



Society of Professional Journalists

Writer's Week

Cleveland chapter newsletter – Jan. 23, 2009 (Next deadline Jan. 28)

Please send newsletter items to writersweek@mac.com

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

President's message

New directions for news?

While I've been willingly (okay, maybe self-indulgently) snowbound the past couple of days and preparing for spring classes, I found the current issue of [Neiman Reports](#): "The Search for True North: New Directions in a New Territory" insightful as I thought about the future of journalism.

Several of the articles describe some new journalistic applications that I find particularly thought-provoking as journalists seek to find employment. One led me to the Web site of [Spot.U.S.](#), a San Francisco Bay area site that posts journalists' story ideas, their anticipated costs for doing the story, and the option for site visitors to contribute to that cost. A link from Spot.U.S. led me to [ProPublica](#), an investigative news site that actually hired additional reporters last year. Interesting stories appear on both sites.

But a comment made by **Edward Rousell**, "newspapers define themselves by their paper rather than their news," really relates to some of my concern about what will be newspaper content as the industry cuts back on reporting staffs. It ties in nicely with a program featuring area news managers, on WCPN's "The Sound of Ideas" earlier this month, that asked: "What should be in the news?" And not long ago, a disenchanted reporter on a paper with a cut-back news staff told me that he no longer had time to do stories important to his community because his time was devoted to routine stories to fill the daily news hole.

So where do we go? If there are pages in the paper that need to be filled, will reporters have time to write fresh, important stories? Or will readers receive tired standing features and mundane topics? Or do those mundane topics provide the information readers need to be informed citizens of a democracy?

I expect the next two SPJ programs — the job-seekers' workshop tomorrow (see below for details) and the luncheon with Susan Goldberg of the *Plain Dealer* on Feb. 19 — will provide additional insight into these questions as they affect the Greater Cleveland area.

Betty Clapp

Cleveland chapter president

SPJ News

NEW! Jan. 28 – An update for the changing times, Cincinnati

What do online readers expect from their news sources? How much investigative news can and should be done online? What role does print media play in these changing times?

Find out the answers to the above questions and *more* when Panelists **Gregory Korte**, *Cincinnati Enquirer* investigative reporter, **William Bullock**, director of new media at WCPO, Channel 9, **Maria Schneider**, the creator and editor of <http://editorrunleashed.com>, **Jeff Syronney**, the managing editor of the online magazine *Soapbox Cincinnati* and Pulitzer Prize winner **David Umhoefer**, *Milwaukee*

Journal Sentinel reporter tackle how journalists are navigating issues related to the Web as their job responsibilities change.

Join us Jan. 28 from 6:00 to 8:30 p.m. at Northern Kentucky University (University Center Rm. 238). Ticket price is \$12 for SPJ members and \$16 for non-members. Contact GC SPJ vice president **Aiesha Little** at aiesha_little@yahoo.com.

Jan. 24 – Careers beyond the newsroom

Journalists in transition – and those just starting out in the field at this difficult time – will benefit from an excellent program SPJ Cleveland has lined up on Saturday, Jan. 24, to help those looking for new careers, new jobs and new approaches in the current journalistic environment. The event will begin at 10 a.m. and takes place at the Porter Library in Westlake. The lineup includes:

- **Doug Levin and Kelly Blazek** on job opportunities for journalists;
- **Maryanne Sharkey and Mike Conway** on making the switch from journalism to public relations; and
- **Pat Cirillo**, from Cypress Research, who will discuss coping with job loss, becoming an entrepreneur and “branding.”

Each session will offer a 20-minute presentation followed by a 25-minute Q&A session. Please contact Tom Moore to let us know if you’re planning to come (tmoore56@msn.com).

Jan. 24 – Postponed board meeting to follow careers program

The board of SPJ’s Cleveland Pro Chapter would normally have met on Wednesday evening, Jan. 14, but events conspired to postpone that meeting. It will now take place following the Careers program next Saturday, probably around 1 p.m., at the Porter Library in Westlake. This will provide an opportunity for anyone interested in chapter activities to attend – ideas for new programs, for example, are to be discussed. Board meetings are open to all members.

Feb. 19 – *Plain Dealer* editor Susan Goldberg at the City Club

Save this date: **Susan Goldberg**, editor of *The Plain Dealer*, will speak to an SPJ luncheon Thursday, Feb. 19, at The City Club in downtown Cleveland. Details will be announced in a future edition of *Writer’s Week*.

Other news

NEW! Jan. 28 – Launching a technology-based business

Recently started a new technology business and looking for ways to take the next step? Have an idea, and want to get feedback from your peers? The Web Association’s program on Jan. 28 at Windows on the River will delve into the opportunities and complexities of launching a technology-based business in Northeast Ohio.

You will have the opportunity to interact with our expert panel, as well as fellow Northeast Ohio colleagues. Panel to be moderated by **Jason Therrien**, himself an entrepreneur and founder of **thunder::tech**, a successful, multi-disciplinary marketing agency based in Cleveland.

Tickets for The Web Association luncheons will be \$30 in advance for professionals, \$35 at the door the day of the event. Students can attend for \$17. Two dollars from every

ticket sold in 2009 will be allocated to The Web Association's Scholarship Fund, supporting area students interested in a career in the digital industry.

***NEW!* Feb. 27 – Future Vision Award scholarship**

Know a college student interested in a communications-related career? It's time to tell them about IABC Cleveland's \$2,000 Future Vision Award scholarship. The scholarship is open to students entering their junior or senior year during the 2009-2010 academic school year. Students must hold either permanent residence in Northeast Ohio or attend a Northeast Ohio college or university. Visit <http://www.iabccleveland.com> details and an application. Deadline is Friday, Feb. 27.

Contact **Kavita Sherman**, Future Vision Award scholarship chair, for more information.

Article link

Revolving door at major newspapers

Writing recently in *The New York Times*, **Richard Perez-Pena** pointed to a trend: “(U)pheaval in a business that is battling for survival has drastically shortened the shelf lives of editors and publishers at major papers, whether they leave voluntarily or are forced out. All have had to navigate waves of ownership changes, cutbacks, experimentation or all three.” Here is a link to the full article:

<http://www.nytimes.com/2009/01/19/business/media/19paper.html?ref=business>

TODAY'S WORD ON JOURNALISM . . .

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

Changing of the Guard:

“Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends—hard work and honesty, courage and fair play, tolerance and curiosity, loyalty and patriotism—these things are old. These things are true. They have been the quiet force of progress throughout our history. What is demanded then is a return to these truths.”

—Barack Obama, 44th U.S. president, 1/20/09

Speak up! Comment on the **WORD** at <http://tedsword.blogspot.com>. Feedback and suggestions--printable and otherwise--always welcome. As Justice Lewis Powell said, “[T]here's no such thing as a false idea.”

Job opportunities

Direction of Media Relations – University of Akron

The University of Akron seeks a media professional to serve as the Director of Media Relations. Founded in 1870, The University of Akron is a major employer located in the Cleveland-Akron-Canton area, serving approximately 25,000 students and with about 110,000 alumni/alumnae. The Director of Media Relations reports to the Associate VP Communications/CCO and is responsible for directing and managing the news and PR function for the university. This critical position will lead a team of three PR professionals to enhance the University's reputation and visibility locally, nationally and internationally in both traditional and new media. The successful candidate will develop and maintain relationships with the media and the internal University community and act as University spokesperson in some instances. Other responsibilities include managing crisis communication issues and proactively developing University stories that align with the University's strategic direction. Candidates for this position are required to have a Bachelor's degree in Communications, Journalism or related field and a minimum of six years experience in working directly with the media. Master's degree preferred. A high level of media proficiency with traditional and new media is required. Experience in a leadership role, outstanding verbal and written communication skills and the ability to interact with a diverse campus and public community required. Must also be capable of lifting objects of up to 25 lbs. To be considered for this position, submit a resume, cover letter and list of at least three references to: Search Chair, Director of Media Relations, The University of Akron, Akron, OH 44325-4718. Electronic submissions are preferred at: cgessel@uakron.edu.

Public Relations Professional – Downtown Cleveland

Edward Howard seeks individuals who thrive in a fast-paced, quality driven environment. If you are a proven, qualified public relations professional and would like to be considered for openings at our firm, please send your resume with salary requirements and other relevant background to careers@edwardhoward.com. We are currently seeking a seasoned public relations professional with solid business-to-business experience to join our team in our downtown Cleveland, Ohio, office location. This person will collaborate with our public relations staff on existing client work and also will potentially be exposed to and work on a broad base of client accounts in the health care, consumer and retail, industrial and manufacturing, civic and economic development, biotech and technology and/or financial services and insurance industries. Requirements: Four-year degree in public relations or related field; 5-7 years of public relations experience, healthcare experience a plus. Active online presence and demonstrated experience in developing social media strategies for public relations issues; superior organization and presentation skills, with the ability to express ideas clearly and confidently to both clients and others; strong client relationship management skills; exceptional writing and editing skills; agency experience preferred. Responsibilities: Build and maintain favorable client relationships; manage multiple client accounts and account team members on a daily basis; create and manage account budgets; connect with the community through outside leadership activities and pro-bono work. If applying for this specific position, please list "Cleveland PR Professional" in the subject line of your e-mail.

Senior Content Copywriter – Equity Trust Company

Equity Trust Company has over 34 years of experience and is a recognized leader in providing custodial services for self-directed IRAs and small business retirement plans for close to 40,000 clients. Equity Trust provides its clients with a wide array of trust services, including serving as an IRA custodian and as a trustee for individuals, corporations, institutions and employee benefit, stock ownership and retirement plans. The staff at Equity Trust Company is

comprised of professionals who have considerable knowledge and experience in administering IRAs and other retirement plans and are proud of our reputation as a truly client-oriented company. The Senior Content Copywriter writes, edits, and manages copy for marketing campaigns and educational communications, both for technical and promotional copy. It is essential the Senior Content Copywriter know the product and audience, to write compelling content with appropriate tone. Essential education/training/work experience: Bachelor's degree in Journalism, English, Communications, Marketing or related field. Five or more years experience in business communications required, financial services industry preferred. Must be strong, proficient writer and editor with available communications portfolio; writing samples required. Interested candidates please apply online at www.trustetc.com/careers.

Promotions team members (aka Fun Bunch) – Cleveland Indians

The Cleveland Indians are currently scouting for Promotion Team Members (aka Fun Bunch) to assist with the execution of in-park and plaza entertainment. Fun Bunch team members assist with opening ceremonies, national anthem, ceremonial first pitches, in-game and post-game contests and promotions, promotional giveaways and special celebrations. They also assist Slider with skit performances as part of in-game entertainment, and interact with fans and the general public to generate excitement at Progressive Field. Additional responsibilities as assigned. Should be available to work extended days, evenings, weekends, and holidays. Team members are also required to make outside appearances (club functions, private parties, etc.) at various times throughout the year with the team mascot (including evenings and weekends). Seeking energetic individuals with previous experience in promotions, special events, street teams, youth programs, and exposure to performing in front of large audiences. Applicants must have some type of previous training in high school sports/track and cardio/respiratory endurance between 400-800 meters. Running skills will be tested. If you apply on-line, please do not mail a resume. Wages \$9/hour. Closing Date: April 1. Apply at: <http://baseballjobs.teamworkonline.com/teamwork/jobs/jobskey.cfm?s=Cleveland+Indians#22455>

Journalism and Photojournalism interns for Sun News

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

Exclusive job 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. www.LaurieMitchellCompany.com .

Interactive/Digital Agency Account Director/Consumer Products
Two Online Copywriters & Art Director
VP/Medical Strategy & Promotions/Medical Education
AE/Pharmaceutical/BioMedical/Med-Ed
Ad Agency experienced Copywriter
Online Media/Social Networking Mavens
PR Agency VP & AE/Toledo

To apply for any of these current searches, please email your resume as a single MS Word file to MitchellCo17@aol.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@yahoo.com. For more information, go to: <http://finance.groups.yahoo.com/group/ClevelandJobBank/> or write to Kelly Blazek at ClevelandJobBank@yahoo.com. Also see the website for listings of out-of-town job search websites. Kelly Blazek will be part of the SPJ Cleveland "Careers Beyond the Newsroom" program on Jan. 24.

Some job bank listings (see the website for details):

Promotions Team Members (aka Fun Bunch) Cleveland Indians
Director of Media Relations, University of Akron
Marketing Specialist – Commercial – Lubrizol
Director of Business Development – Careerboard
Director of Marketing – Medical Mutual
Development Writer – Applewood Centers, Shaker Heights
Graphic Artist/Content Writer – Elk and Elk
Public Relations Intern – Landau Public Relations

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

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: **Betty Clapp**, betclapp@yahoo.com
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.