

# the Byliner



April 2011

Newsletter of The Press Club of Cleveland

## From the President



### Ed Byers

The Press Club's annual rite of Spring, Make Your Best Pitch, is ready to roll this Friday, April 8 at Progressive Field's Terrace Club. Stu Warner has assembled an all-star panel to discuss the hyper-local news effort which has taken root with Patch.com and other community news sites. With the Internet audience already in the millions and growing daily, this is a discussion you won't want to miss. Stu tells you all about it on page 4.

I have a lot of thank-yous to hand out this month:

To **Debra Adams Simmons**, **Thom Fladung** and **Michael Norman** of The Plain Dealer who took part in our March 18 Plain Dealer "Forging Into the Future" program. Thanks also to **Denise Polverine** of cleveland.com and **Linda Kinsey** of the Sun Newspapers for making up such an informative discussion.

Thanks to **Bob DiBiasio** and **Curt Danburg** who treated us to everything new on the menu this year at Progressive Field on March 24. I gained 20 pounds in one afternoon. A great time was had by all at the Indians/Press Club's "What's New at Progressive Field for 2011" program.

Thank you to the folks at Kent State University's School of Journalism and Mass Communications for the warm reception **Krystin Jarrell** and I received in presenting Press Club scholarships to two very worthy Kent State University Journalism students. This is the 24th year we have handed out scholarships. Read all about it on this page.

And a big thank you to WKYC-TV 3 for the nice mention last week on the 7 p.m. news. Nighttown, the home of The Press Club of Cleveland's Journalism Hall of Fame, was featured. Have a look: <http://tinyurl.com/WKYCTV3nighttown>

As you can see, we have a lot of good things going on. Tell a friend and come join us.

## The Press Club Awards Scholarships at Kent State University

Press Club President Ed Byers, and Student & Young Professional Representative Krystin Jarrell were on hand last Sunday (April 3) to award Press Club of Cleveland scholarships to Kent State University Journalism students Nicole Aikens and Suzi Starheim.

Nicole and Suzi were singled out for the two \$500 awards because they achieved academic success while balancing work, classes, co-curricular activities and more.

Marking the 14th year of The Press Club of Cleveland scholarship program, Nicole and Suzi joined 58 students— about five percent of the roughly 1100 majors in the Kent State University



Ed Byers, with 2011 Kent State - Press Club scholarship winners Suzi Starheim and Nicole Aikens.

School of Journalism and Mass Communication at this year's Kent State Scholarship and Awards Ceremony.

The Press Club of Cleveland would like to thank the KSU faculty scholarship committee who had the difficult task of selecting this year's scholarship award winners.

## Plain Dealer Executives, cleveland.com, Sun Newspapers - "Back to the Future" at Press Club Panel

On March 18, The Press Club of Cleveland presented a forum on The Plain Dealer, cleveland.com and Sun Newspapers' recent efforts to combine their online news resources.

"Forging into the Future," explored the three complementary forms of newsgathering and delivery: the regional reach and authority of The Plain Dealer; the local connection of the weekly Sun Newspapers; and the interactivity and immediacy of cleveland.com on the Internet. This enterprise is a series of community news Web pages.

"The idea of a news website devoted to individual communities isn't new, but this effort is unique," said panelist and Plain Dealer Editor Debra Adams Simmons, because it combines the power of the three regional leaders in daily, weekly and Internet news. Simmons was joined on The Press Club panel by newly named manag-



Thomas Fladung & Barbara Paynter



Bob Rotatori, Jennifer Elting & Jeannie Chapman

continued on page 5 >



## Zurcher Recovering from Heart Surgery

*Says Road to Recovery Will Take Longer Than a One Tank Trip*

**By Neil Zurcher**

Well, it sure wasn't on my "bucket list" of things to do before I die.

I got the word early this year that a life-long heart valve problem was reaching a point where it had to be replaced. It was decided that Feb. 24 was the date.

When they did a cardiac catheterization before the surgery, they discovered I had several other blockages that they would have to take care of during the operation. I won't bore you with the details of the operation, but needless to say, when someone uses a Skil saw on your chest it is not something you soon forget.

The immediate recovery at the hospital was interesting.

Coming out of the anesthesia, I saw cartoons of Ethel and Robert Kennedy printed on the walls and ceiling of the intensive care unit. I was so convinced they were actually there that I insisted that my wife Bonnie stand close to the wall so she could also see them (for the record she did not see them). Then during the evening, I would see rocket ships shooting through my room and out the window. The nurses assured me it was the pain medication. Yet, I was unconvinced.

When I finally got home I discovered that I had to learn to do a lot of things all over, like breathing, walking, getting in and out of chairs, climbing stairs, etc. It has been about six weeks now and I



**Laurie Mitchell** Certified Personnel Consultant

At a 1986 regional trade association conference, I found myself at the same luncheon table as a public relations practitioner from Lansing, Mich. Duly noting that Terry Manville "worked" the table like no other pro I'd ever seen, I sat back and quietly observed her refined technique.

She focused on one person at a time, inquiring about them, their position and their interests, and, in subtle but important ways, conveyed that she cared and that each was important and valued. One at a time, she requested and obtained a business card from all nine of us. Terry never said a word about herself unless pressed. Everyone responded positively to this vibrant, delightful, and very professional woman with the gnarled hands.

After lunch, I took her aside and asked about her own career and whether or not she would consider a PR agency position in Cleveland. Single and looking for a bigger role in a larger market, she readily agreed to fax me her résumé.

## First Impressions

Within two weeks, two of my local clients had extended offers, and Terry very quickly relocated and began work here. For a decade, she chaired PRSA's Accreditation process, teaching and coaching scores of PR practitioners.

We became close professional friends, and, in 1991, I fixed her up on a blind date with a tall, handsome hunk who became her life partner and eventual business partner.

The years passed, the Rheumatoid arthritis became ever more challenging, other dreaded illnesses began appearing frequently, and Terry retired to care for her elderly mother and devote herself to the Arthritis Foundation which honored her with its highest accolade – The Edward M. Kennedy Advocacy Leadership Award -- at its most recent national convention in November.

Terry died this week but her exquisite interpersonal skills and ever-present interest in others remain – for me – the paragon towards which we should all strive.

**Laurie Mitchell & Company, Inc.**

*Marketing Communications*

*Executive Search*

mitchellco17@aol.com

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am happy to report that I can do most of these things again. I get a little weary at the end of the day, but each day I get better.

If I may, I would like to thank all of my friends and colleagues who took the time

to send cards, letters and emails, as well as the calls and flowers. It is nice to know that people care. Thank you, one and all.

*Editor's Note: Words of encouragement and well-wishes can be sent directly to Neil at: [Neilzurcher@gmail.com](mailto:Neilzurcher@gmail.com).*

## The Press Club April Anniversaries

Congrats and thank you to these Press Club members for their continued support over the years:

13 years  
**Julie Wallace**

7 years  
**Dick Feagler**

6 years  
**Jane Van Bergen**

4 years  
**Rita Andolsen**  
**Don Lesiak**

1 year  
**Ken Trump**  
**Wulf H. Utian**

## the Byliner

A publication of  
The Press Club of Cleveland

**Editor**

Lee Moran

**Associate Editor**

Maryana Bradas

**Contributing Reporters**

Stu Warner

Ed Byers

*The Press Club Hall of Fame Issues Call for 2011 Nominations; Deadline is May 15*

## The Press Club of Cleveland Journalism Hall of Fame FAQ's

### *How are inductees selected for induction into the 2011 Hall of Fame?*

It all begins with you—the member. Any Press Club of Cleveland member can submit a nomination. It is helpful if you include as much biographical information as possible.

After all nominations are received, a committee of Press Club members will discuss the merits of the new nominees along with the holdovers from last year and determine a list of 10 finalists. Those 10 names will be listed on a paper ballot, which is mailed to all Press Club members whose dues are paid up and in good standing.

Members will vote for five candidates and the top vote getters will be inducted.

The ballot should be sent to members by June 1. It will be due back before the end of July. The new inductees will be announced around Aug. 1.

### *What are the eligibility requirements?*

There are no hard-and-fast rules. The candidates must have worked in the Cleveland area as journalists.

### *Is there an age requirement?*

There are no strict age requirements, but the candidate should have a stellar Cleveland journalism track record.

### *What's the Pioneer Award?*

That's given to some of the early contributors to journalism, usually bestowed posthumously. Nominations can be sent to the same addresses.

### *What is the Chuck Heaton Award?*

The Chuck Heaton Award goes to the print, radio, or television journalist who best exemplifies the sensitivity and humility which, along with his writing talent,



were traits exhibited by Chuck Heaton during his exemplary career at The Plain Dealer. Just like the others we mentioned, nominations for the Chuck Heaton award can be made directly to The Press Club.

### *Where is the Hall of Fame located?*

The plaques of all the inductees and Pioneer awards winners are on display at Nighttown in Cleveland Heights as are some of the club's historical pictures. Press Club members get a 15 percent discount on food at Nighttown by showing their membership cards.

### *How do I submit a nomination?*

You can e-mail nominations to [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com) or to Stu Warner: [warnercorn@aol.com](mailto:warnercorn@aol.com)

You may also send them through regular mail to The Press Club of Cleveland, 28022 Osborn Road, Cleveland OH 44140

Deadline for nominations is May 15, 2011.

### *When is the induction?*

October, but we'll have details coming soon. So send those nominations in now.

## Former Plain Dealer Editor Thomas H. Greer Dead at 69.

Thom Greer, former editor of The Plain Dealer died March 28. Greer became PD editor in 1990, 26 years after beginning his career in Trenton, N.J. He was one of the first black editors of a major daily newspaper in the United States.

Of Greer, longtime Plain Dealer editorial director and Press Club Hall of Famer Brent Larkin said, "While Thom was very aware and quietly proud of his special place in the city's journalism history, what motivated him more was a desire to produce a world class newspaper for the people of this community." Read more about Thom Greer's career: <http://tinyurl.com/6cgx3j4>



## The PRESS CLUB of Cleveland

*"Serving and honoring communications professionals since 1887."*

**President: Ed Byers**  
Medical Mutual of Ohio  
216/687-2685

**Vice President: Stuart Warner**  
The Write Coach LLC  
warnercorn@aol.com

**Secretary & Treasurer: Carol Kovach**  
Sun Newspapers 216/986-6060

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Former Editor-in-Chief, IndustryWeek

**VP Programming: Wendy Kertes**  
MarketingSense

**VP Sponsorship: Dustin Klein**  
Smart Business Network

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Mart Saferin & Associates  
440/461-6753

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**Bonnie Godbey**  
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**Lisa Lowry**  
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**Lee Moran**  
The News-Herald

**Tom Mulloy**  
Tom Mulloy Photography

**Mary Patton**  
Patton Public Relations

**Denise Polverine**  
cleveland.com

## On the Roster:



Susan Ruiz Patton Patch.com



David Kordalski The Plain Dealer



Scott Shriner Record Publishing



Jean Dubail Patch.



Colin Toke cleveland.com



Linda Kinsey Sun News



Jeff Stacklin YahooNews.com

# Make Your Best “Hyperlocal” Pitch

**Coach:****Stuart Warner**

Contributing Editor AOL News  
Press Club Vice President

Hyperlocal is just a 21st century buzzword for community news, a term that harkens back to the time when almost every community in America had its own daily or weekly newspaper.

Those days are vanishing, but it may not be long before every community has its own news website, covering everything that happens in town, from cops and councils to school lunch menus and middle school sports.

Northeast Ohio has had a surge of these community websites. Patch, an affiliate of AOL, has recently opened 17 sites in five area counties. The Plain Dealer and its sister Sun Newspapers have almost a dozen community sites online now with more to come. Record Publishing, based in Portage County, has 10 area newspapers with their own online sites, too.

In addition, two of the world's largest online media news organizations, Yahoo and AOL/Huffington Post, have editors based here.

**Why should we care?**

Individually, these websites may be small, but collectively the stakes are huge. Some estimate that local advertisers spend \$100 billion annually in the

The Press Club of Cleveland and the Cleveland Indians are sponsoring “Make Your Best Pitch – Hyperlocal” on Friday, beginning at 11:30 a.m. in the Terrace Club at Progressive Field.

Which might prompt a few questions, such as:

**What is hyperlocal?**

Hyperlocal is just a 21st century buzzword for community news, a term that harkens back to the time when almost every community in America had its own daily or weekly newspaper.

U.S. in all forms of media. And the Internet audience, already in the millions, is growing daily.

According to recent studies, more readers now get their news from the Internet than from newspapers. The Internet trails only television as a source of news. Moreover, 65 percent of young adults, ages 18-29, list the Internet as a prime source of news, compared to only 52 percent for TV, 21 percent for newspapers and 15 percent for radio.

And almost half of Americans now say they get local news from their cell phones or other gadgets like iPads.

“There is a real demand for good information about our neighborhoods, our children’s schools, our streets, our blocks,” Jay Rosen, a New York University professor and media blogger told Fast-Company.com.

**Who will be there?**

The panel will include Jean Dubail and Susan Ruiz Patton from Patch, David Kordalski of The Plain Dealer, Linda Kinsey of Sun News, Colin Toke of cleveland.com and Jeff Stacklin of Yahoo.

Press Club Vice President Stuart Warner, an editor for AOL News/Huffington Post, will moderate.

**So how do we get our information to their websites?**

Join us and find out. Registration begins at 11:30 a.m., with a buffet lunch at noon and a panel of online community news experts convenes at 12:30 with a Q&A session to follow.

**How much does it cost?**

Tickets are \$35 for Press Club and PRSA members, \$30 for students and \$45 for nonmembers. You can register at [pressclubcleveland.com](http://pressclubcleveland.com) or by calling 440-899-1222.

**ONLINE REGISTRATION**

<http://pcapril8.eventbrite.com>

**Registration/Networking** 11:30am to Noon

**Buffet Lunch** Noon to 12:30pm

(Lenten friendly buffet items available)

**Panel Discussion** 12:30pm to 1pm

**Q & A** 1pm to 1:30pm

**Press Club & PRSA Members: \$35**

**Students: \$30 Non Members: \$45**

**PARKING:** Event Day parking at Gateway East Parking Garage is \$15.00.

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

**Sign Me Up!**

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

Press Club member number: \_\_\_\_\_

PRSA member: \_\_\_\_\_

Company: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mail check with registration form to:

The Press Club of Cleveland, 28022 Osborn Road, Bay Village, OH 44140

To pay by credit card, please call the Press Club office at (440) 899-1222

Fax registration form to (440) 899-1010 No shows will be billed

## Welcome New Members



**JULIE A. SHORT**  
**Job title:** Freelance writer at Patch.com.  
**Hometown:** Grew up in Brunswick. Currently live in Avon  
**College:** Cleveland State University  
**Your most visited**

**website?** cleveland.com

**Who/what inspired you to get into writing/reporting?** I knew from an early age that I wanted to be involved in the media. I was editor of my high school newspaper and my journalism teacher was a very positive influence in my life. My parents also made sure we kept up with current events. The news was always on television in our house.

**Best part of your job?** It's an honor and very rewarding to be given the opportu-



**SONYA THOMPSON**  
**Title:** Vice President of News  
**Employer:** WJW FOX 8  
**Hometown:** Frederick, Maryland

**Alma Mater:** Howard University

**What is your take on the state of broadcast news these days?** It is all about survival, actually doing more. Not necessarily with fewer people, rather, doing things differently. One of our challenges is being

nity to tell someone's story. I enjoy meeting people and learning more about them. I truly believe everyone has a story to tell.

The best part of freelancing, after more than 20 years working day-to-day in corporate America, is the flexibility.

**Advice to aspiring journalists graduating from college?** Things change rapidly in this industry. Traditional journalism skills will never go out of style. Know how to research, conduct an interview and build a story. The technology by which your story is delivered is not going to help you tell a good story. Stay true to yourself.

**Why did you join The Press Club of Cleveland?** The educational opportunities have proven valuable for me prior to becoming a member. Plus, as a freelance journalist working from home, joining The Press Club is an excellent way to stay in touch with media professionals and network.

able to operate on multiple platforms; mobile, Internet, broadcast – in that order!

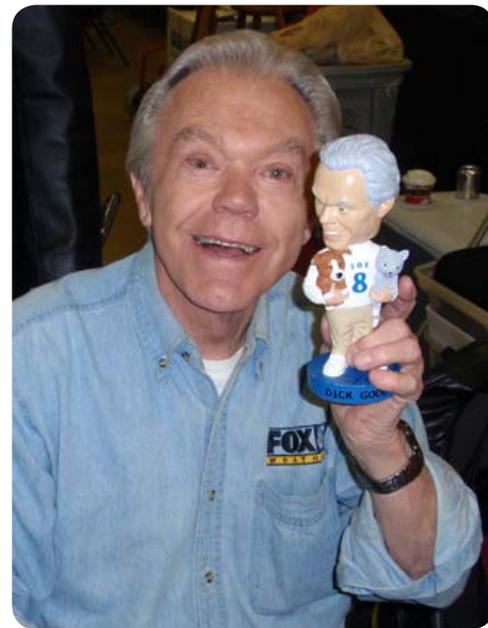
**Best part of your job:** Having the opportunity to have an impact on our community.

**Worst part:** There is no worst part of this job. It's a great job.

**Who inspired you to get where you are today?** My inspiration was my parents, Dr. and Mrs. V.E. Gladstone Thompson.

**Why did you join The Press Club?** I thought it would be nice for networking and the programming is interesting, too.

## South Marginal Road to be Renamed "Dick Goddard Way"



### Press Club Hall of Famer Celebrates 50 Years in Cleveland TV

On May 1, Dick Goddard will celebrate his 50th year as a Cleveland weather forecaster and the City of Cleveland is planning to mark the anniversary in a big way. The City of Cleveland wants to rename South Marginal Road "Dick Goddard Way."

Cleveland City Council is currently working to pass an ordinance renaming South Marginal Road, the street address of WJW FOX 8 in Goddard's name.

Goddard, a 2001 inductee into the Press Club of Cleveland Journalism Hall of Fame, joined the news team at Westinghouse Broadcasting-owned KYW-TV (now WKYC-TV 3) in Cleveland in 1961.

Dick went to Philadelphia in June 1965 after the FCC ordered Westinghouse to move its operations there in a reversal of its 1956 station trade with NBC. The Akron born Goddard's Philadelphia TV career was short-lived, as he jumped at the chance to come back home and in 1966, became chief meteorologist at WJW-TV, where he has been ever since.

Goddard's new book "Six Inches of Partly Cloudy" will be released by Gray & Co. next month. The Press Club will commemorate Goddard's anniversary next month. Stay tuned for details in the May issue of the Byliner.

## BACK TO THE FUTURE FROM PAGE 1

ing Editor Thom Fladung, who previously worked with Simmons at the Akron Beacon Journal.

"Hyperlocal coverage is an opportunity to connect with our readers in providing exceptional news and advertising content in whatever platform they want," explained Simmons, "They can't get that anywhere else."

Panelist Michael Norman of The Plain Dealer who helped spearhead the project, was joined on the panel by Press Club board member and cleveland.com Editor-in-Chief Denise Polverine, and Sun Newspapers Executive Editor Linda Kinsey.

The Hyperlocal issue will be explored in great detail by editors and executives deeply involved in the new online thrust on April 8<sup>th</sup> at Progressive Field's Terrace Club in the fifth annual Press Club of Cleveland and PRSA's Make Your Best Pitch seminar. Registration info can be found on page 4.

Our thanks to The Plain Dealer for assistance in preparing the program and this article and Bruce Hennes for taking and posting photos at <http://goo.gl/TOMdP>.

## Sunshine Law Training Offered, New Sunshine Law Manual Released

Ohio Attorney General Mike DeWine and Ohio Auditor of State Dave Yost are announcing the release of an update to the Sunshine Laws Manual. This open government resource, which is published as a joint venture of both offices, is a guide to the state's laws concerning open meetings and public records.

To view or download the updated manual, commonly referred to as the "Yellow Book," visit [www.OhioAttorneyGeneral.gov/YellowBook](http://www.OhioAttorneyGeneral.gov/YellowBook) or [www.Auditor.state.oh.us](http://www.Auditor.state.oh.us).

In addition to releasing this guide each year, the Attorney General's office and the Auditor's office promote open government by offering free Sunshine Law training to public officials, as required by law. In 2010, the offices conducted 60 training sessions attended by more than 3,700 people.

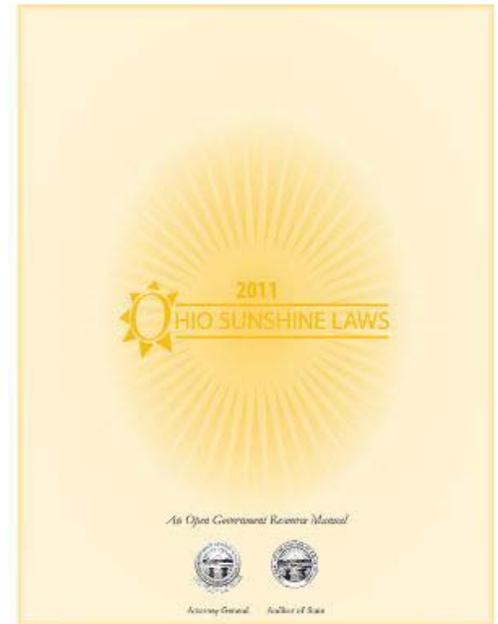
Sunshine Law training sessions have been scheduled across the state for 2011. A full schedule is available at [www.OhioAttorneyGeneral.gov/SunshineLawTraining](http://www.OhioAttorneyGeneral.gov/SunshineLawTraining).

### Sunshine Law Training - Cleveland

Cuyahoga County Council Chambers  
Justice Center  
1274 West 3rd Street, Cleveland 44113  
Wed, May 4, 2011  
9 AM to 12:15 PM

### Sunshine Law Training - Akron

Akron-Summit County Public Library  
60 S High Street, Akron 44326  
Wed, May 11, 2011  
9AM to 12:15 PM



(Courtesy of The Plain Dealer)

### Chuck Crow Photo Wins 2011 National Headliner Award

A picture is worth a thousand words. It is also worth a National Headliner Award for The Plain Dealer photographer Chuck Crow, who calls this his favorite picture.

Chuck snapped this picture during the second inning of the April 16, 2010 game against the Chicago White Sox at Progressive Field.

The fan, hit with a bat from the Indians' Matt LaPorta, received 50 stitches, but suffered no severe injuries from the bat. His wife, in the blue and red top, was pregnant at the time.

Crow said he saw the fan later in the season, sitting in the same seat holding his baseball glove, "very excited for the Indians game that day and a true-blue Indians fan."

## Prevent Blindness Ohio looking for communications committee members

Prevent Blindness Ohio (PBO) is an affiliate of Prevent Blindness America, an organization committed to preventing vision loss and preserving sight by promoting eye health and safety and working to find the cure for blinding eye diseases. The Northeast Ohio Chapter is in the process of identifying individuals who would serve as a positive addition to the chapter's communications committee. The time commitment is minimal but the experience is rewarding and enjoyable! The committee meets quarterly, and members are welcome to join in person or by conference call. Meetings are held at AAA in Independence and chaired by Press Club member and AAA's Director of Public Affairs Brian Newbacher. **If you are interested in learning more about this opportunity, please contact PBO's Northeast Ohio Chapter Director, Darcy Downie, at 440-720-1285 Ext. 1 or [darcydownie@pbohio.org](mailto:darcydownie@pbohio.org). Be sure to visit [www.preventblindness.org/Ohio](http://www.preventblindness.org/Ohio) to learn more about this worthwhile organization.**

The Cleveland Metropolitan Bar Association  
and The Press Club of Cleveland present



# CRIMINAL LAW & THE MEDIA

## Tuesday, May 17, 2011

Nighttown, 12387 Cedar Road in Cleveland Heights  
5:30 p.m. Cocktails (cash bar) 6:30 p.m. Dinner  
7:30-9:00 p.m. CLE Presentation

Visit [www.pressclubcleveland.com](http://www.pressclubcleveland.com) for details  
or Phone Registration: 216-696-3525