Society of Professional Journalists

Writer's Week

Cleveland chapter newsletter – April 10, 2009 (Next deadline April 15)
Please send newsletter items to writersweek@mac.com
Cleveland SPJ on the web: http://www.spj.org/cleveland

President's message

Journalism ethics a public issue

Journalists' conduct and its ethical implications are the topic of a Town Hall Meeting April 28 in downtown Cleveland, sponsored by the Society of Professional Journalists. This event is part of a series of Town Hall Meetings being held across the country during Ethics Week, April 27-May 1, and is part of SPJ's 100th anniversary celebration.

SPJ, with funding from the Sigma Delta Chi Foundation, has supported programming for Ethics Week since 2003. But this year's programming has broadened the focus to offer a national dialogue with the public over journalistic conduct.

The Cleveland Pro Chapter has worked with the national organization to set up this city's Town Hall Meeting. Among the panelists are **Rita Andolsen**, news director at WKYC-TV3; **Steve FitzGerald**, online journalist, founder of LakewoodBuzz.com and content manager for the ChannelFuse network of planned forum communities; and **M.L. Schultze**, news director for WKSU 89.7 FM. Moderating the event on behalf of the Poynter Institute is former Cleveland TV reporter **Tom Merriman**.

Members of the audience will have the opportunity to explore ethical issues with the presenters.

The event will take place at 7 p.m. April 28 at the Doubletree Inn (formerly the Holiday Inn) at 1111 Lakeside Ave. in downtown Cleveland. Admission is free and open to the public, but reservations must be made at tmoore56@msn.com by Friday, April 24.

We can only hope that this Town Hall meeting will provide as much thought as a recent Journalism Town Hall held in Chicago. There, some of the city's top journalists met "to try to think collaboratively about a solution to the crisis in Chicago journalism." The session led to the thought-provoking blog, previously mentioned in Writer's Week: "Long Distance Mom: Solving Journalism's Mess" by Elizabeth Coffman on insidehighered.com. That session has led to several articles and blogs, as well as plans for the collaborative discussion to continue at a second Town Hall Meeting in the Windy City.

Betty Clapp, Cleveland chapter president

SPJ News

NEW! April 28 – Town Hall Meeting

Journalists and the public are invited to be part of a national discussion about journalists' credibility, conduct and ethics, sponsored by the Society of Professional Journalists and funded by the Sigma Delta Chi Foundation. In Cleveland, this will take the form of a Town Hall Meeting April 28 at 7 p.m. at the Doubletree Inn, 1111 Lakeside Ave. downtown.

Former Cleveland TV reporter **Tom Merriman** will moderate the event on behalf of the Poynter Institute. Panelists are WKYC-TV3 news director **Rita Andolsen,** WKSU 89.7 FM news director **M.L. Schultze**, and online journalist **Steve FitzGerald**, founder of LakewoodBuzz.com and content manager for the ChannelFuse network of planned forum communities.

Admission is free and the public is invited, but we ask that you make reservations with tmoore56@msn.com by Friday, April 24 so we know how many to expect.

SPJ mentor match-up program

Become a mentor for a young journalist. SPJ is looking for members who would like to share their ideas and experiences with early career journalists or those wishing to change focus within the profession. The program is particularly in need of mentors with radio, television or Web development experience.

The Mentor Match-up program aims to promote great journalism by introducing journalists of different experience levels and similar interests. The program is designed to create a networking opportunity for journalists to share ideas, experiences and goals. Complete details on the program may be found by visiting http://www.spj.org/mentor-faq.asp

If you are interested in being a mentor, please fill out the Mentor Application at https://www.spj.org/mentor-form-mentor.asp. Please be sure to completely fill out the form. The more information we have from you, the easier it will be to make a match. For more details, please contact **Heather Porter**, professional development coordinator, hporter@spj.org or by phone at 317-927-8000 ext. 204.

SPJ Member News

May 9 – FusionFest to feature reading of new Faye Sholiton play

Faye Sholiton's new play *U.S. v. Howard Mechanic* will be given a staged reading as part of the 2009 FusionFest at the Cleveland Play House. It is the story of a Shaker Heights High School classmate whose life derailed when he attended a campus anti-war rally in 1970. Arrested for a crime he did not commit, he was convicted and sentenced to five years in a federal prison. He went underground instead, to re-emerge as a businessman and civic leader in Scottsdale, Arizona. Thirty years after his arrest, he made national headlines when he decided to run for public office. The play, adapted from Mechanic's autobiography, will be read on Saturday, May 9 at 4:00. Reservations suggested.

Prior to the FusionFest reading, *U.S. v. Howard Mechanic* will be read at Fremont Centre Theatre, Pasadena, where it recently won second prize in their playwriting contest. Sholiton's play *The Interview* runs at The Women's Theatre Project in Ft. Lauderdale from April 23-May 17. Visit Sholiton's website at www.fayesplays.com

JCU offers 'Literary Journalism' on line this summer

A five-week, 3-credit-hour online course in "Literary Journalism" (CO308) is being offered in the early summer (May 11-June 12) by John Carroll University. The class taught by a Cleveland SPJ past president, **Dr. Richard Hendrickson**, and using a text by **R. Thomas Berner**, studies the works of 13 non-fiction, journalistic writers -- Orwell, Liebling, Capote, Sheehan, Kidder and others – to discover techniques for gathering and writing features and magazine-length enterprise stories. The prerequisite is CO225 (Journalism) or journalism experience. Those who take the class must have consistent full access to a computer and the Internet, register at the university as regular or transient students ($25 application fee) and pay tuition in advance at a rate of $682 a credit hour, or $2,046. For more information, go to http://www.jcu.edu/summer. To see the syllabus for the course, click on "Online course offerings" and select "CO308." If you have questions, call Dr. Hendrickson at 440-570-2779 or send an e-mail message to newsprof@mac.com.

Other news

NEW! Akron Press Club features Terry Pluto

Plain Dealer sportswriter **Terry Pluto** will speak about "The Pain and Suffering of a Cleveland Sports Fan" at a luncheon next Wednesday, April 15th, at the Martin University Center, 105 Fir Hill, on the University of Akron campus.

A buffet luncheon will be served at 11.45 a.m. with the program following. The cost is $10 for Akron Press Club members, $15 for non-members. Reservations are requested. Contact Abe or Nancy Zaidan at 330-835-4980 or at azaidan@neo.rr.com

May 7 – Program on Ohio newspapers

Save the date! The Akron Press Club is putting together a program on the Ohio Newspaper Organization, featuring editors **Susan Goldberg** of the *Plain Dealer*, **Bruce Winges** of the *Akron Beacon Journal* and **Jeff Gauger** of the *Canton Repository*. The program will be held at the Martin Center on the campus of the University of Akron. Details will be posted shortly on the club's website: http://www.akronpressclub.org/

Lorain County writer's play on Underground RR coming

Freelance writer **Kelly Sagert** of Lorain County is celebrating the production of her first play, which will be performed at French Creek Reservation of the Lorain County Metro Parks during the first three weekends of May.

Freedom's Light: A Stop Along the Underground Railroad is a play of hope and freedom. In the days leading up to the Civil War, helping slaves escape to freedom became increasingly dangerous – especially in Northern Ohio. Only the bravest of conductors on the Underground Railroad continued defying federal orders to stop helping slaves – and Robbins and Eliza Burrell of Sheffield Village, Ohio, were two of those daring conductors who refused to stop. Federal marshals raided their homes countless times, yet they were never caught. No one knows how they evaded detection – but *Freedom's Light: a Stop Along the Underground Railroad* suggests one possible way as it shares the story of Nellie as she courageously flees slavery so that her baby could live in freedom.

May 1-3 – Word Lover's Retreat at Lakeside, OH

Igniting Possibilities Events invites you to the 3rd convergence of the Word Lover's Retreat at the Idlewyld Bed & Breakfast on Walnut Street in historic Lakeside, Ohio, during the first weekend in May 2009. In the tradition of Skyline Writer's Retreats and the spirit of Julia Cameron's *Artist's Way,* we will engage in muse chasing, quiet contemplation, listening to and writing words, and timeless walks. The weekend program will focus on reading like a writer, manuscript makeover, critique sessions and use of literary techniques.

Pack up your writing projects and open your mind. The porches of the Idlewyld B&B in the heart of Lakeside, Ohio's Chautauqua on Lake Erie's Shore, await you. The weekend runs from noon on Friday, May 1, through noon on Sunday, May 3. Rooms are assigned on a first-come, first-served basis, some with private baths, some shared, and range from $55 to $100 a night. You may consider sharing a room to save.

Contact **Claudia Taller** at ctallerwrites@wowway.com or 440-554-6406 for room rates and more information. Weekend fee is $90 until April 1 and $110 thereafter; Saturday only fee is $70 until April 1 and $85 thereafter. **Registration deadline is April 23.**

June 19 – Press Club 'Excellence in Journalism' awards ceremony

Save this date! The Press Club of Cleveland is hosting its annual Excellence in Journalism Awards Ceremony on June 19, at which journalists from across the state of Ohio will come to Cleveland to be recognized. There are some great things in store for this year's program – taking it beyond the average awards ceremony, including an invitation for attendees to make a night of it and enjoy an excursion to one of Cleveland's great venues like the Rock n' Roll Hall of Fame. The Press Club of Cleveland is partnering with Positively Cleveland to roll out the red carpet to our city.

TODAY'S WORD ON JOURNALISM . . .

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

Self-Loathing or "Objectivity"?

Kelly McBride of the Poynter Institute for Media Studies "says the news media, in general, don't do a good enough job of telling the world its good news," says National Public Radio ombudsperson **Alicia C. Shepard**.

"We do a HORRIBLE job covering our successes. Horrible. And there are consequences: 1.) The public thinks all we do is screw up. 2.) Folks under-appreciate the role of good journalism. 3.) No one even recognizes good journalism when they see it. 4.) And we tend to underestimate our own ability to change the world."

--Kelly McBride, ethics specialist, The Poynter Institute.

(http://www.npr.org/ombudsman/2009/04/how_should_npr_cover_itself.html?sc=nl&cc=omb--20090402) (Thanks to alert WORDster Colleen Almeida of the *Tulsa World*)

Job opportunities

Assistant news director at WEWS - Newschannel 5

The duties of this position include: • Manage day-to-day news operation for distribution to multiple platforms; • Manage the integration of social networking, UGC and other non-tradition avenues with broadcast content • Lead team to expertly showcase content across multiple platforms • Hiring and performance management of direct reports; • Create tactics and strategies to increase demo performance in key target areas; • Implement and working knowledge of federal, state and local laws impacting operations; • Write, copy, edit and post scripts for multiple platforms; • Lead coverage planning of major events; • Proactively communicate news initiatives across departments; • Evaluate workflow efficiencies; • Assist News Director in managing the newsroom budget; • Perform other duties as needed.

EDUCATION: Four-year college degree. EXPERIENCE: At least five (5) years professional broadcasting news experience required. Newsroom management experience and financial/budget experience preferred. EQUIPMENT: Must be proficient with newsroom computer systems and spreadsheet software applications. Proficient with Microsoft Office a plus. SKILLS: Proven record of creativity, excellent people skills, and ability to handle deadline pressure. Must have excellent written and oral communication and proven effective delegation skills. OTHER: Must have valid drivers license with safe driving record and proof of insurance. Please submit cover letter, resume and salary requirements online at **www.scripps.com**. Click on Careers and locate job No. 124. Contact for questions: Human Resources, 3001 Euclid Avenue, Cleveland, OH 44135, phone (216) 431-5555

Website Producer, Cleveland Metromix

WKYC-TV As part of a joint agreement between WKYC-TV and Metromix, WKYC-TV is currently accepting applications for the position of Producer, Cleveland Metromix. This position will help grow Metromix, a new local entertainment Web site aimed at 20-to-34-year olds. Successful candidate will play a key role in shaping the content, coverage, tone and voice of the site. Candidates should have a strong background as an editor and writer online, and ideally in print as well. They should be well versed in all aspect of pop culture and be well informed and enthusiastic about local restaurants, bars, clubs, music and entertainment events in the Cleveland market. Interviews will be by appointment only, no phone calls please. Resumes along with salary requirements should be sent to: Janet Christopher, WKYC-TV, Inc 1333 Lakeside Ave., Cleveland, OH 44114. jchristopher@wkyc.com FAX: (216) 344-3357.

Find more details about the requirements for this job and others at WKYC TV, including a call for freelance writers and photographers for the Cleveland Metromix site, at http://www.wkyc.com/company/jobs/

Journalism and Photojournalism interns

Sun Newspapers 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.

WKYC-TV 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-TY 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:

* Resume 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.

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

Fellowship opportunities

Last day to apply for Tim Russert Fellowship

NBC has announced a one-year paid fellowship in memory of Tim Russert, John Carroll graduate and host of NBC's "Meet the Press," who died recently. The Tim Russert Fellowship will be awarded to one motivated, passionate graduating senior interested in pursuing a career in political journalism. The fellowship is a one-year, paid position in the NBC News Washington, D.C. bureau. The fellow will work on a rotational basis in several areas of the Washington Bureau including "Meet the Press" and the NBC News Political Unit. Responsibilities will include assisting talent and producers, participating in news shoots, and story research. The goal is to give a talented, young journalist the opportunity to be mentored by seasoned NBC News staff members and experience a yearlong "boot camp" in political journalism. The deadline to apply is **today, April 10.** For more information visit **http://www.nbcunicareers.com/earlycareerprograms/TimRussertFellowship.shtml**

The Rosalynn Carter Fellowships For Mental Health Journalism

Mental illnesses constitute some of the most serious, unrecognized, and under-reported health problems in the United States and around the world. As part of an international effort to reduce stigma and discrimination, The Rosalynn Carter Fellowships for Mental Health Journalism provide stipends to journalists to report on topics related to mental health or mental illnesses. More information about the program is online at http://www.cartercenter.org/health/mental_health/fellowships/index.html

Application packets and letters of recommendation and support for 2009-2010 fellowships must be postmarked no later than **Monday, April 20.**

Covering Community Colleges - Covering America

A Fellowship, with a $7,500 stipend, at the Hechinger Institute on Education and the Media, Teachers College, Columbia University. Fellows produce a significant piece of reporting on a community college issue after a week-long intensive residency in NYC, in-

depth interviews with experts, and personal mentoring by a veteran journalist. Apply by **April 30**. Click on Fellowships at www.tc.columbia.edu/hechinger to apply or for more information.

Listing of fellowships with links

If you are interested in perusing various fellowship possibilities that might apply to you, there's a list of links at http://www.journalismjobs.com/fellowship_listings.cfm Warning: some of the links are broken, but they will take you to the Web site where you can find the information.

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

Junior Marketing Manager/Professional Services Firm
Business Analyst/CPG Product Marketing experience required
Manager Internet Strategy & Solutions
Supervisor/Big Box Displays/Vignettes
CPG Pricing Manager
AD Agency Copywriter w/ traditional & online experience.
Senior Web Designer/Team Leader
Director of Media/AD Agency/must know new/social media

To apply for any of these current searches, please e-mail your resume as a single MS Word file to MitchellCo17@aol.com.
www.LaurieMitchellCompany.com

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.

Some **Job Bank** listings:

Junior Account Executive – Ad agency
Director of Marketing and Communications, Cleveland Institute of Art
Producer, Cleveland Metromix – WKYC-TV
Assistant News Director – WEWS Newschannel 5

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 writersweek@mac.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 writersweek@mac.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 **Dr. Richard D. Hendrickson**, JCU journalism teacher and Cleveland SPJ past president, and **Carrie Buchanan**, assistant editor, with help from JCU student Katie Sheridan. Send news items to writersweek@mac.com

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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.