, the pre-news conference coverage helped drive even more national and local stories.



Jennifer Keirn

Job title: Managing Editor

Employer / location: Inside Business

City of residence: Strongsville

Alma Mater: Ohio University, Scripps School of Journalism

What is the “elevator description” of your job? I provide editorial oversight of Inside Business, which tells the stories of leading companies and individuals in Northeast Ohio’s business community.

Best and/or most challenging part of your job? The transition from long-time freelancer to editor in July has come with quite a learning curve. I’m still acclimating to the process of shepherding great writing and art into a print product.

Why do you look forward to serving on the board? There is more need now than ever for organizations that sustain personal relationships among like-minded and talented people. There is no digital replacement for it.

Something not many people know about me: Yes, I am six feet tall. No, I did not play basketball.

The inspiration for getting me into this business was: My biggest influence was a faculty advisor on my high school newspaper and forensics team who took the time to nurture my writing and public speaking skills at a young age.

What do you enjoy most about living in northeast Ohio? I have loved the cultural diversity, artistic institutions and outdoor environment here that I found lacking growing up in Cincinnati. When I moved here nearly 20 years ago, I took on the mindset of a tourist in my new hometown, so I had an early appreciation of Northeast Ohio’s assets that’s often lacking in natives.



Toni Garbo

Job title: Community Relations Director

Employer / location: Fox 8

City of residence: Cleveland

Alma Mater: Ohio University

What is the “elevator description” of your job? Fox 8 goodwill ambassador and revenue-generator.

Best and/or most challenging part

of your job? I can use the power of a strong station for the greater good of the community.

Something not many people know about me: I make rosaries to send to missions all over the world.

The inspiration for getting me into this business was: My love for journalism.

What do you hope to get out of your Press Club of Cleveland membership? Helping others, and friendships.

What do you enjoy most about living in northeast Ohio? Family

My latest exciting project is: St. Jude Dream Home campaign. I have a new project in the works to be announced soon!

New directors welcomed, retiring directors thanked

At The Press Club of Cleveland’s Annual Meeting & Holiday Party on Dec. 10, 2014, the following were elected as officers: Michael E. Bennett, president; Russ Mitchell, vice president; Amy McGahan, secretary; and Carol Kovach, treasurer.

Elected for two-year terms on the board were Bennett, Thom Fladung, Toni Garbo, Jennifer Keirn, McGahan, Mitchell, Kathleen Osborne, Todd Schneider and Richard Stewart. They join continuing board members David C. Barnett, John Betchkal, Ed Byers, Dustin Klein, Kovach, Lee Moran, Pat Panchak, Mary Patton, Denise Polverine, and Joe Pulizzi.

The following directors who were retiring from the board were recognized and thanked for their service: Jeff Bendix, Maryana Bradas, Jane Christyson, Linda Feagler and Tom Skoch.

The Nominating Committee was co-chaired by Betchkal and Fladung. Members were Mitchell, Polverine and Cindi Szymanski of Playhouse Square Foundation, who served as the bylaws-mandated non-trustee on the committee.

For more information on club events visit
www.pressclubcleveland.com

Medical Mutual of Ohio is, once again, proud to be a sponsor of The Press Club of Cleveland.

Now in its second year of Press Club Corporate Sponsorship, the Cleveland-based health insurance company is also a prominent corporate citizen, supporting more than 500 organizations throughout Greater Cleveland and the state of Ohio.

“We live here, we work here,” is much more than just a motto at Medical Mutual of Ohio – it’s a way of doing business.

Headquartered at East Ninth and Prospect in downtown Cleveland, Medical Mutual’s headquarters in the historic Rose Building is home to nearly 2,000 employees with an unequalled spirit and dedication to improving the quality of life in the communities the company serves.

Employees are making a positive difference in the lives of others by donating more than 2,500 hours of their time and hundreds

of thousands of dollars in support of community causes, such as Make-A-Wish, United Way, The American Heart Association, Junior Achievement and many others.

Whether you’re watching the Indians, Cavaliers, you cannot help but notice that familiar Medical Mutual name at sports venues everywhere around town. That’s because Medical Mutual is “the official health insurer” of all of our pro sports teams, in addition to the Rock & Roll Hall of Fame, Cleveland Museum of Art, and most of the higher institutions of learning in Cleveland and throughout the state of Ohio. The company also donates thousands of dollars in college scholarships to worthy high school seniors.

Medical Mutual is a big backer of the business community with its annual Pillar Awards, which salutes Cleveland companies

committed to giving back to the community. The company’s “Mutual Appreciation” customer loyalty program encourages Medical Mutual’s 2,000 + employees to shop only with businesses that purchase health insurance from Medical Mutual. To date, the Mutual Appreciation program has pumped nearly \$40 Million into the coffers of local businesses, both large and small.

Through its eight decade-long history, Medical Mutual’s mission, goals and commitment to its customers have remained unchanged: to provide excellent products and world-class customer service.

While healthcare reform will continue to impact us all and bring changes to the health insurance industry, Medical Mutual will remain a pillar of strength and support in our community.

Holiday Party at Nighttown



The PRESSCLUB of Cleveland

"Serving and honoring communications professionals since 1887."

2015 Corporate Partner Opportunities

Northeast Ohio media and communications professionals turn to The Press Club of Cleveland for information, education, inspiration, and celebration.

Corporate Partners turn to The Press Club of Cleveland to become part of the area's most inclusive and innovative community of media and communications professionals.

By bringing together the news breakers and the news makers, The Press Club Corporate Partners program

helps members and partners establish strong business contacts, develop lasting friendships, forge meaningful mentoring relationships, and, together, shape the future of media, communications and our Northeast Ohio community.

There are a limited number of partnerships available in each category. Partners in 2015 will be offered first rights to secure 2016 partnerships.

| Event | Date | Partnership opp. | Amount* | Available |
|--|-----------|--------------------|---------|-------------|
| ALL Press Club events, plus marketing opportunities | Various | Corporate Partner | \$5,000 | 4 |
| Make Your Best Pitch: Freelancing | April | Event Partner | \$2,000 | 1 |
| Hall of Fame Reunion | May | Event Partner | \$2,000 | 1 |
| Ohio Excellence in Journalism Celebration | June 2015 | Presenting Partner | \$4,000 | 1 |
| | | Reception Partner | \$3,000 | 1 |
| | | Supporting Partner | \$2,000 | 4 |
| Cleveland Journalism Hall of Fame Gala | November | Presenting Partner | \$4,000 | 1 |
| | | Reception Partner | \$3,000 | 1 |
| | | Supporting Partner | \$2,000 | 4 |
| Holiday Party | December | Event Partner | \$2,000 | 1 |
| Multimedia and other journalism training and education | TBD | Event Partner | \$2,000 | 1 per event |
| Networking / happy hours | TBD | Event Partner | \$2,000 | 1 per event |

For information, please contact:

Lynn Bracic, executive secretary, **440-899-1222** or pressclubcleveland@oh.rr.com
Michael E. Bennett, president, **216-408-3874** or mebennett@outlook.com

The Press Club of Cleveland – 2015 Corporate Partner Opportunities

Corporate Partner – \$5,000 (X 2 Available)

- “Meet the Partner” Q&A in Byliner e-magazine and on website
- One guest column in Byliner e-magazine on a topic of interest to Press Club members
- Company description, logo and a link to your website on Press Club website
- Major recognition at Press Club Signature events: Ohio Excellence in Journalism Awards Celebration and Cleveland Journalism Hall of Fame Gala
 - Full-page ad in program books
 - 8 tickets to be used at either event or split between them
 - Logo and/or listing in event materials: news release, Facebook post, invitation, video, slideshow
 - Ability to provide a gift to attendees and have an information table in lobby
 - 1-minute welcome remark from podium
- Recognition as Corporate Partner at all Press Club educational and networking events.
- 4 individual Press Club memberships for your employees or clients
- Opportunity to offer discounted products and services to Press Club members via Byliner e-magazine and one email sent on your behalf to club members
- One-time opportunity to solicit a Press Club board member for written advice and/or suggestions on branding, advertising or marketing/communications efforts
- Ability to publish one “solution-oriented” guest blog/column on Press Club website directly related to partner’s industry and/or expertise, with post about it on Press Club Facebook page
- Ability to display and use “Official Corporate Partner of The Press Club of Cleveland” tagline on your company’s website and in marketing materials
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*

Signature Event Partner for All Ohio Excellence in Journalism Awards Celebration and Cleveland Journalism Hall of Fame Gala

Presenting Partner - \$4,000 (1 available for each event)

- Full-page ad in program book
 - 4 tickets to event
 - Logo and listing in event materials, including news release, Facebook post, invitation, video, slideshow
 - Ability to provide 1-2-minute welcome remark from podium
 - Ability to provide a gift to attendees and have an information table in lobby
 - Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*
- **Reception Partner - \$3,000** (1 available for each event)
 - Half-page ad in program book
 - 4 tickets to event
 - Logo and listing in news release, video and slideshow
 - Recognition from podium
 - Ability to have an information table in lobby
 - Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*
 - **Supporting Partner - \$2,000** (4 available for each event)
 - Half-page ad in program book
 - 2 tickets to event
 - Recognition from podium
 - Logo and listing in video and slideshow
 - Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*

Event Partner – \$2,000 (1 partnership available for each event, including educational, networking and training events)

- 4 tickets to the event
- Ability to provide 2-3-minute welcome remark from podium
- Ability to provide materials to attendees
- Logo and listing in event materials, including news release, Facebook post, invitation, video, slideshow
- Recognition in event coverage in Byliner e-magazine
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*



***The Press Club will donate 5% of all 2015 partnership contributions to The Press Club of Cleveland Scholarship at the Kent State University School of Journalism and Mass Communications to help educate the next generation of journalists.** The scholarship

was established in 1987 in memory of Dick Kostic, who served as club president for two years before passing away in 1986. The scholarship is awarded to outstanding newspaper, magazine, broadcast news, photojournalism or information design students. In 2014, two Press Club scholarships were among 51 awards given to journalism students who otherwise may not have been able to attend KSU. With your support of Press Club activities, KSU will be able to increase the value and number of awards.

Sponsorship terms: For the year-long Corporate Partnerships, at least 50% should be paid at time of agreement, with 25% each by July 1 and Oct. 1, 2015. For Event Partnerships, full payment is requested no later than 30 days before event date.