

## Meet the Board Members:



### Bruce Hennes

**Alma Mater:** York University, Toronto, Canada

**Employer:** Hennes Paynter Communications ([www.crisiscommunications.com](http://www.crisiscommunications.com))

**Title:** Managing Partner

What I do best is solve client problems. As a

principal with the only firm in Ohio (and one of the few in the U.S.) focused exclusively on crisis communications, our Crisis Comm SWAT Team is on-call 24/7. Clients in the legal, government, nonprofit, education, health and private sectors call us when the chips are down – and the consequences serious. In response, our strategy and execution have to be right on target.

**What are your duties with the Press Club Board?** Other than chairing the Nominating Committee for the past few years, I serve as the Press Club's utility infielder and minister without portfolio. From time to time I chair ad hoc Press Club events (e.g. Annual Hall of Fame "Free to Members" reception) and luncheons bringing speakers of significance to our members (e.g. Speaker of the Ohio House Armond Budish, Plain Dealer Editorial Director Elizabeth Sullivan and PD Chief Editorial Writer Joe Frolik). But I'm particularly proud to have been instrumental in establishing Nighttown as the home of The Press Club of Cleveland – and now more than 3,000 people a week visit the Cleveland Journalism Hall of Fame & Visual Archives,

whereas before those Cleveland memories were stored away in boxes (for full details: <http://bit.ly/2zx12p>). I also seem to have inherited the role as the club's unofficial parliamentarian.

**I like being a Press Club Board Member because** every meeting and every program puts me in the same room with journalists, PR pros, bloggers and hall of famers from whom I learn much. They know, too, that when they're running down a story or source, I'm happy to help, including opening up my 35 year old Rolodex.

**There is value to belonging to The Press Club because** we are at the nexus of journalism, public relations and corporate communications in Cleveland. We easily co-exist with PRSA, SPJ, IABC and similar organizations, each providing value to their members. But when you look at the depth and breadth of all of the programs offered by The Press Club of Cleveland, the inescapable conclusion is that our 123-year old club is truly a community asset.

**Other organizations to which you belong and serve?** I serve on the boards of The Business Emergency Planning Institute, Cleveland Metropolitan Bar Association, Cleveland Jewish News, Judge4Yourself.com and the Cleveland Leadership Center.



**Between jobs?** The Press Club of Cleveland is extending a special membership price of \$20 for those who lost their jobs. This membership price will be available for one year for those who qualify. Call The Press Club office at 440-899-1222.

## MEMBERSHIP

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beginning, its founders recognized that no media operates in isolation from another and welcomed members from all types of media and all sizes, from the sole proprietor to the largest newspaper in the state.

Still, too many Northeast Ohio media professionals are not members of The Press Club. To remain the premier organization dedicated to both serving and celebrating communications professionals in Northeast Ohio, we must grow our membership and get members more involved. The membership committee will in the near future announce several initiatives to lead this effort, but you can help. Chances are you know somebody who should be a Press Club member: Tell them about The Press Club and why you joined, and invite them to join or to attend a Press Club event. Also, get more involved yourself: attend an event. Also, let us know what you think we should do to gain new members.

## JOCK

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**How much of an impact did Jock (or his legend) have on your life as a boy?** Probably more for others than for me, though I certainly was one of the many fatherless boys influenced by him. My dad died when I was nine. Jock's own father left home when he was 2 months old, yet he became a father figure to countless players, most notably Toke Coleman, who was his first black player. Coleman's father died in prison when Toke was four. Sutherland took him under his wing at Harrison County High School in Cynthiana, Ky., and helped him become a star player. There are many similar stories in the book, including a touching letter written by a player from a foxhole in Vietnam telling how much Jock meant to him.

**It is quite obvious you have been thinking about writing this book for a long, long time.** We started writing the book in 1979 after his team won the state championship and

was ranked No. 2 in the nation. I finished seven or eight chapters, mostly a collection of his funny stories. He also stuttered as a child but he became one of the state's most celebrated raconteurs. I hate to spoil the ending of the book, but in 1980 his wife died. By then, I had moved to Ohio and my first wife decided to pursue other alternatives. We just never got around to finishing it at the time. I'm glad we didn't. Three years ago, my brother called to remind me that Jock was almost 80 and if we didn't do it now, we never would. I'm glad we waited. I couldn't have written the story then that I did now. I believe "JOCK: A Coach's Story" is about a man pursuing his dream, who along the way, adapts to a rapidly changing environment, and helps those around him make the adjustments, too. Connie Schultz says JOCK "unfolds as the story of America."

**What advice do you have for those of us who want to write a book?**

Look below the surface for the real story.

What does this story really mean? What does it say about the characters, about us, about the world in which we live? Don't be afraid if you go looking for one story to switch directions if you find a better one. And don't give up on getting published. I've been at this for three years. I had an agent for this book early on, but we were rejected by just about every major publishing house – they all said they didn't know how to market a character who wasn't known outside of Kentucky. But I finally found a Kentucky publisher, Charlie Hughes of Wind Publications, who had faith in the book. We won't make much money on it, but it was a story worth telling.

We have a website, [www.windpub.com/books/jock.htm](http://www.windpub.com/books/jock.htm) and a Facebook fan page, JOCK: The Book.

We'll have a wine-tasting and book signing on March 23 at Visible Voice Books in Tremont at 7 p.m. More details are available at [www.PressClubCleveland.com](http://www.PressClubCleveland.com).