

## Looking ahead



### Michael E. Bennett

President, The Press Club

As 2013 winds down, The Press Club of Cleveland can look back on another year of success: the Ohio Excellence

in Journalism awards, multimedia journalism workshops, a panel discussion on the Ariel Castro kidnapping case, networking at Marketing Garden Brewery, celebrating the Cleveland Journalism Hall of Fame and the Chuck Heaton Award.

The media are great at reliving the past and chronicling the present (to wit, the aphorism that journalists write the first rough draft of history). But rather than recap 2013's accomplishments, I'd like to offer a glimpse of what the new year may have in store for The Press Club of Cleveland.

The following ideas under consideration by the Program Committee, chaired by Kathleen Osborne, are just a starting point. Your reaction, suggestion, and involvement will ensure Press Club programming and activities continue to meet your needs.

The categories come from the club's mission statement adopted earlier this year: "The Press Club of Cleveland stands for excellence in journalism and communications. We honor the legacy and build the future by ..."

...Providing education, training and mentoring

This year's multimedia journalism programs showed us that people want to learn how to survive the rapid media transformation. We are looking at new ways to partner with Cleveland State University, bringing in other schools such as Tri-C and Kent State University along with working professionals, to craft more training and workshop programs that keep skills relevant – and communicators employed. Programs are also being

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## Ohio Excellence in Journalism ... and blues

*House of Blue to be presenting sponsor for 2014 contest*

The 2014 Ohio Excellence in Journalism event will have an extra twist in 2014 in a hue of blue ... House of Blues, that is.

House of Blues Cleveland is the presenting sponsor for the event, which is scheduled for Friday, June 6, 2014, at the House of Blues, 308 Euclid Ave., in downtown Cleveland's East Fourth Street food and entertainment district.

"We decided to break with tradition and move the event from its traditional hotel ballroom setting to a place where the journalism community can really celebrate," said EIJ chair Lee Moran. "The House of Blues will help us focus on the winners and make them feel good about their accomplishment, and we can still enjoy great food and have plenty of space and time for networking."

Ohio Excellence in Journalism will mark its 36<sup>th</sup> anniversary in 2014. The contest, sponsored by The Press Club of Cleveland, recognizes the outstanding achievements of print, broadcast and digital journalists – including students - throughout Ohio.

Entries will be accepted online beginning in January 2014. Watch for details in email and on [www.pressclubcleveland.com](http://www.pressclubcleveland.com).

Each year the contest garners more than 800 entries from individuals and media outlets across the state. Moran is assisted by EIJ committee members Maryana Bradas,

Jane Christyson, Carol Kovach, Kathleen Osborne and Denise Polverine. If you would like to volunteer to help with the contest, including judging entries or helping with event planning, contact Moran at [lmoran@news-herald.com](mailto:lmoran@news-herald.com)

*About the House of Blues, EIJ 2014 presenting sponsor*

House of Blues Cleveland

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

is part of the East Fourth Street food and entertainment district ([www.east4thstreet.com](http://www.east4thstreet.com)). Retrofitted into an old Woolworth's department store building, it pays homage to Cleveland's strong manufacturing history with numerous pieces of local art by Peter Wood and ironwork throughout the venue.

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## Annual meeting and holiday party

Enjoying themselves at The Press Club of Cleveland annual meeting and holiday party, Dec. 11, 2013 at Nighttown, are, from left, John Betchkal, Thom Fladung and Joe Pulizzi.

The event featured elections of board members and officers, great food and drink,



door prizes, and an ugly sweater contest won (handily) by Susanne Casgar for her attire complete with hanging stockings and glowing fireplace. Meet the new board members on page 4, and see more photos on page 5.

# A happy, healthy new year

By Laurie Mitchell, Certified Personnel Consultant



About four years ago, I began to wonder if my husband – a sharp, witty physician who correctly recalls every painting he’s seen in a museum and the year it was created -- was suffering from the earliest stages of dementia. He sometimes began new topics before an ongoing one was finished, responded with non sequiturs, and missed oral nuances in plays and movies,

After some time, our children confided that he inadvertently leaned in when they spoke, and asked them to repeat sentences on the phone. Ah ha, it hit me like a ton of bricks: he wasn’t demented, he was losing his hearing. Unannounced, I tested him informally, made notes and called his internist who asked leading questions but over a two-year period was unable to con-

vince him to see an audiologist.

Things got progressively worse in social situations, particularly where ambient noise was intrusive. He vociferously denied that he was missing anything and said I mumbled. A few months ago, he admitted to his doctor that I was accusing him of being hard of hearing. Humorously, the doctor said that this situation is known as SAD, Spousal Auditory Disorder, but, wisely, insisted he be tested immediately to defuse marital tension. The results: serious hearing loss.

Presented with indisputable evidence, my brilliant husband pouted and procrastinated. The kids chimed in. I harangued him that while others had really major medical issues with awful consequences, his problem was immediately solvable and, furthermore, he should be thankful a discreet high-tech godsend existed.

Voila! Six weeks ago, he came home with invisible little things in his ears and

confessed that “I heard the car ignition turn on for the first time in I-don’t-know-how-long.” Next, he complained that the toilet flushed loudly. Twenty minutes later, he demanded to know why the vacuum cleaner made so much noise.

He’s now hearing normally, and gratefully noting that he can clearly understand his softer-spoken and higher-pitched patients. I notice that the man-cave television is no longer deafening. Peace reigns at home, and he’s happier.

Wishing everyone a sweet, happy, healthy new year filled with all good things including the gift of hearing what is said -- and what isn’t.

## Laurie Mitchell & Company, Inc.

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## PRESIDENT FROM PAGE 1

planned for freelancers and authors, areas of increasing activity among members.

...Organizing forums to share knowledge and ideas.

On Feb. 20, 2014, we kick off a “Behind the Headlines” series with Cuyahoga Community College. Please see details in this issue of the Byliner about the free program, being held at the Tri-C Metro campus and open to the entire community. Press Club Vice President Russ Mitchell of WKYC-TV will moderate and Press Club member Jennifer Keirn is coordinating the event with Tri-C.

That’s just the first of many forums under consideration, including re-establishing our “Newsmakers” programs with leaders at the cutting edge of various civic, political, cultural and other developments and

issues in our region.

...Recognizing those who do it well.

Look no further than the annual Ohio Excellence in Journalism competition and the Cleveland Journalism Hall of Fame and Chuck Heaton Award ceremony for the very best ways of celebrating – and learning from – the very best.

As reported on the cover of this newsletter, the 2014 Excellence in Journalism award moves to House of Blues in the East Fourth Street entertainment district, with House of Blues becoming the presenting sponsor. Call for entries will begin in January.

Ed Byers and his Hall of Fame committee are already looking at ways to top the November Hall of Fame/Heaton event, which had great attendance, fabulous videos (thanks to Richard Stewart and his DigiZoom Media), and a 97-year-old still-working journalist who stole the show. Get on board and help out. The annual HOF reunion is also a great way to hobnob with the Hall of Famers.

...Engaging members of the community and having fun

It goes without saying – but I’ll say it anyway – that all our events should be engaging and enjoyable. We ended the year on a high note in that regard, with a fabulous annual meeting / holiday party held in the

warmth of the new patio at Nighttown on what otherwise was a very cold and snowy evening. (See photos in this issue.)

We welcomed two new board members at that meeting, David C. Barnett of ideastream and Joe Pulizzi of Content Marketing Institute. There will more opportunities, and more encouragement, for members to engage with the club and each other in coming months.

Start today by liking us on Facebook (The Press Club of Cleveland) following us on Twitter (@PressClubCleve), and letting us know how the club and help you. See you next year!

mebennett@outlook.com

## the Byliner

A publication of  
The Press Club of Cleveland

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The PRESS CLUB of Cleveland  
funding and honoring excellence in journalism since 1987

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**What's New?**  
The Press Club of Cleveland presents "Behind the Scenes of a Circle, Not a Wall," on Tuesday, January 7, 7:00-8:00 PM. Join The Press Club of Cleveland on Sat. 7 for a powerful day of discussion and reflection about the current state of our industry. Advance tickets are \$25.00. For more details, visit [www.pressclubcleveland.com](http://www.pressclubcleveland.com) or call 216.464.1111.

**Who is The PRESS CLUB of CLEVELAND?**  
For 250 years, The Press Club of Cleveland has provided a place for journalists, public

**Why Join?**  
The Press Club brings together Cleveland and NE

For more information on club events visit  
[www.pressclubcleveland.com](http://www.pressclubcleveland.com)

## Press Club, Tri-C join forces

Program series kicks off Feb. 20

The Press Club of Cleveland and Tri-C's Department of Journalism and Mass Communication are embarking on a new programming partnership in 2014.

The series is designed to provide an in-depth exploration of newsworthy topics from a variety of perspectives. It kicks off with "Behind the Headlines: Missing Persons" on Thursday, Feb. 20, 2014, from noon to 1:30 p.m. at Tri-C's Metropolitan Campus Theatre, 2900 Community College Ave., Cleveland.

The panel will look at how communication and information has evolved among media, academics and law enforcement related to challenges posed by missing-person cases. The issue of missing persons has long been in the public conscious, propelled by the 1984 launch of the Missing Person Milk Carton Program. Recently in Cleveland, the spotlight has been on the

reopening of the 1989 abduction and murder case of Amy Mihaljevic, and the Ariel Castro kidnappings of Amanda Berry, Gina DeJesus and Michelle Knight.

Moderated by Russ Mitchell of WKYC-TV3, who is also a vice president of The Press Club, the panel will include journalist James Renner, Tri-C sociology professor Valerie Brown, and Cuyahoga County Prosecutor Timothy McGinty.

This event is free and open to the public, and is expected to attract journalism students from Tri-C and other journalism schools, members of the media, civic leaders and interested public.

For information, contact 216-987-3092 or [Melissa.swafford@tri-c.edu](mailto:Melissa.swafford@tri-c.edu).

The program is also presented in cooperation with the Tri-C Department of Student Life and The Voice, Tri-C's student newspaper.

## Hennes Paynter wins PRSA award



Hennes Paynter Communications received the "Best of Show" award from the Greater Cleveland Chapter of the Public Relations Society of America in December 2013. Bruce Hennes, a long-time Press Club board member until he rotated off the board recently, is managing partner of the firm.

The firm won the top award for its work on behalf of a ferry boat operator. The same campaign was awarded a gold "Rocks" award in the crisis communications category during the chapter's annual Cleveland Rocks Awards ceremony

in December.

The entry, "Doing the Right Thing: How a Company's Fortright Crisis Response Preserved its Reputation and Maintained Customer Confidence," recounted crisis management and crisis communications strategy implemented in January 2013 when a passenger ferry boat owned and operated by a Hennes Paynter client crashed into a dock in lower Manhattan's financial district. The crash produced worldwide headlines.

"Best of Show" is awarded to the entry that receives the highest score from a panel of judges. This year's competition included more than 130 entries across 31 categories.

"Hennes Paynter helped us navigate a critical situation, preserve our reputation and maintain customer confidence," said the company's general counsel.

Hennes Paynter also won "Best of Show" in 2009 for its work with another agency on the national peanut butter recall. Hennes Paynter won gold "Rocks" awards in 2010 and 2011 for work on behalf of The MetroHealth System and Saint Joseph Academy. In 2012, the firm won a gold "Rocks" award for its Crisis Comm & Media Relations E-Newsletter.

Press Club board member Howard Fencel is vice president of the firm. See [www.crisiscommunications.com](http://www.crisiscommunications.com).

## The PRESSCLUB of Cleveland

Following is the Board of Directors list for 2013. New members and officers were elected in December 2013 and will be listed in the January 2014 Byliner.

**President: Michael E. Bennett**  
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General Counsel to The Press Club of Cleveland

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## FROM OUR HISTORY

*Editor's note: This is one in an ongoing feature about the rich legacy of Cleveland journalism. It is contributed by William C. Barrow, the special collections librarian at Cleveland State University. Visit [www.ClevelandMemory.org](http://www.ClevelandMemory.org) to read more about Cleveland's history.*



*Jimmy Stewart, left, Jack R. Howard, president of Scripps-Howard Radio, and James C. Hanrahan, general manager of WEWS preside over the TV station's inauguration in 1947. The photo, from the CSU library collection, bore an Acme Photo stamp and caption but no photographer was listed.*

## Dec. 1947: The birth of a station

WEWS Channel 5 came on the air December 17, 1947, with actor Jimmy Stewart –hosting the huge annual Cleveland Press Christmas Fund show at Public Hall. Owned by Scripps-Howard, which also owned the Cleveland Press, WEWS bore the initials of company founder Edward Wyllis Scripps, who first came to Cleveland in 1878 and founded the Penny Press. Scripps was inducted posthumously into the Cleveland Journalism Hall of Fame in 1982.

The new station, the city's first, promoted itself as having a range of 40 miles and being available 20 hours a week. It would include “on-the-spot news,” covering such newsworthy events as “blazing fires, parades, beauty contests, [and] weddings.” Professional wrestling illustrated the section on sports events, and the station touted a “tele-kitchen” where cakes, pies, salads and other tempting dishes would be prepared on-air. This all indicated the rather pedestrian aspirations of this new medium. For opening

night, WEWS had a mobile unit outside Public Hall, with cameras in the balcony and an antenna on the roof, which blew over at one point. Press radio critic Stanley Anderson reported some reception problems at his home and a nearby tavern and the sound went out at the beginning of the program, but generally he felt it went well. Higbees department store hosted an audience of 600 people watching, including several out-of-town television executives who proclaimed the broadcast as good as they'd ever seen.

From that beginning, WEWS has been home to such notable programs as The Morning Exchange, Polka Varieties, and the One O'Clock Club. Its Eyewitness News program pioneered the use of mini-portable cameras and helicopters. Famous local celebrities at WEWS have included Gene Carroll, Dorothy Fuldheim, Bill “Smoochie” Gordon, Ron Penfound (“Captain Penny”), Paige Palmer and Bill Jorgenson.

## Press Club elects board members, officers

The Press Club of Cleveland Board of Directors elected David C. Barnett of ideastream and Joe Pulizzi of Content Marketing Institute as new board members at the Dec. 11, 2013, holiday party and annual meeting at Nighttown in Cleveland Heights.

Two new officers were elected at the meeting: Russ Mitchell of WKYC-TV3, as vice president; and Amy McGahan, Dix & Eaton, as secretary. Michael E. Bennett of Bennett Consulting was re-elected president. Carol Kovach, freelancer, who previously was secretary/treasurer, was elected treasurer.

Bennett thanked Pat Panchak of Industry Week, who stepped down as vice president but remains a board member, for her service. He also thanked Margaret Bernstein, formerly of The Plain Dealer, and Bruce Hennes of Hennes & Paynter, for their many years of dedicated service as they rotate off the board.

Board members were selected through a Nominating Committee process led by co-chairs John Bethckal and Jill Manuel, who delivered the report at the meeting.

## EXCELLENCE FROM PAGE 1

The House of Blues concept grew out of founder Isaac Tigrett's love for the unique American art form known as the Blues. Weaned on this music during his early childhood in Tennessee, one of his goals was to introduce the world to the music of the rural south, including the blues, rhythm and blues, gospel, jazz and roots-based rock and roll.

In keeping with the House of Blues tradition, it keeps a metal box of mud from the Delta Mississippi underneath its stage, and displays the “Crazy Quilt,” sewn by African American women from the small rural community of Gee's Bend, in Alabama, made out of fabrics found in every day life such as old work clothes, cotton sheets, handkerchiefs and feed sacks.

The first House of Blues opened in a converted historical house in Cambridge, Mass., in 1992 and is home to live music, original folk art, and Mississippi Delta-inspired cuisine.

## SNOWY FUN AT THE HOLIDAY PARTY

Photos on this page and on the cover are courtesy of Dave Reavy, a new member of The Press Club. Reavy is an IT professional with AT&T who joined the club to further develop his interest in news gathering and the people who make it happen.



## Welcome New Board Members



### Joe Pulizzi

**Job title:** Founder

**Employer / location:**  
Content Marketing  
Institute

**City of residence:**  
Cleveland

**Alma Mater:** Bowling

Green State University (undergraduate) and  
Penn State University (master's)

**What is the "elevator description" of your job?** I travel around the world helping large brands think and act more like media companies to attract and retain customers. The Content Marketing Institute includes Content Marketing World, the largest industry event on the planet (and held in Cleveland). My latest book, *Epic Content Marketing*, was named to Fortune Magazine's top business book of 2013.

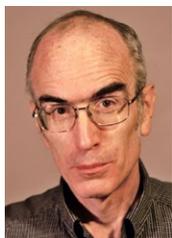
**Best and/or most challenging part of your job?** I love every part of my job... speaking, writing, creating. I also love the fact that I work from home and am blessed with lots of family time.

**Something not many people know about me:** I come from a family of funeral directors (Sandusky, Ohio) and worked at Groff Funeral Homes for many years.

**The inspiration for getting me into this business is:** I've always had the itch to start my own business ever since wanting to be a farmer at the age of five. I saw the opportunity in content marketing and a few lucky breaks later, here we are.

**What do you hope to get out of your Press Club of Cleveland membership?** Meet great people and work together to put Cleveland on the map as the premier marketing center in North America.

**What do you enjoy most about living in northeast Ohio?** No rush hour traffic. The parks. The cost of living. The potential.



### David C. Barnett

**Job title:** Reporter/Host/  
Producer

**Employer / location:**  
ideastream

**City of residence:**  
Cleveland

**Alma Mater:** Cleveland

State (undergraduate) Kent State (graduate)

## Renew your membership, recruit a new member



Thank you to those who have already renewed their Press Club membership for 2014. If you haven't had a chance yet, please take a minute now to go to <http://pressclubcleveland.com/join.aspx>, click on "Join now" and submit your renewal and payment.

If you'd rather not pay online, please call Lynn or Debi at 440-899-1222 and pay by phone.

Also: Please recruit a friend or colleague to join the club now.

**Please let prospective members know that by joining, they receive:**

- General Counsel.
- 15% discount at Nighttown restaurant in Cleveland Heights (the club's official home).
- A free legal line for quick First Amendment advice from nationally respected media lawyer David Marburger of BakerHostetler, the club's general counsel.
- Discounts on Ohio Excellence in Journalism entries.
- Discounts on Press Club events.
- Free email delivery of the Byliner monthly newsletter.
- Access to the club's "golden Rolodex" of member contact information.

Thanks again for renewing, and for recruiting.

**What is the "elevator description" of your job?** Producer of public radio and television stories and documentaries, plus occasional affable host of various programs. (I'm always affable; it's the programs that are occasional.)

**Best and/or most challenging part of your job?** Best part: assembling a story – finding the balance between form and content. Most challenging part: assembling a story – a long, painstaking process; sleep is sometimes a luxury.

**The inspiration for getting me into this business is/was:** My dad's Bell & Howell reel-to-reel tape recorder; we have recordings of me at the age of two. As I grew, the development of long-form radio story-telling (NPR, etc.) helped clarify my career path.

**What do you hope to get out of your Press Club of Cleveland membership?** To learn about and help the organization grow through the dramatic changes in the media landscape.

**What do you enjoy most about living in northeast Ohio?** All the boilerplate attributes that people always reference – cost of living, easy to navigate, and real people, not infatuated with their own coolness or self-importance. I was born in Chicago, and I love New York City, but I wouldn't want to live in either place.



## Laugh with Feagler and his Press Club friends

Did you miss The Press Club's all-star roast of Journalism Hall of Famer Dick Feagler? Well, you can now replay and relive the side-splitting hilarity of the Dick Feagler Tribute and Roast on DVD.

The 1-hour DVD makes a perfect gift (or just buy one for yourself). It is available to Press Club members for \$19.95, and to non-members for \$24.95.

**To purchase the Dick Feagler Tribute and Roast on DVD, visit <http://pcclevelandfeaglerroast.eventbrite.com> or call The Cleveland Press Club at 440-899-1222.**