

the Byliner

Join Us on



May 2012

Newsletter of The Press Club of Cleveland

From the President

Ed Byers



There are a couple of deadlines fast approaching and I don't you want you to miss out on the action.

The deadline for registering for the Hall of Fame Reunion and special event is coming up quickly. The reunion is May 10 at Massimo Da Milano on Cleveland's near west side (West 25th and Lorain) and with the 30th anniversary in June of the closing of The Cleveland Press, we will feature a special panel discussion with reporters who were there the day Joe Cole made Cleveland a one newspaper town. This program includes a full dinner, door prizes and you can't beat it for the price.

We are also fast approaching the last call for nominations for the Class of 2012 Press Club of Cleveland Journalism Hall of Fame. We will need the nominations by May 15. Do you know someone who is worthy? Then check out page 2 for details on how you can get that person nominated.

June 15 is The Press Club's annual All-Ohio Excellence in Journalism awards at the Key Marriott Center downtown. This year, we go retro – and you'll have to attend to see what I am talking about, but you will not be disappointed. We are also going retro with our emcees this year - past Press Club President Dan Coughlin and Cleveland's "King of all Media," Dick Feagler. Those two guys alone will be worth the price of admission, never mind the delicious buffet spread. Registration details are on page 7.

Thanks to Press Club Board Member Dustin Klein for putting together a great program at the Terrace club on April 20 last month. The "Strengthening your Pitch" event was well-attended and as usual, the Cleveland Indians and Curt Danburg were gracious hosts.

See you at the Hall of Fame reunion bash on the 10th. You won't want to miss this one.

The Press Club of Cleveland Presents Scholarships to Kent State Journalism Students

Two Kent State University Journalism School students, Amanda Crumm and Karen Holcomb, were each presented with \$500 dollar scholarships from The Press Club of Cleveland at the KSU School of Journalism and Mass Communication's scholarship awards ceremony on the Kent State main campus April 15.

Crumm, who resides in Cuyahoga Falls, is a sophomore magazine journalism major. She has worked as a news correspondent for the Daily Kent Stater and is currently serving as a JMC undergrad rep on the JMC media board. On the very same day that she was presented The Press club scholarship, Crumm was inducted into the National Society of Leadership Success. Crumm said it has always been a dream of hers to be a writer and plans to fulfill that dream working for a newspaper or magazine in Ohio after graduation.

Holcomb is a senior information design major from Gibsonburg Ohio and discovered her passion for journalism while working for her high school newspaper. After graduating in 2009, Holcomb chose Kent State for its renowned journalism



Photo by Melinda Yoho

From the left; Karen Holcomb, Ed Byers and Amanda Crumm

school. She has worked for the Daily Kent Stater as a features writer and is currently one of the newspaper's page designers. Holcomb is set to graduate in December, after which, she hopes to obtain a career with a publication and continue design work.

The Press Club of Cleveland scholarships are awarded annually to outstanding newspaper, magazine, broadcast news, photo-journalism or information design students. Established in 1987, the scholarships were the idea of former Press Club president Dick Kostic who died of cancer in 1986.

Big Dates for the Hall of Fame

By Stuart Warner

There are two big dates in May for the Cleveland Journalism Hall of Fame:

- May 15: Nominations for the Class of 2012 are due. Fill out the accompanying form with corroborating information and send it to The Press Club of Cleveland, 28022 Osborn Road Cleveland, Ohio 44140. Or email your nominations and information to pressclubcleveland@oh.rr.com.
- May 10: The Press Club will hold a special reunion of Hall of Famers, "The Day the Newsroom Died." A special look back, 30 years later, at the death of The Cleveland Press.

The reunion will feature a panel that will include former reporter Barb Weiss and Hall of Famers Mike Roberts, Brent Larkin,

Dan Coughlin, Tony Tomsic and (moderator) Rich Osborne discussing the end of The Press.

The book Gimme Rewrite, Sweetheart ... (Gray & Company) by John Tidyman includes a chapter on The Press' final day, June 17, 1982.

Some excerpts from the book from those who were there:

"I was pretty naïve and thought The Press would always be around, although from the day I was hired, people asked me, 'How long is the paper going to last?' – Tim Rogers, former Press and now Plain Dealer sports writer.

"The very last day was probably the worst day of everybody's life ... we listened to

continued on page 3>

Thanks for the Criticism!

Laurie Mitchell Certified Personnel Consultant



In response to Ohio newspapers severing hundreds of writers in 2008, Regina Brett organized a wonderful day-long job search symposium for displaced print journalists on a Saturday in 2009. I was privileged to both serve on the day-long panel and give a keynote address to the 120 in attendance. I ended the day by speed-critiquing the résumés of three dozen journalists who patiently waited in line.

Nearly all were genuinely appreciative of the face-to-face counsel. Afterwards, one woman requested and received several hours of résumé and interview coaching, which resulted in a brand new career, and one young journalist so impressed me that I gladly mentored him, eventually placing him at another paper, sans recruiter's fee. There was also one particularly memorable journalist who stormed off, taking the honest (and free) input as a personal insult. This sometimes happens.

However, job seekers might attempt to put themselves in the recruiter's shoes for just a moment and understand her well-intentioned efforts to educate professionals seeking career assistance. They would then experience first-hand the most prevalent misconception about recruiters: who our actual clients are. We are retained by the company, and while we must negotiate a win-win situation for both candidate and company, it is the client company who drives the process and funds the search.

Here's an analogy: when you visit your doctor, you are weighed, stuck with needles, probed and examined nude beneath a flimsy sheet. The doctor has seen thousands

of naked bodies, and yours isn't so special, but if you're not completely honest about your symptoms, the doctor can't make a credible diagnosis or recommend how you can improve the quality of your life.

A recruiter reads scores of résumés (spending more time with them than the "six seconds each" that LinkedIn recently alleged) daily. Her multiple-firewalled, confidential database contains the career histories and salaries of thousands. Similar to a physician, the recruiter's suggestions are based on experience and training, and substantiated by professional certifications plus input from hiring influences. For her, a résumé is like the naked patient on the exam table. The recruiter diagnoses why your résumé might not be doing you justice and explains how to strengthen it in order to improve your chances of finding the position you really want.

Recently, the blogger E. James Brennan, a senior associate of ERI Economic Research Institute, published this commentary titled, "Thanks for the Criticism!"

"Feedback is always vital but is most appreciated when it is positive. Odd, isn't it, because we should be more grateful for negative feedback. Very few people... are courageous enough to advise us of our corrective needs so we can improve. We should cultivate their frank negative feed-

back rather than avoid it, as is the normal tendency.

Compliments feel good. They feed our ego and build our sense of worth. Negative input disrupts our complacent self-image. Criticism is disconcerting, brings shame and diminishes our confidence.

Being told what you did wrong inspires defensive reactions, invites counterattacks and can generally ruin your day. But identifying error is necessary for positive improvement to eliminate the problematic behavior or overcome the obstacles you have created for yourself. How can you fix what you do wrong if you remain blind to your shortfalls?

What bad stuff do you do that should be eliminated? That should be a lot more important to your survival, growth and success than what you do right.

People who give you praise only build your ego, while those criticizing you are building your competence.

No pain, no gain' is the iconic phrase. Praise is pleasurable; criticism is painful. It is ironic that by inviting pain, you gain ability.

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the Byliner

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2012 Chuck Heaton Award Nominees Sought by Press Club

The Press Club of Cleveland will present the fifth annual Chuck Heaton Award at this year's Press Club Hall of Fame enshrinement dinner in October.

Previous winners include (right): **Terry Pluto (2008)** **John Telich (2009)** **Margaret Bernstein 2010** and **Herb Thomas (2011)**.

The Chuck Heaton Award is bestowed annually upon the print, radio, or television journalist who best exemplifies the sensitivity and humility which, along with his writing talent, were traits exhibited by Chuck Heaton during his exemplary career at The Plain Dealer.

Deadline for nominations is midnight, May 20.

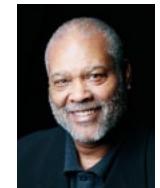
Please state in 500 words or fewer why you feel your nominee is worthy of this prestigious award. You may submit your Chuck Heaton Award nomination simply by emailing to the Club office: www.pressclubcleveland.oh.rr.com, or in writing to:

Chuck Heaton Nomination

The Press Club of Cleveland

2802 Osborn Road

Cleveland, Ohio



A Press Club History Part 4

The Modern Day Press Club:**Back to the Communicators Club and Back to Business****By John Sheridan**

As The Press Club of Cleveland celebrates the 125th year of its founding, we continue a look at the rich history of this Club as chronicled by long time Press Club member and former President John Sheridan.

Here is part four of his series.

The creation of a Communicators Club in the Statler building helped to kindle a renewed interest in The Press Club after a state of relative dormancy.

In the late 1970s, Stanley Modic was the driving force behind the effort. Stan, the editor of IndustryWeek magazine, saw little sense in having a Communicators Club that didn't include journalists. He began promoting the idea of affiliating The Press Club with the Communicators Club, an umbrella organization, which brought together such groups as the Cleveland Advertising Club, and the Public Relations Society of America under one roof, sharing expenses.

A steering committee was created and a mailing went out to 800 members of the media in the Cleveland area. The response indicated that many would support the Club. The steering committee scheduled a meeting with the board of directors to establish a sense of continuity.

It was a cold Winter's eve, Dec. 7, 1977, to be precise – the 36th anniversary of the Japanese attack on Pearl Harbor – 15 people gathered at the Communicators Club to consider reactivation, including 11 former board members: George Anthony Moore, Clay Sutton, Cy Wainscott, Dudley Brumback, Tim Ryan, John Sheridan, Dan Coughlin,

Ginny O'Shea, Flash Fairfield, James Van Vliet and Bob Herrick.

Not everyone was budding with optimism about the prospects for success. Some pointed to an apparent disintegration of "the fraternal spirit" that had existed among journalists in the past. "Reporters at The Press aren't interested in rubbing elbows socially with reporters from the PD," somebody said, "And some of them aren't too keen on associating with advertising and PR types."

But Stan Modic wasn't about to be deterred. "There will be a Press Club," he declared, "even if I am the only one who joins!"

That silenced the skeptics and set the tone. The vote was 13-0 to reactivate, including proxies from two previous board members unable to attend. The Press Club was back in business with the blessing of the former board.

At the first general membership meeting on Jan. 12, 1978, new bylaws were adopted and an election was held. Stan Modic was elected president, Richard Bilotti, the editor of The Plain Dealer Sunday Magazine, vice president. Paula Howard, then with the

weekly Sun-Journal, secretary and Audrey DeAngelis of The Cleveland Press, Treasurer.

Coming up next month: Racing into the 1980's: What did the Press Club and Lady Godiva have in common? They both put everything they had on a horse.

**HALL OF FAME FROM PAGE 1**

Dorothy Fuldheim and she told us that we were closing. ... Nobody from the paper told us." – Helen Moise, former Press food writer.

"We cleaned out our desks and went home. I remember getting home and breaking down crying." – Reed Hinman, former Press reporter.

"I was here at The Plain Dealer I remember we walked over there in solidarity and everybody stood outside." -- Larkin, former Press columnist and Plain Dealer editorial page editor.

"I had a Royal manual typewriter. We

just loved those things. I can remember just hugging it and saying, 'You can't take this away.'" – Harriet Peters, former Press television reporter.

The reunion will be held from 5:30-8:30 p.m. at Massimo da Milano, 1425 West 25th Street in Cleveland.

Cost, which will include a dinner buffet, is, Hall of Famers \$15, Press Club members \$25, and non-members \$35.

Go to <http://www.pressclubcleveland.com/general-news.aspx?newsid=37> to register online. Or call 440-899-1222 to make reservations.



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The News-Herald

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Photo by Morning Journal/Bill Deleany
Rich Tarrant shows off the old newspaper printing equipment inside 727 Grant St, the home of Vermilion News which closed.

Newspaper Museum Set Up in Vermilion

By Bill Delaney -

The Lorain Morning Journal

In the digital age, Rich Tarrant is hoping to share with the public how newspapers were created in a bygone era.

A house at 727 Grand St., was once the home of the weekly Vermilion News. Standing near a small closet underneath a staircase in the house, Tarrant described a part of the newspaper's production process. The closet once functioned as a darkroom where his grandfather would go to develop photographs.

"He'd be working down here at night," Tarrant said. "And my grandmother would come to the top of the stairs, and, (Tarrant stomps on the floorboard), she'd let him know it was time to eat dinner," he said.

Tarrant's grandparents, Pearl and Bessie Roscoe, owned and operated the Vermilion News. The paper, later owned by Tarrant's parents, W.B. and Ella Tarrant, was published from 1898 until 1964. Rich Tarrant, 67, and his wife, Georgianne, are now in the process of transforming the newspaper's old home into The Vermilion News Print Shop Museum.

Still inside is old machinery, relics of a time when dozens of fonts were not accessible by means of a computer drop-down menu, but by large wooden cabinets full of lead and wooden type, to put on Linotype typesetting machine.

"We want to get some of these presses running, to show people how they worked," Tarrant said. "We want to let people know what it took to publish a small newspaper in the last century."

Tarrant also has troves of old photographs from his family and copies of old editions of the Vermilion News, which will

continued on page 5 >



The Press Club of Cleveland **Hall of Fame Reunion**

Highlighting:
The day the newsroom died
The death of The Cleveland Press: 30 years later

Join an all-star panel of journalists as they reflect on the remarkable life and death of The Cleveland Press, the venerable afternoon daily that ceased publication on June 17, 1982.

Panelists include:

Barb Weiss
 Mike Roberts
 Dan Coughlin
 Brent Larkin
 Tony Tomsic
 moderated by Rich Osborne

This special one-hour program begins at 6:30 and will be the highlight of The Press Club of Cleveland's Hall of Fame Reunion

Thursday, May 10

5:30-8:30 p.m.

Massimo da Milano
 1400 West 25th Street
 Cleveland, Ohio 44114.

Cash Bar

Full Dinner Buffet includes:

Mixed Green Salad, Pizza, Vegetable, Cucumber & Tomato Salad
 Pasta Salad, Pasta Marinara, Pasta Primavera, Meatballs
 Roasted Chicken, Roasted Potatoes, Coffee, Ice Tea and Soft Drinks
 Petite Pastry & Italian Cookies

Cost to attend:

Hall of Famers \$15
 Press Club Members \$25
 Non-members \$35

Registration is open until May 8th at 12 p.m.
 Cancellations must be received in writing by May 8th at 12 p.m..

FREE parking is available in lot next to the restaurant or across the street

Welcome New Member



Paul Schrimpf

Group Editor

Meister Media Worldwide

Hometown: Parma, Ohio

Alma Mater: Parma

Senior High '82 /

Cleveland State

University '87

Tell us a bit about

Meister Media and what you do there:

Domestically, Meister Media Worldwide services the information needs of a wide range of agriculture businesses, including growers of fruit, vegetables, cotton, and greenhouse plants. We also service businesses in the garden center and agricultural retail industries. On the international side we feature brands serving produce growers in Latin America and Mexico, as well as international crop protection chemical manufacturing. As group editor I oversee the CropLife and PrecisionAg brands, which communicate with businesses that provide products and services to growers. About two-thirds of our audience is in the Midwest.

When and how did the journalism bug bite you?

In 8th grade a teacher encouraged me to write, and in 10th grade I took a journalism class and it all came together. I'm lucky to be doing what I enjoy for a living.

What advice do you offer young aspiring journalists?

After some years of uncertainty, the world is coming back around to the notion that content is king. That's ALL content ... video, audio, and photography along with the written word. Immerse yourself in all of it. The more you learn the more valuable you will be. At the recent Press Club lunch, Russ Mitchell said as much. It's an unsettled but exciting time for journalists.

Second, don't let anyone steer you from chasing your dream. The 1980s was a terrible time to want to be a journalist. I was discouraged by virtually every guidance counselor I encountered from entering the profession. If you want it, keep after it.

What do you hope to gain from your Press Club membership?

I want to hear what others are doing to adapt to the constantly changing ways people are consuming information. I need good ideas and conversations with smart people. And maybe I have something I can share and provide benefit for other members.



Amy McGahan

Dix & Eaton

Job title: Senior Vice President

Hometown: Pittsburgh, PA; now Rocky River

Alma mater: Baldwin-Wallace College

Hobbies? Working out, sporting events (especially my beloved Pittsburgh sports teams), concerts

How long have you been with Dix & Eaton? 15 years

What did you do before that? I worked in public relations for two non-profit organizations, the Cleveland Hearing & Speech Center and The Eliza Jennings Group

The best part of your job? The variety, the people I work with, the challenge and the reward

The Worst advice you ever received? I really can't think of any bad advice I've received, so I'll go with the best ... A college professor used to say "Be here now." I'm all about multitasking, but there is something to be said for truly being present in the moment, listening intently and taking it all in. And my father used to say, "One day at a time." Certainly he didn't trademark the phrase, but it's always a good reminder when daily tasks can seem overwhelming.

Why did you join The Press Club of Cleveland? The mission and purpose of the organization are completely in line with and relevant to what I do on a daily basis. And it's a good group of people who are dedicated to what they do.

Press Club Member Anniversaries: May

Tom Andrzejewski - 4 years

Jeff Bendix - 2 years

Michael Bennett - 5 years

Leon Bibb - 4 years

Ed Byers - 7 years

Doug Clifton - 4 years

Dan Coughlin - 4 years

Cynthia Dettelbach - 4 years

Kurt Franck - 6 years

David Gray - 5 years

Marilyn Karfeld - 3 years

Carl Monday - 4 years

Jay Stowe - 6 years

Tim Taylor - 4 years

Ned Whelan - 4 years

NEWSPAPER MUSEUM FROM PAGE 4

be on display when the museum is finished.

"It's rather interesting because it was labor intensive," he said.

"And I have lots of stories," he continued. Tarrant grew up in Vermilion, and helped in the paper's production when his parents owned it.

He and his wife purchased the building just over a year ago. On Jan. 23, Vermilion City Council approved rezoning the property to accommodate a museum.

While the first level of the building is filled with printing machinery, the upstairs is still a residence, where Tarrant's brother now lives. Tarrant said when the paper was published, the upstairs was occupied, and illustrates how the owners of a newspaper, such as the Vermilion News, lived and worked.

Tarrant has applied to receive nonprofit status for the museum, and hopes to be able to offer memberships soon. He is in the process of refurbishing portions of the building, which he says will take much more work. In the meantime, though, Tarrant said he is often inside the building working, and welcomes anyone to stop by for a visit.

Join us in Celebrating 125 years in 2012

SAVE THESE DATES!

May 10 - 5:30 - 8:30 p.m. Hall of Fame Reunion at Massimo da Milano. Watch for more details and your invitation to attend

June 15 - The 31st Annual Press Club of Cleveland Excellence in Journalism Awards. Key Marriott Center, downtown Cleveland.

October 12 - The Press Club of Cleveland Journalism Hall of Fame Induction Dinner.

December 12 - Holiday Party and Annual Membership Meeting.

Press Club Writing Panel Discussion at the Terrace Club is Right On Point

"Your Message: Making it Tight, Making it Right, Making it Matter"

What do you get when you assemble three veteran, award-winning journalists for a discussion about what it takes to identify meaningful stories and engage people so that they care?

You get an insightful "Strengthen Your Pitch Event" at Progressive Field loaded with takeaways. With a panel comprised of Steve Gleydura, editor of Cleveland Magazine; Denise Polverine, editor-in-chief of Cleveland.com; and Andy Baskin, sports director of WEWS-Channel 5; and SBN's Dustin Klein as moderator, it was easy.

The questions were many: When it comes to sifting through the clutter of information screaming for our attention, how do you get your story heard? How do you mine the compelling stories? How do you cut through the clutter and get people's attention, offering salient tips on how to identify audiences, tell stories?

Baskin offered a basic, yet overlooked point: understand your audience! "You're on so many different platforms. What's a good story on Twitter? What's a good story on NewsNet5? What's a good story on TV? What's a good story on the radio?" asked Baskin. "To me, a good story is always about people. It's about Jack Hannahan coming out and getting that big hit, and how he feels. It always gets back to what's going to make things interesting. I want to hold your attention. Also, for me, it has to be about Cleveland," Baskin said.

Gleydura warned the audience not to tell "is" stories. "I get so many stories that are 'This is....' And 'is' is the death of story. If you don't have a take, then I don't want to listen. I want to listen if people have an opinion," Gleydura advised. "Whether I agree or not, it stirs something inside me that I care about."

He also challenged the audience to be more creative. "I can't tell you how many pitches I get that say, 'Hey, it's our 40th anniversary.' Thanks. 'Hey, we're local.' Thanks. They haven't sat down and thought about what the story is they're trying to tell. The more compelling you can tell your story, the more interesting you get," Gleydura said.

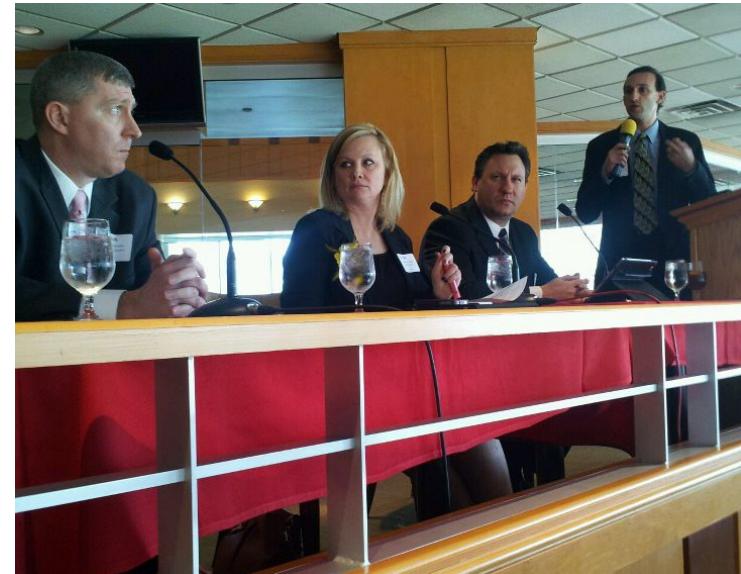
At Cleveland.com, Polverine said she is seeing some positive trends in effective messaging. "We're really engaging with the audience and taking a look at what people are doing in the public relations area. People are using Twitter in a really smart way and engaging readers," Polverine said. "We



Top left: Dustin Klein and Steve Gleydura

Top right: Kathleen Osborne and Denise Polverine

Right: Panel answers questions



keep in mind what stories our users will be interested in, and how they will engage with it and react. That's really important to us."

Still today, Polverine said press releases totally miss their mark. "I get so many press releases that start out, 'Please consider this for your publication.' I'm not a publication. Know who I am and get to know me. Get to know your contacts. Be smart about it. Follow them on Twitter. See what they're talking about," cautioned Polverine. "Do your research and know who the reporters are that cover what you want to talk about. People can tell when you haven't bothered to do that."

Klein said he finds that not everybody knows how to get to the root of a good story and create message differentiators. "Story telling really comes down to elevator pitches. If you can't succinctly tell your

story and why we should care, you're not going to connect," said Klein. "You have the power in your hands to tell your own story through social media. The beautiful thing about social media is that you no longer have to rely on just the media to get your story out," Klein advised. "It has leveled the playing field. We are all the audience. As media professionals, we have to understand that and pivot to be relevant in learning how to tell better stories."

Klein challenged the Terrace Club audience to make it a point to make their messages stand out and engage their audience. "Identify your 'A-ha moment.' It goes beyond the 'who, what, where and when,'" concluded Klein. "Try to find out what will make us stop and think about whether that's a good story that our readers, users and listeners will get into."

Please join colleagues and friends and families at
The Press Club of Cleveland's

2012 All Ohio Excellence in Journalism Awards on June 15th to celebrate this year's winners.

*In celebration of The Press Club of Cleveland's
125th anniversary, this year's theme will be "going retro!"*

**The event will be held at:
Cleveland Marriott Downtown at Key Center
127 Public Square
Cleveland, Ohio 44114.**

Celebrate The Press Club of Cleveland's 125th Anniversary with food, fun & festivities beginning at 5:30 p.m.
The awards portion of the program begins at 6:30 p.m.
Meet & greet Ohio's Best Journalists.



Dan Coughlin

Masters of Ceremonies Dan Coughlin & Dick Feagler



Dick Feagler

"Early Bird" cost for payment received by June 1:

Individual Ticket: \$65

Table of 8: \$500

Table of 10: \$625

Cost of tickets for payment received after June 1:

Individual Ticket: \$75

Table of 8: \$600

Table of 10: \$750

All tickets include a complimentary cocktail.
(Parking is not included)

Cancellations must be received in writing (pressclubcleveland@oh.rr.com) by Tuesday, June 12th at 12 p.m.

For questions or to pay with a credit card, call The Press Club office at 440.899-1222.

Sincerely,
The Press Club of Cleveland



Registration link: <http://pceinj2012.eventbrite.com>