Society of Professional Journalists

Writer's Week

Cleveland chapter newsletter – Feb. 5, 2009 (Next deadline Feb. 10)

Please send newsletter items to spjcleveland@gmail.com

Cleveland SPJ on the web: http://www.spj.org/cleveland

New This Week

How to be an Oscar Winning Film Critic
Many new job opportunities and internships
Scott Lax joins Skyline Writers
IABC discusses challenges in health care

SPJ News

NEW! March 4 - How to Be an Oscar Winning Film Critic

The Society of Professional Journalists, Cleveland Chapter is pleased to announce its next program, "How to Be an Oscar Winning Film Critic: The Reviewers & Their Predictions," just in time for this year's Academy Awards. Join us for this educational and sure to be entertaining event on Thursday, March 4 from 6:30 to 8:30 p.m.

Journalists who write movie reviews will discuss what it takes to become a credible film critic upon whom moviegoers depend. The featured panelists are **Rich Heldenfels** of *Akron Beacon Journal*, **Terry Meehan** of *LakewoodBuzz.com*, and **Milan Paurich** of *The* (Youngstown) *Vindicator*. A fourth, also much-recognized movie critic may join the star-studded panel. SPJ's **Steve FitzGerald** of *NonprofitNewswire.com* will moderate the evening.

The film critics will share their career paths and offer pointers on how to land a gig writing movie reviews professionally. They'll answer your questions. At the end of the program, they'll compare their Oscar predictions with those of audience members who will fill out ballots picking Hollywood's best before the program starts, so don't be late!

The program will take place at the Cuyahoga County Public Library, Independence Branch, 6361 Selig Drive, in Independence, Ohio Popcorn, snacks and beverages will be provided and the price of admission for this special event is only $5. To reserve, contact Tom Moore at 440-454-3282 or Cleveland@spj.com.

Feb. 12 – Deadline nears for award competitions

For professionals: Don't forget about the Sigma Delta Chi Awards, the contest that honors the best in professional journalism from 2009. **The deadline to enter is Feb. 12.** Read the rules and view the 2009 awards issue of Quill magazine to read about previous winners. Next year, a page in the SPJ magazine, *Quill*, could be dedicated to your work. Learn more about the contest categories here. Enter online today.

The New America Award honors public service journalism that explores and exposes an issue of importance to immigrant or ethnic communities in the United States. To be eligible, work must have been published or broadcast during the 2009 calendar year. SPJ welcomes nominations from media outlets, journalists, community and issue advocacy groups, individuals and others concerned with ethnic issues. **The deadline to submit is Feb. 12.**

May 23-26, June 13-16 – New reporters, something for you

SPJ is pleased to announce that applications are being accepted for The Reporters Institute, an exciting training program for young journalists who have graduated and are in their first three years in the profession. It's a crash course in the characteristics of outstanding journalism and the techniques of exceptional journalists.

During the three-day Reporters Institute we will examine:

- Making sound, defensible decisions and how those decisions affect readers.
- Creating a document-driven newsroom that relies on and embraces public information and its role in our democracy.
- Writing Tools: 50 Essential Strategies for Every Reporter and Editor
- The latest technology and techniques for telling stories, and we'll include hands-on demonstrations and tutoring in those methods.
- The advanced reporting skills that say, "We're serious about journalism, and we intend to provide information that empowers and equips our readers to meet the challenges of today."
- Understanding and influencing the newsroom culture and managing life and work issues.
- The industry - its challenges and triumphs, and where it might be going.

Two programs are available, one for print journalists and the other for broadcast journalists:

- The program focused on **print journalists** will be held May 23-26 at The Poynter Institute in St. Petersburg, Fla. If your application to the program is accepted, you (or your company) will be responsible for a $300 registration fee and your travel expenses to and from St. Petersburg. SPJ will provide your lodging and most meals.

- The program focused on **broadcast journalists** will be held June 13-16 at The Poynter Institute in St. Petersburg, Fla. Like the program for print journalists, SPJ will provide your lodging and most meals. You will be responsible for the $300 registration fee and your travel expenses to the institute.

Full details on the program may be found here. The application process is very competitive, and the deadline to apply for both programs is **March 1**. For more information about The Reporters Institute, contact Heather Porter at (317) 927-8000 ext. 204.

April 9-10 – SPJ Regional Conference

Save these dates!! SPJ Cleveland is hard at work planning a fantastic regional conference on Friday and Saturday, April 9-10, for SPJ members and other journalists and students interested in this great opportunity for learning and networking. The conference, headquartered at the downtown Marriott Hotel, will draw participants from all over SPJ's Region 4, which includes all of Ohio, Michigan and West Virginia and the western part of Pennsylvania. The theme is “entrepreneurial journalism” and will feature great ideas for journalism-related businesses and the tools to get them started. The conference will also feature an array of workshops on writing skills, current issues, job hunting, and much more! More

information will follow in subsequent issues of Writers Week. Also, watch for complete details in the coming weeks on the SPJ.org web site.

Other News

NEW! Feb. 13 – Scott Lax talks about the craft of writing

Local author **Scott Lax** will join Skyline Writers on February 13 for a talk about the craft of writing. Scott is associated with the Chagrin Valley Writers and more information about him is at http://www.scottlax.com/.

Lax is also an award-winning essayist, and a graduate of Kent State. Scott's novel, "The Year That Trembled," is highly acclaimed. The story goes like this (from the website):

The public is welcome to meet Scott Lax at the Middleburg Heights Public Library at 11 am on February 13 after Skyline Writer's regular critique sessions end.

NEW! Feb. 18 – Top communication challenges in health care

Health care communication leaders from six Northeast Ohio hospitals will share how health care reform, public option, social media and more are impacting communication with policymakers, communities, media, donors and employees. The program is being put on by the International Association of Business Communicators.

"The Changing Face of Health Care Communications" will be held at Chancellor University, 3921 Chester Ave., Cleveland, and is open to IABC members and non-members. Registration begins at 11 a.m., with lunch and program 11:30 a.m. – 1 p.m.

Sponsored by Chancellor University, the panel discussion will be moderated by Amanda Todorovich of MedCityNews.com. Panelists include:

· Akron Children's Hospital: **Andrea Joliet**, APR, assistant director of marketing and public relations

· Cleveland Clinic**:** **Erinne Dyer**, director of communications and public affairs

· MetroHealth System: **Phyllis Marino**, director of market development

· St. Vincent Charity Medical Center: **Wendy Hoke**, director of communications

· Summa Health System Foundation: **Jill Stefancin**, communications director

· University Hospital Health Systems: **Vic Gideon**, senior media relations strategist

Cost to attend is $35 for general public, $20 for IABC members (reduced rate of $10 for those members who are in-between professional employment), and $10 for students. Deadline to register is Feb. 16. Register online at iabccleveland.com or contact Pam Tallant, chapter administrator, at 216-226-7013.

Feb. 10 – Re-branding an organization's name change

Gain valuable insight from **Gary Robinson**, vice president government & community affairs at Lake Health as he explains the various planning and implementation strategies used when Lake Hospital System became Lake Health, during the Lake Communicators luncheon on Wednesday, Feb. 10 at the Lake Metroparks Pine Ridge Country Club, 30610 Ridge Rd (SR 84), from 11:30 a.m. to 1:15 p.m.

Robinson will discuss the effective marketing strategies implemented to promote the new TriPoint Medical Center as well as the strategies employed in order to smooth the transition of the name change from Lake Hospital System to Lake Health.

Reservations are required by Friday, Feb. 5 by calling Diana Lewis at 440/255-8932 or by sending an, e-mail to wolfeshirley@yahoo.com. You may send a substitute, but no shows will be billed. Guests are always welcome. Cost is $15 for members and $25 for nonmembers.

Feb. 10, Mar. 3, April 7 & 14 – Norman Wain Journalism Lecture Series

The Department of English at Case Western Reserve University will present the Norman Wain Lectures in Journalism. The following free, public talks start at 7 p.m. and take place in the Garden Room at the Cleveland Botanical Gardens, 11030 East Blvd. Free parking is available at the Botanical Gardens.

Feb. 10: Lawrence Wright, author of "The Looming Tower: Al-Qaeda and the Road to 9/11", which won the Pulitzer Prize for general non-fiction and is one of the small handful of indispensable books about the origins of Islamic terrorism.

Mar. 3: Howard Schneider, former Pulitzer Prize winning editor of *Newsday* and dean of the School of Journalism at Stonybrook University. Schneider is the creator of the most innovative undergraduate/graduate course in journalism today - "News Literacy" - that attracts more than a 1,000 students at Stonybrook.

April 7: Paul Steiger, former managing editor of *The Wall St. Journal* and founding editor of ProPublica, the path-breaking, non-profit website for investigative journalism, an important harbinger of where the responsible media is going.

April 14: Harold Evans, former editor of *The Times of London* and the *Sunday Times*, former president of Random House, author of "The American Century" and the current best-selling memoir about his extraordinary international career in journalism, "My Paper Chase".

Writer **Charles Michener**, who teaches creative nonfiction writing in the English Department, leads this special lecture series. The series annually brings eminent writers and editors to campus to give public lectures. For information, call the English department at 216-368-1508 or visit http://www.case.edu/artsci/engl/.

TODAY'S WORD ON JOURNALISM . . .

Archives, commentary and join the reader discussion at http://tedsword.blogspot.com

Bearing Witness

"I am a reporter, plain and simple. I happen to think it is incredibly important to be a witness on the ground. You can blog the hell out of a story, and opine forever, but all of this is based on information from the field. It is becoming increasingly pricey to be in the field for security reasons, and it is increasingly dangerous for reporters to cover stories of our day. I worry that we will not be there. I worry that 'trash' news, as I frankly care to call it, will dominate the major outlets."

—**Anne Garrels,** *National Public Radio* foreign war correspondent, 2010

Job opportunities

NEW! Freelance Reporting / Research for Investment Research Firm

An Investment research firm seeks current or former beat and/or trade reporters for freelance reporting/research assignments. Candidates should have a keen interest in anything consumer goods, retail, industrial, agribusiness, packaging, paper, health, medical products/devices – almost anything BUT

financial services and biotech. The firm is only interested in your ability to quickly research an industry you know on a contract / project basis. This is likely to be occasional work. The firm, which is looking for a group of people who can be counted on, is a small shop with deep roots in financial journalism whose clients are institutional investors. Resumes can be submitted to investmentresearchfirm@gmail.com and responses will be prompt.

NEW! Director, Communications - Cuyahoga Community College

Reporting to the District Director III, Development, you will develop and implement Tri-C Foundation Communications plan and prepares collateral, presentations and solicitation materials, including newsletters, brochures, proposals, appeals and acknowledgements. You will actively participate in College-wide fundraising activities within a fast-paced team centered, project oriented development office. Primary responsibilities include developing and implementing annual fundraising communications plan and strategy for Tri-C Foundation; writing, editing and producing print and electronic fundraising materials, including collateral, proposals, appeals, presentations, acknowledgment letters and newsletters, manage workflow for all communications-related projects and managing and coordinating special events, including logistics, programs, sponsorship packets, photography, and staff participation.

Apply URL: http://www.tri-c.edu/employment

NEW! Entertainment Reporter - WOIO/WUAB

WOIO, the CBS affiliate in Cleveland, is accepting resumes for a full-time Entertainment Reporter. Successful candidate will research, produce, report stories on the news broadcast and other related station broadcasts as required. Ability to and proven track record of generating/executing story ideas. Produce and report stories assigned in a professional yet aggressive manner. Write and produce stories covered as well as other stories assigned for broadcast by others on the newscasts. Ability to report live, on-location news events in a contemporary, compelling, unique fashion is required. Other duties as assigned by news management. Minimum three (3) years experience as an entertainment news reporter at large market commercial TV station./ Experience in interviewing celebrities in an entertaining fashion. Must demonstrate writing and producing abilities consistent with the style required by station and news management. Must be able to work well under pressure and with others but must also work independently developing your own content. Send cover letter,resume/non-returnable tape to WOIO-TV, 1717 E. 12th Street, Cleveland, OH 44114 ** NO PHONE CALLS ** Contact: Dan Salamone

NEW! Board Operator Part Time – WDOK FM

CBS Radio-Cleveland Station WDOK-FM is accepting applications for part-time board operator. Duties include technical production and post-production of the morning show. Applicants should have a voracious appetite for production excellence, current events and social media. Apply online: http://www.cbsradio.com

MORNING SHOW PRODUCER – WMMS

Rover's Morning Glory, a syndicated morning show based at legendary WMMS Cleveland, Ohio is seeking a full-time off-air producer. Responsibilities include guest booking, planning AND coordinating bits, stunts and events, research of guests and topics and much, much more. Employment Status: Full-Time

Job Requirements: Candidates must have excellent organizational AND communications skills, be able to do the impossible, and be willing to throw their social life out the window to work long, thankless hours. Send resume along with a killer cover letter on what you bring to the table to: WMMS Morning Show Producer, 6200 Oak Tree Blvd., 4th floor, Independence, OH 44131. No calls please.

NEW! Program Director – WGAR

WGAR is seeking an experienced Program Director. Pre-requisites include, but are not limited to, a strong work ethic and previous Program Director experience in which candidate demonstrated: effective talent coaching, strong leadership and communication skills, strategic and tactical strengths, ability to grow digital assets, musical skills and PPM knowledge. Please submit resume, personal air check (if applicable) and other work samples to: Operations Manager - WGAR, Clear Channel Radio, 6200 Oak Tree Blvd., 4th floor, Independence, OH 44131 or email: OperationsManager@ClearChannel.com. OperationsManager at ClearChannel dot com

NEW! Program Director – WMVX

WMVX is seeking an experienced Program Director. Pre-requisites include, but are not limited to, a strong work ethic and previous Program Director experience in which candicate demonstrated: effective talent coaching, strong leadership and communication skills, strategic and tactical strengths, ability to grow digital assets, musical skills and PPM knowledge. Please submit resume, personal air check (if applicable) and other work samples to: Operations Manager - WMVX, Clear Channel Radio, 6200 Oak Tree Blvd., 4th floor, Independence, OH 44131 or email: OperationsManager@ClearChannel.com. OperationsManager at ClearChannel dot com

NEW! Copywriter - New Products – Torch Group Executive Search

One of the countries largest and most successful retailers seeks a copywriter with new product development, branding and packaging experience for a 3 month assignment with the possibility of converting to full-time employment. Reporting to the advertising director, this person will play a lead role on their new product team providing concept statements, branding and naming conventions.
The successful candidate has strong conceptual as well as copywriting skills acquired while working on image-driven consumer products such as fashion, cosmetics or packaged goods or a fashion-oriented retailer like Saks Fifth Avenue or Bloomingdales. This is an individual contributor that is a key member of the new products team that will strategically and tactically enhance image and brand recognition. This person will spend most of their time developing copy and concepts for a wide-variety of new product launches that include advertising, catalogs, packaging, direct-mail, online, collateral, merchandising and POS material.

The ideal candidate must have 3-5+ years of experience in new product launches in CPG products, fashion, cosmetics or fashion-oriented retail. Strong creative writing skills and graphic design knowledge acquired in an in-house creative department or advertising agency is essential. You must be able to work in a fast paced environment, have the ability to prioritize and get information from all sources on a timely basis and deliver against hard deadlines.

Apply at: http://www.torchgroup.com/talent-registration.cfm?jobID=563

NEW! Publisher, Neighborhood Voice - Greater University Circle Initiative

The Greater University Circle Neighborhood Voice (NV) is an innovative, "hyperlocal," community-based information source (integrating print and online media) serving the Greater University Circle neighborhoods of Hough, Fairfax, Glenville, Little Italy, East Cleveland, and Buckeye/Shaker. With the guidance of a full-time professional publisher, high school and college students from the target area will be trained to run the business side of the Neighborhood Voice, thereby developing their entrepreneurial skills. They will also receive invaluable real-life work experience in the communications field.

The Neighborhood Voice will be based on the "citizen journalism" model pioneered to great effect in many parts of the country. The principal idea is to create a communications vehicle of, by, and for the citizens of the Greater University Circle area of Cleveland. It will solicit stories, photos, and other content from residents of local neighborhoods and will provide a forum for their unique perspective on community issues, challenges, and opportunities. It will also report on and promote local events, sports, artistic and cultural efforts, and civic activities.
In addition to our resident-writers, additional content will be provided by staff and leaders of local

institutions, including the area's major hospitals and universities, cultural institutions, and community-based organizations. Email letter of interest, résumé, and three references with contact information to Kathryn Hall at: diversitydiva1@aol.com. Deadline for applications is Monday, **Feb. 8, 2010**.

NEW! Video Producer – Cleveland Clinic

Responsible for the production of professional, broadcast quality live and/or recorded video/audio programs for medical, instructional, telemedicine, marketing, administration, promotional or public relations purposes. Works with the creative team in utilizing sophisticated video/audio production equipment, and is experienced at directing edit sessions on Final Cut Pro and other high-end editing systems. Able to work efficiently & creatively with graphic designers and animators to develop effective message enhancing graphic elements. Communicates with potential clients to determine needs and develops a production plan to deliver a high-quality product. Conceptualizes, and writes scripts for video and other media. Manages production for media programs from concept to completion.

Apply at: http://www.clevelandclinic-jobs.com

NEW! Assistant Professor Graphic Design - Kent State University

The School of Visual Communication Design at Kent State University invites applications for the position of Assistant Professor of Graphic Design. This is a 9-month, tenure-track faculty position available August 2010. Responsibilities include teaching introductory, intermediate, and advanced classes in graphic design, participation in curricular development and graduate thesis reviews. Selected candidate will be expected to participate fully in departmental duties, committee work, campus activities, and engage in scholarship aligned with institution goals.

Review of applications will begin February 22, 2010 and will continue until position is filled. Please visit our website at http://vcd.kent.edu/

Communications Director for Cleveland City Council

Reporting to the President and Clerk of City Council, the Director will provide writing, editorial, media, public and community relations, media training, coordinating media appearances, scheduling and developing programs for Channel 20, maintaining council web site, and serving as spokesperson for Cleveland City Council.

The director will supervise two members of the communications staff. The director will inform the media, citizens of Cleveland, stakeholders, members of City Council and staff, and other interested parties of important news, events and projects related to the City Council.

The director will be responsible for increasing awareness of the policies and work of City Council. Involvement in key projects with City Council is required, including creating marketing and communications plans. This job will require flexible hours including working Monday nights and some weekends.

Communications & Media Coordinator, CDPUG

The Cleveland Digital Publishing Users Group has reconceived its traditional marketing and public relations position to create a Communications & Media Coordinator post, and seek an energetic, multi-talented, detail-oriented professional with 3-5 years of quality experience to launch this position with responsibility for our web, new media, and traditional media messaging.

CDPUG helps the area's top graphic designers with professional development and networking. CDPUG is a non-profit organization that was founded to provide educational information about digital publishing. This mission is accomplished through monthly meetings, the e-Zine, and Services Directory. Our meeting topics are diverse and platform independent. Memberships are available. For more information about CDPUG, visit our website: http://www.cdpug.org

Assistant Director of Conservatory Communications, Oberlin College

The Office of Communications at Oberlin College seeks applications for the position of Assistant Director of Conservatory Communications. This is a full-time, 12-month Administrative and Professional Staff position reporting to the Director of Conservatory Communications.

Responsibilities: assist the Director of Conservatory Communications in promoting the artistic excellence of the Conservatory of Music in traditional and new media outlets. These include but are not limited to the following: the conservatory web site; print and web advertising; traditional broadcast and web initiatives; and print publications such as Oberlin Conservatory magazine and Oberlin Arts Guide. Concurrent with these responsibilities, develop and implement marketing strategies for the Artist Recital Series, operas produced by Oberlin Opera Theater, select special events, and admissions advertising, and will assist the Director of Conservatory Communications with media relations and other tasks as assigned, including the training and mentoring of student workers.

Requirements: Bachelor's degree in music, English, journalism, public relations, marketing, or related field, plus two to three years full-time experience in arts marketing or arts-related journalism; Outstanding writing, editing, and oral communication skills, including strong interviewing skills and knowledge of best practices for writing for the web; Outstanding interpersonal and public relations skills and professional demeanor; Knowledge and understanding of office computer technology and tools (Microsoft Word, Excel, Adobe InDesign, PhotoShop, and Acrobat, web content management systems, social networking, etc.); Familiarity with Mac environment; Outstanding organizational skills; Ability and willingness to take direction and work cheerfully under deadline pressure, often handling several projects at once, both independently and as part of a team.

Desired Qualifications: Excellent planning, analytical, and problem-solving skills, and proven creative skills Project management skills; Photography skills; Knowledge, understanding, and support for higher education and the values of a liberal arts environment.

Compensation: Within the range established for this position, salary will be commensurate with education and experience. The benefits package includes medical insurance, life insurance, pension program, one-month annual vacation, and a tuition remission plan for eligible dependents.

To Apply: Submit cover letter, résumé, writing samples and/or samples of previous publications and/or promotional materials, and references to Rachel Peters, Office of Communications, 247 West Lorain Street, Suite C, Oberlin College, Oberlin, OH 44074 (or electronically to rachel.peters@oberlin.edu). **Review of applications will begin Feb. 15**. Late applications may be accepted until the position is filled.

Assistant Director, Marketing and Communications, Weatherhead

Under the direction of the Associate Dean for External Relations and the Director of Strategic Communications, the Assistant Director, Publications will be responsible for the timely publication of quality print communications for the **Weatherhead School of Management**, while ensuring high quality standards and adherence to the visual identity and brand messaging of the school. These publications include, but are not limited to, the Weatherhead Collection magazine, school-wide brochures, various advertising materials, program-specific materials, annual reports, faculty brochure, direct mail pieces, news releases, editorials and other publications. The Assistant Director, Publications will serve as the primary writer for all Weatherhead School of Management publications, as well as other essential written materials. This individual will coordinate projects with photographers, designers, and printers with the goal of publicizing the School to internal and external audiences, increasing the awareness and enhancing the reputation of Weatherhead. • Research, develop and write content for Weatherhead publications • Edit Weatherhead publications for accuracy and consistency • Serve as primary liaison with program managers and department contacts for creation and revision of publications • Work closely with Director to ensure content and design of all materials reflects the brand message for the respective entity • Maintain consistent messaging and information across all marketing materials • Act as liaison to University Marketing and Communications regarding publication initiatives • Work with vendors to

coordinate creation of printed pieces, including the facilitation of requisitions, purchase orders and payment • Determine photography needs of school and schedule photographers as needed • Develop, manage and maintain extensive photography archive in Webshots • Coordinate distribution of school publications including generating and maintaining mailing lists, and coordination with mail house • Design a number of basic Weatherhead communications pieces that do not require outside design work • Ensure inclusion of faculty news, scholarship and other faculty activities in University publications and other vehicles • Manage production schedule, including coordination with photographers, designers, and printers, while ensuring production schedule is developed and executed on time and within budget • Manage multiple projects from concept to completion and prioritize projects to ensure efficient and optimal execution • Field and facilitate media inquiries as requested by the Director of Strategic Communications

Job number is 8946, minimum annual salary is $40,662, posted 12/21/09 Supervisor is the Senior Director of Marketing, Communications and External Relations. Please email your résumé and cover letter referencing job number and title to gmsearch@case.edu

Social networking specialist (part time) - Lake County Visitors Bureau

Prior experience with established tourism/hospitality entity; exceptional knowledge of viral marketing and ability to stay abreast of new developments. Must be a solid writer and communicator with stakeholders, bloggers; monthly e-blast newsletter production + occasional miscellaneous duties involving promotional projects. 15 hours weekly at Bureau office. Hourly rate negotiable. Knowledge of Lake County tourism/accommodation venues a must; Lake County resident preferred. Qualified applicants please e-mail a letter, resume and references to **Robert Ulas** at ulas@lakevisit.com.

Editorial project manager, book production - Lachina Publishing Services

We are a top-rated supplier of services and solutions for publishers. We seek talented project managers to serve as the direct contact with clients and project teams throughout all phases of book production. The project manager: Oversees design, copyediting, art production, page layout, proofreading, and indexing. Meets deadlines and maintains high standards of quality. Manages multiple and varied complex book projects from manuscript through printed publication. Possesses impeccable client service skills; contacts authors and publishers frequently. Must have an exceptional editorial eye; strong oral and written communication skills; excellent organizational, time management, and problem-solving skills; sense of dedication and responsibility. Please e-mail résumé with a cover letter to: projectmanager@lachina.com No phone calls.

Text book compositor - layout & production - Lachina Publishing Services

Lachina Publishing Services, a three-time Northcoast 99 Greatest Place to Work recipient, is looking for an individual to do just that, arrange type (layout pages) for printing (make pdfs), or key text (auto-flow manuscript) into a composing machine (Apple computer). Join our team and we'll teach you the art of good layout and composition.

What you need: Thorough knowledge of Adobe InDesign, the ability to build templates, master pages and style sheets, great typographic knowledge, an eye for page layout, teamwork potential as a leader and a player, technical trouble-shooting, deadline-driven work ethics, decision-making ability, one to three years of experience in page layout, and graphic design or publishing experience.

Applicants should send their resume to production@lachina.com, the subject of your email should read: 2010c5.

Internships for journalism students

NEW! Editorial Intern – Cleveland Magazine

Cleveland Magazine is looking for editorial interns for summer 2010. The deadline for applying is March 2. The internships are unpaid. (We reimburse for parking or a bus pass.) The internships range from 16 to 32 hours a week. Duties include fact-checking, researching, writing and some clerical work for Cleveland Magazine, its sister publication Inside Business, and other publications. Our interns are highly valued and are integrated into the editorial team. They are entrusted with serious responsibilities and given plenty of opportunity for professional development.

We¹re looking for bright student journalists or recent grads with experience at their college newspapers or magazines. The ideal candidates also have a flair for magazine-style feature writing and knowledge of Cleveland. Candidates must live or go to college in the Cleveland area (Akron, Kent, and Oberlin included). Minority candidates are encouraged to apply.

To apply, send a cover letter explaining what you could bring to the job, a resume, references, the date you would be able to start, and 4-5 published samples of your work to trickey@clevelandmagazine.com or: Erick Trickey; Senior Editor; Cleveland Magazine; 1422 Euclid Avenue Suite 730; Cleveland, Ohio 44115.

NEW! Marketing Intern – Cleveland Clinic

The Cleveland Clinic is coming to John Carroll University to interview for this position on February 15th so we need to move quickly. Under the direction of the Marketing Manager, Associate or Coordinator, the candidate will help in developing and coordinating the implementation of comprehensive marketing strategies for assigned areas.

Responsibilities:

+ Analyzing background information data and statistics for assigned areas
+ Event planning and execution
+ Managing implementation of various marketing initiatives
+ Work on web-based initiatives
+ Collaborate with marketing team on collateral pieces; brochures, direct mail campaigns, letter writing, etc.

NEW! Internship – Landau PR

Landau Public Relations is now accepting applications for its summer internship program – The Landau Summer Experience. Students who have completed their junior year with a sound academic record and a passion to learn more about our industry are invited to apply. This program will give you hands-on experience at a public relations agency. You'll learn from all of our areas of expertise, and in return, we'll help you build your portfolio with solid writing examples and real results. This is a paid, full-time internship (June – August 2010) in Cleveland. Ready to start your future this summer? Apply by going to www.LandauPR.com/profile_careers and printing an application. For more information, contact Hallie Fisher at hfisher@landaupr.com. Hfisher at landaupr dot com
DEADLINE: Friday, March 5, 2010

NEW! Internship – Fox 8 News

If you are a college junior, senior or graduate student and are interested in an internship at Fox 8 News, please send your resume and references to the address below. No phone calls or emails please. Please indicate which department (news/sports/ That's Life) you're interested in.
Attn: Human Resources fox8.jobs@fox8.com fox8 dot jobs at fox8 dot com WJW 5800 S. Marginal Road Cleveland, OH 44103

NEW! Intern - Marketing/Event Planning – Westfield Group Country Club

At Westfield Group, we offer a wide range of opportunities for interns to develop and grow in positions in their chosen academic area. Through our internships, we allow you to showcase your academic talent and guide you in setting achievable career aspirations.

We are currently looking for the right candidate to join our Westfield Group Country Club as Event Planning and Operations Intern. In this position you will provide support to the Country Club Event Supervisor. This internship will give you experience in both the planning and execution of multiple events throughout the summer. The focus will be on our member events and communication.

Working closely with all departments within Westfield Group Country Club, you will have the opportunity to attend weekly meetings with the Country Club Management Team to review event preparation for the week, provide support to other marketing interns, plan events and manage the execution of those events. More specifically, you will assist with the coordination and participate in the execution of the member events. You will be called upon to support the event preparation team. You will be trained in a front-line position to assist operations and event execution when needed. In addition, you will coordinate member communications, internal marketing materials and cross promotional materials of

This internship is a 35-40 hour/week opportunity with weekends required and working in both indoor and outdoor environments. The right candidate is pursuing a four-year degree in either Hospitality Management or Marketing, with a 3.0 GPA. In addition, strong communication, organizational, and customer service skills are required as well as experience with Microsoft Word, Excel and Publisher. Limited housing is available.

Apply
https://prod.fadvhms.com/westfield/jobboard/NewCandidateExt.aspx?__JobID=*85809B3FAF812AB3

NEW! Scoreboard Intern – Cleveland Indians

This individual learns about all aspects of scoreboard room and assists Manager and staff as needed. Individual will be encouraged to ask questions, learn all pieces of equipment, and run equipment. Works from pre-game through post-game to accomplish the following:

- Set-up PA system for events and picnics
- Learn new pieces of equipment nightly
- Run Out of Town Scoreboard and Replay on given nights
- Assist trucks to pull b-roll as needed
- Run camera for Kids Run The Bases postgame Sundays

Apply online
at: https://www8.ultirecruit.com/CLE1000/JobBoard/CanLogin.aspx?__JobID=*2B9B6BA9C4F8BA5D&__RT=*2121BF73EBC1EF25B67FA995E21A6E9B21B38D8654E23338883CCFD402D10E78F9778DA7E5798652

NEW! Social Media Communications – Cleveland Indians

To be considered for this position, online application and assessments must be completed by Friday, **February 5, 2010.**Work within the Indians Communications and Creative Services Department to develop, research and implement Social Media strategies to generate revenue, increase Indians brand recognition and increase communications with fans and business partners. The EDF will be exposed to all facets of the Indians business operations during this intensive structured 12-month immersion into the organization. The EDF will participate in comprehensive orientation program, structured quarterly reviews and take part in a cross-functional mentorship program to facilitate enhanced organizational and career development. The outcome of this work will assist with current and future decisions for the Social

Apply online at: https://www8.ultirecruit.com

NEW! Promotions Team Member - Fun Bunch – Cleveland Indians

Fun Bunch members are responsible for executing all pre-game, in-game and post-game ballpark entertainment, which enhances the atmosphere and fan experience. Members will also Perform as Hot Dog mascots and serve as mascot handlers and will represent the Indians at outside appearances, including corporate and community events. Fun Bunch members will also serve as the SportsTime Ohio promotions team and will represent STO at network events during the season (March – September).
Apply online at: https://www8.ultirecruit.com

NEW! Summer Internship - Federal Reserve Bank Of Cleveland

Public Information creates external communications strategies/ programs, including media relations, the speakers' bureau, and develops messaging for the Bank's stakeholders and the wider public.
The successful candidate will work with the Public Information team on all aspects of pitching national and regional media proposals, respond to media inquiries, work on social media components of the Bank's outreach effort, participate with events promotion, and draft communications for internal and external audiences. The successful candidate will participate in the Bank's Intern Expo, creating a display containing information about their intern experience in the Public Information department. May also complete special projects as assigned.
Apply at: http://cleveland.careerboard.com/candidate/apply/?vacancyid=550389

Special Events Intern – Cleveland Rape Crisis Center

Under supervision of the Special Events Coordinator, the Special Events intern will be responsible for assisting the development staff in various phases of event production and administration. The internship program is designed to provide opportunities for the individual to learn about all phases of event planning, coordination and execution. Job description includes but is not limited to: • Assisting in developing event plans and timeline • Day to day logistical planning • Communicating with staff, vendors, and community members • Marketing and promotion • Public Relations- communicating with the media and writing press releases • Creating opportunities to generate revenue from events • Event evaluation and follow up • Management of social media outlets. Interested applicants should submit cover letter and resume ASAP to: Cleveland Rape Crisis Center Director of Resource Development, S**arah Trimble** 526 Superior Ave. Suite 1400 Cleveland, OH 44114 or saraht@clevelandrcc.org

Sales and Marketing Intern – Live Nation

The Chagrin Falls, OH office of Live Nation, a leading live event and venue management company, is seeking energetic and motivated interns for Summer of 2010. This is an excellent opportunity for those who are looking to gain hands on experience in the music business. Interns will assist Sales and Marketing departments with daily tasks, Internet research, data entry and miscellaneous administrative duties. Interns will also help with event preparation and onsite activation for the 19th Annual Marc's Great American Rib Cook Off and Music Festival and the 15th Annual Ohio Natural Gas Taste of Cleveland. Participation in weekly marketing meetings will give interns the opportunity to learn from employees across all departments and see firsthand how a production comes together.

Job requirements: A Junior or Senior at an accredited college or university, with reliable transportation, pursuing a degree in Marketing, Business, Journalism, Communications, Music or related field, is preferred. Detail-oriented. Ability to multi-task efficiently on a daily basis. Eager to learn and proactive with new tasks. Ability to conduct yourself in a professional matter at all times. Ability to learn and absorb at a fast pace. Some evenings, weekends and holidays are required. Deadline for submissions is May 1. Any applications received after this deadline will be reviewed on a weekly basis until the positions are filled. Apply here.

Brand Marketing Intern – J.M. Smucker

The J. M. Smucker Company, continually ranked by Fortune magazine as one of "The 100 Best Companies to Work for in America," has a summer opening for a Marketing Internship at their Corporate Headquarters in Orrville, Ohio. This individual would be responsible for the following:

Key Responsibilities: •On a timely basis, evaluates data and business trends and communicates insights on what is going on with each segment of the core business with the Marketing team. •Executes specifically requested analyses and provides the "story", not just the data, to managers and supervisors. •Provides Core business IRI reporting support as needed. •Represents the brand team on database operational needs. Provides support as appropriate. •Provides graphic (PowerPoint) support to easily help to communicate trends. • Provides support to Promotion Manager in developing pre and post promotion analyses and ongoing tracking against stated objectives.

Selection Criteria: Education: •Juniors or Seniors pursuing a Bachelor's Degree (Business or Communication majors and other degrees related to marketing) •Minimum GPA: 3.0 Other •Experience with Excel, Word, PowerPoint •Detail oriented •Demonstrated interest in marketing Apply at: http://tbe.taleo.net/NA9/ats/careers/requisition.jsp?org=JMSMUCKERCAREERS&cws=1&rid=178

WKYC-TV3

WKYC-TV3 also offers a range of internship opportunities for students interested in broadcasting. The goal of this program is to provide important career orientation, work experience and educational development to acquire skills needed for broadcast employment. WKYC-TV3 offers a variety of placement areas for students with coursework in Journalism, Public Relations, Web site production, and Production.

Requirements for participation in the internship program include:

• Student must currently be enrolled in an accredited college or university.

• The school must recognize the internship as a learning experience and grant course credit to the student.

• Students must be able to be present at WKYC a minimum of three days per week.

• Application Procedures: Internship opportunities are offered year-round. Interested students should submit the following:

• Résumé to include courses related to internship requested.

• A cover letter stating the type of internship that would be of greatest interest. This letter should include the dates of availability and the number of days per week available.

• A letter from the student's school stating that the student will be granted a prescribed number of credits.

Please send all information to: Janet Christopher, WKYC-TV, Inc., 1333 Lakeside Ave., Cleveland, Ohio 44114. Fax (216) 344-3477

Sun Newspapers

Sun Newspapers also has openings for journalism and photojournalism interns. Students interested in the program should contact Executive Editor Linda Kinsey at lkinsey@sunnews.com or (216) 986-2350.

EXCLUSIVE **searches: Laurie Mitchell** Marketing & Communications Executive Search has been retained for the following Cleveland search assignments:

2 Online Marketing Directors

Digital ACD with Agency Experience

Media Director with Substantial Digital Experience

Digital Advertising Account Supervisor

AD Agency-experienced Group Creative Director

Global Marketing Communication Manager/CPG or Ad Agency Experience
To apply for any of these current searches, please email your resume as a single MS Word file to MitchellCo17@aol.com.

www.LaurieMitchellCompany.com 216-292-9936

Cleveland Job Bank: Check **Kelly Blazek's** Web site for details on jobs in marketing, public and media relations, development, media, graphics/web design and more. 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.

Also see the website for listings of out-of-town job search websites.

Please Note: The jobs on Blazek's list are ONLY in communications related occupations.

Do you have an opportunity to announce?

Writer's Week is read by about 800 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* at spjcleveland@gmail.com Include your name and a phone number for verification. (Please keep *Writer's Week* posted on the status of your search. If it expires, send a note to us as soon as possible.)

Is your job listing up to date? *Let us know if it is time to send it to the recycling bin. Send a message to* spjcleveland@gmail.com*. Include contact name and number for verification.*

How to reach us…

Writer's Week is a service of the Cleveland chapter of the Society of Professional Journalists. It is updated weekly and edited by **Carrie Buchanan**, John Carroll University journalism educator, with help from JCU student **Katie Sheridan** and associate editor **Dr. Richard Hendrickson**. Send news items to spjcleveland@gmail.com

To unsubscribe, REPLY to this message and type "unsubscribe" in the subject line.
Cleveland SPJ: 4337 Chanticleer Drive, Fairview Park, Ohio 44126-1906
Chapter e-mail: Cleveland@spj.org
President: **Cliff Anthony,** canthony@lorainccc.edu
SPJ local Web site: http://www.spj.org/cleveland

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 of the press.*