



Society of Professional Journalists

Writer's Week

Cleveland chapter newsletter – June 11, 2010 (Next deadline June 16)

Please send newsletter items to spjcleveland@gmail.com

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President's message

A major mission of the SPJ, which is a non-partisan group, is to promote journalists' rights including unfettered access to the government and freedom of the press.

Unfortunately, the Obama Administration is going back on its campaign promise of transparency in the government, according to The Association for Education in Journalism and Mass Communication.

"The AEJMC is alarmed by restrictions to presidential coverage that at best curtail and at worst prevent U.S. citizens from understanding the critical issues in which this administration is involved," said the association's president **Carol Pardun** in a written statement on June 7, 2010.

Pardun cites instances where the president refused to answer reporters' questions and the administration's pre-screening of reporters who are permitted to ask questions.

Pardun is not alone to raise such concerns.

Dana Milbank, of *The Washington Post*, wrote in his April 14 column: "Reporters for foreign outlets, admitted for the first time to the White House press pool, got the impression that the vaunted American freedoms are not all they're cracked up to be."

The column was written during the Nuclear Security Summit in Washington, D.C.

"In the middle of it all was Obama — occupant of an office once informally known as "leader of the free world" — putting on a clinic for some of the world's greatest dictators in how to circumvent the press," Milbank wrote. "Even the Chinese president, Hu Jintao, was more talkative with the press than Obama. The restrictions have become a common practice for the Obama White House. When Israeli Prime Minister Binyamin Netanyahu came to the White House a couple of weeks ago, reporters were kept away. Soon after that, Obama signed an executive order on abortion, again without any coverage."

This trend is disconcerting.

*Sincerely,
Cliff Anthony*

SPJ News

Deadline June 13 to apply for financial help to attend Oct. 3-5 convention

This year's SPJ convention, taking place Oct. 3-5 in Las Vegas, promises to bring hands-on training to conference-goers. There will be 50+ workshops with many sessions focusing on the use of multimedia and social networking tools packed into two days. From the *Las Vegas Sun*, **Rob Curley**, well known for his work in managing multimedia in the newsroom, will be joining the conference as a keynote speaker.

For those who have problems financing the trip, there are several scholarships you can apply for but **the deadline to apply is this Sunday, June 13**. Check out the opportunities on the national website at <http://www.spj.org/convention.asp> and click on Scholarships, Fellowships and Awards. You can also submit your online application at this site.

SPJ continues to put on a no-frills conference for journalists, educators and students that offers the perfect mix of professional development training and networking opportunities (and a lot of fun) at an affordable price. SPJ's national conference is one of the best buys out there when compared to other journalism conferences happening each year. SPJ members should plan to arrive by 1 p.m. on Sunday,

Oct. 3, for the Opening Business Session, regional meetings, chapter leaders' sessions and the Opening Night Reception.

Registration is now open and you can book your room at Planet Hollywood at \$129/night. Please visit www.spj.org/convention.asp to view the schedule, room rates and registration fees.

Check out the Pulliam Awards in First Amendment or Editorial Writing

The deadline is coming up on **July 1** for two Pulliam Awards offered by the Sigma Delta Chi Foundation:

The Eugene S. Pulliam First Amendment Award honors a person or persons who have fought to protect and preserve one or more of the rights guaranteed by the First Amendment. Learn more about the eligibility requirements and nomination packets on the SPJ website. You could win \$10,000 and a trip to the 2010 SPJ National Conference in Las Vegas.

The Eugene C. Pulliam Fellowship for Editorial Writing is looking for mid-career editorial writers or columnists at a U.S. newspaper to apply for a \$75,000 fellowship! This award allows the Pulliam Editorial Fellow to take courses, pursue independent study, travel or pursue other endeavors that enrich their knowledge of a public interest issue. Further information and the application are on the SPJ website.

The postmark **deadline for both awards is July 1**. Please contact awards coordinator Lauren Rochester at lrochester@spj.org or at 317-927-8000 ext. 210 if you have questions. Good luck!

Other news

Jim Lehrer, Executive Editor and Anchor for *PBS NewsHour*, public television's evening news program broadcast weeknights on WVIZ/PBS and on public television stations across the country, will be in Cleveland for a presentation on Tuesday, June 15 at 7:30 p.m. at ideastream's Westfield Insurance Studio Theatre.

An Evening with Jim Lehrer, presented with the support of the [School of Communication](#) and [College of Liberal Arts and Social Sciences](#) at Cleveland State University, and the [Cuyahoga Valley Scenic Railroad](#), features the award-winning journalist talking about his career in public television and his work as a novelist and playwright. He will also field questions from the audience. Lehrer's new suspense novel, *Super*, is a murder mystery set on the historic Santa Fe railroad's famous Super Chief train. Lehrer has been on several [road trips](#) recently to promote the book and meet with viewers around the country. But Tuesday's appearance in Cleveland will focus on more than the book, covering his career as a broadcaster and writer, and including questions from the audience.

Tickets are \$35 for the presentation and \$70 for the presentation & dessert reception, plus an opportunity to have Mr. Lehrer autograph his book (available for purchase). Find more information and purchase tickets at <http://www.wviz.org/WVIZ/programming/30342>.

Job opportunities

Communications Associate – Cleveland Clinic

Under the direction of the Director, this person will produce editorial content for Cleveland Clinic marketing publications and electronic media, ensure timely and efficient project management for communication projects in support of Cleveland Clinic health system marketing objectives. This position will be supporting communication with the Information Technology Division.

The minimum qualifications include a bachelor's degree in communications, journalism, English or closely related field; excellent writing, editing, grammar and proofreading skills; a strong working knowledge of all forms of communication (print and electronic); demonstrated ability to organize and handle multiple priorities and projects simultaneously; effective interpersonal skills needed to conduct interviews with physicians, nurses, patients and people at all levels inside and outside the organization.

This person must also be able to work in team environments. Creativity and experience with publication production would be a plus.

A minimum of one year of experience in a communication/marketing function is required, and should include experience in writing, editing, researching and preparing material for publication. Experience working in a fast-paced, large-enterprise environment is a plus.

Typical physical demands in this job include a high degree of dexterity to produce materials on a PC/word processor, normal or corrected vision and an ability to tolerate extensive sitting and frequent walking to other parts of the campus.

Apply online at

https://www.healthcaresource.com/cleveland/index.cfm?fuseaction=search.jobDetails&template=dsp_job_details.cfm&cJobId=370560

Web Coordinator – John Carroll University

Supervisor: Director of Marketing Services (Web)

The Web Coordinator provides guidance and support for the day-to-day creation of compelling, marketing-driven web content for John Carroll University's web presence (www.jcu.edu). The main goals are to use the web as a marketing tool to help recruit students, raise funds and increase the brand reputation of John Carroll. Reporting to the Director of Marketing Services (Web) and working in concert with the IMC team and the University community, the Web Coordinator is expected to serve as the "producer" of John Carroll's homepage (and other top-level pages) and to help guide the creation of appealing content across the campus. Duties and Responsibilities: * Across a wide range of projects in the Department and around campus, package and produce copy and images (and leverage multimedia, social networking, and other tools) to reach target audiences. * Compile information to feed the rotating stories and promotional spots on the homepage (jcu.edu) by engaging with (and using your knowledge of) the University community to showcase the institution in a positive light. * Work with the Director of Marketing Services (Web), the IT staff, and clients on campus to constantly improve the design, information architecture, quality and accuracy of web content * Be instrumental in helping the campus adopt a solid web authoring model/process. * Perform miscellaneous research, fact checking, editing, and content review for the department. * Handle proofreading tasks when needed.

Successful Candidates Should Have: The ability to use the web to tell compelling stories is critical. The emphasis of this position is more heavily weighted on storytelling, design, and packaging of information versus being a technical expert (although experience with HTML, XHTML, CSS, Flash, and web content management systems CMS is a strong plus). In addition to outstanding communication and team-building skills, you should have an understanding of web marketing and the ability to multi-task to meet deadlines in a fast-paced environment. You should have 2-4 years of experience and a track record of meeting the expectations of internal partners. Prior experience in a higher education is strongly preferred. A bachelor's degree in marketing, communications, journalism, design, information systems, or equivalent work experience is required. Embracing and being committed to diversity is expected. For more information and to apply please visit: <http://apptrkr.com/147847>

Assistant Editor – PR Newswire

Get a bird's eye view of the business communications field by learning firsthand how companies and organizations communicate news to the general public. Serving both PR Newswire's member companies and the media, you will proofread, edit, and format news releases for our members and have the opportunity to gain a firm grasp of the ways in which corporate communications, the stock market, and politics intersect. How do companies make a decision about publicizing negative news? What constitutes a big story? How do market trends have an effect on the global economy? Learn the answers to these questions and more. You will be working in an intellectually stimulating atmosphere offering an entry point into a variety of career paths. Our worldwide presence also provides countless long-term career

opportunities to strong performers! As an Assistant Editor based out of our Cleveland, OH member center, you will use your strong grasp of syntax, punctuation, and the English language to proofread press releases written by our members for delivery to the media. Your razor-sharp attention to detail will be a prerequisite, as you edit, format, and occasionally help clients re-write their releases. As the face (or voice) to the member, your outstanding communication skills and ability to grasp our members' needs will allow you to build long-lasting relationships and establish a professional rapport while quickly meeting member demands, also in addition to identifying opportunities to upsell new services and products. Your strong computer skills will enable you to quickly learn our internal system. Our dynamic environment will keep you on your toes, so a flexible attitude and a strong customer-service approach will be needed. Although a background in a related field is a plus, highly motivated entry-level candidates with a strong interest in the industry will also be considered. Learn the ins and outs of the industry in a setting where discussions about global politics, government, business, and the economy are just part of the job! Apply for this position at <http://hiring.accolo.com/job.htm?id=248061495> Posted 05.18.2010

Assignment Editor – WJW FOX 8

Gathers new and information for broadcasts, programs and or affiliated websites. Research and develop news leads and stories; assign, dispatch and coordinate reporters, photographers, engineers, live crews etc. Review and monitor websites, news releases, newspapers and stories from various media outlets; monitor two-way radio traffic from emergency service agencies; discuss the development and progress of stories with reporter, producers and managers. Must have at least 3 years experience as an assignment editor or desk assistant in a broadcast news operation. Expected to catch spot news & make beat checks. Must be self motivated and resourceful; ability to prioritize & multi task. Time management is crucial as well. Minimum Knowledge, Skill &/or Abilities: Must have above average typing skills and the ability to learn the newsroom's computer system as well as station website. A proficiency in English grammar, spelling and punctuation is required. Must communicate clearly and be able to deal effectively and politely with the public in person and over the telephone. Must be extremely flexible to work different shifts and schedules. Have the ability to work under extreme pressure and deadlines. Must keep up on local, state, national and international events. Must work individually as well as part of a team. Excellent news judgment and ability to anticipate coverage needs. Education Requirements: College degree preferred Submit resume & references via email or US Mail at: Please put position name in subject field to: Attn: Human Resources fox8.jobs@fox8.com WJW 5800 S. Marginal Road Cleveland, OH 44103 (fox8 dot jobs at fox8 dot com)

Editor/Producer – Part Time, On Call – WVIZ /PBS

WVIZ/PBS ideastream has need for part-time on call editors/producers who are responsible for editing, conceiving and creating visual program elements, spots and programs of high quality. This position provides overflow and relief staffing for editing/producing projects. Works less than 20 hours a week on average. Duties include: Perform non-linear editing in order to execute the design of television program elements, spots and entire programs from concept through final implementation Design and create graphics utilizing a variety of equipment and techniques including 2-D and 3-D animation. Establish and maintain productive work atmosphere and ensure team is working together. Qualifications: In-depth understanding and skills in Final Cut Pro HD non-linear editing as well as graphic design and evolving media production techniques and technology. Strong abilities in Adobe products and Flash preferred. Must be a creative thinker with strong written and oral communications skills. Proven record of multi-tasking and ability to plan and manage multiple projects. Ability to consistently work well with others, demonstrating at all times respect for the diverse constituencies of public broadcasting. Must have a moderate level of experience in television editing and graphic design. College degree or equivalent experience required. Please submit a cover letter, resume and work examples to Human Resources at: HR@ideastream.org (HR at ideastream dot org) You may also mail your application to: Human Resources WVIZ/PBS and 90.3 WCPN ideastream Idea Center, 1375 Euclid Ave., Cleveland, OH 44115 Job Posted: May 25.

Internships for journalism students

Cleveland Business Connects magazine, editorial internship

Cleveland Business Connects (CBC) magazine is a monthly business-to-business publication that serves as a resource to connect Northeast Ohio business professionals while providing valuable information on corporate trends, networking, and events. To learn more about CBC, visit www.cbcmagazine.com

CBC's one-person editorial staff is seeking editorial assistance in trade for valuable experience. The internship is for college credit only. Any written articles will be given proper byline.

Ideal candidates should have journalism experience, although just as vital is the want to take ownership of the magazine while staying organized, detail oriented, and professional. They should have their own computers, with the ability to work independently from home as well as in the office.

The amount of hours worked per week is negotiable. Some of the weekly responsibilities would include:

- Brainstorming of editorial topics
- Researching and calling on editorial leads
- Scheduling interviews
- Coordinating photography shoots
- Writing editorial
- Fact checking and proofing editorial
- Attending networking events

Interested candidates should send resumes and writing samples to Editor Thomas Skernivitz at tom@cbcmagazine.com. No phone calls, please.

Cleveland Magazine seeking interns for Fall 2010

Cleveland Magazine is looking for editorial interns for the fall. The **deadline to apply is July 15**. The internships are unpaid but the magazine will reimburse students for parking or a bus pass. Schedule ranges from 16 to 32 hours per week, and duties include fact-checking, research, writing and some clerical work for *Cleveland Magazine*, its sister publication *Inside Business* and other publications.

Candidates must live or attend college in the Cleveland area (Akron, Kent and Oberlin included). Minority candidates are encouraged to apply.

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. We're 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.

Cleveland Magazine takes on editorial department interns three times a year: for fall and winter/spring semesters and for summer. We have already chosen our summer interns. The deadline for applying for winter/spring 2011 is Nov. 15. 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.

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. Many of the jobs listed above in *Writer's Week* are reprinted from Blazek's newsletter, for which we are grateful.

To subscribe and get Kelly's full list, 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.

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

VP/Marketing/Building Products/Cleveland
 2 Market Research/Database/Competitive Intelligence Analysts/Cleveland
 Direct Marketing Senior Manager/Cleveland
 2 Senior MarCom Managers/CPG/Pittsburgh
 Freelance Healthcare/Medical Writer/Toledo
 PR Agency Management Supervisor/Cincinnati
 Global OEM Marketing Manager/Cleveland
 VP/Web/Internet Marketing/Cleveland
 Interactive Art Director/Cleveland

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

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 spjcleveand@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? Please let us know if it is time to send it to the recycling bin. Send a message to spjcleveand@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, student **Katie Sheridan** and associate editor **Dr. Richard Hendrickson**. Send news items to spjcleveand@gmail.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.