

From the President

Ed Byers



As you can see, we have combined our July and August editions into a single summer of 2012 edition.

So, there is much catching up to do from our May edition and, first off, I want to say 'thank you' to Lee Moran and her hardworking Excellence in Journalism committee for the annual June awards program that just keeps getting better and better, year after year.

Giving out several hundred awards in such a relatively short amount of time is no small task and everyone continues to marvel at how quickly we do it and how the event has evolved over the years, becoming the premier journalism awards event in the state of Ohio. The emcees, Press Club Hall of Famers Dan Coughlin and Dick Feagler, at peak form, kept everyone wonderfully entertained and at a very brisk pace. Thank you, Danny and Dick – you guys were great!

Now for the Hall of Fame. There were 12 finalists vying for induction into this year's Press Club of Cleveland Journalism Hall of Fame are: Jim Collins (The News-Herald), Ted Diadiun (The Plain Dealer), Vivian Goodman (WKSU, WERE), Bill Gunlocke (Scene), Vern Henry (Advanstar), Ken Robinson (WTAM NewsRadio 1100), Mark Russell (The Plain Dealer), Mary Ann Sharkey (The Plain Dealer), Tom Sheeran (Associated Press), Liz Vaccariello, Cleveland Magazine, Readers Digest), Norman Wagy, WJW-TV 8, Storer) and Stuart Warner (The Plain Dealer, Beacon-Journal).

The votes have been counted and the five 2012 inductees selected by YOU, our members, are Collins, Diadiun, Goodman, Henry and Warner. Their bios appear on page one and continue on page 6. Congrats to these fine journalists on their induction, to take place Friday

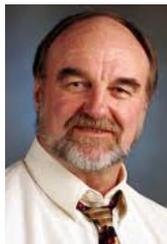
continued on page 2 >

Collins, Diadiun, Goodman, Henry, Warner to Enter Press Club of Cleveland Journalism Hall of Fame

Jack Marschall to Receive 2012 Heaton Award



Collins



Diadiun



Goodman



Henry



Warner

Jim Collins, Ted Diadiun, Vivian Goodman, Vern Henry and Stuart Warner have been selected by Press Club members for induction into The Press Club of Cleveland's Journalism Hall of Fame. Jack Marschall was chosen by The Press Club as the recipient of the 2012 Chuck Heaton Award. (More on Marschall on page 7.)

Here is a glimpse at the Hall of Fame Class of 2012 inductees:

News-Herald Editor Emeritus **James K. Collins** is 83 and still writes a regular Sunday column. Collins is regarded as the single most visible, authoritative and influential communicator for the community he has served for decades. In 1967 he achieved the position of editor of The News-Herald. He was named Best Editorial Writer in Ohio three times by the Associated Press. His weekly column is "must reading" for area residents who want to keep their fingers on the pulse of community events. He has been writing the "Editor's Notebook" column every Sunday since 1973.

Ted Diadiun has been a newspaperman for 44 years, the last 22 at The Plain Dealer. He has served as metro editor, sports editor and assistant managing editor/administration before becoming the paper's first reader representative in April 2005. Now retired, he continues to serve as reader rep on a freelance basis. Diadiun began his newspaper career in 1968 at the Painesville Telegraph. He then started with The News-Herald in Willoughby as a sportswriter in 1973. Diadiun was named sports editor in 1976. He left sports in 1980 and ran the paper's newsroom, first as managing editor and then executive editor.

Since 1996, **Vivian Goodman** is a reporter, producer and host of the award-winning radio news programs Fresh Air and All Things Considered broadcast on WKSU-FM, Kent State University. Goodman began her award-winning WKSU stint in 1996. A Cleveland resident, Goodman has been chosen by the Cleveland Association of Broadcasters as one of the "20 Broadcast Legacy Award" inductees. A winner of a number of Press Club Excellence in Journalism awards, Goodman began working in commercial radio in Akron at WHLO-AM and then moved on to anchor newscasts on Cleveland's all-news WERE-AM. She has worked in radio news in Cleveland, Akron, Chicago and Washington, D.C.

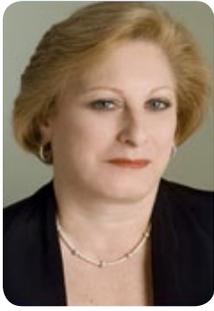
In a journalism career spanning nearly five decades, **Vernon E. Henry** was twice nominated for the Pulitzer Prize and won more than 30 Associated Press and United Press International awards. Henry served as executive editor for Rowley Publications' seven newspapers in Northeast Ohio and in 1978, Henry won the National Newspaper Association Best Column Award. In 2001, he received the American Business Publication Editors' Lifetime Achievement Award. In 2004, he was the recipient of the American Business Media Crain Award for a distinguished editorial career. With Henry as corporate editorial director, Advanstar publications won 32 Jesse H. Neal awards, the Pulitzer of the business press. Henry retired in February 2010 as corporate editorial director at Advanstar.

In his more than 40-year newspaper

continued on page 6 >

Deciphering Plaid English

Laurie Mitchell Certified Personnel Consultant



Disclaimer: Nothing in this column should be inferred as insulting to either Scots or those of Scottish descent, and the opinions expressed are mine alone.

A couple months back, I received the résumé of a well-trained and rather accomplished young Glaswegian married to a Clevelander whose family still resides here. Living on the high-rent east coast, both have excellent jobs, but the time has come to purchase a house and start a family so they're hoping to relocate to Northeast Ohio. His experience ought to make him an excellent hire for one of my clients.

"Ewen" has a charming brogue and a delightful way with words. However, each time we spoke, I was struck by his meandering, non-linear conversational style. While he would eventually answer my

questions, it often required patience to hear him out.

Early this spring, my husband and I booked a week-long tour of Scotland followed by four days on its picturesque west coast with friends who live in England half the year. We planned to arrive in Glasgow a day before our tour commenced to recover from jet lag, and to go sightseeing in this formerly renowned shipbuilding center home to "the tobacco barons" of the 1800s (it was twenty days' less sailing time to Virginia from Glasgow than from London) and to the fabulous Art Nouveau designer Charles Rennie Mackintosh.

So, naturally, I phoned Ewen for his personal recommendation on what to see in Glasgow. But as many times as I redirected my inquiries and as loquacious as he was he couldn't or wouldn't express an opinion. Round and round we went until I finally thanked him and hung up, not guessing that his manner of speaking was a "wee" – as the Scots say – foreshadowing of the

conversations we would have over twelve days.

Scotland is beautiful, and I am now educated about Scottish/English/French intrigues and alliances, clan warfare, tartans, kilts, the Caledonia canal, the Edinburgh Military Tattoo and "Heathergems." I have studied castles, walked battlefields, hunted Nessie, toured a distillery, survived a whiskey tasting, sampled haggis, been astounded by a Border collie show on a working sheep farm, and feasted my eyes on quaint fishing villages.

The lovely, gentle Scots have no sense of urgency, chatter endlessly with every transaction, digress to the point of distraction, and kindly give directions that are utterly unintelligible.

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PRESIDENT FROM PAGE 1

evening Oct. 12 at the Hilton Garden Inn downtown!

I am also happy to announce that Jack Marschall has been chosen as the recipient of the 2012 Chuck Heaton Award which will be presented to him by the Heaton family at the induction ceremonies. Congrats to Jack, one of the best to grace the Cleveland TV airwaves!

Also, thanks to John Betchkal and his Hall of Fame nominating committee consisting of Rich Osborne, Dan Coughlin, Margaret Bernstein, Richard Stewart and Jeff Bendix for their hard work in finalizing this year's slate of nominees.

I hope you're having a great summer. Enjoy.

the Byliner

A publication of
The Press Club of Cleveland

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Press Club Hall of Famer Jane Scott's Memorial Unveiled at Rock Hall

A cast-bronze statue of the late Jane Scott (Press Club of Cleveland Hall of Fame, Class of '91) complete with a replica of her signature red eyeglasses was unveiled July 5 at the Rock and Roll Hall of Fame.

The bronze memorial is a gift from Scott's Family, namely her nephew Bill Scott and nieces Linda Scott Cook and Sarah Scott Gooding. Scott's family also donated a significant collection of Scott's items to the Rock Hall's Library and Archives, including 4,000 LP records and 300 notebooks.

"If it wasn't for Jane, I wouldn't be standing here today, because we wouldn't have this building. She was very instrumental in making sure that the Rock Hall came to Cleveland," said Terry Stewart, president and CEO of the Rock Hall. "She is really is right in that pantheon of rock gods and goddesses, as far as we're concerned."

The Plain Dealer's John Soeder noted that Scott's statue is

slightly larger than life, but in great detail. Scott's beaming likeness has a concert ticket pinned to her jacket, as was her wont. Her bulging purse includes a jar of peanut butter, because she made a point of always carrying peanut-butter sandwiches while on assignment. And in her notebook are written two questions that she often asked the musicians she interviewed: "What's your favorite color?" and "Where did you go to high school?"

Scott retired in 2002, after 50 years at The Plain Dealer. Jane Scott died last July at the age of 92.



A Press Club History Part 5

A History of The Press Club of Cleveland The Last (but not Final) Chapter



By John Sheridan

Despite its occasional lapses into the twilight zone in the 1960s and 70s, The Press Club managed to maintain a strong professional orientation. In 1979, it established solid credibility when it inaugurated the Northeast Ohio "Excellence in Journalism" Awards. Several years later, the contest was expanded into a statewide program now known as the Ohio Excellence in Journalism Awards.

Interest in the competition continued to grow each year and a record number of entries from across the state were realized with the 2012 awards presentation, emceed by Dan Coughlin and Dick Feagler. Also in 2012, the awards entry and judging process went online, receiving rave reviews from contestants and judges alike. Going forward, the Excellence in Journalism contest will continue with the online entry and judging process.

In 1981 The Press Club established The Cleveland Journalism Hall of Fame inducting 11 charter members. Today, the Hall of Fame boasts more than 200 inductees

and is a virtual "Who's Who" of Cleveland journalism.

During the 1990s the Club established a scholarship program to aid journalism students at Kent State University. The endowment fund was created in memory of Richard D. Kostic, a two-term Press Club President who died in 1986. Thousands of dollars have since been awarded by The Press Club of Cleveland to Kent State students to continue their education.

In 1987, The Press Club of Cleveland celebrated its 100th anniversary, producing a lavish anniversary issue complete with writings by Mary Strassmeyer, Dick Feagler, George Condon, Charles Day, Michael D. Roberts and Bill Hickey. The keepsake booklet, slugged "The Life and Times of Cleveland's Media," was reproduced and updated for the Club's 120th anniversary in 2007.

That was the same year that The Press Club moved into its new home, "Nighthtown" at the top of Cedar Hill in Cleveland Heights. In addition to serving as the club's headquarters, The Press Club of Cleveland's Hall of Fame plaques and "visual archives" are now located there.

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Cliff Anthony Releases Novel on the News Business

Cliff Anthony, Press Club member and past SPJ Cleveland President, has released his first novel titled "Page-A1." The 37-chapter book takes a humorous look at a fictional small-town newspaper.

Anthony, who has worked for newspapers in the Cleveland area, skillfully weaves the challenges faced by journalists and publishers in his new book.

"Journalists and non-journalists will find this novel interesting," said Anthony, now an assistant professor of Journalism at Lorain County Community College. "Page-A1" is dedicated to overworked, underpaid, unappreciated journalists who live in perennial poverty," Anthony said.

To stay afloat in business, the newspaper's publisher, who is also the editor-in-chief, resorts to union busting, a phony diversity campaign, and even offers kick-backs to advertisers for their patronage. "Page-A1" is replete with such anecdotes seen through the eyes of a cub reporter.

Divided into 37 chapters, "Page-A1" will



make you laugh, ponder and will prompt you to buy a copy of your local newspaper, just to support its employees. At present, it is available on Amazon and Kindle. For more information, visit www.Page-A1.com.

The PRESS CLUB of Cleveland 125th Anniversary

"Serving and honoring communications professionals since 1887."

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Virgil Dominic Named Interim WKYC-TV 3 News Director



Virgil Dominic, veteran newsman and Press Club of Cleveland Hall of Famer (Class of '03) will serve as WKYC Channel 3's interim news director.

Dominic replaces current News Director Rita Andolsen who has taken on a new role as director of advocacy and community initiatives, working closing with Gannett corporate and twenty other Gannett broadcast stations.

For Dominic, it means having come full-circle. He began his career at WKYC in 1965 as a main anchor and according to WKYC President and General Manager Brooke Sectorsky, "set the tone for the region's rich history of journalistic excellence." Sectorsky continued, "For the past six years, he has been with us as a talent mentor and consultant, and we see this as a continuation of that vision."

Throughout his years in management, Dominic mentored several top-notch reporters, such as Kelly O'Donnell, political reporter for NBC News (Press Club Hall of Fame Class of '11) and Martin Savidge (Press Club Hall of Fame Class of 2009) correspondent for CNN and formerly of NBC.

HISTORY FROM PAGE 3

Nighttown was chosen as the new "official home" of The Press Club of Cleveland because of its long and colorful history as a favorite haunt of local journalists since opening in 1965.

The "visual archives" of The Press Club of Cleveland now grace the walls of Nighttown, including large format photos from The Cleveland Press and The Plain Dealer, depicting historic and iconic photos known to many Clevelanders, though rarely seen.

The Press Club continues to grow, with several important upgrades and improvements over the past five years. In 2008, The Club's e-newsletter, The Byliner, was completely revamped and, to this day, is a strong voice for the organization. In 2010, The Press Club website: pressclubcleveland.com

The screenshot shows the Cleveland.com homepage with a new design. At the top, there are logos for Cleveland.com, Snow Bros. (Major Appliances Since 1922), and various appliance brands like Frigidaire, Maytag, Whirlpool, GE, and Electrolux. Below this is a weather forecast for Northeast Ohio: 86° Partly Sunny, 5-day Satellite. A search bar and social media links (Sign in, Register for free, Sign in with Facebook) are also present. A navigation menu includes News, Business, Sports, H.S. Sports, Entertainment, and Local. A banner for 'WEATHER ALERT: Heat Advisory in effect until 7:00 p.m.' is displayed. Below the banner, there are featured stories: 'Cuyahoga County mails homeowners values', 'Brandon Weeden agrees to 4-year deal with Cleveland Browns', and 'Cleveland-Cuyahoga County Authority votes to put tax ease on November ballot'. A 'Top Stories' dropdown menu is open, showing options for News, Sports, Entertainment, and Business. A 'Special Report' section highlights 'Colorado Shootings'. A 'DON'T MISS' badge is visible on the left side.

Cleveland.com's New Look

By Denise Polverine, *Press Club Board Member, Editor in Chief, Cleveland.com*

For the first time since 2008, cleveland.com has launched a new look.

When we go through a redesign it's a lengthy process and one that first starts with a lot of research, focus groups and talking to people about how they access their news online.

As this research was being conducted, our parent company, Advance Digital, worked to secure a design firm that was doing solid, forward-thinking work. Mule Design out of San Francisco was selected and they have done great work including the design of Pulitzer-prize winning site ProPublica.org.

The new design has eliminated a lot of the clutter of the former look while allowing plenty of options for users to navigate to the sections and stories they're looking for. It's cleaner and a bit bolder.

This homepage redesign and new site-wide navigation are just the first steps in more improvements for cleveland.com. We have also just launched a new real-time commenting system and we're

working on new section and story page designs, better ways to share stories and more engaging tools.

Any time we make any change we hear an outcry from users and this redesign was no different. The comments started off negative and we are listening to all of the concerns. We are also starting to get some positive emails saying "I actually like the redesign and it's easier to use." But we take all feedback seriously and sometimes we don't know what the reaction will be until after we launch something. It was tested in several Advance Digital markets before it launched in cleveland.

So, like all redesigns, we keep track of common concerns and address them and help guide people through the new look. People are passionate about how they consume their information and we strive for it to be a great, easy-to-use experience.

The new design is also optimized for many tablets and will soon be optimized in mobile and apps.

If you have any feedback, please email us at: feedback@cleveland.com

com received a complete makeover, The site was expanded to include news and events, past issues of The Byliner, historical archives, photos, board member profiles and much more.

The club today also enjoys a social media presence, becoming one of the first Press Clubs in the United States to employ a Facebook and LinkedIn page, later adding

a Twitter account.

In honor of The Press Club of Cleveland's 125th anniversary in February, 2012, Cleveland Mayor Frank Jackson, Council President Martin Sweeney and Cleveland City Council passed a resolution commending The Press Club of Cleveland for its heritage and service to the city of Cleveland and its journalism community.

Two Chuck Heaton Award Winners Find Inspiration to Get a Literary Work off the Ground

How the “Dads, Books & Kids Festival” came to be

By Margaret Bernstein
– The Plain Dealer

It's sad that I kept count of all my rejections, but hey, that's how I roll.

In 2007, I was sent to the University of Missouri-Columbia, to serve as a mentor at a high school journalism workshop. This is a wonderful school, but frankly, Columbia, Missouri is not a very exciting town. I had a lot of free time so I decided to use my downtime to write a children's book.

I wanted to create a unique storybook that would ever-so-sweetly force a dad who was reading it aloud to make a pledge to “be there” for his child. I wanted it to be a playful back-and-forth between a dad and a kid.

My story began like this: “Dad, if I got lost at the circus, what would you do? I'd jump onto an elephant's back and search the crowd for you.”

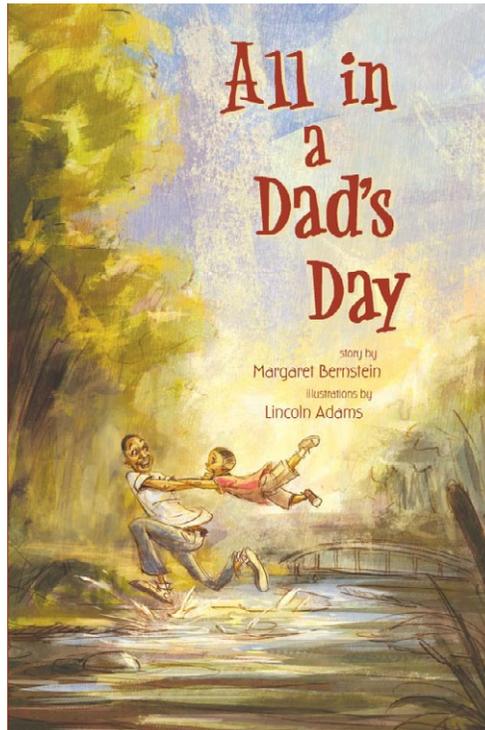
So, being kinda pleased with what I wrote that day, I began the process of trying to get it published. And quickly learned: this ain't easy.

I sent the manuscript directly to a couple of publishing houses – nothing!

In 2010, I dropped the project. Freelance jobs in writing and editing were popping up for me, and I realized it made sense to pursue those. I once covered Oprah when she spoke in Cleveland and I'll always remember her advice at a local church: “Go with the flow. The flow is God.” I moved on.

Then late last year, at The Press Club of Cleveland's Hall of Fame induction ceremonies, I met Herb Thomas, a videographer at a local TV station. That night, Herb was the recipient of the Chuck Heaton Award, an honor which I had received just the year before. Herb is a creative guy who does as much community work on the side as I do. It felt like meeting a twin, a true kindred spirit, as we compared notes on our careers and how we're always donating our time to support causes we believe in.

We were so compatible that a feeling just bubbled up in my gut that he might like my fatherhood book idea. I decided to run it by him. It couldn't hurt, I figured. I invited him out for coffee. There, I told him about my idea and timidly suggested that we team up to do something – maybe



an inspirational video of dads reading my unpublished book to their kids?

Wow, am I glad that I followed through on that gut feeling. He loved the manuscript, and promptly started making my deferred dreams come true. Turns out, he has a contract to put on promotional events for a local urban health organization. Right inside the coffee shop, he offered to pay the cost of hiring an illustrator and printing my book. Then he bowled me over by saying he'd like to plan a community event around the idea of dads reading to their kids.

Our event, “Dads, Books and Kids – A Family Flash Mob,” was held Saturday, Aug. 4 at Gardenview Hill Park in Cleveland. More than 100 fathers and a larger number of children turned out for the rally to support fathers' involvement with their children. We gave the fathers the book. It was wonderful.

The best part was at the end of the rally. We told everyone we were turning them into disciples and asked them to take another book to a father who needs to hear this message, so it will have a reach that goes far beyond this rally.

So, what have I learned? Listen to your gut. Be patient. Never give up on an idea that you deeply believe in. And oh yes – listen to Oprah, and go with the flow.

A good time was had by all at the Excellence in Journalism Awards Dinner



Dispatch Group with awards



Ed Byers hands award to Jim Larrick



Audience watches the show



Emcee Dick Feagler announces the winners

HALL OF FAME

FROM PAGE 1

career **Stuart Warner** has played a major role in three Pulitzer Prize-winning entries and has edited three other Pulitzer finalists plus stories that have won more than 50 other national awards. Warner was lead writer on the centerpiece of the Akron Beacon Journal's 1987 Pulitzer-winning coverage of the attempted takeover of Goodyear. As deputy managing editor in Akron, he supervised the 1994 Pulitzer Gold Medal winning project, "A Question of Color." As writing coach at The Plain Dealer, he edited Connie Schultz's columns that won the 2005 Pulitzer for commentary, and her series "Burden of Innocence," which was a finalist for the 2003 Pulitzer in feature writing. He also edited Regina Brett's columns, which were 2008 and 2009 Pulitzer commentary finalists. Warner has received The Press Club of Cleveland's Best in Ohio award twice for freelance writing and once for essay writing.

The induction will take place Friday evening, Oct. 12 at the Hilton Garden Inn, downtown Cleveland. Registration and reservation information will be announced shortly.

Cleveland Press Staffers Celebrate 30th Reunion

The Press City Room spirit vibrantly continues even 30 years after the colorful Cleveland newspaper's demise. The editorial staff held its annual Press reunion on June 10 at a west side watering spot and a few dozen former staffers and their families came to share stories and renew friendships. The attendees included Walter Johns, who came up from Houston, and Peter Almond who flew in from England.

Harriett Peters leads the organizing committee's annual effort, along with help from Paul Tepley (Hall of Fame Class of '05) and Barbara Weiss. They're already looking forward to a repeat next year.

One of the alumni, Press Club Hall of Famer Arnold Miller (Class of '02), had a Page One story on June 17 in the Cleveland Jewish News about "The Day The Press Died." Arnold interestingly noted "That was 30 years ago. Ironically, the figure '30' is an older telegrapher's symbol used by reporters and editors to indicate the end of a story."

Former Press reporter and Press Club Hall of Fame member Fred McGunagle (Hall of Fame Class of '04) summed up what a lot of the reunion attendees were thinking with this thought: "One of the few things age has taught me is to count my blessings, high among which is the 23 years I spent with The Press and, especially, the people of The Press. They mean more to me with each year that goes by."



When Mayor Ralph Perk accidentally set his hair on fire in 1972, Ina Louise Faw Keegan did her best to douse the media flames. A pioneering press secretary, Ina Keegan died July 29 at home in Pinehurst, N.C. She was 92. During her career, Keegan covered civic meetings for The Plain Dealer and became a copy editor for the Sun Newspapers. Keegan also worked in public relations at General Electric's Nela Park.

In 1970, she became press secretary to Perk, who was Cuyahoga County auditor. She followed him to City Hall in 1971 and stayed through his three two-year terms.

Brent Larkin, Plain Dealer columnist and retired editorial director, said, "Her devotion to the mayor sometimes proved frustrating to journalists, but her commitment to Perk never once wavered." She was proud of her administration. "We made a tremendous amount of progress," she told The Plain Dealer in 1982.

Perk once told The Plain Dealer that he believed Keegan was the first woman press

Obit: Ina Keegan, 92

Mayor Ralph Perk's Press Secretary- Former PD and Sun Newspaper Reporter

secretary to a big city mayor. "She was extremely loyal," he added, "and loyalty is extremely important in public service." She was also proud of her role. "I wouldn't have lived and died without it, even though I thought I'd die doing it."

After Perk's terms, Keegan worked for the state government, mostly as press officer for the Department of Transportation in Garfield Heights. In 1982, she retired and moved to Pinehurst, N.C.

Her survivors include two daughters, three grandchildren and three great-grandchildren. Boles Funeral Home of Pinehurst handled her arrangements.

Condensed from an article by The Plain Dealer's Grant Seagall

Press Club Member Anniversaries: July & August

JULY ANNIVERSARIES

10 YEARS

Maryana Bradas

7 YEARS

Tony Tomsic

6 YEARS

Terry Dubow

Kathleen Osborne Gleydura

Denise Polverine

2 YEARS

Clifford Anthony

Susan Christopher

1 YEAR

Megan Howell

AUGUST ANNIVERSARIES

7 YEARS

Dick Russ

3 YEARS

Gretchen Fri

2 YEARS

Bob Miko

1 YEAR

Michael Peltier

Robert Rua

Emily Robinson

Thom Fladung

April Miller

Patricia Wren



What's New?
The Press Club of Cleveland presents "Honored One: A Tribute to a Friend, Hope, Love, and 50 Years Later". Join The Press Club of Cleveland on Sept. 7 for a powerful day of discussion and reflection about the personal attacks that changed history. Remarks by Tom Evans, former CCA president. For event details: <http://pressclub.com/50years> September 01, 2011 11:00 AM

Join us in Celebrating 125 years in 2012

SAVE THESE DATES!

October 12 – The Press Club of Cleveland Journalism Hall of Fame Induction Dinner.

December 12 – Holiday Party and Annual Membership Meeting.



Jack Marschall Is The Press Club Of Cleveland's 2012 Chuck Heaton Award Recipient

Veteran Cleveland news telecaster Jack Marschall has been selected by The Press Club of Cleveland as the 2012 recipient of the Chuck Heaton Award.

The Chuck Heaton Award honors a journalist who exemplifies the sensitivity and humility, along with journalistic talents, which were traits exhibited by Plain Dealer reporter Chuck Heaton, who died at age 90 in 2008.

"Jack Marschall is a superb choice to receive this year's award," said Press Club president Ed Byers. "Jack is a terrific newsman who worked at three Cleveland TV stations and he has continually demonstrated his love for

fellow man in many special ways."

Marschall will be honored Oct. 12 at The Press Club Hall of Fame induction ceremony at the Hilton Garden Inn in downtown Cleveland. He will be the fifth recipient of the Heaton Award, joining Terry Pluto and Margaret Bernstein of The Plain Dealer, and John Telich and Herb Thomas of WJW-TV.

Chuck Heaton's writing career at The Plain Dealer covered five decades, during which time he covered the Cleveland Browns from 1946 to 1993. An excellent writer, he was also a compassionate man known for treating people from all walks of life with kindness, respect and dignity.

The Press Club of Cleveland and Rock and Roll Hall of Fame Presents

What was WMMS' winning formula 40 years ago and could it be repeated in today's digital age?

After debuting in 1968, WMMS dominated the ratings within a decade. The station played a key role in breaking many rock icons and posted market record-high figures never duplicated by any other station. WMMS was home to many legendary DJs and won the Rolling Stone Radio station of the year award a record number of years. In this age of digital radio, iPods and shrinking record labels can a radio station emerge again that can capture the nation's attention like WMMS?

Hear from a renowned panel headed by John Gorman, former WMMS music, program, and operations director as well as current media consultant, talent coach and author of "The Buzzard" book.

Panelists:

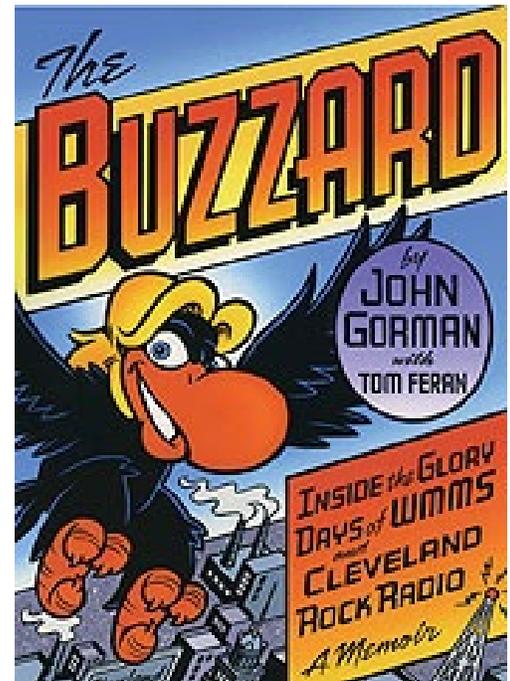
Billy Bass - one of the original pioneers of Alternative Radio on the FM dial at WHK, WNCR and WMMS, owns and operates Billy Bass Photography in downtown Cleveland.

Gaye Ramstrom - former high school teacher, David Lee Model, 25-year ca-

reer in sales and sales management at WMMS (with eight owners in six years) realtor, and currently in local sales at WCLV (Classical FM) at ideastream in Playhouse Square.

Denny Sanders - was a fixture on the Cleveland airwaves for 30 years, from 1971 to 2001, first at WMMS and later at WMJI. He also held the positions of program director, music director and creative services director at WMMS, and later became head of program operations at WMJI. He joined Telos Systems in 2001 as managing director and in 2010 became director of marketing for the Omnia Division of the new parent company The Telos Alliance, an international broadcast equipment and software development organization.

Walt Tiburski - 45-year radio station management executive and owner. Formerly: WMMS/Malrite Broadcasting, vice president and general manager; president, co-owner/co-founder, Cleveland based, 15 radio station national group, Win Communications, Inc.; vice president and general manager, Clear Channel Communications' and later,



CBS Radio's, WNCX; vice president and general manager, Renda Broadcasting stations, Naples, Florida. Currently: operator and general manager of radio station, WAVV-FM, Naples, Florida.

This program is part of The Press Club of Cleveland's 125th anniversary celebration. Be a part of history! This program will be recorded for inclusion in the Rock Hall Archives.

Thursday August 23

11 a.m.

Price \$12.50

**Call the Press Club of Cleveland
440-899-1222 for details**