Society of Professional Journalists

Writer's Week

Cleveland chapter newsletter – April 10, 2008 (Next deadline April 17)

Last Call… SPJ's Saturday April 12th workshops feature the "Convergence Queen." It's national and right here! It's inexpensive! Details are below the President's Minute. RSVP to Tom Moore ASAP!

President's Minute…

A Compliment in a Condemnation

SPJ Distinguished Achievement Award winner and Press Club Hall of Fame inductee Roldo Bartimole took *The Plain Dealer* to task this week in his perspective at ReadRoldo.com (http://www.readroldo.com). In doing so, he paid our SPJ Cleveland chapter a compliment by mentioning an event we hosted across the street from the PD. The event was one that our Cleveland board, with John Ettorre as our catalyst, created to put a nationally recognized expert on taxpayer-subsidized convention centers – **Heywood Sanders** – in close touch with local media. We thought the event timely and important, and we purposely chose a venue across from the PD to encourage its attending Sanders' formal presentation or informal follow-up Q&A.

SPJ Cleveland was surprised (shocked, really) that the PD didn't cross the street to learn more about convention centers as good and bad economic development. SPJ worked hard, like we do on all of our events, and I recall we were disappointed that the PD was a no-show. Roldo's piece brought that forgotten event back to me as if it were yesterday. SPJ had moved on.

Today… Deals to build and subsidize a Medical Mart and Convention Center are back on the burner. For any blogger and news medium that wishes to learn more, to better inform, Sanders can be easily reached… http://www.utsa.edu/copp/staff/hsanders.html .

All the Best,
Steve FitzGerald
SPJ Cleveland Pro Chapter President

April 12 – Victoria Lim leads Cleveland SPJ workshop

Victoria Lim, a nationally known leader in convergence and the changes in journalism will be the featured speaker April 12 at a "Sharpen Your Skills" workshop sponsored by the Cleveland professional chapter of the Society of Professional Journalists. Register now to take part in this outstanding program at the Holiday Inn at West 150th Street and I-71.

The cost of $25 for SPJ members $30 for non-members and $15 for students includes lunch. Reserve now by calling **Tom Moore** at 440-333-7382 or send an email to tmoore56@msn.com.

Targeting New Audiences

As America grows more diverse, the demographics of the news audience are changing. This training session is designed to help practicing journalists discover how to more effectively cover emerging population groups and how to include more diverse perspectives in their everyday reporting. Participants will learn how to use U.S. Census Bureau data to uncover and enhance important local stories. Participants also will examine "best practice" diversity coverage and discuss newsroom "models" for ensuring excellence in reaching today's news consumers.

Newsroom Ethics/Values

This case study based training allows journalists to walk through the issues to develop ethical decision-making skills. The session uses small and large group discussion to explore real-world examples of common ethical dilemmas facing newsrooms today. Participants analyze codes of ethics developed by other journalism organizations and work on defining or refining their news organization's code.

The program will begin with check-in and breakfast from 9 to 9:30 a.m., followed by session one from 9:30 to 11:30, lunch from 11:30 to noon and session two from noon to 2 p.m.

Meet our speaker: Nicknamed the "Queen of Convergence," Victoria Lim's award winning consumer reports have appeared on television, in newspaper, and online. During her 10+ years at the Tampa, FL NewsCenter - which encompasses WFLA-TV, the Tampa Tribune and tbo.com - her work earned Victoria an Emmy and Associated Press Individual Achievement award. The Florida Society of Professional Journalists named her the 2006 "Journalist of the Year."

Victoria joined Tampa's NBC affiliate from WWMT-TV in Grand Rapids, MI. Before that, she was a reporter and anchor at WNS-TV in New Castle, Delaware, and has worked at several other television and radio stations since beginning her career in broadcasting. She started her journalism career as a sports stringer for the Burlington County Times covering high school sports.

As a member of the Asian American Journalists Association, Victoria served as chapter president and vice-president for the Florida Chapter. She was chosen as one of the mentors for the national UNITY mentor program, which helps young journalist of color. She also teaches multimedia as an adjunct instructor at the University of Tampa and the University of South Florida, and is an occasional instructor at the Poynter Institute.

Mix with the pros, stay on top of media events -- Join SPJ!

Membership in the Cleveland Professional Chapter of the Society of Professional Journalists is a great way to stay on top of today's media issues and meet journalists from throughout the northeastern Ohio area. A full range of programming offers the chance to meet newsmakers, ask media experts for comments on hot topics, and improve professional skills. Contact **Cliff Anthony** cliff@ejournalismschool.com for membership information for the Cleveland Professional Chapter, or visit the national organization's Web site, http://www.spj.org

Other news …

NEW! May 18—Word Lover's Retreat

Claudia Taller is excited to announce the events that will take place in Lakeside at the Word Lover's Retreat. From Friday, May 16 through Sunday, May 18, she will host the Word Lover's Retreat, in the tradition of Skyline Writer's Retreats, and in the Spirit of Julia Cameron's *Artist's Way*, at the Idlewyld Bed & Breakfast in Historic Lakeside, Ohio. Freelance writer **John Ettorre** will be the writer-in-residence.

Guests can stay the entire weekend, only one night, or just spend the day with us on Saturday, May 17. Friday supper, Saturday breakfast and lunch, and Sunday breakfast will be served. Slip in and out of these adventures on Friday afternoon and evening:

- Lakeside Walk Tour
- Word Play
- Critique Session.

On Saturday, John Ettorre will lead a workshop entitled Flex Those Writing Muscles. The Book Loving Soul session offers ways to grow more through reading. Saturday afternoon's Leaving a Trace Workshop with Claudia Taller will open up life stories for use in creative work. Late in the afternoon, guests will discuss how Frances Mayes' *Under the Tuscan Sun*, inspires readers to live more fully. After dinner, guests can engage in guided oral storytelling. The weekend will wrap up by exploring Haiku.

Check out Word Lover's Retreat on http://claudiatallermusings.blogspot.com/. For further information, call Claudia (440)554-6406 or send an e-mail to ctallerwrites@wowway.com.

April 17—School Security &Emergency Preparedness Seminar

On April 17, the American Red Cross will host this extreme crisis communications seminar at the American Red Cross, Greater Cleveland Chapter branch. This four-hour program seminar is specifically for school administrators, school board members, central office and building administrators and school public safety partners (police, fire, EMS and EMA).

Presenters will include **Ken Trump**, National School Safety and Security Services (http://www.schoolsecurity.org) and **Bruce Hennes**, Hennes Communications (http://www.crisiscommunications.com). The first two hours of this seminar will provide leaders with information on the latest trends in school crime, violence and emergency preparedness issues. Emphasis will be placed on practical, cost-effective best practices for improving school security and better preparing for crisis situations which cannot be prevented.

The second two hours of this seminar will give officials and leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flu, terrorism and other extreme situations involving threats to life and limb).

This entire seminar has been approved for four Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General. For further information visit http://tinyurl.com/3yotvf

Now through April 11 -- Vision Awards Call for Entries

Submit your best work for IABC Cleveland's Vision Award, recognizing excellence across communication disciplines throughout Northeast Ohio. The competition is open to any person looking to receive recognition and valuable feedback on projects completed in the 2007 calendar year. Log on to http://www.iabccleveland.com/vision-award.cfm for program details, an entry form and instructions. Deadline to enter is 5 p.m. Friday, April 11, 2008.

May 16-18 – "Word Lover's Retreat" at Lakeside, OH

Writers are invited to register now for a weekend retreat May 16-18 at the Idlewyld Bed & Breakfast, Historic Lakeside, OH. Imagine the possibilities for relaxation, muse chasing, book absorption, quiet hours of contemplation, working with words, stimulating conversation, and timeless walks, at Lakeside, where retreats were made. Take the time you need to touch base with who you are and what you need, return to your writing and reading, imagining the possibilities.

The weekend starts at noon Friday, May 16, and wraps up at noon Sunday, May 18. Saturday will featureword play, guided discussions, writing workshops, book discussions, and poetry readings. Details about workshop sessions and book discussion topics will be provided prior to the weekend. Friday supper, Saturday breakfast and lunch, and Sunday breakfast will be served.

Registration options and costs: Early Bird--$50/Saturday sessions and retreat time ($60 after March 30). Early Bird--$75/night for a room (alone or shared) at the 14-room Victorian inn on Walnut in the heart of Lakeside, and just a few blocks from the shores of Lake Erie ($90 after March 30). Make checks payable to **Claudia Taller** and send them to Igniting Possibilities Events, 26408 Chapel Hill Drive, North Olmsted, Ohio 44070. For more information, contact Claudia Taller at 440.734.7948 or 440.554.6406. Additional information may be found at claudiatallermusings.blogspot.com and www.skylinewriters.com. For more on the bed & breakfast, go to http://www.idlewyldbb.com/

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TODAY'S WORD ON JOURNALISM--Tuesday, March 18, 2008

The Good Life:

"I will tell you flat out that I am a very lucky guy. I have had many moments of satisfaction as a reporter. I have helped to save people's homes, put a vicious slumlord in prison, aided migrant workers to get the elementary benefit of just having potable drinking water in the fields. I hope I have educated people about civil liberties and a myriad of problems in the criminal justice system."
--**Henry Weinstein**, award-winning reporter, Los Angeles Times, 2006

Speak up! Comment on the **WORD** at http://tedsword.blogspot.com. Feedback and suggestions -- printable and otherwise – are always welcome.

Ted Pease, Professor of Interesting Stuff
Department of Journalism & Communication
Utah State University

TODAY'S WORD ON JOURNALISM ©2007 is a free "service" sent to its 1,700 or so misguided volunteer subscribers around the planet. If you have recovered and don't want the WORD anymore, send "unsubscribe." Or if you want to afflict someone else, send me the email address and watch the fun begin. (Disclaimer: I just quote 'em; I don't necessarily endorse 'em. In theory, though, all contain at least a kernel of insight.) Responses, contributions and rebuttals welcome.

"Words are sacred. They deserve respect. If you get the right ones in the right order, you can nudge the world a little." —Tom Stoppard, playwright

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Job opportunities …

NEW! **Writer for Photoco Inc.**

Photoco Inc., a world leader in the manufacture and sales of consumer electronics is seeking to fill writer's position. Selling directly to major retailers, we have a growing video production team looking for an exceptional, detail oriented, professional to write video content for a new innovation. The position will require the candidate to create video scripts and participate in planning production of video content. This hands-on position often requires a wide variety of skills and the ability to manage multiple projects. Responsibilities include coordinating acquisition of content from media partners, developing story boards and scripts, assisting with planning production, working with the production team, etc. Candidates must have broadcast or copywriting experience in creating scripts, strong organization skills and quick turn-around on script development, a bachelor's degree and entry level experience. If interested, send resume & writing samples to: resume@photoco.com.

Grants Manager for the Cuyahoga Valley National Park Association

National Park Association (CVNPA) seeks a part-time (20-24 hours per week) grants manager who will be responsible for the comprehensive management of the grants process for unrestricted operating support and restricted projects. The successful candidate will possess superior writing and computer skills and be adept at working with peers at CVNPA and Cuyahoga Valley National Park to create ideas and synthesize information, including grant budgets, into articulate, persuasive, fundable proposals. He/she will be responsible for prospect research of private, community and corporate foundations; stewarding relationships; and shepherding proposals. He/she also will be responsible for maintaining the grants calendar, tracking proposals, and complying with reporting guidelines. Qualifications must include a bachelor's and a preferred Masters degree, three years of increasing, proven grant experience, superior writing skills, being detail oriented, self motivated and professional. Please send resume and cover letter plus two samples of successful grant proposals to Laurie Principe, Chief Development Officer, CVNPA, 1403 West Hines Hills Rd., Peninsula, OH 44264. E-mail: LPrincipe@cvnpa.org

Art Director for Advanstar

Advanstar is seeking a creative, experienced and self-starting designer to produce leading trade magazines for the health care industry. In addition to having strong organizational and interpersonal skills, candidates must be able to thrive in a deadline driven environment. Solid design and typography skills, as well as a keen understanding of photography and illustration are

a must. Qualifications include proficiency with InDesign, Quark, Photoshop and Illustrator as well as familiarity with building InDesign templates and Word templates using style sheets. Prefer two to four years of experience in magazine design. Qualified candidates please send sample of design/layout work. We offer a comprehensive benefits and compensation package. No relocation. To apply for this position, please send your resume, cover letter and samples of design/layout work as a text file or a Microsoft Word 6.0 document to: jobsclev@advanstar.com Reference job code: AD/PS. You may also send you resume via postal mail or fax by sending it to: Human Resources, 24950 Country Club Blvd., Suite 200, North Olmsted, OH 44070. Fax: (440)826-2805

Executive Director for American Advertising Federation of Cleveland
We are seeking a new Executive Director to lead this dynamic organization. The Executive Director manages the daily operations of the organization with the support of an office manager, actively participates in setting strategy and implementing plans to achieve our goals, positively represents our organization and profession in the community, and maintains sharp focus on serving our members. Requirements of candidates must include a college degree and 5-7 years business experience. Association experience is also preferred. Candidates must also have written and verbal communications skills, event planning experience, proven leadership and business acumen and be both tech savvy and growth-oriented. If you are interested, please forward your resume and cover letter to adassoc@aafcleveland.com. Questions: Contact Rick Squire at (440)673-0020.

Marketing and Events Specialist for Visiting Nurse Association
An immediate full-time opportunity has opened. Responsibilities include coordinating logistical planning, implementing and managing corporate-wide special events and provide support to the Director of Communications and Communications Coordinator. Candidates must have a bachelor's degree preferably in communications or marketing, experience in all aspects of social event planning, a keen understanding and knowledge of the principles of fundraising, a proficiency in word processing and spreadsheet reporting and the ability to work some nights and weekend. This position is at our downtown location at 2500 East 22nd, Cleveland, Ohio. Bring your energy, enthusiasm and expertise to the VNA today, Your Better Choice in Homecare! We have a great working environment and career advancement opportunities. VNA offers a competitive salary and generous benefits package. For consideration, please forward your resume to hr@vnacleveland.org or fax to 216/694-4181. For more information regarding Visiting Nurse Association please visit www.vnacleveland.org

Planned Giving Manager/Grant Writer for Cleveland Zoological Society
The Cleveland Zoological Society is seeking a dedicated professional to join highly successful fundraising team, to focus on expanding planned giving program and grant writing. Candidates must be highly organized, an outgoing self-starter with excellent project management skills and have superior communications ability (oral and written). Must be quick to establish rapport with donors from all walks of life, and possess high standards for confidentiality, accuracy and follow-through. Primary responsibilities include expanding participation in "ZooFutures" planned giving program, working with retained consultant, increasing grant-writing for education and participating in general development activities, including donor cultivation events, prospect research and reports to funders. Specific duties include improving donor relations and awareness marketing for Planned Giving, overseeing donor visits and calls: 2-3 visits and 25 calls per week (some solo, some with Executive Director, Trustees and/or consultant), coordinating relationship with consultant and put in 40-50 hours a week. Requirements include a BA and 3-5 years experience. Familiarity with Planned Giving vehicles, Raiser's Edge know-how and knowledge of

Cleveland donors is a big plus! Position reports to Executive Director. To apply: send resume and cover letter – including current wage and salary information to Fowler@ClevelandZooSociety.org or fax (216) 661.7764. No phone calls. All applications confidential.

Scoreboard Team for the Cleveland Indians
The American League Central Division Champion Cleveland Indians are currently scouting for a variety of creative team players to join our premier Scoreboard Team within our Marketing Department. Suitable candidates must have in-depth knowledge of baseball and possess strong computer skills. Interested candidates should have previous experience, ideally in sports production, and a desire to work in all facets of video, audio, and computer production. Previous experience, internships or part-time positions in this field are beneficial. These part-time positions will work all home baseball games, and are required to report for work 2 ½ hours prior to game time (with exception of positions marked with*), which is 4:30pm for weekdays, and typically, 10:30am on weekends. Ability to work 90 percent of all Indians home games and some Ballpark events are also necessary. Opportunity to purchase medical benefits exists. All positions report to Manager, In-Game Entertainment. If interested, please apply by visiting our website at www.indians.com under job opportunities and follow the on-line application instructions.

Development Associate/Office Manager for The City Mission
The City Mission is seeking a full-time development associate/office manager for this newly created position. The position administrative support for the Mission's Development Department, assists in cultivating donor relationships, event preparation, written correspondence and provides oversight to our development office volunteers. The applicant must possess excellent writing, organizational, interpersonal and leadership skills. Bachelor's degree and development or marketing experience preferred but not required. Extensive skills in Excel, MS Word, MS Publisher and Photoshop are required. The City Mission offers a complete benefit package. To Apply: Please email letter of interest, resume and salary history to Dave Hangosky: dhangosky@thecitymission.org or FAX to 216-431-3513.

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Cleveland Job Bank: Check **Kelly Blazek's** web site for details on 37 fabulous jobs in marketing, public and media relations, development, media, graphics/web design and more. The list also includes an internship in public relations. To subscribe, write ClevelandJobBank-subscribe@yahoogroups.com. For more information, go to: http://finance.groups.yahoo.com/group/ClevelandJobBank/ or write to Kelly Blazek at ClevelandJobBank@yahoogroups.com.

Some job bank listings (see above site for details):

- Communications, marketing and special projects director, Catholic Diocese of Cleveland Foundation
- Advertising and marketing coordinator, Cleveland magazine
- Marketing assistant, Cleveland National Air Show
- Marketing director, Fox Sports Net – Ohio
- Advertising media buyer, Summit Racing Equipment
- Managing editor, Welding Magazine Group
- Executive producer at WOIO/WUAB TV
- AVID Editor, WEWS Channel 5
- Associate Director Advancement, Saint Martin De Poores High School

- Major Gifts Opportunity, American Red Cross
- Executive director of development, John Carroll University
- Manager of alumni relations, Beaumont School
- Graphic designer, Gojo Industries
- Graphic design MACS, Akron
- Graphic production artist, Cleveland Orchestra

Professional searches: Laurie Mitchell Marketing Communications Executive Search has been retained for the following NE Ohio search assignments all with prominent, highly respected, profitable companies with state-of-the-art cultures and ample resources.

- 3 Interactive Account Directors
- 3 Interactive Art Directors
- Manager of Interactive Marketing
- 2 PR Agency writers/some manufacturing
- 2 Commercial Banking Directors
- Creative Operations Manager (Ad Agency)

To apply for any of these current searches, please email your resume as a single MS Word file to MitchellCo17@aol.com. Laurie Mitchell will respond personally and immediately to all qualified submissions. http://www.LaurieMitchellCompany.com

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Do you have an opportunity to announce?

Writer's Week is read by about 900 journalists and other writers in Northeast Ohio every week and many of them are looking for opportunities to move up or out in journalism and related communications jobs. Some are students eager to earn clips and gain experience. If you have a job opening, or an internship opportunity, or even a need for volunteer writers, send a message to *Writer's Week* a writersweek@mac.com. Include your name and a phone number for verification.

How to reach us…

The Society of Professional Journalists works to improve and protect journalism.
SPJ is dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. Founded in 1909 as Sigma Delta Chi, and based in Indianapolis, SPJ promotes the free flow of information vital to a well-informed public, works to inspire and educate the next generation of journalists, and protects First Amendment guarantees of freedom of speech and press.

Writer's Week is a service of the Cleveland chapter of the Society of Professional Journalists. It is written by John Carroll University student **Jenna Lo Castro** and edited by **Dr. Richard D. Hendrickson**, JCU journalism teacher and Cleveland SPJ past president. Send news items to writersweek@mac.com.
To unsubscribe, REPLY to this message and type "unsubscribe" in the subject line.
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President: **Steve FitzGerald,** steve@lakewoodbuzz.com
SPJ local Web site: http://www.spj.org/cleveland