

From the President



Ed Byers

Have you renewed your Press Club membership? Please get your 2012 dues to Lynn at The Press Club office as soon as possible. You will not

want to risk being dropped from the membership.

This year there are going to be many good reasons to re-up and bring a friend (or two) with you. I can promise you that this is going to be a great year – the 125th anniversary of our founding – and it is in full swing.

We kicked off the year with a great lunch and a good time at the Greater Cleveland Aquarium last month. Thank you to the Aquarium's Tami Brown and Kayla Ott for the Press Club invitation. There are many more programs (I am not allowed to talk about right now) on the horizon which will coincide nicely with our anniversary, and you'll be reading about them soon.

Come join us to give WKYC's Russ Mitchell a big Cleveland welcome on Feb. 24 at the Hilton Garden Inn downtown. In April, Our "Best Pitch" program series continues at the Terrace Club with a great panel discussion SBN's Dustin Klein is putting together.

Speaking of programming, I am really excited to announce that Kathleen Osborne is our new programming VP. Kathleen brings youth, enthusiasm, fresh ideas and unbounded energy to The Press Club. Safe to say, she also knows "a little bit" about the inner-workings of the Club. Both her husband, Steve Gleydura of Cleveland Magazine, and her father, Rich Osborne, formerly with Ohio Magazine and Great Lakes Publishing, are past Press Club presidents.

I also have to give a shout-out to

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(L-R) Council President Martin Sweeney, Bonnie Godbey, Carol Kovach, Ed Byers, John Betchkal, Jane Christyson, Michael Bennett, Maryana Bradas, Jeff Bendix and Cleveland Mayor Frank Jackson.

City of Cleveland Honors Press Club on 125th Anniversary

Cleveland City Council rolled out the red carpet for The Press Club of Cleveland at its January 30th session with a Resolution of Congratulations to the Club for 125 years of service to the journalism community.

Council President Martin J. Sweeney did the honors from the floor of Cleveland City Council Chambers in presenting the Club the resolution.

"Whereas, from its humble beginnings, The Press Club continues to serve as a beacon for freedom of the Press. The Club is proud to have a strong board of trustees consisting of media and communications professionals from print, radio and TV. The Club's newsletter, The Byliner, is a world-class monthly publication which serves its members well," proclaimed Sweeney.

Sweeney continued, "Be it resolved that Cleveland City Council is sincerely pleased to recognize and congratulate The Press Club of Cleveland on the very special occasion of its 125th anniversary. Best wishes are extended to the Club's members for much continued success in the years ahead."

Accepting the honor were Press Club Board Members Jeff Bendix, Maryana Bradas, Michael Bennett, John Betchkal, Jane Christyson, Bonnie Godbey, Carol

Kovach, Richard Stewart and President Ed Byers who, in his remarks to City Council, thanked Mayor Jackson, Council President Sweeney and Council for the recognition.

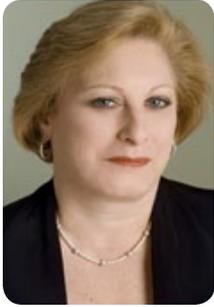
A very special 'thank you' also goes out to City Council media director Jim Kopniske for his efforts in spearheading the resolution on behalf of the Club and City Council.



photo by bonnie godbey

That Post Job Interview Snail-Mailed Follow-Up ‘Thank You’ Note Don’t send!

Laurie Mitchell Certified Personnel Consultant



In the early 1980s, dissatisfied with all the standard “thank you letter” content and advice floating around, an alliance of executive search firms commissioned several industrial psychologists to

devise a post-interview letter format for use by recruiters’ candidates. The resulting “follow-up letter” concept – built upon sales psychology and a closing “call to action” – was so brilliantly designed and so far superior to the traditional “thank you letter” that recruiters-in-the-know immediately began having their candidates deploy it.

To this day after nearly 28 years as a headhunter, I have never put the format in writing for fear that others would successfully exploit it, and my candidates would lose their competitive advantage. Instead, I talk them through it, making sure they comprehend it, and, then, before they email their actual follow-up letters to my clients, I verify that they have utilized some semblance of the winning formula.

Recently, a local blogger advised followers to send hand-written thank you notes after job interviews. Such advice does a huge disservice because it is based on several false premises. A job interview or even an informational or exploratory interview is a mutually beneficial business meeting; it is not a Christmas check from Aunt Mary. And, no matter how it is positioned, an interview is an interview is an interview is a chemistry check for future openings or referrals to colleagues.

Sending a handwritten thank you via snail mail – which might not be delivered for days – is totally inappropriate because the job seeker should be concentrating on formally “following up” and continuing the “sales” process – not casually thanking – in a very timely manner, and, in fact, follow-up letters should be emailed within hours of the interview for maximum impact. Employing snail mail does not indicate a “bias for action” considering the current state of the USPS, and given that professionals often travel or work remotely, they may not see a physical letter for a week or two.

Importantly, when a candidate has inter-

viewed with more than one person, the customized follow-up letters are usually compared with one another to ascertain originality and pertinence to each specific conversation. Emails can be easily shared amongst the interviewing team and stored along with the candidate’s résumé, individual interviewers’ notes, and the panel’s conclusions (data integration) in the corporate Applicant Tracking System (ATS). Illegible handwriting is never an issue, and, by the way, I’m not aware of “spellcheck” for stationery.

Without giving too much away, I will simply counsel that each compellingly crafted follow-up letter should include an opening compliment about something the employer discussed that resonated with the candidate, several concrete examples reiterating why the candidate’s experience and skills are a good fit for the position, and an “assumptive close”.

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PRESIDENT FROM PAGE 1

former Press Club Board member Jim Kopniske for the big helping hand he provided in lining up The Press Club’s Cleveland City Council Resolution of Congratulations. Jim currently is City Council’s media chief and does an all-around great job. Read all about it on page 1.

As always, thanks for your support – and don’t forget your dues!

the **Byliner**

A publication of
The Press Club of Cleveland

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Jane Scott’s Plaque is Back!

Stolen from the Wall at Nighttown!

Jane Scott’s mysterious disappearance from The Press Club of Cleveland Hall of Fame’s wall of fame at Nighttown has been solved.

Seems someone apparently pried the plaque off the wall and made off with it.

Nighttown owner and “keeper of the plaques,” Brenden Ring was worried sick about it. Luckily, the plaque and the thief were not far-afoot. All Ring had to do was look “up.”

One of Ring’s employees told him that it looked as though one of the upstairs apartments that Ring leases at Nighttown had been broken into.

Ring tried phoning the tenant several times, but got no response. He went upstairs, knocked and pounded on the door. Not a peep. Ring said he had no other choice but to grab the master key and let himself in with a Cleveland Heights police officer in tow.

Once inside, Ring said he was astounded



at what he found. “I round the corner and there’s Jane Scott,” he said. He took the plaque back to the bar and decided to make a deal with his tenant: get out, or face charges. The tenant fessed up, saying he was a big fan of Jane’s.

Ring said he wants all Press Club members, Hall of Famers and Jane Scott fans to know that Jane is back in a very prominent place at Nighttown. This time, he glued it back onto the wall with Liquid Nails.

He also wants everyone to know that he has an apartment for rent.

The Press Club Kicks Off 125th Anniversary with New Aquarium Preview

The Greater Cleveland Aquarium and its staff played host to the Press Club of Cleveland on January 13 with a luncheon and sneak-peak of the facilities located in the FirstEnergy Powerhouse on the West Bank of the Flats.

Upwards of 70 guests were greeted by the Aquarium's Tami Brown, who told the luncheon crowd about the creation of Cleveland's newest tourist destination. Brown said the one million gallon Sea-Tube project is the idea of Marinescape NZ Limited, a New Zealand-based company, and Jacobs Entertainment, Inc. Marinescape, she said, is the world leader

in the development of walk-through aquariums.

Following a delicious luncheon at Windows-On-The-River, The Press Club crowd donned hard-hats and followed Brown on a tour of the facility with construction crews putting the finishing touches on the attraction, working feverishly to get it ready for the grand opening later in the month.

Brown said annually, the Greater Cleveland Aquarium is expected to attract 400-500,000, generate \$9.6 to \$27.2 million of local economic impact and create 50 full and part-time jobs with a payroll of \$1.6 million.



Press Club Hall of Famer, Jim Donovan, takes on news anchor duties

"Jim has always been a news junkie, now he'll have the chance to expound on that knowledge." — WKYC News Director Rita Andolsen

Long-time WKYC sports anchor and Press Club Hall of Famer Jim Donovan (Class of '09) has joined co-anchor Robin Swoboda for Channel 3 News @ 7 p.m. As Donovan expands his role into the anchor position at 7, he continues his regular sportscasting duties at 6 and 11 p.m.

"I'm happy to take on a new challenge," said Donovan. "We're going to do some interesting and different things with the 7 p.m. show, and I look forward to working on some very special projects."

"Jimmy is more than sports, he's a great storyteller and an astute interviewer," stated Brooke Sectorsky, president and

general manager of WKYC. "Channel 3 viewers across the region love his quick wit and passion for his work."

News Director Rita Andolsen agreed, "Now it's time for Jim to bring all that energy to a wider range of subjects," said Andolsen. "Jim has always been a news junkie, now he'll have the chance to expound on that knowledge and cover a lot of big issues facing Northeast Ohio."

Donovan is returning to a full time schedule after recovering from a bone marrow transplant last summer. He joined Channel 3 in March of 1985 as weekend sports anchor. In June of 1999, Jim was named the voice of the Cleveland Browns. In 2009, he was inducted into The Press Club of Cleveland's Journalism Hall of Fame.

The
PRESSCLUB
of Cleveland *125th Anniversary*

"Serving and honoring communications professionals since 1887."

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Two Press Club Hall of Famers Get New Plain Dealer Assignments: Regina Brett Moves to A-2, Margaret Bernstein Returns as PD Metro Columnist



BRETT

The local TV news anchor landscape isn't the only segment of the local news scene that is rapidly changing. Aside from the much-publicized Tony Grossi Twitter saga, other Plain Dealer changes were announced last week.

Regina Brett, the two-time Pulitzer Prize finalist will move to the Sunday PD's Page A2 beginning Feb. 6. Brett's column will share the page with Grant Segall's My Cleveland. Brett's column will continue to run on Sundays and Wednesday. In 2009, Brett was inducted into The Press Club of Cleveland's Journalism Hall of Fame.

The Plain Dealer also announced that Margaret Bernstein, the 2010 Press Club of Cleveland Chuck Heaton Award recipient, will return to her long-ago role as a metro columnist the same day. Bernstein's goal is to focus readers on solutions to Cleveland's social problems by spotlighting ideas that work and people who accomplish something measurable. As she says, folks who are actually doing something will get her attention. Bernstein joined The Plain Dealer in 1989. Bernstein has been a Metro columnist, Everywoman editor, feature writer and, most recently, the paper's philanthropy reporter.

Bernstein took a few minutes to talk with the Byliner about her "new" role.

BYLINER: So, how does it feel to be back as a metro columnist after such a long hiatus?

Bernstein: I'm feeling much more comfortable this time around. I'm not going down the usual path; this column will be highly conceptual and revolve around my natural knack for encouraging readers to be activists and problem-solvers.

BYLINER: What is the biggest challenge you face in returning to columnist?

Bernstein: Probably managing and keeping track of my interactions with readers who are ready to take action. My goal is to create a community of readers and encourage them to share ideas and visions for improving Cleveland. I want to link people with similar interests and keep an eye on what they're accomplishing. I'm hoping this

doesn't get too complicated.

BYLINER: As we mature (notice we didn't say "age"), we all gain life experience and vision, and one might assume this could make for a much different column today, than in 1991?

Bernstein: Great question, and you're exactly right – the only reason I even entertained the idea of writing a column again is that I feel I have a lot more to say this time. Ever since Cleveland was named the poorest big city in 2004, I've observed the patterns and attitudes that keep many residents stuck in poverty, and I think it's time for honest dialogue.

I've mentored girls ever since I arrived in Cleveland, and I'm concerned that I couldn't protect some of my mentees from the trap of becoming teen moms. In hindsight, I wish I'd been more blunt with them, that I'd framed the problems and pitfalls more clearly and urgently. That's how I feel about this column: I truly have learned the importance of speaking up on the issues that matter.

BYLINER: Do people actually take time to read positive stories? They seldom appear in front-page BOLD above the fold.

Bernstein: Yes, yes, yes. I think that peo-

ple hunger for positive stories, and want more of them.

BYLINER: Oh, and what about those online Trolls?

Bernstein: Well, I like to think that my column, with its "stop complaining and do something" approach, will single-handedly vanquish the trolls. I'm probably wrong about that. I don't plan to engage with them directly, but the column will make it clear that they better get out of the way; if they're not part of the solution, they're part of the problem.

BYLINER: Is there anything at The Plain Dealer you have NOT done – aside from sports.

Bernstein: I've only been in TWO departments during my 22 years at the paper: 19 of them in features and 3 in metro. However, my work has appeared all over the paper. I've written op-eds, and on rare occasions my stories get shipped to the business section. And in 1989, the paper sent me to Denver as part of the reporting team when the Browns made it to AFC championship. My feature stories were good; the outcome of the game wasn't. Sorry about that, Cleveland.

The Tony Grossi Tweet

"...we're all learning the perils of this new invention." - Tony Grossi

How about a show of hands? How many of us have had an "Oh, my God" moment upon sending an email, Facebook post or Tweet. You'd be surprised.



In what has become known as "the Tweet heard 'round the world," The Plain Dealer's Tony Grossi, who covered the Cleveland Browns beat for more than twenty years was removed from the beat last week by The Plain Dealer editorial management team.

Grossi said he typed what was intended as a private text message, 'a smart-(aleck) remark to a colleague,' describing Browns' owner Randy Lerner as "a pathetic figure, the most irrelevant billionaire in the world." Instead of sending a text message only to the intended recipient, Grossi hit the wrong button and sent it out to his

15,000-plus Twitter followers.

According to PD reader rep Ted Diadiun's column in the Sunday, Jan. 29 edition of The Plain Dealer, Grossi said he discovered to his horror what had happened within about 60 seconds, and immediately retracted the Tweet, but the damage had been done, adding credence to the online lament that, "once it's out there – it's out there."

Diadiun writes that when Grossi realized the following morning that the Tweet had been copied and re-Tweeted around the football world, he called PD managing editor, Thom Fladung (a Press Club of Cleveland board member) to give him the bad news.

An apology to Lerner, the Browns and Grossi's Twitter followers quickly followed. Apologies also appeared on cleveland.com and Publisher Terrance Egger sent Lerner and the Browns a letter of apology.

Diadiun writes that Fladung's major

continued on page 6 >

Welcome New Member



Marilyn Mongeon Quill, M.S., APR

Employer: Passion for Change

Job title: President & CEO

Hometown: Westlake (originally a New Englander)

Alma Mater: School of Journalism & Mass Communication, Kent State University; Bachelor of Science in Journalism; major: Public Relations; minor: Business Management

Newhouse School of Public Communications, Syracuse University; Master of Science, the Executive Program in Communications Management

What is Passion for Change? Passion for Change is an emerging, innovative 501(c)(3) based in Westlake and dedicated to breaking the stigma of mental illness. Our

core program, Communicators for Mental HealthSM, is a Greater Cleveland pilot project. CMH is designed to train professional communicators as advocates for mental health in the workplace and to match them, pro bono, with local, underfunded mental-health agencies needing their skills and expertise for a particular project.

What do you do there? My role is to inspire, lead and collaborate with fellow professionals—all of us working pro bono—as we make this vision a reality.

What do you hope to get out of your Press Club of Cleveland membership? The social side—meeting and chatting with fellow communications professionals—is always a pleasure. I'm also looking forward to participating in some of the Club's educational opportunities and eventually sharing Communicators for Mental HealthSM with the club on a more formal basis.

The Press Club of Cleveland in the 40s and 50s –

“The In Spot”

By John Sheridan

(Editor's Note – in January's first installment, past president John Sheridan detailed the formation of the Club on February 1, 1887 and chronicled the beginnings of the Club through the 1940's. John would like everyone to know he actually was not there on that day in 1887, but has conducted a lot of research.)

In the late 1940s and early 1950s The Press Club of Cleveland was the cat's pajamas. It moved into spacious quarters in the basement of the Olmsted Hotel, one of the many East Ninth Street landmarks that have since met with the urban development wrecking ball.

“We had a two-story clubroom with a balcony, recalls former Press Club officer Chuck Thobaben. “It was billed as the world's most beautiful Press Club.”

On Friday nights it was the place to be – and be seen. It was a “must” stop for a galaxy of visiting celebrities – some simply looking for a bit of conviviality, but most hoping for a little ink.

Politicians, prizefighters and big-name entertainers seldom passed up an invitation to stop in. The guest list included the likes of Senator Robert A. Taft, Slapsie Maxie Rosenblum, comedian George Gobel, actor Walter Pigeon, and entertainer Gypsy Rose Lee.

Former Press Club officer Hoyt King recalls one evening when movie actress Lana Turner sashayed through the club. Seated at one table was a group of regulars, absorbed – as usual – in their gin rummy card game. They cast a quick glance at the blonde Hollywood bombshell, then silently resumed their card playing.

“Hi Fellas. Can I play?” Lana Turner asked.

Her request fell on deaf ears. So fierce and competitive was the card game that it continued without interruption. “No one at the table even acknowledged her presence,” Hoyt remembers.

In the early 1950's The Press Club went on the air with its own radio show – “The Press Club Presents” – broadcasting from the Club quarters. A local version of “Meet the Press,” it was emceed at various times by Sandy Markey and Bud Wendell.

In the March Byliner: “Moving Days – Trying to Keep One Step Ahead of Insolvency”

Meet Russ Mitchell From CBS to Cleveland



Friday, February 24, 2012

11:30 a.m. - Registration and Networking
Noon - 1:30 p.m. - Luncheon and Program

Hilton Garden Inn

1100 Carnegie Avenue, Downtown Cleveland

Please join The Press Club of Cleveland in extending a warm Cleveland welcome to Russ Mitchell, new Lead Anchor of the 6 p.m. and 11 p.m. newscasts and Managing Editor Evening News at WKYC TV 3.

Cost: \$30 for Press Club Members; \$45 for Non-Members

Call the Press Club of Cleveland office: 440/899-1222.

Romona Robinson Lands at 19 Action News - Reed, Lai Out Capel In at FOX 8 in the Morning

The Cleveland TV anchor merry-go-round continued to spin last week with the announcement that Romona Robinson has found a new broadcast home at 19 Action News where she will be the co-anchor on three weekday newscasts. News director Dan Salamone confirms that Robinson and Denise Dufala will be the 6 and 11 p.m. anchor team.

Robinson also will co-anchor the 5-5:30 p.m. newscast with David Wittman. Dufala and Wittman will be the co-anchors for the 4-4:30 p.m. newscast.

Robinson, late of WKYC-TV 3, calls it a homecoming. She began her career in 1988 as an anchor of the 10 p.m. news on 19's sister station WUAB, 43.

"There's no place like home," said Robinson. "I love this city and what I've come to realize, particularly over the last few weeks, is that the people of Northeast Ohio have truly become my family," she said. "I can't put into words how excited I am to join 19 Action News. They have embraced my journalistic values and my commitment to the community and I can't wait to get started on this new adventure."

"Romona is an accomplished journalist that has earned the trust of Clevelanders," said Salamone. "It's a perfect format for Romona to continue to do what she does best."

Almost as quickly as the news broke of Robinson's return to



Action 19 News, came word of the departure of two action 19 news anchors, Sharon Reed and Lynna Lai.

"We have made the decision not to renew their contracts," said Salamone. "These are two terrific people who have made tremendous contributions to our newscast in the past, and we wish them both nothing but the best."

Over at Fox 8, the station has named Kristi Capel as anchor of Fox 8 News in the Morning. She replaces Tracy McCool who now anchors the evening newscasts. Capel joins Wayne Dawson and Stefani Schaefer as anchors on the morning newscasts.

TONY GROSSI FROM PAGE 4

concern was that Grossi had inadvertently revealed to the world his disdain for the owner of the team he was covering. Which begs the question: how would Plain Dealer readers be able to have faith in the objectivity of Grossi's reporting following that?

As the rumors flew far and wide, Diadiun stated the PD's facts of the case. "Tony Grossi was not fired, nor was the move disciplinary. He will be reassigned to a different role in the sports department, not as punishment but because editors decided that he could no longer credibly remain on that beat." Diadiun also noted that the Browns had nothing to do with the decision and that none of the editors involved talked with anyone connected with the team before making the call.

Freedom of speech? Not really, writes Diadiun. "This was not an issue of First Amendment rights or of censorship. Anyone who works at the paper has the right to say, write or Tweet anything they wish. But they do not have a corresponding right to say it in the newspaper or on the website or on their newspaper Twitter account. If they do, the editors who are in charge of maintaining the credibility of the newspaper have the right to change their assignment."

Akron Beacon Journal columnist Bob Dyer, who used to work for Fladung at the Beacon Journal, in his Feb. 2 column, pointed to the fact that this incident clearly illustrates the huge differences between the roles of columnist and beat reporter: "Things would be different if Grossi were a columnist, a Terry Pluto or Marla Ridenour, who gets paid to offer personal opinion. In that case, the errant tweet would have been perceived merely as a tasteless cheap shot, not a career-altering disaster."

Yet, Dyer wonders about the wisdom of reporters being forced to do double and in many cases – triple duty, in trying to feed both the traditional and social media beasts. "Why should a sportscaster who is covering, say, a basketball game send out little comments about the game every five minutes? If the Tweet recipients were that interested in the action, wouldn't they be riveted to the game on radio or TV? Beat writers are expected to monitor what everyone else is writing, broadcasting, tweeting and blogging and constantly updating their own stories while tweeting and blogging themselves."

Dyer said he understands both sides in the PD's decision to pull Grossi off the

Browns beat. "Would I have reassigned Grossi? Tough call. He has covered the Browns well for two decades. Sacking him because of one careless mistake seems incredibly harsh. On the other hand, it's tough to disagree with Thom Fladung when he says reader's perceptions of Grossi have forever changed."

In the end, The Plain Dealer's Diadiun says Grossi does not agree with the decision for several reasons: that it was not meant as a malicious Tweet, that Grossi doesn't typically interact with Lerner and furthermore, Grossi feels his opinion of Lerner doesn't color his coverage of the team. Knowing all that, the editors in charge made a painful but principled decision based on what they believed best for the newspaper."

Grossi, in Diadiun's column, explained, "We're given these marching orders to Tweet your beat, to gather and attract a following, to be provocative, because it's good for our brand to interact with the readers," he said. "But we're all learning the perils of this new invention."

"The good news," writes Diadiun, "is that we'll (The Plain Dealer) still have Grossi's passion and ability. But it will be in a different area of the sports section."