



## Looking to the Future



**Michael E. Bennett**  
President, Press Club

The Press Club of Cleveland, located at the nexus of the working press, public relations and corporate communications, has an illustrious 125-year history. But every organization must constantly reinvent and rejuvenate, and make itself even more valuable, accessible and vital for its constituents – and the community.

The club already has been reshaping itself the past several years in light of the well-chronicled massive media disruption.

We've faced the challenges with optimism and with strength: thanks to dedicated and hard-working members and staff, we have a new website, digital Excellence in Journalism categories (and online submissions for all categories), revamped membership levels and a track record of making our signature Excellence in Journalism and Cleveland Journalism Hall of Fame events even more remarkable.

We continue to face challenges in new and creative ways: announcement of the Feb. 6 launch of the club's professional development series on multimedia journalism drew more than 2 dozen reservations in the first few hours it was posted.

As I assume the presidency from the distinguished leadership of Ed Byers, I look forward to joining with each of you this year to:

- Grow the club's membership.
- Help our members do an even better job of communicating with and informing their audiences.
- Reach more people through our programs.
- Firmly establish the club in the digital sphere.
- Create a sustainable and growing revenue mix.

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## Multimedia journalism's moment

Press Club panel explores changing times, kicks off workshop series

By Jeffrey Bendix

The Press Club of Cleveland's "Mastering Multimedia Communications: Re-inventing yourself for a cross-platform world" workshop series kicked off Feb. 6 with a lively presentation featuring four Cleveland print and electronic journalists describing how they made the transition from just reporting or producing the news to becoming MMJs — multimedia journalists.

About 75 people attended the event, which took place at the Market Garden Brewery and Distillery in Ohio City. Press Club board member and Cleveland.com Editor-in-Chief Denise Polverine moderated the discussion.



Chris Flanagan, anchor of the 6 and 11 p.m. newscasts for WEWS-TV5, began the proceedings by noting that his career has changed "dramatically" since entering the news business. "I used to go out on an assignment with a cameraman and sound man, but now I'm a one-man band," he said, adding that WEWS's parent company Scripps trains its employees for multi-tasking through its "MMJ University."

In common with the other panelists, Flanagan noted that between expectations to tweet, post updates on Facebook, and provide content for the Web, covering the news has become a 24/7 job. "The Web has become as big as the 6 and 11 newscasts now. The pressure is continuous," he said.

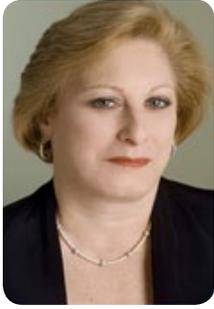
Mary Kay Cabot, Cleveland Browns beat reporter for The Plain Dealer, said she likes to joke that her job has become "all the news that's fit to tweet" because she is expected to tweet out virtually every story she covers. She recounted how, when she learned quarterback Jake Delhomme was coming to the Browns, she had her 14-year-old son compose and send a tweet because she was

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## Post Offer / Pre-Acceptance Fantasy Letter

By Laurie Mitchell, Certified Personnel Consultant



*Dear Talented Senior Pro,*

Let me address your concerns about my “insufficient” pushing back on Smith Inc. to enrich its offer to you, and my management of your (unrealistic) expectations.

First, the obvious: even though Smith retains me, I work equally for you, especially when negotiating.

As you know, Smith’s discretionary bonuses are determined by the CEO and COO who have a documented track record of exceptional generosity to top performers well above the stated 20% target bonus. I apologize again that I cannot secure a more definitive answer about how bonuses are calculated except to confirm they are based on a formula involving corporate, departmental and individual performance.

Correct, there currently is no tuition reimbursement although I’m told it will be introduced soon. However, you don’t need a PhD to be successful at Smith, and if you reveal that – at 44 -- you’re already planning for your retirement teaching

gig, you’re an idiot. Do you want Smith to think that you are contemplating a second career before you have even started? Take responsibility for obtaining the necessary credentials and self-fund them.

As for a May start date: no. Four months’ notice is absurd. I’m really ticked about this unexpected curve ball. And, yes, confidentiality is par for the course but remember you’re the one who wished to meet the entire communications department so now two dozen people know you’ve interviewed. Impose radio silence for that long on twenty-somethings?

A private equity outfit rarely retains all the benefits of its acquisition including bonuses. The likelihood of your new bosses honoring your usual huge bonus if you stay is slim to none. VCs assiduously manage bottom lines and aren’t generous to non-investors, so get real about that first-quarter bonus. Every penny they don’t pay you, every perk they cancel, increases ROI and the CEO’s bonus.

And, by the way, when the new CEO “volunteered” to help you make contacts outside the company, he was clarifying that his vision and your job description wish list don’t mesh. Capiche?

I’m always clear with both clients and candidates that the first offer should be the best one. The advice your confidants are proffering is out-of-date and deleterious. The outstanding offer I have brought you is above what you told me you wanted and would accept.

Smith expects an up or down answer by tomorrow night. Given that it has accommodated your requests, provided a strong vote of confidence, and sent you love letters and flowers, you must make a decision.

If you accept their offer, I will joyously convey the news, and you will receive the official paperwork immediately. We can then discuss how to craft your resignation letter and accompanying oral commentary so that you finish out your time with the VCs with respect and good cheer.

Let’s get this exciting new chapter in your life started with class and aplomb!

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### **Laurie Mitchell & Company, Inc.**

Marketing Communications

Executive Search

mitchellco17@aol.com

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

## FUTURE FROM PAGE 1

• Leverage our resources through collaborations and partnerships.

I am confident we will accomplish this – and more. The club’s board of trustees (see list, page 3) is a true band of stalwarts who respect our tradition of excellence and have devoted countless volunteer hours to ensuring the tradition continues, albeit in new ways. Each member likewise has

a stake in the success of the club – and of the journalism and information business in Cleveland.

We have unparalleled opportunity to perform a service – and have fun doing it. Here’s how you can help:

- Like The Press Club on Facebook.
- Follow The Press Club on Twitter.
- Contact me at mebenett@outlook.com or 216-408-3874.
- Contact any board member with questions, thoughts or just to network.

One final note: please join me in thanking Ed Byers for all he did as president of the club. Rumor is that Ed has a full-time job at Medical Mutual, but he worked with the board, our professional staff and others to ensure that club operations and events went smoothly. Even though he’s earned the coveted title “Past President,” Ed will continue to serve the club by chairing the Hall of Fame Committee. We all owe him our thanks.

## the Byliner

A publication of  
The Press Club of Cleveland

### Editor

Lee Moran

lmoran@news-herald.com

### Associate Editor

Maryana Bradas

## Press Club Member Anniversaries: January & February

### JANUARY

Laurie Mitchell - 7 years  
Natalie Schrimpf - 1 year  
John Walsh - 4 years

### FEBRUARY

Cynthia Schuster Eakin - 5 years  
Linda Feagler - 1 year  
Laura Gorman - 1 year  
Robert Grace - 1 year  
Dustin Klein - 7 years  
Russ Mitchell - 1 year  
Deborah Neale - 6 years  
Eva Parziale - 5 years  
Tom Skoch - 5 years

## A Farewell to Stuart Warner

The Press Club sends its best wishes to Stuart Warner, who surely has earned a spot in The Press Club history books as the club president to serve the shortest amount of time. After being elected in December, he had to tender his resignation in January after being hired at The Arizona Republic in Phoenix.



Stuart will serve as the Republic's writing coach and investigative team leader. His wife, Debbie Van Tassel, formerly The

Plain Dealer's feature editor, will be taking a lead editing role in the Features department at the Republic.

Stuart oversaw several Pulitzer Prize-winning projects during his years as an editor at The Plain Dealer and the The Beacon Journal in Akron. He's been a longtime Press Club board member, and for years chaired our Hall of Fame festivities. In 2012, he himself was elected into The Press Club of Cleveland's Journalism Hall of Fame and took his well-deserved place among the stars of the journalism field.

At our January board meeting, Plain Dealer columnist Margaret Bernstein thanked Stuart for editing several of her biggest projects, and read aloud this tribute:

Stuart will serve as the Republic's writing coach and investigative team leader. His wife, Debbie Van Tassel, formerly The

### Stuart:

Here's what happened when you became my editor.

I wrote, you coached. In listening to you ... I learned to listen to me. You told me that I had something important to say. Once I believed that, I started winning writing awards. Believing in your ability is a trait that some reporters are born with, but many others have to be convinced of.

You edited my piece on "The Three Doctors" and you made sure it got on page one. You listened when I said it was a good story, and you told me to not to rush it into the paper as a daily, but to take my time and do it the right way. I got a book contract as a result of doing it the right way.

Of course, how did I reward you when I started writing that book? I started sending long and wordy drafts of my chapters to your home email address and begging for your advice, which you freely gave. I would not have wanted to be you, the person trying to convince a worried writer used to regular deadlines and just that feeling of completion once you do a story, that she indeed had what it takes to write an entire book on a topic as foreign as fatherlessness.

Thank you for the excessive handholding. This is one example of why you are revered in The Plain Dealer newsroom. It has nothing to do with techniques of narrative writing, with "finding words that work" or using two-way verbs. It has to do with helping people find their voice. You have left an extraordinary gift behind in Cleveland. You taught me and many others our worth.

-Margaret Bernstein  
1/18/13



## The PRESSCLUB of Cleveland

"Serving and honoring communications professionals since 1887."

**President: Michael E. Bennett**  
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### BOARD OF DIRECTORS

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## Welcome New Member



### Rob Sberna

**Job title:** Writer/author  
**Employer / location:** Self-employed  
**City of residence:** Strongsville  
**Alma Mater:** Ohio

University (B.S. Journalism)

**What is the "elevator description" of your job?** Author of "House of Horrors: The Shocking True Story of Anthony Sowell" (Kent State University Press). I'm also continuing my freelance writing career, contributing articles to several Northeast Ohio periodicals.

**Best part of the job?** As a freelance writer, I find it very gratifying to interview people who are passionate about their occupations and avocations.

**Most challenging part of your job?** Promoting and marketing "House of Horrors" has required unanticipated levels of time and energy.

**Something not many people know about me?** My first post-college job was working the midnight shift at a Cleveland TV station, where I put together Del Donahoo's "sunrise" newscast.

**What do you hope to get out of your Press Club of Cleveland membership?** I'm hoping to network with Northeast Ohio journalists and also increase my knowledge of social media technologies.



### Carlo Wolff

**Job title:** Staff reporter  
**Employer / location:** Cleveland Jewish News, Beachwood  
**City of residence:** South Euclid

**Alma Mater:** Boston University

**What is the "elevator description" of your job?** Reporter/editor

**Best part of the job?** Editing copy/writing features

**Most challenging part of your job?** New technology requirements

**Something not many people know about me?** I play competitive table tennis

**The inspiration for getting me into this business is/was?** A newspaper ad and my English degree

**What do you enjoy most about living in Cleveland?** The cultural and culinary opportunities, the easy navigation that comes from having the infrastructure of a larger city but not the population, and the city's fascinating ethnicity.



The  
**PRESSCLUB**  
 of Cleveland

presents

# Mastering Multimedia Communications

## Reinventing yourself for a cross-platform world

*A series of 4 hands-on workshops led by working media professionals*

### Workshop 1:

#### Telling visual stories

**Wednesday, March 6, 2013, 5:30 - 7:30 p.m.**  
**Cleveland State University**

Audiences demand content that leaps off the page or screen -- that engages, enlightens and informs. No matter what you do or may do in the communications world, you need to know basic video techniques:

How to think visually and see the story.

Lighting, motion, sequencing, transitions, composition and sound.

Video camera basics.

Optimizing video for social media.

**Press Club members: \$80 per session / \$300 for all four**

**Non-members: \$125 per session / \$450 for all four**

Paid participants will have access to recordings of sessions.

**For more information on all the sessions being offered**

**visit [www.pressclubcleveland.com](http://www.pressclubcleveland.com)**

**or call 440-899-1222**



## Submit Your Best for the 2013 Ohio Excellence in Journalism Awards Competition

Its time to enter your very best work for the prestigious statewide Ohio Excellence in Journalism Awards sponsored by The Press Club of Cleveland. For the 36th year, the awards will once again recognize the outstanding achievements of journalists throughout Ohio.

**The entry form, list of categories and complete rulebook can be found on the Press Club of Cleveland Website: <http://www.pressclubcleveland.com/media/documents/EIJ/eijentry2013.pdf>**

The award ceremony will be held Friday, June 7 at the Cleveland Marriott Downtown at Key Center, the same location as last year's successful awards event.

The Ohio Excellence in Journalism Awards is conducted by The Press Club of Cleveland and judged by out-of-state press clubs.

Each year, The Press Club of Cleveland receives more than 1,000 entries from individuals and media outlets across the state, including weekly, alternative and daily newspapers, radio and television

newsrooms, general circulation magazines, business and trade publications and news-oriented Web sites.

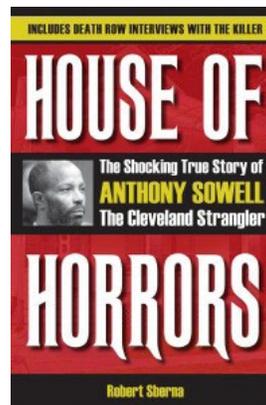
Again, the top awards will go to the BEST IN OHIO — Newspaper (Daily and Non-Daily), Magazine, Television Newscast, Radio Newscast, Trade Publication, News-Oriented Website and Business Publication along with individual efforts in several categories in the state of Ohio.



### Kudos to ...



Kali Fencel, daughter of Press Club Board member **Howard Fencel** and his wife, Susan, has joined a start-up online comedy writing business, "Laugh Staff." The concept: the site offers up professional comedians who help people write hilarious wedding speeches or toasts. "Most people enjoy public speaking about as much as Charlie Sheen enjoys sobriety," reads the site's splash page. The site launches in March, 2013—get a sneak peek at [www.laugh-staff.com](http://www.laugh-staff.com). Kali is working with Falls Communications on the heels of her intern assignment with Cleveland Metroparks. She also performs as a stand-up comedian, logging more than 100 standup comedy performances in 2012 alone!



Press Club member **Rob Sberna** will be signing his book, House of Horrors: The Shocking True Story of Anthony Sowell, on Feb. 27 at Mac's Backs, 1820 Coventry Rd., Cleveland Heights. 7 to 9 p.m.

"Kudos to" is a place for Press Club members to share personal and interesting news with each other ... anything from milestone events, recognitions, promotions, etc. to your accomplishments or those of your children or grandchildren. Send submissions to Michael Bennett ([mebennett@outlook.com](mailto:mebennett@outlook.com)).

## Join The Press Club of Cleveland

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Employer: \_\_\_\_\_

Title: \_\_\_\_\_

Work Address: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Referred By: \_\_\_\_\_

Credit card type: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

Card # \_\_\_\_\_

Signature: \_\_\_\_\_

### Membership applied for:

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

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

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

**Journalist:** Print, online, broadcast, freelance and social media (blogger) journalists working for an accredited media company in the Greater Cleveland area (includes Cuyahoga, Geauga, Lake, Lorain and Medina counties).

**Associate:** Public relations, corporate communications, marketing and advertising professionals, including corporate and non-profit freelancers and bloggers, working in the Greater Cleveland area, as well as others who share an interest in or are allied with the media and communications professionals, including sources; political, civic and business professionals; personal bloggers; and vendors.

**Affiliate:** Non-local professionals and associates working outside of Greater Cleveland, retirees, educators and students

## Nominations for the 2013 Chuck Heaton Award Are Now Open

What does The Plain Dealer's Terry Pluto have in common with FOX 8's John Telich and Herb Thomas, The Plain Dealer's Margaret Bernstein and veteran TV anchorman Jack Marschall?

They are all recipients of the annual Press Club of Cleveland Chuck Heaton Award.

Beginning this month we are searching for this year's Heaton Award recipient.

You now have until May 1 to nominate someone you feel worthy for the 2013 Chuck Heaton Award, which will be given out at the Hall of Fame Induction ceremonies in October.

Who is eligible? The Chuck Heaton Award goes to the print, radio, or television journalist who best exemplifies the sensitivity and humility which, along with his writing talent, were traits exhibited by the late Chuck Heaton during his exemplary career at The Plain Dealer.

Please email or send background information, including the reason for the nomination (up to 300 words) to:

The Press Club of Cleveland  
Attention: Chuck Heaton Award Selection Committee  
28022 Osborne Road  
Cleveland, Ohio 44140  
Email: [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com)  
Nomination deadline for the 2013 Chuck Heaton Award is May 1, 2013.

### The Press Club of Cleveland Hall of Fame Selection Committee Issues Calls for Nominations for Induction into The Press Club of Cleveland's Journalism Hall of Fame.

The deadline for nomination is Wednesday, May 1, 2013

#### Criteria:

- The nominee must have made notable contributions to broadcast or print journalism in Cleveland and northeast Ohio.
- Demonstrated exceptional leadership, courage or contributions to the news industry.
- Either have worked in the Cleveland area or, had an exceptional career here before going elsewhere.

#### **Please provide the following information:**

Your Name:

---

Your Phone Number:

---

I nominate (name):

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#### **Important:**

Please send background information, including reason for the nomination. Why is this individual worthy of recognition? (100 to 300 words. Attach a separate sheet, if necessary).

#### **Please email or return this form to:**

The Press Club of Cleveland  
Attention: Ed Byers - Hall of Fame Nominating and Selection Committee  
28022 Osborne Road  
Cleveland, Ohio 44140  
Or - Email: [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com) Subject line: Hall of Fame Nominee

**Again: Nomination Deadline is Wednesday, May 1, 2013**

## MULTIMEDIA FROM PAGE 3

driving at the time.

A self-described technophobe, Cabot said she has had to force herself to learn and become comfortable with social media and new communications technology. "The only way to do it is just to dive in," she advised. "You won't really understand Twitter until you get an account and start doing it." She has also had to learn to think about a story in visual terms. "My first instinct is always to get the story written, but you can't think about a story one-dimensionally anymore," she said.

Panelist Eric Mansfield had a 20-year career in broadcast journalism in Cleveland and Akron. "As an MMJ, there's no room for error, because you're the only one on the



**True to its name, the multimedia communications panel lent itself to multimedia coverage. Check out #pressclubcleveland on Twitter to see the lively Twitter discussion during the event. Chris Flanagan also mentioned the event in his WEWS-TV5 newscast later that evening.**

story," he noted. "It's not just a job anymore, it's really become a lifestyle. It's exhausting, but it's also exciting."

Although he recently left journalism to become executive director of university media relations at Kent State University,

Mansfield said the MMJ demands remain much the same. "We have to be prepared to present the story in whatever form the reporter wants," he said.

Russ Mitchell, managing editor and lead anchor of the 6 and 11 p.m. news broadcasts for WKYC-TV3, also discussed changes in the business following many years in various news positions with CBS. "When I graduated from journalism school, if you did one thing well it was usually enough to get you a job," said Mitchell, a Press Club board member. "Now you have to be a master of all trades. The bottom line is, if you want to stay in the game, you have to change."

*Bendix is a Press Club board member and a senior editor at Advanstar Communications.*