

Partners, programs and pictures



Michael E. Bennett

President, The Press Club

The Press Club of Cleveland already has three new partners as a result of the sponsorship program announced in January's Byliner.

I'm pleased to welcome FirstEnergy Corp. as the first Corporate Partner of The Press Club of Cleveland. Corporate Partner is the highest level of sponsorship offered. Todd Schneider, FirstEnergy director of external communications and a long-time Press Club member, was grateful for the opportunity to support NEOhio media and communications professionals, and increase FirstEnergy's visibility in a key market. You can read about FirstEnergy on page 3.

Not far behind FirstEnergy in committing to a Corporate Partnership was Medical Mutual of Ohio. Ed Byers, immediate past president of The Press Club and manager of media relations for Medical Mutual, worked with Jared Chaney, EVP corporate communications, to confirm the partnership. More about Medical Mutual in the next Byliner.

The effort also brought us the first Supporting Partner for one of our signature events: Hathaway Brown School in Shaker Heights will support the All Ohio Excellence in Journalism event this year, thanks to the work of Kathleen Osborne, HB director of communication and outreach, and Press Club board member and programming chair. We previously had welcomed The House of Blues as Presenting Sponsor of the contest's gala celebration, which will be held at the iconic venue on June 6, 2014.

Please join me in thanking these individuals and their organizations in making a financial commitment to our important work. Their generosity is deeply appreciated.

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'Missing Persons' Program Sparks Discussion at Tri-C Prosecutor Urges People Get to Know Neighbors

Editor's note: The Press Club of Cleveland and Tri-C presented their first collaborative program on Feb. 20 with "Behind the Headlines: Missing Persons." The free series will continue this fall. This article first appeared in The Voice, Tri-C's student newspaper, and is reprinted with permission.

By Bronson Peshlakai
Metro Editor-In-Chief

The Behind the Headlines program at Tri-C Metro Campus brought together members of law enforcement, academia and the media together to talk about how missing people cases are investigated and covered by the press.



enforcement dealt with the international press.

The program, moderated by WKYC news anchor Russ Mitchell, featured Cuyahoga County Prosecutor Tim McGinty, Cleveland police spokesperson Det. Jennifer Ciacci, Tri-C sociology professor Valerie Brown and author James Renner.

McGinty said Cleveland was cast in a bad light to the world because of the three missing women being held against their will for 10 years. However Clevelanders opened up their arms to protect the women, offered free medical coverage for life, lawyers offered free legal advice, neighbors brought food to the women's family's homes, money was raised by the community, and in so many other ways helped bring healing to recovering women abducted by Ariel

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NEW PROGRAM
The Editor-Freelancer Relationship:
Making it Work
Thursday, April 10, 6 p.m.
Market Garden Brewery
See page 5 for details and RSVP today.

After the notable rescue of three young women who were abducted and held captive on Cleveland's west side for more than a decade, panelists reflected on how the investigation was executed and how law

Let The Judging Begin ...

The Press Club's All Ohio Excellence in Journalism closed out with more than 800 entries this year. The fact that it was about even with last year's total is a testament to the contest's statewide importance.

The contest celebration is Friday evening, June 6, 2014, at The House of Blues Cleveland. House of Blues graciously stepped in as Presenting Sponsor, and Hathaway Brown School in Shaker Heights has become the first Supporting Partner of this year's event. Watch for your invitation.

The contest is judged by press clubs in other states. In return, The Press Club of Cleveland judges contests conducted by out-of-state press clubs. We always need members to judge; please respond when you see a request, or contact board member Maryana Bradas at maryana.bradas@gmail.com to get on the list. Thanks.



MISSING PERSONS FROM PAGE 1

Castro.

“The families wrapped around and protected them, the neighbors protected these girls, and gave them the healing time,” McGinty said. “They were in total shock when they came out of this thing.”

He said that Cleveland really showed it cared and celebrated the return of these women. When their captor’s house was demolished church bells in the Seymour Avenue neighborhood rang.

The forum had a good turn-out of stu-

dents, faculty and the community. McGinty said if there was one ideal that those who attended the forum could leave with it would be, “trust no one. Be careful. Con men are everywhere, dangerous people lurk. Be careful with your children, your little brothers and sisters,” he said. People like Ariel Castro and Anthony Sowell take advantage of their prey’s trust and vulnerability.

“It was a great way to inform and educate the public ... it had great presenters who had thoughtful ideas and challenging notions to present to the audience,” said Michael Bennett, president of The Press Club of

Cleveland, one of the sponsors of the event.

Tri-C student Michael Culp attended the forum and said communities should take preventative measures now.

“Get involved with your community,” Culp said. “Know who you’re living with; spend a little bit of time and invest in the place that you live. So nothing like this (tragedy) can ever happen again.”

The presentation was sponsored by Tri-C’s departments of Student Life and Journalism and Mass Communication, The Press Club of Cleveland, and The Voice student newspaper.

**Content marketing with Joe Pulizzi**

Tuesday, Feb. 18, 2014: Blizzard conditions. Schools closed. Traffic snarled. Typical Cleveland winter day and then some.

Yet a few dozen hardy souls – including one from Toledo - made it to Lockkeepers in Valley View to hear Joe Pulizzi talk about content marketing. It was far fewer than had registered, but those who attended were well-rewarded by Pulizzi, founder of the Cleveland-based Content Marketing Institute (www.content-marketinginstitute.com) and a Press Club board member.

He walked everyone through the “whats” and the “hows” and, more important, the “whys” of content marketing. The tips come

from years of experience, some of which are included in his new book *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter and Win More Customers by Marketing Less*.

Fortunately, one of the brave souls who attended was Press Club board member Richard Stewart, of DigiZoom Media (www.digizoommedia.com), who was able to capture it all on film. Those who paid for reservations but were snowed out received a DVD of the event and Joe’s slides. The DVD is also for sale; please contact executive secretary Lynn Bracic (440-899-1222, pressclubcleveland@oh.rr.com) to order.

PRESIDENT FROM PAGE 1

We need the help of every Press Club member to build on this momentum and encourage other companies and organizations to become partners. Partnership levels range from \$2,000 to \$5,000, as described on page 6-7 of this Byliner, and at www.pressclubcleveland.com/partners. Reach out to others, or 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.

With your help, we will be able to expand

our impact and secure our future. Thanks.

Programs

Our program year got off to a great start with two strong programs: Content marketing with Joe Pulizzi, and Behind the Headlines: Missing Persons in conjunction with Cuyahoga Community College. Even The Blizzard of the Year couldn’t keep people from attending Joe’s presentation. See inside for details on both.

We’re deep into planning the rest of the year. Next up: a program about the local freelance market (see story in this Byliner); a chance to hear from The Plain Dealer’s new business editor; and some networking opportunities (aka happy hours) – because we take the “fun” part of our mission statement seriously. Watch for details in your email box.

The success of these events is driven by great volunteers who step in to plan, publicize, recruit, attend, etc. We need help from each member to continue having impact. You shortly will get a note from Kathleen Osborne, who oversees programming, and

Mary Patton, who oversees engagement, about specific ways you can help. Please raise your hand when they call on you. Thanks in advance.

Pictures

A picture really does say 1,000 words – just look at the spread through Facebook of a photo of The Plain Dealer staff in front of the large PD name outside the 18th and Superior building, in advance of the staff’s move to Tower City.

Bill Lucey, who blogs at www.newspaperalum.com, is interested in posting old newsroom photos of staffers, especially from the 1970s, ’80s or ’90s. “If any of you have some old snapshots filling your desk drawers, collecting dust, or are in possession of treasured blast from the past pics on your Facebook pages, I’d be thrilled if you would consider sending them my way. I will, of course, give proper attribution,” writes Lucey, who I worked with many years ago when he was a librarian at The Plain Dealer. You can contact him at his blog or wplucey@gmail.com
mebennett@outlook.com

the Byliner

A publication of
The Press Club of Cleveland

Editor

Lee Moran
lmoran@news-herald.com

Associate Editor

Maryana Bradas

FirstEnergy: First Press Club corporate partner

Whether it's building a new transmission line to enhance reliability for customers, restoring power after a severe weather event, or naming a football stadium to demonstrate hometown pride, FirstEnergy Corp. is in the news. So it's only fitting that one of the largest news makers in Northeast Ohio supports the hard-working professionals who deliver the latest headlines.

"FirstEnergy is proud to be the first corporate sponsor of The Press Club of Cleveland, which has promoted excellence in journalism, public relations, communications and marketing for 127 years," said Todd Schneider, director of External Communications for FirstEnergy Corp. "We recognize the outstanding – and often difficult – jobs performed by the media corps, who feed the public's appetite for constant and instantaneous news. Their professionalism is appreciated by FirstEnergy and the entire business community of Northeast Ohio."

Headquartered in Akron, Ohio, FirstEnergy Corp. is a diversified energy company dedicated to safety, reliability and operational excellence. Its 10 electric distribution companies form one of the nation's largest investor-owned electric systems, serving customers in Ohio, Pennsylvania, New Jersey, West Virginia, Maryland and New York. Its generation subsidiaries currently control nearly 18,000 megawatts of capacity from a diversified mix of scrubbed coal, non-emitting nuclear, natural gas, hydro and other renewables.

FirstEnergy's External Communications 12-person group is committed to providing timely, accurate and relatable information about all aspects of the company's business and operations. Energy Delivery and State Communications is led by manager Mark Durbin and has representatives located in Pennsylvania and New Jersey. Media relations and a wide variety of communi-



cations activities related to FirstEnergy's electric utilities are handled by this team, which takes the lead on communications during major storm events.

Generation and Environmental Communications, which covers external communications for FirstEnergy's fleet of fossil, nuclear and renewable generation assets, is led by Jennifer Young. This team is involved in a wide variety of activities, including media response related to major projects at its generating facilities and evolving environmental regulations.

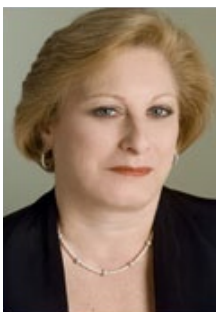
Financial and Web Communications is led by Tricia Ingraham, who organizes earnings and financial analyst communications as well as the company's website, social media and mobile applications. This aspect of External Communications has been especially important in recent years as the public's desire for online content and communications using social media platforms continues to grow.

FirstEnergy's External Communication group also is supported by Doug Colafella, who provides communications materials for policy issues and other corporate programs.

Completing the FirstEnergy Communication organization are departments responsible for internal communications and communication services.

The FirstEnergy team is proud to work with the talented pool of media in Northeast Ohio to ensure the public has the information they need, and looks forward to further supporting the effort through increased involvement with The Press Club of Cleveland.

This article was provided by Press Club Corporate Partner FirstEnergy.



Laurie Mitchell's column is on vacation this week. Visit www.LaurieMitchellCompany.com for more information about marketing and communications job searches.

The PRESSCLUB of Cleveland

"Serving and honoring communications professionals since 1887."

BOARD OF DIRECTORS

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Joe Pulizzi
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Lynn Bracic

Welcome New Members



Chris "Augie" Augustine

Job title:

Manager, Global Communications & Public Affairs

Employer / location:

GE Lighting/Nela Park, East Cleveland, Ohio

City of residence: Shaker Heights

Alma Mater: Wilkes University, Wilkes-Barre, Pa.

What is the "elevator description" of your job?

Lead GE Lighting's global communications team to develop and execute a comprehensive internal and external communications strategy that amplifies the breadth and depth of the business and its leadership.

Best and/or most challenging part of your job? I wake up each day excited to come to the office because I know there is a high probability that something unexpected will develop. No two days ever seem to be alike, and I like the challenges that creates.

Something not many people know about me? Some people know I retired from the U.S. Army. What many do not know is that I was the media relations officer at U.S. Special Operations Command on call the night Osama bin Laden was killed.

What do you enjoy most about living in northeast Ohio? The people. I moved a lot in the military and this was, by far, our best move. The people of NE Ohio are some of the nicest people in the country.



Chris Seper

Job title: CEO

Employer / location:

MedCity Media, Cleveland, Ohio

City of residence:

Cleveland

Alma Mater: Eastern

Illinois University

What is the "elevator description" of your job?

I oversee all operations at MedCity Media, which publishes MedCityNews.com. MedCity plays a significant role in defining "new healthcare" by gathering the growing number of innovators on the business side of healthcare (top executives, regulators, investors, and entrepreneurs across healthcare who are vested in the industry's future) to drive thought leadership, an exchange of ideas and best practices, and encourage cross-sector collaboration.

Best part of job? Creating something new.

Most challenging? Keeping focused and effectively managing an increasingly larger company.

Kudos and condolences

Kudos to:

Press Club board member **Joe Pulizzi** for being named a Cleveland Champion by Positively Cleveland. Joe got a shout-out at the group's annual meeting and brand launch of #thisiscle on March 19 for bringing thousands of people to CLE for his Content Marketing World conference (the next conference is Sept. 8-11, 2014, at the Cleveland Convention Center). More about the champions at www.clevelandmeetings.com/champions/pulizzi



Jeff Bendix with his Neal Award

Press Club board member **Jeff Bendix**, medical economic senior editor at Advanstar, for receiving the Best Instructional Content honors in American Business Media's Jesse H. Neal Awards, which are described as a Pulitzer Prize for business-to-business journalism. His entry from Medical Economics, "Cracking the Code," documented coding challenges for physicians in selecting appropriate evaluation and management levels, and documenting patient care.

Condolences to:

The family of Press Club of Cleveland Hall of Famer **John Teresko**, who died March 17 in Greene. John spent more than 50 years at IndustryWeek and its predecessor, Steel Magazine, retiring as senior technology editor. He was inducted into the Hall of Fame in 2010.

Have an item to share? Please send it to Michael Bennett at mebennett@outlook.com

VOLUNTEERS NEEDED

Want to judge a journalism contest? Entries in the All Ohio Excellence in Journalism are judged by members of press clubs in other states. In return, The Press Club of Cleveland judges contests conducted by out-of-state press clubs. Please offer to judge these contests. Most are online, and it's a great way to see what our print, broadcast and digital colleagues are doing elsewhere. Contact The Press Club of Cleveland board member Maryana Bradas at maryana.bradas@gmail.com

If you would like to volunteer to help with the All Ohio Excellence in Journalism, please contact event co-chair Lee Moran at lmoran@news-herald.com.

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
- 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.



The
PRESSCLUB
of Cleveland

The Editor-Freelancer Relationship: Making it Work

Today's tight-budget newsrooms and content providers rely more than ever on talented, dependable freelance writers to fill pages and earn clicks. This panel will discuss how to make the editor-freelancer relationship work from both sides. We'll explore what editors want from their freelancers, and how freelancers can meet those needs and score more assignments. Both editors and freelancers will benefit from this panel discussion.

Moderator:

Adam Burroughs,

Assistant Managing Editor /
Digital Managing Editor,
Smart Business Network

Panelists:

Steve Gleydura, Editor, Cleveland Magazine and Inside Business

Doug Trattner, Freelance Writer and Managing Editor, Fresh Water Cleveland

Jason Pettigrew, Editor-in-Chief, Alternative Press

Jane Levesque, Director of Content Marketing, MedCity Media

Date: Thursday, April 10, 2014

Time: 6 PM Meet & Mingle / Registration / Cash Bar
6:30 PM Panel discussion

Place: Market Garden Brewery, 1947 West 25th St., Cleveland 44113

Cost: Press Club members - \$7 Non-members - \$12

Click here to register online: <http://bit.ly/OO57lx>



The Press Club of Cleveland



#pressclubcleveland

The PRESS CLUB of Cleveland

"Serving and honoring communications professionals since 1887."

2014 Corporate Partner Opportunities

Northeast Ohio media and communications professionals turn to The Press Club of Cleveland for information, education, inspiration, and celebration.

Corporate Partners turn to The Press Club of Cleveland to become part of the area's most inclusive and innovative community of media and communications professionals.

By bringing together the news breakers and the news makers, The Press Club Corporate Partners program

helps members and partners establish strong business contacts, develop lasting friendships, forge meaningful mentoring relationships, and, together, shape the future of media, communications and our Northeast Ohio community.

There are a limited number of partnerships available in each category. Partners in 2014 will be offered first rights to secure 2015 partnerships.

Event	Date	Partnership opp.	Amount*	Available
ALL Press Club events, plus marketing opportunities	Various	Corporate Partner	\$5,000	4 2 remaining
Content Marketing with Joe Pulizzi	Feb. 18, 2014	Event Partner	\$2,000	1
Behind the Headlines: Missing Persons (with Tri-C)	Feb. 20, 2014	Event Partner	\$2,000	1
Newsmaker: Mary Lou Brink, new Plain Dealer business editor	March	Event Partner	\$2,000	1
Make Your Best Pitch: Freelancing	April	Event Partner	\$2,000	1
Hall of Fame Reunion	May	Event Partner	\$2,000	1
Ohio Excellence in Journalism Celebration	June 6, 2014	Presenting Partner	\$4,000	1 (sold)
		Reception Partner	\$3,000	1
		Supporting Partner	\$2,000	4
Cleveland Journalism Hall of Fame Gala	November	Presenting Partner	\$4,000	1
		Reception Partner	\$3,000	1
		Supporting Partner	\$2,000	4
Holiday Party	December	Event Partner	\$2,000	1
Multimedia and other journalism training and education	TBD	Event Partner	\$2,000	1 per event
Networking / happy hours	TBD	Event Partner	\$2,000	1 per event

For information, please contact:

Lynn Bracic, executive secretary, **440-899-1222** or pressclubcleveland@oh.rr.com
Michael E. Bennett, president, **216-408-3874** or mebennett@outlook.com

The Press Club of Cleveland – 2014 Corporate Partner Opportunities

Corporate Partner – \$5,000 (4 remaining for 2014)

- “Meet the Partner” Q&A in Byliner e-magazine and on website
- One guest column in Byliner e-magazine on a topic of interest to Press Club members
- Company description, logo and a link to your website on Press Club website
- Major recognition at Press Club Signature events: Ohio Excellence in Journalism Awards Celebration and Cleveland Journalism Hall of Fame Gala
 - Full-page ad in program books
 - 8 tickets to be used at either event or split between them
 - Logo and/or listing in event materials: news release, Facebook post, invitation, video, slideshow
 - Ability to provide a gift to attendees and have an information table in lobby
 - 1-minute welcome remark from podium
- Recognition as Corporate Partner at all Press Club educational and networking events.
- 4 individual Press Club memberships for your employees or clients
- Opportunity to offer discounted products and services to Press Club members via Byliner e-magazine and one email sent on your behalf to club members
- One-time opportunity to solicit a Press Club board member for written advice and/or suggestions on branding, advertising or marketing/communications efforts
- Ability to publish one “solution-oriented” guest blog/column on Press Club website directly related to partner’s industry and/or expertise, with post about it on Press Club Facebook page
- Ability to display and use “Official Corporate Partner of The Press Club of Cleveland” tagline on your company’s website and in marketing materials
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*

Signature Event Partner for All Ohio Excellence in Journalism Awards Celebration and Cleveland Journalism Hall of Fame Gala

Presenting Partner - \$4,000 (1 available for each event)

- Full-page ad in program book
 - 4 tickets to event
 - Logo and listing in event materials, including news release, Facebook post, invitation, video, slideshow
 - Ability to provide 1-2-minute welcome remark from podium
 - Ability to provide a gift to attendees and have an information table in lobby
 - Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*
- **Reception Partner - \$3,000** (1 available for each event)
 - Half-page ad in program book
 - 4 tickets to event
 - Logo and listing in news release, video and slideshow
 - Recognition from podium
 - Ability to have an information table in lobby
 - Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*
- **Supporting Partner - \$2,000** (4 available for each event)
 - Half-page ad in program book
 - 2 tickets to event
 - Recognition from podium
 - Logo and listing in video and slideshow
 - Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*

Event Partner – \$2,000 (1 partnership available for each event, including educational, networking and training events)

- 4 tickets to the event
- Ability to provide 2-3-minute welcome remark from podium
- Ability to provide materials to attendees
- Logo and listing in event materials, including news release, Facebook post, invitation, video, slideshow
- Recognition in event coverage in Byliner e-magazine
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*



***The Press Club will donate 5% of all 2014 partnership contributions to The Press Club of Cleveland Scholarship at the Kent State University School of Journalism and Mass Communications to help educate the next generation of journalists.** The 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. In 2013, two Press Club scholarships were among 51 awards given to journalism students who otherwise may not have been able to attend KSU. With your support of Press Club activities, KSU will be able to increase the value and number of awards.

Sponsorship terms: For the year-long Corporate Partnerships, at least 50% should be paid at time of agreement, with 25% each by July 1 and Oct. 1, 2014. For Event Partnerships, full payment is requested no later than 30 days before event date.