

New Year, New Partners



Michael E. Bennett

President, The Press Club

The new year is already shaping up well for The Press Club of Cleveland.

Our New Member Campaign continues to show results, with 5 new members joining in January alone. I hope you'll continue to talk to friends, colleagues and anyone else about joining. Refer them to <http://www.pressclubcleveland.com/join.aspx> for details and to sign up online.

Programming efforts are also starting out strong. Two great events are on tap for February – see the story at right and make your reservations now. Announcement of the All Ohio Excellence in Journalism taking place at presenting sponsor House of Blues is already generating positive buzz (Note: deadline to enter is March 5).

Even the local journalism scene started the year with a positive note: Cleveland Scene magazine is back under local control after it was purchased, along with three other alternative weeklies around the country, by the Cleveland-based Euclid Media Group.

So what will be keeping me up at night this year when it comes to The Press Club? Our financial ability to grow the programming, educational, networking and celebratory activities that set us apart from other Cleveland organizations.

Finances have always been tight for The Press Club – even the year the club bought a racehorse, but that's a story for another time. While 2013 ended in the black, the board took a detailed look at our financial picture and, talking about all the wonderful things we want to do, decided that this was the year to work on shoring up our finances for the future.

Club revenue comes primarily from dues and the All Ohio Excellence in

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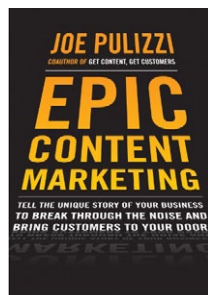
Two-fer February

Programs provide education, networking; reserve your seat now

The Press Club of Cleveland has two programs in store for February that provide great opportunities to learn more about media and communications, brush up on old skills or learn new new ones, and of course network with fellow professionals.

Mark your calendars and make your reservations today:

Content marketing with Joe Pulizzi
Tuesday, Feb. 18, 2014, 8-9:30 a.m., Lockkeepers, 8001 Rockside Road, Valley View, OH 44125. Includes hearty breakfast buffet.



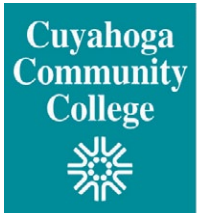
The content marketing revolution is well underway. It's probably the hottest topic among corporations, bloggers, nonprofits and anyone else who needs to communicate. Many former journalists are behind the revolution, but everyone – marketing and communications pros, freelancers, chief information officers, nonprofit managers, etc. are caught up in how it is rewriting communications strategies.

Joe Pulizzi, founder of the Cleveland-based Content Marketing

Institute and author of the new book “Epic Content Marketing: How to Tell a Different Story, Break through the Clutter and Win More Customers by Marketing Less,” will share how journalists and others can succeed in the world of content marketing.

Content Marketing Institute (www.contentmarketinginstitute.com) is the leading education and training organization for content marketing. It hosts the largest in-person content marketing event in the world, Content Marketing World. This year's event, Sept. 8-11 in Cleveland, features actor Kevin Spacey, whose Netflix series “House of Cards” broke content distribution barriers in television. “Epic Content Marketing,” Pulizzi's third book, takes business owners and marketers A-to-Z toward creating a content marketing strategy that works to grow the business.

Behind the Headlines: Missing Persons
Thursday, Feb. 20, 2014, noon to 1:30 p.m., Tri-C's Metropolitan Campus

 **Cuyahoga Community College**
Theatre, 2900 Community College Ave., Cleveland
The Press Club of Cleveland and Tri-C's Department of Journalism and Mass

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Entries now being accepted for All Ohio Excellence in Journalism



See page 3 for (or visit <http://tinyurl.com/ohioejj>) for details on how to enter the 2014 All Ohio Excellence in Journalism competition.

Deadline for entries: 11:59 p.m., March 3, 2014.

Don't be left out of the premier statewide journalism contest ... and plan to celebrate the best of our profession on Friday evening, June 6, 2014, at The House of Blues Cleveland, this year's presenting sponsor.



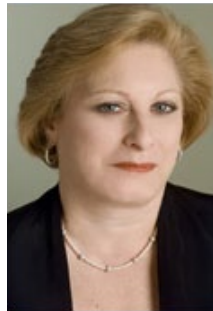
Laugh with Feagler and his Press Club friends

Did you miss The Press Club's all-star roast of Journalism Hall of Famer Dick Feagler? Well, you can now replay and relive the side-splitting hilarity of the Dick Feagler Tribute and Roast on DVD.

The 1-hour DVD makes a perfect gift (or just buy one for yourself). It is available to Press Club members for \$19.95, and to non-members for \$24.95.

To purchase the Dick Feagler Tribute and Roast on DVD, visit <http://pcclevelandfeaglerroast.eventbrite.com> or call The Cleveland Press Club at 440-899-1222.

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



PRESIDENT FROM PAGE 1

Journalism contest. We need to strengthen both sources. (Translation: please work harder to recruit more new members, renew your own membership and enter the contest early and often, encouraging others to do so as well.)

We also are launching a new Corporate Partners program that will welcome those who want to support our mission. Companies and organizations becoming partners will be entitled to a variety of benefits, such as presence on our website, in the pages of The Byliner and event tickets. Partnerships range from \$2,000 to \$5,000. Many thanks to The House of Blues, who already signed up as our first partner of 2014 by becoming presenting sponsor of the Excellence in Journalism contest.

In honor of each Partner, the club will make a donation to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications

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

In 2013, two Press Club scholarships were among 51 awards given to journalism students who otherwise may not have been able to attend KSU. The added donations will help KSU increase the value and number of awards.

Details of the Partner Program are on page 5-7 of this Byliner, and online at www.pressclubcleveland.com/partners.aspx.

Special thanks to board members Dustin Klein, Carol Kovach and Joe Pulizzi who worked with me and executive secretary Lynn Bracic to finalize the program.

Please think of your contacts at companies or organizations that may be interested. Reach out to them yourself (you can share with them the information from our website), or let executive secretary Lynn Bracic (440-899-1222, pressclubcleveland@oh.rr.com) or me (216-408-3874, meben-nett@outlook.com) know who we should reach out to.

With your help, we will be able to expand our impact and secure our future. Thanks.

TWO-FER FROM PAGE 1

Communication are launching a new programming partnership with a discussion of how communication and information has evolved among media, academics and law enforcement related to challenges posed by missing-person cases.

The issue of missing persons has long been in the public consciousness, propelled by the 1984 launch of the Missing Person Milk Carton Program. Recently in Cleveland, the spotlight has been on the reopening of the 1989 abduction and murder case of Amy Mihaljevic, and the Ariel Castro kidnappings and rescue, 10 years later, of Amanda Berry, Gina DeJesus and Michelle Knight.

The Feb. 20 panel will be moderated by Russ Mitchell of WKYC-TV3, who is also a vice president of The Press Club, and include journalist James Renner, Tri-C sociology professor Valerie Brown, and Cuyahoga County Prosecutor Timothy McGinty.

The series is designed to provide an in-depth exploration of newsworthy topics from a variety of perspectives.

The event is free and open to the public, and is expected to attract journalism students from Tri-C and other journalism schools, members of the media, civic leaders and interested public.

For information, contact 216-987-3092 or Melissa.swafford@tri-c.edu.

The program is also presented in cooperation with the Tri-C Department of Student Life and The Voice, Tri-C's student newspaper.

the Byliner

A publication of
The Press Club of Cleveland

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Entry deadline March 3 for All Ohio Excellence in Journalism

Save the date: awards celebration June 6

The 2014 All Ohio Excellence in Journalism marks the 36th annual state-wide awards competition for The Press Club of Cleveland. This prestigious annual competition recognizes the outstanding achievements of journalists throughout Ohio.

The contest is conducted by The Press Club of Cleveland and judged by out-of-state Press Clubs. Each year, The Press Club of Cleveland receives more than 1,000 entries from individuals and media outlets across the state, including weekly, alternative and daily newspapers, radio and television newsrooms, general circulation magazines, business and trade publications and news-oriented Websites.

Entries are submitted using a web-based program, making it easy to enter ... and to judge. There are a variety of categories for individual awards as well as for top awards in the "BEST OF OHIO" category in the following areas: Newspaper (Daily and Non-Daily), Magazine, Television Newscast, Radio Newscast, Trade Publication, News-Oriented Website and Business Publication along with individual efforts in several categories in the state of Ohio.

This year's awards will be given out at



Copy of contest entry can be found at www.pressclubcleveland.com/events

a fun, musically inspired celebration at House of Blues Cleveland, the presenting sponsor. The event, Friday evening, June 6, 2014, is at the House of Blues, 308 Euclid Ave., in downtown Cleveland's East Fourth Street food and entertainment district.

VOLUNTEERS NEEDED

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

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

December and January Anniversaries

Jean Chapman 1/6/06
Jane Christyson 12/1/96
Laurie Mitchell 1/25/06
Gail Bellamy 12/1/96
Steven Bellamy 12/1/96
William Wynne 12/10/08
Betsy O'Connell 12/14/08
John Walsh 1/14/09
John Betchkal 12/21/09
Tim Ryan 12/8/10
Dave Pfriem 12/8/10

Cynthia Schuster Eakin 1/13/12
Marilyn Mongeon Quill 12/6/11
Susan Elder 12/8/11
Paul Schrimpf 12/14/11
John Revay 12/15/11
Michael Butz 1/9/12
Todd Nighswonger 12/5/12
Robert Sberna 12/20/12
Winn Rosch 12/31/12
Christian Taske 1/2/13
Carlo Wolff 1/4/13

The PRESS CLUB of Cleveland

"Serving and honoring communications professionals since 1887."

BOARD OF DIRECTORS

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Joe Pulizzi
Content Marketing Institute

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Retired The Morning Journal

Richard Stewart
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Exec. Secretary
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FROM OUR HISTORY

Editor's note: This is one in an ongoing feature about the rich legacy of Cleveland journalism. It is contributed by William C. Barrow, the special collections librarian at Cleveland State University. Visit www.ClevelandMemory.org to read more about Cleveland's history.



Roldo Bartimole: Point of View

"Tell the truth and shame the devils."

Cleveland Magazine called him "the poor man's Tom Paine." John Wicklein in the April 1, 1993 issue of *Progressive* referred to him as "Cleveland's Gadfly." Whether you consider him to be Cleveland's conscience or "Cleveland's curmudgeon," from 1968 to 2000 iconoclastic journalist, Roldo Bartimole, rocked Cleveland's political boat with his biweekly newsletter, *Point of View*. [Read more...](#)



Features:

❖ [Roldo Bartimole: A Biographical Sketch](#)

Who is Roldo Bartimole? Why is he known as a modern-day muckraker? What is the driving force behind his home-grown newsletter?

❖ [Point of View](#)

Read issues of this biweekly newsletter that took a critical look at the power structure in Cleveland, reporting on the wealthy's control of the city's agenda to the detriment of its working-class and poor residents.

❖ [City Club Talk](#)

Listen to the passionate and poignant speech delivered by Roldo Bartimole to members of the Cleveland City Club back on December 20, 1968. Enjoy the verbal sparring that took place during the Question Period.

Credits and Appreciation

Our thanks to library practicum student, **Jodie C. Lyons**, for her work on this project.

Questions/Comments? — [Site Index](#)
Cleveland Memory is a collaborative effort of the
Special Collections Dept., Digital Processing Unit, Discovery Support Services & Systems Division at the
Michael Schwartz Library, Cleveland State University • 2121 Euclid Avenue • Cleveland, Ohio 44115 • (216) 687-2449
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Decades of viewpoints

Roldo Bartimole began publishing his alternative newsletter *Point of View* in 1968 to shine light on the reasons behind the unrest in urban areas like Cleveland during the 1960s. His purpose was to cover the stories and events that were passed over by the mass media, especially those that revealed the operations of the behind-the-scenes power structure.

Cleveland State University Library has digitized and mounted over 600 issues of

Point of View to The Cleveland Memory Project, where they may be searched and read. After closing *Point of View*, Roldo continued his work with columns for the *Free Times* and he still writes pieces for *Cool Cleveland* and the *Cleveland Leader* online. Roldo was elected to The Press Club's Cleveland Journalism Hall of Fame in 2004. You can find his page at <http://clevelandmemory.org/roldo/index.html>.

Welcome New Member



Gina Gayle

Job title:
Photojournalist
& Multimedia
Storyteller
Employer
/ **location:**
ginagayleMEDIA
City of residence:
Shaker Heights
Alma Mater:

University of Cincinnati; Columbia College, Chicago

What is the "elevator description" of your job? I am transitioning my work and my company to do corporate and organizational storytelling using multimedia. I also work on multimedia stories of my own that I pitch to news organizations.

Best and/or most challenging part of your job? I just relocated back to Cleveland so I am building a new business model while I learn and "new" city.

The inspiration for getting me into this business is? To tell stories through photographs and now it is to tell them using multiple mediums, and my father who worked as a photographer for The Plain Dealer. His name was James Gayle.

What do you enjoy most about living in northeast Ohio? I love being back home after 20 years of living and working all over the country. The area is accessible, has great arts and culture and I am enjoying the snow after having lived in Mississippi the last 5 years. We'll see how I feel about it in March!

My latest exciting project is: I am going to do a multimedia project with my father's collection of photographs that I inherited. It's been a long time in the making but I feel the timing is right; coming home and doing the project now.

Renew your membership, recruit a new member



Thank you to those who have already renewed their Press Club membership for 2014. If you haven't had a chance yet, please take a minute now to go to <http://pressclubcleveland.com/join.aspx>, click on "Join now" and submit your renewal and payment. If you'd rather not pay online, please call Lynn or Debi at 440-899-1222 and pay by phone. Also: Please recruit a friend or colleague to join the club now.

Please let prospective members know that by joining, they receive:

- General Counsel.
- 15% discount at Nighttown restaurant in Cleveland Heights
- A free legal line for quick First Amendment advice from nationally respected media lawyer David Marburger of BakerHostetler, the club's general counsel.
- Discounts on Ohio Excellence in Journalism entries.
- Discounts on Press Club events.
- Free email delivery of the Byliner monthly newsletter.
- Access to the club's "golden Rolodex" of member contact information.

**The Press Club of Cleveland
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The
PRESSCLUB
of Cleveland

"Serving and honoring communications professionals since 1887."

The Press Club offering limited sponsorships Corporate Partner Program your ticket to visibility, success

The Press Club of Cleveland puts you and your company's brand in front of print, broadcast and digital news decision-makers, freelancers, marketing and advertising executives and the full spectrum of Northeast Ohio communications professionals.

The Press Club's Corporate Partners program brings together the news breakers and the news makers to establish strong business contacts, develop lasting friendships, forge meaningful mentoring relationships and shape the future of media and our community.

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

For more information:

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

Partnership benefits*

- Visibility including logo on Press Club materials and up to full run of website.
- Presence and content in Press Club monthly e-magazine, website and email blasts.
- Ability to offer discounted products and services to members, and guest blogs on website.
- 8 tickets to either Signature Event: the Cleveland Journalism Hall of Fame Gala, and the All Ohio Excellence in Journalism Celebration.
- 4 tickets to education and networking event and ability to offer remarks and distribute materials.
- Opportunity to solicit Press Club board for written advice and/or suggestions on branding, advertising or marketing efforts.
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications.
- Recognition as a public proponent and supporter of journalistic excellence in Northeast Ohio.

*Benefits vary by partnership level. See details at www.pressclubcleveland.com/partners.aspx

Partnership levels

Corporate Partner - \$5,000 (only 4 available per year)

Year-round and highest level of benefits, including 4 club memberships and ability to co-brand with The Press Club in your marketing materials.

Signature Event Partner - \$4,000, \$3,000, \$2,000

Unique access to hundreds of attendees of Cleveland Journalism Hall of Fame and All Ohio Excellence in Journalism Celebration.

Educational, networking and social events - \$2,000

Speak directly to attendees and share your information with them.

The PRESS CLUB of Cleveland

"Serving and honoring communications professionals since 1887."

2014 Corporate Partner Opportunities

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

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

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

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

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

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

For information, please contact:

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

The Press Club of Cleveland – 2014 Corporate Partner Opportunities

Corporate Partner – \$5,000 (4 available per year)

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

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

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

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

• Reception Partner - \$3,000 (1 available for each event)

- Half-page ad in program book
- 4 tickets to event
- Logo and listing in news release, video and slideshow
- Recognition from podium
- Ability to have an information table in lobby
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*

• Supporting Partner - \$2,000 (4 available for each event)

- Half-page ad in program book
- 2 tickets to event
- Recognition from podium
- Logo and listing in video and slideshow
- Donation in your name to The Press Club Scholarship at Kent State University School of Journalism and Mass Communications*

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

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



***The Press Club will donate 5% of all 2014 partnership contributions to The Press Club of Cleveland Scholarship at the Kent State University School of Journalism and Mass Communications to help educate the next generation of journalists.** The scholarship

was established in 1987 in memory of Dick Kostic, who served as club president for two years before passing away in 1986. The scholarship is awarded to outstanding newspaper, magazine, broadcast news, photojournalism or information design students. In 2013, two Press Club scholarships were among 51 awards given to journalism students who otherwise may not have been able to attend KSU. With your support of Press Club activities, KSU will be able to increase the value and number of awards.

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