

## A very busy year – so far



### Michael E. Bennett

President, The Press Club

The Byliner took a vacation this summer. The Press Club of Cleveland did not.

Since the last edition of this newsletter, the club:

- Completed its multimedia journalism training series and held a wrap-up/summer networking event.
  - Honored dozens of journalists and media at the annual Excellence in Journalism ceremony.
  - Welcomed about 50 people to “Covering Courage,” a panel discussion of journalists who covered the Seymour Avenue kidnapping.
  - Launched a membership drive that’s already halfway to goal.
  - Adopted a new mission statement.
- See inside this edition of The Byliner for information about each of these activities.

In addition, I offered opening remarks and some journalistic context to The City Club of Cleveland’s Friday Forum about The Plain Dealer. The forum panel featured Press Club board member and PD managing editor Thom Fladung and Northeast Ohio Media Group VP of Content Chris Quinn, moderated by M.L. Schultze of WKSU. (See a video and a podcast at <http://tinyurl.com/CityClubPDForum>.)

We also held A Tribute and Roast to Dick Feagler, a luncheon on Monday, Oct. 7, at Nighttown in Cleveland Heights – the official home of The Press Club’s Cleveland Journalism Hall of Fame. Feagler, a Hall of Famer, celebrated the end of his 50-year print and electronic journalism career on Sept. 27 with the final “Feagler & Friends” on WVIZ/PBS ideastream.

Consider all this activity a prelude to our two signature year-end events:

*continued on page 2 >*

## Nov. 14 gala also to celebrate Hall of Famers, Heaton Award winner

The Press Club of Cleveland has selected five leaders from print and broadcast media as the latest inductees into the Club’s Cleveland Journalism Hall of Fame. The induction ceremony will take place Thursday, Nov. 14, 2013, at Cleveland Marriott Downtown at Key Center, 127 Public Square, Cleveland.

The Cleveland Journalism Hall of Fame Class of 2013 inductees profiled on page 5:

**Jeff Darcy, Northeast Ohio Media Group**  
**Paul Hoynes, Northeast Ohio Media Group**

**Dee Perry, WCPN, ideastream**  
**Mary Anne Sharkey, formerly The Plain Dealer**

**Violet Spevack, Cleveland Jewish News**

The Club will also present its annual Chuck Heaton Award to Jim McIntyre, who is now on AM WHK 1420 after a distin-

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

The Press Club of Cleveland created the Cleveland Journalism Hall of Fame in 1981. Plaques honoring Hall of Fame inductees are displayed at Nighttown, 12387 Cedar Road, Cleveland Heights, which serves as the club’s home.

For more information call 440-899-1222, email [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com), visit [www.pressclubcleveland.com](http://www.pressclubcleveland.com) or follow The Press Club of Cleveland on Facebook.



The  
**PRESSCLUB**  
of Cleveland

You are cordially invited to attend  
**The Press Club of Cleveland's 2013  
Journalism Hall of Fame**

**Awards Dinner and Induction Ceremony**

**Date:** Thursday, November 14, 2013

**Time:** 6 - 7 p.m. Registration / Reception  
7 p.m. Dinner with induction program to follow

**Place:** Cleveland Downtown Marriott  
at Key Center 127 Public Square, Cleveland

For more details call The Press Club of Cleveland office at 440-899-1222  
Deadline for registration is Friday, November 8 at 5 p.m.

## Membership drive under way

The Press Club Membership Committee, chaired by Russ Mitchell and Rob Sberna, this spring set an ambitious-yet-realistic goal to welcome 50 new members before the end of this year. The committee and board of trustees rallied to the cause, and as of mid-September are nearly half-way to goal.

We need every member of the club to get us all the way. Please reach out – today – to invite a prospective member. Have them sign up and pay at this link: <http://pressclubcleveland.com/join.aspx>. Memberships

**See inside this edition of The Byliner for profiles of some of our new members ... more to come next edition!**

now are good through the end of 2014.

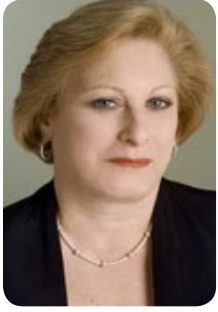
We have a membership special: \$30 for those under 30!

The #1 reason people don’t join is because they are not asked. Please ask ... and let Lynn or me know whom we can expect to join as a result of your efforts. Thank you.

– Michael E. Bennett

## Tweet my resume?

By Laurie Mitchell, Certified Personnel Consultant



My previous column, “How many manhole covers are in Los Angeles?,” discussed the phenomenon of “extreme interviewing,” which I described as sadistically designed to test a candidate’s mettle by making him

ill at ease.

Interviewing madness continues with “The New Résumé: It’s 140 Characters,” as The Wall Street Journal recently headlined this au currant subject. It is one thing for talent acquisition professionals to broadcast new openings on Twitter, LinkedIn and Facebook – something I frequently do although I find LinkedIn to be far and away the most effective of these three vehicles – or on other digital/mobile platforms targeting specific audiences or demographics. Getting the word out using multi-faceted tactics to titillate passive candidates and catalyze buzz has become mandatory.

And, as is so well-known that it is now passé to even mention it, recruiters and HR pros routinely check out candidates’ online personas, trails, threads and friends via their blogs, tweets, FB posts and whatever else we can find. Using very basic methods,

I have found a candidate’s genitalia on an adult site, anti-modern medicine rants by a high potential young talent seeking a local position, obscenity-laced YouTube videos, and blogs describing recent interviews which tipped me off that the candidate might violate my confidentiality and that of my client.

However, as the WSJ piece and other articles point out, a growing number of cutting-edge digital marketing industry employers are requesting tweet-length resumes – yes, a complete resume summarizing one’s experience and unique attributes in 140 characters. Sure, some of these minimalist career descriptions are nothing but teasers and conversation starters which may subsequently provide links to full-length resume content, but several social media mavens quoted say they’re going to “abandon the resume process.”

Rather than turn this column into a personal rant I’ll share some online WSJ reader feedback:

- “Why is everyone afraid to admit this is complete trash?”
- “The only thing Twitter, Facebook, etc. are good for... is for weeding out unfit applicants like the one last week who had something on his Facebook page saying that he ‘was looking to see who he could

trick into getting the best cheese for the least work. I returned his resume with a note that we were all out of free cheese.”

- “Twitter is the new Kool-Aid. Ask yourself if you would hire a nanny for your child or a comptroller for your company based on a tweet...”

- “Any executive basing a hiring decision on 140 characters should be given the immediate chance to sell himself that way.”

If I were in charge, the headline on this column would be “WTF? Tweet my resume?”

I will only accept electronic resumes. If I’m interested in learning more about a candidate I print out his resume and write my phone screen and face-to-face interview notes on it. Then, I staple that copy to all the older versions -- with precise dates noted -- on file, which also have notes and salary histories.

I can’t hold tweets in my hand; unless scandalous or salacious, they’re ephemeral.

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## PRESIDENT FROM PAGE 1

- The Hall of Fame inductions and Chuck Heaton Award gala, Thursday, Nov. 14, 6 p.m. at the Cleveland Marriott Downtown. (See article on cover.)

- The Press Club holiday party and annual meeting on Wednesday, Dec. 11, at Nighttown.

Even as the year winds down, the programming committee chaired by Kathleen Osborne is ramping up for an equally full 2014. I look forward to seeing you around.

## Press Club on a (renewed) mission

By Michael E. Bennett

*President, The Press Club of Cleveland*  
Since its founding in 1887, The Press Club of Cleveland has stated its mission in a variety of ways.

In the April 24, 1947, Articles of Incorporation, the club’s purpose was stated as “to bring members of the press, newspapermen and men of other professions together in closer personal relationship, to further good fellowship among its members, to provide comfortable club quarters, to enter into closer acquaintance with similar clubs in other parts of the world, and in furtherance of these aims, to do such other things as may not be inconsistent with the laws of the State of Ohio.”

Really? Men getting together in quarters (no doubt well-stocked with liquor, hence the “comfort”) and doing things that were not illegal?

Today, The Press Club is not just for “newspapermen” and other men. And we no longer have a full-time facility as

we once did, nor a bartender on call ... although our presence at Nighttown probably satisfies the spirit, at least, of the 1947 articles.

Still, the sense of duty to the profession and the public has not changed. To that end, the Board of Directors this year reviewed previous mission statements and discussed the club’s role going forward in a fast-changing media environment. The result is a new mission statement approved this spring:

### PRESS CLUB MISSION

The Press Club of Cleveland stands for excellence in journalism and communications. We honor the legacy and build the future by:

1. Providing education, training and mentoring;
2. Organizing forums to share knowledge and ideas;
3. Recognizing those who do it well; and
4. Engaging members of the community

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the **Byliner**

A publication of  
The Press Club of Cleveland

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## Cleveland Journalism Hall of Fame Class of 2013

**Jeff Darcy** (Northeast Ohio Media Group) – For Jeff Darcy, it all began with an eighth-grade art class assignment to draw a cartoon character and he quickly earned the title “class artist.” Little did he know it would lead him to an award-winning newspaper career, which began at the Sun Newspapers and the Cleveland Edition (an alternative weekly). Named finalist for a 2013 Pulitzer Prize for cartooning, Darcy’s career at The Plain Dealer began in 1993 when he was groomed to replace the legendary Ray Osrin who was retiring. Born in Lakewood, he grew up in Fairview Park and graduated from St. Edward High School and the University of Dayton.

**Paul Hoynes** (Northeast Ohio Media Group) – A past president of the Baseball Writers Association of America, Hoynes has covered The Plain Dealer’s Cleveland Indians beat for 25 years, meaning he has written about more than 5,000 major league games. He started covering the Indians in 1983 for The News-Herald. An award-winning columnist, his “Hey Hoynsie” column is a long-running PD reader favorite. Hoynes is also featured in the book, “Pond Scum and Vultures: America’s Sportswriters Talk about Their Glamorous Profession” by Gene Wojciechowski. Hoynes grew up in Cleveland reading The Plain Dealer and the Cleveland Press. Interestingly, he ended up working at both papers during his career.

**Dee Perry** (WCPN, ideastream) – Dee Perry has been a part of Cleveland broadcasting since 1976 having started her career at WABQ-AM. She was born and raised in Cleveland, and graduated from John F. Kennedy High School and Cleveland State University. She has appeared in several productions at PlayhouseSquare theaters, as well as Tri-C, CSU, and Karamu House Theatre and Ensemble Theatre. Perry’s radio home since 1989 has been 90.3 WCPN (FM). She is currently the host and producer

of 90.3’s weekday radio magazine, The Sound of Applause, which focuses on visual and performing arts, cultural trends and current events through an artistic lens. Perry also serves as host and producer for Applause, WVIZ’s half-hour weekly television series which is also devoted to arts and culture.

**Mary Anne Sharkey** (formerly The Plain Dealer) – Mary Anne Sharkey has done it all – newspaper columnist, editor, political commentator, writer, campaign and government consultant. Her journalism career began as a part-time obituary writer for The Journal Herald in Dayton. She came to Cleveland and rose to the upper echelons of the newsroom at The Plain Dealer. She was the PD’s first female editorial page editor, the PD’s first female state-house bureau chief, and the first female president of the Ohio Legislative Correspondents Association. At the PD, she also served as metro editor, reporter and columnist. Her local renown was such that she once was featured as the cover profile in Cleveland Magazine. Sharkey currently is a commentator at WKYC TV-3 for Between the Lines with Tom Beres. She is a graduate of University of Dayton.

**Violet Spevack** - (Cleveland Jewish News) – At age 97, Violet Spevack maintains she is too young to retire. She has written for the Cleveland Jewish News for nearly 50 years. Her “Cavalcade” column continues to entertain and inform the community as it has since nearly the first day the CJN debuted as a weekly newspaper. In her columns and in her feature stories, Violet captures the heart and soul of organizations, community leaders, celebrities and everyday folk. She also has been a regular on the speaking circuit, with her current topic of “Everything I Really Know I Learned in My Old Age.” The CJN Foundation created the Violet Spevack Internship Endowment in her honor to help train the next generation of journalists.

## 2013 Chuck Heaton Award Recipient



**Jim McIntyre** has one of the most trusted voices in Greater Cleveland, delivering newscasts on Cleveland’s radio airwaves for more than two decades. Following a long run as news and public affairs director at music-intensive WDOK, McIntyre has gone back to his roots, gathering and delivering newscasts on AM 1420 WHK. He also hosts an hour-long public affairs show called “The 11th Hour,”

and he delivers morning traffic reports for sister station, The Fish. Among his many civic duties, McIntyre helped organize the Tall Ships Festival. He is a devout Catholic and dedicates much of his free time to his church. McIntyre serves as Master of Ceremonies at countless events, including the annual Medal of Valor awards program for the Rotary Club of Cleveland, the Deck the House benefit for Providence House, and the annual awards program for Cleveland EMS, where he was named Citizen of the Year in 2011.

## The PRESSCLUB of Cleveland

*“Serving and honoring communications professionals since 1887.”*

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## Program went behind the headlines

Reporters didn't just cover the Seymour Avenue rescue of three women who had been kidnapped for a decade – they lived it, said panelists at a Sept. 17, 2013, Press Club of Cleveland event.

“Covering courage: A behind-the-headlines look at the homecoming of Michelle Knight, Amanda Berry and Gina DeJesus” brought together print, digital and broadcast reporters, as well as representatives of the Cleveland Police Department, to share their experiences. About 60 people attended the lunch program at The Terrace Club at Progressive Field.

The behind the headlines look was provided by Ken Robinson, WTAM; Sara Shookman, WKYC; John Kosich, WEWS; Rachel Dissell, The Plain Dealer; Colin Toke, cleveland.com; and Det. Jennifer Ciaccia and public information officer Erica Creech of the police department. Russ Mitchell of WKYC moderated the discussion, which included ample audience Q&A.

The program touched on the emotional toll the events had on the reporters and community as well as the victims, the need for sensitivity in reporting, and how important it is for reporters to know neighborhoods and potential sources before events happen. Reporters also talked about how they themselves became part of the story as national media parachuted in: “Not only was I covering the story, but I was being covered,” Robinson said.

**Michael E. Bennett** @m\_e\_bennett 17 Sep  
@JohnKosich and others talk about emotional toll on reporters in covering missing people and reunions in Seymour Ave case @PressClubCleve

**Margaret Bernstein** @margbern 17 Sep  
@RussWKYC asking ethical questions of @PressClubCleve panel abt identifying Amanda Berry's daughter & revealing Ramsey's criminal bkgd  
Retweeted by Michael E. Bennett  
from Cleveland, OH

**Michael E. Bennett** @m\_e\_bennett 17 Sep  
Erica Creech of @CLEPolice says compassion for victims key msg to media and comnty in kidnap case @PressClubCleve  
pic.twitter.com/uhCamadXhe  
View photo

**Margaret Bernstein** @margbern 17 Sep  
Ken Robinson of WTAM says of #SeymourAve, "Not only was I covering the story but I was being covered." He talked to reporters all over world  
Retweeted by Michael E. Bennett  
from Cleveland, OH

**Margaret Bernstein** @margbern 17 Sep  
Great panel of journalists. Here, @JohnKosich talks abt getting his famed now-autotuned interview w/ @CharlesJRamsey  
pic.twitter.com/AbJTqUppWo  
Retweeted by Michael E. Bennett  
View photo

## FROM OUR HISTORY

*Editor's note: Byliner magazine this month debuts an occasional feature contributed by William C. Barrow, the special collections librarian at Cleveland State University. Watch for more nuggets in the future about the rich legacy of Cleveland journalism.*

## Turning the lens around

Cleveland Press photographers mug for the camera in this 1974 photo from the Cleveland Press Collection at Cleveland State University's Michael Schwartz Library and found in the library's Cleveland Memory Project, www.ClevelandMemory.org. Can you name them all? Go to the site and search for photographers001 or photographers002 to see if you got any right.

The Press Collection is the former editorial library (aka “morgue”) of the Cleveland Press, 1878 to 1982. Its hundreds of thousands of photographs and clippings have been publicly available in the library's Special Collections department for 30 years.



## Press Club of Cleveland Anniversaries August - October

### 10 years

John Kusik

### 2 years

Thom Fladung

April Miller

### 9 years

Tony Tomsic

Patricia Wren

Tom Beres

Emily Robinson

### 8 years

Pat Panchak

### 1 year

Cody Peck

### 7 years

Margaret Bernstein

James K. Collins

Ted Diadiun

Vivian Goodman

### 6 years

Denise Polverine

Brian Newbacher

Vern Henry

Jack Marschal

Rick McAteer

Kathie Sandlin

### 3 years

John Teresko

## Kudos to ...

**Howard Fencl**, VP at Hennes Paynter, for winning a regional Edward R. Murrow Award for breaking news coverage of the Chardon school shootings in 2012. Howard won this award for the work he did when he helped lead the news team at WKYC-TV, Cleveland's NBC affiliate, as Assistant News Director.

## Condolences to ...

The family of **Frank Drake**, former Men's Fashion Writer and Business Section Editor for the Cleveland Press, who passed away on April 14. He was 86. For more information, please contact his daughter, Suzanne Drake Carle at 440-543-7121. Frank was a longtime member of The Press Club of Cleveland. His daughter plans to donate

some of his press memorabilia to The Press Club.

**Jane Christyson** on the loss of her sister, Lynn A. (Christyson) Slane. Lynn, 63, was a beloved mother, grandmother, sister and aunt. Arrangements were by McGorray-Hanna Funeral Home of Westlake.

## The Ohio Excellence in Journalism Awards marked its 35<sup>th</sup> anniversary on June 7 in downtown Cleveland

This statewide awards contest, sponsored by The Press Club of Cleveland, recognizes the outstanding achievements of journalists throughout Ohio. Emcees Marcus Walter and Jason Nguyen, both with WKYC-TV Channel 3, announced the winners and challenged the audience with several trivia and skill games throughout the evening.

Notable wins included these “Best in Ohio” winners: Column, Bob Dyer, Akron Beacon Journal; Freelance Writer, Jill Sell; Reviews and Criticism, Brad Keefe, Columbus Alive; Editorial, Mark Dodosh, Crain’s Cleveland Business; Television Newscast in a Major Market, Fox 8 News at 6; Best Business Publication in Ohio, Cincinnati Business Courier; Best Magazine, Cleveland Magazine; Best Trade Publication, The College Store Magazine; Best Daily 100,000 or less circulation,

Akron Beacon Journal; Best Daily more than 100,000 circulation, The Plain Dealer; Best Non Daily, Record Publishing; Best Non Daily Alternative, Columbus Alive; and Best Radio Newscast in a Major Market, WCPN ideastream.

The winners also included 30 new honorees in the event’s first student competition representing students at 2- and 4-year colleges, and many entrants in new categories for multimedia journalists.

The Excellence in Journalism contest is judged by out-of-state press clubs. Each year it garners some 800-1,000 entries from individuals and media outlets across the state. Special thanks to Lee Moran, who chaired the club’s EIJ committee, and to committee members Jane Christyson, Maryana Bradas, Carol Kovach, Kathleen Osborne and Denise Polverine.



*Emcees Marcus Walter and Jason Nguyen, both with WKYC-TV Channel 3*



*The emcees take a break from handing out awards to play some games with the audience*

### MISSION FROM PAGE 2

and having fun.

As a corollary, the board also adopted a Vision Statement that shares aspirations for the future:

#### PRESS CLUB VISION

The Press Club’s vision is that Northeast Ohio always support thriving, dynamic and top-quality communications professionals, products and platforms that defend and further the public’s right to have access to information.

Together, these statements give each club member a new way to think and talk about what we do and why. That’s increasingly

important as our membership encompasses a wider diversity of working and “in-transition” professionals.

Press Club members include various types of journalists – print, online, broadcast, freelance and social media. Members also come from a variety of communications fields – public relations, corporate communications, marketing and advertising; political, civic and business sectors; and bloggers. Affiliate members include out-of-towners, educators, retirees and students.

The club is building an even stronger base of educational, networking and news-

related programs. It continues to manage two major projects: the Excellence in Journalism contest and awards ceremony, and The Press Club of Cleveland Journalism Hall of Fame. And it remains dedicated to ensuring that quality journalism and communications thrive in Northeast Ohio.

Now we have a new way of explaining it all. See how the mission statement rolls off your tongue. And as always, please let me know how the club can best serve you, journalism and our community.

mebennett@outlook.com



## Welcome New Members



**Roseann Canfora, Ph.D.**

**Job title:** District Communications Officer

**Employer / location:** Cleveland Metropolitan School District

**City of residence:** Aurora

**Alma Mater:** Kent State University

**What is the “elevator description” of your job?** Provides leadership, direction and accountability for the departments of Communications and Family & Community Engagement and serves the office of CEO Eric Gordon as chief communications strategist and as official spokesperson for the Cleveland Metropolitan School District.

**Best part of the job?** It is difficult not to be reminded, every day on the job, what a privilege it is to do what I love, and in so doing, to serve more than 40,000 children and their families in the second-largest school district in Ohio. To me, there is no greater challenge and no greater reward than to be part of CMSD in the age of school reform and to work in Cleveland at the height of what will likely be seen as its renaissance.

**Most challenging part of your job?** Managing TV reports of typical situations (like a school fight) that, prior to social media, would never have been deemed “newsworthy.” With instant video images sent by cell phones to reporters, I can lose most of an otherwise productive work day answering media calls, clarifying misperceptions, securing incident reports and video surveillance, obtaining information from school staff, preparing official statements, and debating with journalists I respect about blurred news judgment.

**Something not many people know about me?** I am a professional Harpist and I was featured in Ms. Magazine’s Millennium issue as one of the magazine’s 100 Women of the Century.

**The inspiration for getting me into the business of school communication?** When working toward my master’s degree in journalism and public relations in the 1980s, the Ohio Department of Education created a school administrative license that would enable me to combine my two greatest loves—writing and education—into one career path: school public relations. From 1977 until I left my job to work full-time in school PR, I was a high school teacher of English, journalism and TV broadcasting.

**What do you hope to get out of your Press**

**Club of Cleveland membership?** I want to remain current with communication trends and changes in media, knowledgeable about new media platforms, and cognizant of the needs and challenges of reporters today, on whom I rely for telling our good stories, and with whom I must continue to interact when managing stories that put CMSD in a false or negative light.

**What do you enjoy most about living in northeast Ohio?** The rich cultural hub that Cleveland remains for the region and also the resurgent energy and optimism we are witnessing in the city and in the county that is attracting businesses and families to return to Cleveland.

**My latest exciting project is?** Communicating the goals and progress of CMSD’s Four-Year Implementation Strategy. The strategic plan is based on the school reform goals made possible with passage of the Cleveland Plan legislation in 2012 and passage of CMSD’s first levy in 16 years. The realm of possibility in which the school district now resides is due in large part to the unparalleled and unprecedented citywide effort that made both accomplishments possible this year.



**Noelle Celeste**

**Job title:** Publisher

**Employer / location:** Edible Cleveland

**City of residence:** Cleveland Heights

**College:** Yale University

**What is the “elevator description” of your job?** My husband and I launched Edible Cleveland last year, so I manage the whole business – from advertising to editorial support to finances, print management, distribution, business development, volunteer recruitment – you name it, I’ve got a role in it.

**Best part of the job?** Hearing from readers how much they discover when they read the magazine.

**Most challenging part of your job?** Having enough time to improve how we work. Something not many people know about me: Edible Cleveland is the fourth new project I’ve helped to start in Northeast Ohio. The other three were Summer on the Cuyahoga, Cleveland Colectivo, and The Civic Commons.

**The inspiration for getting me into this business is/was?** My husband and I believed Cleveland deserved to have an Edible magazine. With so much incredible work

going on in local food, how could we not have a place to tell the stories, celebrate the accomplishment and inspire more people to get involved? For me personally, it was a chance to work with a team of talented folks to create something beautiful and affirming for my community.

**Winn L. Rosch**

**Job title:** There is no title on my business card. Legally, I am a “member.” My wife and I own the company. We decided that we did not want it to be known as a “mom and pop” business, so since I had had my 15 minutes of fame, she became publisher and I disappeared into the background. So I guess that makes me assistant to the publisher.

**Employer / location:** Firelands Media Group LLC, publishers of Early American Life, a national magazine with principal offices in Chagrin Falls.

**City of residence:** Shaker Heights

**Alma Mater:** Cleveland-Marshall College of Law

**What is the “elevator description” of your job?** I wear whatever hat is necessary at any given time for publishing the magazine.

**Best part of the job?** Traveling throughout the country visiting, writing about, and photographing historic sites, homes, and museums. Coincidentally, this is also the worst part of the job.

**Most challenging part of your job?** Trying to find something fresh to say about something that happened 200 years ago.

**Something not many people know about me?** I am alive and living in Cleveland. After writing columns for The Plain Dealer for 30 years and putting in a year as a reporter there in addition to 20 years writing about computers for New York magazines, I sort of disappeared. Instead of technology, I am now writing anti-technology (which is surprisingly relevant in these energy-conscious and patriotic times).

**The inspiration for getting me into this business is/was?** Lack of common sense.

**What do you hope to get out of your Press Club of Cleveland membership?** A free lunch. I’ve seen what happens to the shrimp at a press preview.

**What do you enjoy most about living in Cleveland?** I stayed here because of family, and I couldn’t have wished for more – freelancing at home for national publications and getting paid New York wages. A city is what you make it, but Cleveland gives you a lot to work with – a cost-of-living akin to the

boondocks with the cultural resources of a major metropolitan area.

**My latest exciting project in publishing is?**

We will take the finest hand-crafted reproductions of period antiques (as judged by museum curators) and photograph them within museum exhibits at the largest colonial private residence in the country (Tryon Palace at New Bern, NC) for an upcoming issue.

**My latest exciting project in life in general? I am restoring/refitting a classic yacht.**



### Cindi Szymanski

**Job title:** Manager, Brand Communications

**Employer / location:** PlayhouseSquare, Cleveland

**City of residence:** North Royalton, OH

**Alma Mater:** B.A. – University of Cincinnati, M.Ed. – Xavier University

**What is the “elevator description” of your job?** I am responsible for institutional public relations and marketing, meaning primarily, for the off-stage areas of PlayhouseSquare’s not-for-profit mission including arts education and area development, and fundraising efforts. And I am the protector of the brand.

**Best part of the job?** Working for an organization with so much history and that is such a part of the fabric of our community. It fills me with pride.

**Most challenging part of your job?** Getting people to spell PlayhouseSquare with no spaces.

**Something not many people know about me?** My favorite band is Judas Priest. No one ever believes that.

**What do you hope to get out of your Press Club of Cleveland membership?** I hope to obtain a better understanding of the state of journalism in Cleveland and meet more of the people that do this important work.

**What do you enjoy most about living in northeast Ohio?** We have everything here – arts and culture, nature, health care, higher education, sports, dining – and the cost of living is affordable. What’s not to love?

**My latest exciting project is?** We are just wrapping up the celebration of PlayhouseSquare’s 90<sup>th</sup> anniversary. It was an amazing experience to work on “Staging Success: The PlayhouseSquare Story,” which aired on WVIZ/PBS ideastream in November. I got to meet many of the people who were involved in the saving of our historic theaters. It is a privilege to follow in their footsteps.

Twitter handle: @cindilou19



### Sara Shookman

**Job title:** Reporter

**Employer / location:** WKYC-TV Cleveland

**City of residence:** Cleveland

**Alma Mater:** Ohio

University (Also Manchester High School – I

grew up in Akron.)

**What is the “elevator description” of your job?** I report, write and edit stories for Channel 3’s newscasts. You’ll find me live from the field most evenings of the week.

**Best part of the job?** Every day is different, and every day is instant gratification.

**Most challenging part of your job:** So much of a story working out by deadline is plain luck. Even at my most persuasive, some days it just isn’t going to work.

**Something not many people know about me?** Hmmmm...I’m kind of an open book. If you ask my friends, they’ll admit I’m not great at keeping secrets.

**The inspiration for getting me into this business is/was?** I get to become an expert on a new topic every day. And the performance element of live television still gives me butterflies, in a good way.

**What do you hope to get out of your Press Club of Cleveland membership?** I hope to make friends and mentors with some of the best in our business.

**What do you enjoy most about living in Cleveland?** The energy of new construction, new business and new chapters for our favorite sports teams, and of course the lake!

**My latest exciting project is?** A great sweeps piece on an Akron Firestone High School student who’s on the swim team, Valedictorian, in the International Baccalaureate program, and he’s been blind since birth. He’s a true inspiration.



### Robert L. Smith

**Job title:** Economic Development Reporter

**Employer / location:** The Plain Dealer, Cleveland

**City of residence:** Westlake

**Alma Mater:** Syracuse University, Bowling Green State University

**What is the “elevator description” of your job?** I look to reveal the people and forces creating jobs in NEO, which means I focus on entrepreneurs, emerging industries and the innovation economy.

**Best part of the job?** Meeting new people, exploring new subjects, and helping to enhance the quality of life in my hometown

by working for a great newspaper.

**Most challenging part of your job?** Learning new subjects quickly and continuously, be it Youngstown or Big Data or Final Cut Pro.

**Something not many people know about me?** I’ve taught English to more than a dozen refugees as an ESL tutor for Literacy Volunteers, and picked up a little Vietnamese along the way.

**The inspiration for getting me into this business is/was?** The chance to make a difference.

**What do you hope to get out of your Press Club of Cleveland membership?** I hope to learn more about how other communicators do their work in this rapidly changing profession.

**What do you enjoy most about living in Northeast Ohio?** Four seasons, great restaurants, lots of halftimes and intermissions.

**My latest exciting project is?** I’m pursuing a digital media degree at Virginia Marti School of Design.



### Christian Taske

**Job title:** Director of Communications

**Employer / location:** NorTech / Cleveland

**City of residence:** Painesville Township

**Alma Mater:** Notre Dame

College (B.A. in Communication), The Journalism School at Columbia University (M.S.)

**What is the “elevator description” of your job?** I create and execute communication strategies that raise the visibility of NorTech’s mission of contributing to the revitalization of Northeast Ohio’s economy and increase awareness of its emerging technology clusters with audiences in and outside the region.

**Best part of the job?** Meeting cluster members and finding out about their cutting-edge technologies.

**Most challenging part of your job?** Navigating the “acronym jungle” of the economic development world :-)

**The inspiration for getting me into this business is/was?** I am a strong believer in the power of networks and I am fascinated by NorTech’s cluster approach; I am excited by the impact advanced energy, flexible electronics, and water technologies have now and will have in the future; and I am passionate about Northeast Ohio, a place I decided to make my permanent home after moving here from Germany nine years ago.

**What do you hope to get out of your Press Club of Cleveland membership?** I hope to make meaningful connections with members of the Cleveland media and other communication professionals in town.



## Kent State names two Press Club scholars

The Press Club of Cleveland scholarship was awarded May 2 to two students in the Kent State University School of Journalism and Mass Communication. Raven Brinson and Nicole Septaric each received a \$750 award at a dinner held in the KSU Student Center.

The Press Club scholarship was established in 1987 in memory of Dick Kostic, who served as club president for two years before passing away in 1986. The scholarship is awarded to outstanding newspaper, magazine, broadcast news, photojournalism or information design students.

Thor Wasbotten, the school's director, noted that the \$64,000 in awards given to 51 students that evening was the highest total ever. He spoke about the importance the scholarships play in educating the next generation of journalists.

A video debuted at the event featured CNN news anchor and KSU alumna Carol Costello talking about how a scholarship to Kent made a difference in her life and helped her embark on a successful career in journalism.

Wasbotten thanked all the scholarship donors, including Press Club president Michael Bennett, who attended the ceremony, and immediate past president Ed Byers who was unable to attend but has long supported the program.

The two Press Club scholarship recipients expressed their thanks to the club for supporting their education, and offered the following bios of themselves:

Raven Brinson is the creator, producer and host of the contemporary hit radio show *The Hit List* on Kent's Black Squirrel Radio. She can be seen hosting Kent State University's popular culture and sports program, *KSUniverse* on TV2, the Kent JMC station. Recently, she was appointed as the producer of Kent State's entertainment news program *The Blurb* on TV2 after she hosted the show for nearly three years.

A native of Columbus, Ohio, Brinson first realized her dream of becoming an entertainment journalist at age 12 when she watched Giuliana Rancic report the latest celebrity gossip on E! News. After years of tracking down entertainment news stories and recording mock interviews, Raven's bubbling curiosity for entertainment turned into a burning fervor.

Brinson continues to combine her growing passion for broadcasting with her love for all things pop culture in pursuit of a



*KSU scholarship winners Nicole Septaric, left, and Raven Brinson join Press Club President Michael E. Bennett, center, at the awards dinner.*

career in the entertainment news industry.

Nicole Septaric has aspired to work in television since 5<sup>th</sup> grade. She would watch the evening news every night with her parents and decided to become a news anchor like Romona Robinson. She got started right away building her skills at Normandy High School reading morning announcements, working on her school's newspaper staff and taking a two-year career and technical course called Radio and Television Production.

Septaric decided to go to Kent because of its journalism program, high-definition

television studio and student media program. She spent the last four semesters at TV2 getting as much experience as possible by working every position available to her. She enjoys assistant producing, updating TV2's social media and filling in as news anchor. Septaric will be interning this summer at Fox 19 Action News in Cleveland. She is looking forward to producing a half-hour newscast every Friday this coming fall.

Septaric will be graduating in May 2014. Although she enjoys being on-air, she has found a love for producing and digital media.

### **Nicole Septaric**

Thank you again for awarding me the Cleveland Press Club scholarship this past spring at Kent State. It was a big help when paying for tuition this semester.

I just completed my internship with 19 Action News. I got to work with a number of reporters, producers and web team members. My most memorable experience was attending the Ariel Castro sentencing with Ed Gallek. This internship helped steer me in the direction of producing. I wrote a number of news scripts and teases for the newscasts and even completed a producer test given to hopeful employees. I also wrote many stories for the website and advertised them on social media. I ended my internship by co-line producing the 10 p.m. newscast.

I am looking forward to taking the memories and developed skills with me back to Kent State. I will be taking three JMC courses and will produce the Friday news-

casts at TV2.

I hope all is well at The Press Club. I look forward to meeting you and your associates again sometime in the future. Thank you!

### **Raven Brinson**

Thank you for honoring me with this scholarship. I am humbled to be recognized as "outstanding" student journalist. Not only has this scholarship encouraged me to further train and develop my skills as a journalist, it has also inspired me to pursue my dreams.

With committed and persistent work, I plan to continue to combine my growing passion for broadcasting with my love for pop culture in pursuit of a career in the entertainment news industry. Additionally, this scholarship has helped to relieve my parents of the financial stress my college education has caused them, and it has allowed me to repay my parents for all they have sacrificed for me, both personally and financially.

I thank you from the bottom of my heart for your kindness, generosity and support.



## Ramirez offers tips on managing multimedia

Maybe age really is a question of mind over matter.

“You’re never too old to manage multimedia and yourself,” said Stephanie Ramirez, a multimedia journalist at WEWS-TV NewsChannel 5, at the third in The Press Club’s four-part series on multimedia journalism (MMJ). Ramirez talked about “Managing Multimedia and Yourself” May 3 at the Cleveland State University Main Classroom Building.

“It’s a matter of having the skills and being prepared to do what you need to do. I’m 26 years old and sometimes even I feel like this,” she said – referring to her PowerPoint slide of a decidedly crazed looking person tearing his hair out. “There’s always something new to learn, to do. When we talk about MMJ it can be very stressful.”

The key is knowing how long it takes you to do something, she said, suggesting that people time themselves editing a video to understand how long a task really takes them. Reporters need to know deadlines, of course, but she noted that “often there is no communication in the business of communication,” and it’s best to clarify exactly what is needed and when – and how long it should be.

Mostly, though, she said, “Know your own limits. If you don’t, you’ll drive yourself crazy. MMJ is about not driving yourself crazy.”

As with other presenters, she echoed the theme of not forsaking the story for the technology. “As an MMJ you are taught to tell a story through your eyes, you want people to see what you’re seeing. You can

actually do that when you have the camera. ... You have complete control of your own work.”

Success with social media relies on sharing credible information, she said. Social media also enables reporters to develop, foster and promote their brands - which is why she suggested using similar names across platforms. For example, Ramirez uses Facebook.com/RamirezReports and Twitter.com/RamirezReports.

“MMJ is getting more popular and prevalent,” she said. “The more work you do the more important it is to tell a credible story with hard facts. You’re handling a lot more responsibility.”

In the first workshop, “Telling Visual Stories” on March 6, Mike Harris, chief photographer for WEWS-TV/Channel 5, taught the group about lighting, sound and other ways to capture great visuals. On April 10, Brandon Simmons, a multimedia journalist and trainer at WKYC-TV/Channel 3, helped the group explore “Using Tools of the Trade.”

The workshops followed the Feb. 6 series kick-off at the Market Garden Brewery.

*Special thanks to club board members Ed Byers, Howard Fencl, Jill Manuel, Pat Panchak and Denise Polverine for their vision and planning in creating the series on multi-media journalism, including the opening session at Market Garden Brewery. Additional kudos to programming chair Kathleen Osborne, whose many emails, phone calls, pleas and coordination made it reality.*

## DVDs of 4-part MMJ program available

Recordings of The Press Club of Cleveland’s series on multimedia journalism are available for purchase. The set includes video recordings of the following sessions:

- “Using Tools of the Trade,” April 10 with Brandon Simmons, a multimedia journalist and trainer at WKYC-TV/Channel 3.
- “Managing Multimedia and Yourself,” May 3 with Stephanie Ramirez, a multimedia journalist at WEWS-TV NewsChannel 5.
- “Building a cross-platform strategy,” June 5 with Dan Moulthrop, CEO of The City Club of Cleveland, and Jill Zimon, then-director of partnerships for The Civic Commons.

Notably missing from the set is a DVD from the first workshop, “Telling Visual Stories” on March 6 with Mike Harris, chief photographer for WEWS-TV/Channel 5. Harris offered some great advice that evening: “Always listen to your audio (while you’re taping). Have a set of headphones, earbuds, whatever,” he told the group while I was taping him ... without listening for the audio!

Richard Stewart and his crew from Digizoom ([www.digizoom-media.com](http://www.digizoom-media.com)), of course, did not have the same problem when they shot the other three sessions.

In lieu of a video, those who purchase the set of MMJ sessions will receive copious notes I took at the session. Yes – there’s still a place for old-fashioned note-taking. To order your copies, contact Lynn Bracic at The Press Club Office, 440-899-1222 or [pressclubcleveland@oh.rr.com](mailto:pressclubcleveland@oh.rr.com).

– Michael E. Bennett



Stephanie Ramirez talks at Press Club workshop about how MMJ can make you crazy.