

Strong end to strong year



Michael E. Bennett
President, The Press Club

Quick quiz: Why has The Press Club of Cleveland had such a vibrant program year so far in 2014?

- A. Fabulous members
- B. Committed leadership
- C. Generous sponsoring partners
- D. A great news town
- E. All of the above

The answer, of course, is “E.” Inside these pages you’ll see what happens when all those ingredients come together: educational, informative programs that challenge, educate and provide great networking opportunities – and will continue to do so through December and into next year.

Our collaboration with Tri-C continues with a second “Behind the Headlines” forum. The Cleveland Journalism Hall of Fame induction and Heaton Award celebration is around the corner (make your reservations at <http://tinyurl.com/PCHOF2014>). And we’ll get in the holiday spirit with our annual party in December.

The Program Committee, under the leadership of board member and program chair Kathleen Osborne, has been busy. Many club members stepped up to plan and execute programs; more are needed. Please let Kathleen know you want to help (kosborne@hb.edu); we need your ideas and talents for next year’s lineup.

As a result of this activity, membership is ticking up slightly. Membership outreach needs to remain high on everyone’s list. Bonus: new members who join now get an extra three months of membership! Visit www.pressclubcleveland.org/join.aspx for details. (If you’re already a member, please consider renewing early. Thanks.)

All our activity is helping ensure the future of trained journalism professionals. A portion of partnership contributions go to The Press Club of Cleveland

continued on page 2 >

5 named to Cleveland Journalism Hall of Fame

Nov. 7 gala also to celebrate Heaton Award winner

The Press Club of Cleveland has selected five leaders from print, broadcast and digital media to be inducted into the Club’s Cleveland Journalism Hall of Fame at a gala celebration Nov. 7.

The inductees are:

- **Ed Byers**, formerly of WGAR as “Ed Richards”
- **Constance D. Harper**, associate publisher and editor, Call & Post
- **Paul Orlousky**, news reporter, WOIO Action 19 News
- **Wilma Smith**, formerly of WEWS and WJW/Fox 8
- **Tom Suddes**, Northeast Ohio Media Group editorial board

The club will also present its annual Chuck Heaton Award to **Wayne Dawson**, co-anchor, Fox 8 News in the Morning.

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

The Press Club of Cleveland created the Cleveland Journalism Hall of Fame in 1981. Plaques honoring Hall of Fame inductees are displayed at Nighttown, 12387 Cedar Road, Cleveland Heights, which serves as the Club’s unofficial home. Also on display are large-format news photographs of seminal moments in Cleveland history.

continued on page 3 >

BEHIND the HEADLINES

A series of programs designed to provide an in-depth exploration of newsworthy topics
2014
www.tri-c.edu
Cuyahoga Community College

Behind the Headlines: Heroin Epidemic

Part of a series of programs designed to provide an in-depth exploration of newsworthy topics from a variety of perspectives

The heroin epidemic program will examine the increasing rates of heroin addiction and heroin related deaths in our community and the community action plan developed to find solutions to the epidemic. Panelists will discuss the role of health care professionals, social services providers, the criminal justice system, and the media in raising awareness and combating the crisis.

Thurs., Oct. 23, 2014
Noon - 1:30 p.m.
Metropolitan Campus Theatre
2900 Community College Ave., Cleveland, OH 44115

See Story on Page 2

For more information call **216-987-3092** or email melissa.swafford@tri-c.edu

Belatedly Taking My Own Good Advice

By Laurie Mitchell, Certified Personnel Consultant



My last Byliner column, in December, discussed my husband's coming to terms with a hearing loss that was belatedly and easily solved by tiny, ingenious high-tech devices.

The piece concluded with a wish for a happy, healthy new year filled with the gift of hearing and listening between the lines – key attributes for anyone navigating the workplace, pondering a job search or interviewing.

I had already thought through a follow-up column on differentiating between major and minor issues related to what we hear, the methodology employed to fully inculcate the information, and how it all combines to impact one's ability to succeed professionally. At the time, I didn't know that it would take me months to overcome my own stubborn deafness fueled by an unrealistic belief in mind over body and

my own invincibility.

For in January, I had a second spine surgery for Scoliosis, and unlike the first one a few years ago when I bounced back astonishingly fast, this time my recovery was slow, painful and filled with soul searching. I had to delve deep inside and listen to myself to reach a compromise we all could live with: no more insane hours meeting others' needs. Instead, now I will work less, enjoy life more and read much more.

So, this is my last Byliner column for awhile. I hope I have connected with some of you some of the time. I thank Ed Byers and Michael Bennett for their encouragement and sound advice, and all of you for the privilege of semi-joining your ranks.

But, donning my recruiter hat, I remind you that interviewers dislike candidates who don't answer precisely what they're asked and instead play politician by relating what they want; that under skillful questioning your "fool-proof" references frequently reveal tidbits that would amaze and anger you; that there is no such thing

as an interview "thank you" note, only emailed business follow up letters emphasizing what you proffer the potential employer; that the more "I's", "me's" and "my's" in a cover or follow up letter, the weaker it is, and that everything you speak and write must be in your own unique voice, not the canned and easily recognizable phrasing of résumé writers.

Be who you really are, listen to your gut, never sell your soul, and remember that the best deals are often those you don't make, particularly if you have the slightest hesitation about the person(s) who will edit you. And, never mention that you're "a perfect fit" for a position unless you happen to be located inside the interviewer's brain and know her every thought and secret agenda.

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Behind the Headlines: The Heroin Epidemic

The Press Club of Cleveland and Tri-C present the second in a series of programs designed to provide an in-depth exploration of newsworthy topics from a variety of perspectives:

Behind the Headlines: The Heroin Epidemic

Thurs., Oct. 23, 2014

Noon - 1:30 p.m.

Tri-C Metropolitan Campus Theatre

2900 Community College Ave., Cleveland, OH 44115

Free and open to the public

The program will examine the increasing rates of heroin addiction and heroin-related deaths in our community, and the community action plan developed to find solutions. Panelists will discuss the role of health care professionals, social services providers, the criminal justice system, and the media in raising awareness and combating the crisis.

Moderating the panel will be Jennifer Keirn, Managing Editor of Inside Business Magazine and Press Club Program Committee member. Panelists are:

- William Denihan, CEO, ADAMHS Board of Cuyahoga County
- Rachel Dissell, reporter, The Plain Dealer
- Breanna J., recovering heroin addict
- Hon. David T. Matia, Cuyahoga County Common Pleas Judge
- Emily Metz, Project DAWN Program Assistant, MetroHealth
- Dr. Ted Parran, Jr., FACP, Co-Medical Director of Rosary Hall, St. Vincent Charity Hospital

The event is sponsored by Cuyahoga Community College (Tri-C®) departments of Student Life and Journalism and Mass Communication, The Press Club of Cleveland and The Voice, Tri-C's student newspaper. For more information call 216-987-3092 or email melissa.swafford@tri-c.edu.

The series kicked off in February 2014 with Behind the Headlines: Missing Persons.

PRESIDENT FROM PAGE 1

Scholarship Endowment at the Kent State University School of Journalism and Mass Communication. Read about the latest recipients inside this issue ... including the great news about full-time employment – in journalism - for one of last year's winners.

Please join me in thanking the following Press Club partners so far this year:

Corporate Partners

- FirstEnergy
- Medical Mutual of Ohio

Hall of Fame Supporting Partners

- Content Marketing Institute
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All Ohio Excellence in Journalism Supporting Partners

- Coca-Cola
- Hathaway Brown School
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Behind the Scenes: RNC Panel Event Partner

- Business Wire

More partnerships are available. Details are at www.pressclubcleveland.com/partners; let executive secretary Lynn Bracic (440-899-1222, pressclubcleveland@oh.rr.com) or me (216-408-3874, mebennett@outlook.com) know who we should reach out to. Thanks.

Did Ohio State do the right thing by firing the director of The Best Damn Band in the Land?



Bruce Hennes, Managing Partner of Hennes Paynter Communications and former Press Club Board member, first shared these thoughts on the Hennes Paynter blog. The piece later appeared in Crain's Cleveland Business. We

thought it was worth sharing with readers of The Byliner.

Put aside for the moment IF the band director for Ohio State University's storied marching band should have been fired.

Certainly, one can make the argument that under university policy, the university administration had a strict and legal "duty to act." And under the Civil Rights Act, provisions in Title IX prohibiting sex discrimination in education compelled OSU to take "prompt and effective steps to respond to sexual harassment."

On the other hand, the argument can also be made that OSU did not have to actually fire the band director. While the conduct of the students was odious, boorish, misogynistic and morally reprehensible, the students are, after all is said and done, legally adult. So while their behavior is difficult to defend under the best of circumstances, these were hardly capital offenses.

Regardless of your position on this issue, the deed has been done. The band director has been fired and the university president has appointed a former state attorney general to spearhead a wider investigation.

The question for business, nonprofit and government executives is this: was the firing done the right way? We contend the answer is yes.

The mantra of effective crisis communications is simple: Tell the truth, tell it all and tell it first. And that's exactly

what Ohio State University President Dr. Michael Drake did when the announcement of the band director's firing was made. Here's what we saw:

1. An email went out to students and parents. The email included a written statement and a video by President Drake. In those communications, Drake was direct, forward and forthright about what happened, the actions he took and the reasons for those actions.

2. The president's communications included a link to what appears to be a very professional and thorough investigation by OSU's Office of University Compliance and Integrity, exemplifying the very essence of transparency, while technically complying with FERPA-related privacy issues.

3. The appointment of a task force comprised of nationally recognized experts reporting directly to President Drake and the Chairman of the Board of Trustees, to review this matter in its entirety.

Another mantra of effective crisis communications: It's not what you say — it's what you do that really counts (or to put it another way, you'll more often be judged not by what happened, but what you did after you found out it happened).

Again, Ohio State University gets high marks for this, especially given the fact its new president has been in office just a scant few weeks.

Regardless of your position on this firing, it should be clear that Ohio State University set the standard yesterday for acting expeditiously in the face of controversy — and then communicating its actions quickly and decisively.

While his comment predates the situation at Ohio State University, Warren Buffett perhaps said it best: Get it right. Get it fast. Get it out. Get it over.

CLEVELAND JOURNALISM FROM PAGE 1

The Nov. 7 induction ceremony will be at Executive Caterers at Landerhaven in Mayfield Heights. This year's event is produced in association with DigiZoom Media. (See page 5 for event and ticket information.)

The Press Club of Cleveland also would like to thank those who are generously supporting the event through sponsorships:

Corporate Partners:

- FirstEnergy
 - Medical Mutual of Ohio
- Hall of Fame Event Partners:
- Content Marketing Institute
 - Lincoln Electric

Additional sponsorship opportunities are available. For details, please contact Press Club President Michael E. Bennett (216-408-3874, mebennett@outlook.com) or Executive Secretary Lynn Bracic (440-899-1222, pressclubcleveland@oh.rr.com).

The PRESSCLUB of Cleveland

"Serving and honoring communications professionals since 1887."

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Cleveland Journalism Hall of Fame Class of 2014



Ed Byers, formerly of WGAR as "Ed Richards"

– Ed Byers is a veteran of more than 30 years in Northeast Ohio radio and television. Now serving as manager of media relations for Medical Mutual of Ohio, he returned "home"

to Cleveland in 1992 after a 10-year stint in Detroit broadcasting. In the 1970s and '80s, Byers, using the name Ed Richards, was John Lanigan's newsman on WGAR where he served as morning news anchor and news director. He was elected regional director for the Ohio Associated Press Broadcasters Association in 1995, and served as Ohio Regional AP vice president before being elected Ohio AP Broadcasters president in 1999. Byers, inducted into the Ohio Broadcasters Hall of Fame in 2003, is the longest-serving president of The Press Club of Cleveland in the organization's history, having held the post for five years (2008-12). In that time he organized an array of hugely successful events and kept the club on strong footing despite the challenges of a changing media landscape.



Constance D. Harper, associate publisher and editor, *Call & Post* – Connie Harper left her position as a Cleveland schoolteacher to become the women's editor of Cleveland's *Call & Post* newspaper and later

became city editor, working her way up to her current role as associate publisher and editor. She directed the women's committee for Mayor Carl B. Stokes' re-election campaign. She also served as public affairs officer for the Leadership Institute for Community Development, a government-funded program in Washington, D.C. She is the author of the popular column "Constantly Yours," her signature piece that appears in the *Call & Post*. She is a graduate of the Leadership Cleveland Class of 2004. In 2010, she was named a national honorary member of The National Sorority of Phi Delta Kappa, a teachers' sorority, and in 2012 she was in the Women of Color Foundation's Inaugural Hall of Fame induction class.

Paul Orlousky, news reporter, *WOIO 19 Action News* – Paul Orlousky is one of the best-known television news reporters in the city. He has been an aggressive, enter-



prising and story-breaking presence for more than 35 years. He has had tours of duty at Channels 3, 5, and 19. A reporter at Channel 19 since 1997, he broke numerous stories, including the story about Ariel Castro holding three women

captive in his home, and was a leading reporter on the Cuyahoga County corruption scandal. At Channel 3, he established the station's investigative team, including an expose of Cleveland police truancy and false ticket writing, prompting Northern Ohio Live to name him "the most effective investigative reporter" in Cleveland television. He has collected numerous awards including several local Emmys. He began his broadcasting career while a high school student in Elmira, N.Y., and his early television credits include stops in Binghamton, N.Y., and Youngstown, Ohio.



Wilma Smith, formerly of WEWS and WJW/Fox 8 – Wilma Smith served as a Cleveland news anchor from 1977 to 2013. She was with Fox 8 (WJW) from 1994 to 2013, following 17 years at WEWS-TV5.

Born Wilma Pokorny, the Garfield Heights native began her broadcasting career in Richmond, Virginia. She joined Channel 5 in Cleveland as co-host of "Afternoon Exchange". She co-hosted "Live On 5" beginning in 1982 and the

following year began co-anchoring the 11 p.m. newscast with Cleveland Journalism Hall of Famer Ted Henry. She joined WJW in 1994. From 1995 to 2005, Smith was the co-anchor of the 5 p.m., 6 p.m. and 10 p.m. newscasts with Cleveland Journalism Hall of Famer Tim Taylor. In 2005, Smith and Taylor reduced their schedules to anchoring only the 6 p.m. newscast. In December that year, Taylor retired and after that Smith anchored the newscast with Lou Maglio. Their newscast was number one in the local ratings.



Tom Suddes, *Northeast Ohio Media Group editorial board* – Youngstown native Tom Suddes joined The Plain Dealer in 1982. The following year, he transferred to the newspaper's Columbus bureau, where he has covered the Ohio

General Assembly and the state budget for the past 18 years. While at the Statehouse, Suddes was elected president of the century-old Ohio Legislative Correspondents Association. His Plain Dealer column on Ohio government and politics in the PD's Sunday editions began in the late 1980s. Late in 2000, Suddes left the newspaper's staff for graduate study at Ohio University's E.W. Scripps School of Journalism. He graduated in 2009 with a Ph.D. in Mass Communication. Suddes returned to The Plain Dealer in 2007 and is now a member of the editorial board of the Northeast Ohio Media Group.

2014 Chuck Heaton Award recipient



Wayne Dawson, co-anchor, *Fox 8 News in the Morning* –

Wayne Dawson was hired at WJW-TV8 in 1981. In addition to co-anchoring the morning news show, he hosts "Neighborhood," a quarterly public affairs program. He also has co-anchored the Fox 8 weekend edition, which was rated number one for five consecutive years with him at the desk. Well known for Fox 8's "Pay it Forward" segment in which he hands out \$400 to people who have done good deeds, he also plays a key role in the station's "Stuff the Bus" school-supply drive and Christmas toy collections. He and his brother Will established the Annie L. Dawson Foundation in 2007 "to give back by sharing the message and the inspiration our mother instilled in us." The brothers aim

their efforts at at-risk youth, offering empowerment seminars and scholarships to needy students. An eight-time Emmy winner, Dawson is a member of the NAACP, the National Association of Black Journalists and the Phi Beta Sigma fraternity. He is also a member of the Broadcasters Hall of Fame. Before joining WJW in the late 1970s, Dawson was an anchor/reporter at WNIR Radio in Kent, Ohio, where he had graduated from Kent State University.

Hall of Fame tickets available now

Tickets are available now for The Press Club of Cleveland's 2014 Journalism Hall of Fame Dinner and Induction Ceremony and Heaton Award Presentation.

Friday, Nov. 7, 2014

6 - 7 p.m. Registration / Reception

7 p.m. Dinner followed by Hall of Fame induction and Heaton Award

Executive Caterers at Landerhaven

6111 Landerhaven Dr., Mayfield Heights, Ohio

Early-bird ticket cost (by 10/15/14)

Press Club members: \$75 • Non-members: \$75

Table of 8: \$600 • Table of 10: \$750

Ticket cost beginning 10/16/14

Press Club members: \$75 • Non-members: \$85

Table of 8: \$680 • Table of 10: \$850

For tickets: Visit <http://tinyurl.cfm/PCHOF2014>

Or call The Press Club of Cleveland, 440-899-1222, to pay by credit card

Registration deadline: Friday, Oct. 31, 5 p.m.



Congratulations

Medical Mutual donated \$1,000 to The Press Club's scholarship at Kent State University in honor of Ed Byers induction into the Cleveland Journalism Hall of Fame.

Even more reason to be proud of our former president and ever-present Press Club Board Member – and now Hall of Fame member!

Kent State names 2014 Press Club scholars

2013 awardee lands full-time job

The Press Club of Cleveland Scholarship was awarded this spring to two students in the Kent State University School of Journalism and Mass Communication. **Lyndsey Schley** and **Jenna Watson** each received an award at a dinner held in the KSU Student Center on April 24, 2014.

The Press Club 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.

Thor Wasbotten, the school's director, noted that the \$65,715 in awards given to 54 students that evening was the highest total ever. He spoke about the importance the scholarships play in educating the next generation of journalists.

One of last year's winners of The Press Club Scholarship recently sent the club a note that happened to illustrate that point. "Thank you again for awarding me the Cleveland Press Club Scholarship last year. It was very beneficial for my senior year at Kent State University," wrote **Nicole Sеп-taric**. "I wanted to tell you my good news. I accepted a full-time associate producer position at KJRH in Tulsa, OK, owned by Scripps. I'm very excited for my first post-grad position in this industry!"

"I will also be graduating with honors on

Saturday and I was awarded Best Newscast Producer at the Student Media Banquet last weekend," she continued. "I hope to continue to make you and the rest of the Cleveland Press Club proud of my accomplishments as I become a member of this industry."

The two 2014 Press Club scholarship recipients shared these thoughts in follow-up notes to the club after receiving their award in April:

Lyndsey Schley: "Thank you so much for this wonderful award. It is very encouraging to be recognized for my work. It helps me feel like I'm going in the right direction. This also will help relieve the burden that paying for school next year would put on my family.

"I have been interning at WKSU in Kent for the last year. They have given me experience with radio that I never expected, but have come to love. I have focused on reporting for the last year, but this summer, I am producing for Morning Edition three days a week. I am learning how to write teases and keep an eye on breaking news. Getting up at 4 a.m. is not easy, but it is worth the learning experience.

"I hope one day to work for NPR, an NPR affiliate or another news radio station. Thank you for helping me get through school and achieve my dreams."

Jenna Watson: "It is a prestigious honor to be considered one of the top students in



KSU scholarship winners Lindsey Schley, left, and Jenna Watson join Press Club President Michael E. Bennett, center, at the awards dinner.

the Journalism and Mass Communication program at Kent State, but an even greater honor to be recognized as an outstanding photojournalist. While my passion for photography is the primary motivation for continual perseverance in this profession, it's recognition such as this that gives students the confidence to believe in themselves in an ever-changing industry.

"Receiving a monetary award not only reminds us that we're on the right track, but also gives us financial stability, making a huge difference in students' lives. It's been an honor becoming involved in your organization, and I am extremely grateful for your efforts in giving back to students."

Press Club event roundup



Building an Integrated Content Strategy House of Blues Cleveland Sept. 10, 2014

Facebook Content Strategist Jonathon Colman talked to a Press Club gathering about new and different ways to think about using content for success. He was in town for the Content Marketing World conference founded by Press Club board member Joe Pulizzi, who helped arrange the Press Club event. Check out #pressclubcleve for live Tweets during Colman's talk and a link to his slide presentation.

Behind the Scenes with Cleveland Newsmakers: The RNC and CLE The Union Club, July 17, 2014



A panel of community leaders who helped land the 2016 Republican National Convention for Cleveland spoke to a Press Club breakfast event at the Union Club. They shared stories about how Cleveland secured the event, and thoughts about the future and long-term positive impact it will have. (See <http://tinyurl.com/PressClubRNC> for PD coverage.)

Panelists were Tom Beres, senior political correspondent, WKYC; Terry Egger, executive chair, Cleveland 2016 RNC Host Committee; David E. Gilbert, president & CEO, Positively Cleveland; Joseph D. Roman, president and CEO, Greater Cleveland Partnership; and Andrew J. Tobias, county and city reporter, Northeast Ohio Media Group. Russ Mitchell, WKYC anchor and a Press Club vice president, moderated.

All Ohio Excellence in Journalism House of Blues Cleveland, June 6, 2014



Nearly 200 people enjoyed an extraordinary celebration of journalism and the professionals who make it happen – and many took home awards recognizing their efforts. Check out #pressclubcleve on Twitter to see Tweets and photos that capture the evening’s excitement, and visit the Excellence in Journalism page on pressclubcleveland.com for a list of winners and a pdf of the AOEIJ tab.

Cleveland Journalism Hall of Fame Reunion Nighthtown May 21, 2014



The Press Club could not have ordered better weather for the annual After Work Party & Hall of Fame Alumni Reception at Nighthtown, the Cleveland Heights restaurant that serves as the Club’s unofficial home. Hall of Fame Inductees, Press Club members and others got to mingle and network – and duck inside to see the walls of Hall of Fame plaques and photos of key events in Cleveland history, all in celebration of journalism.

Marketing at the Market Market Garden Brewery, May 14, 2014

Many Press Club members were among the 125+ who joined together in a communications event that involved several local organizations. The Business Marketing Association Northeast Ohio Chapter coordinated the event, which included participation by The Press Club of Cleveland, Sales and Marketing Executives, Social Media Club, AAF CLE, the Web Association, and Cleveland AMA. The event included lots of great raffle prizes and giveaways ... and lots of networking.