



## Central Ohio Chapter

# Central Ohio SPJ Career Development Workshop

### *Journalists and Communicators in a Changing Job Market – What You Need to Know*

A *FREE* hands-on workshop for transitioning journalists and communicators in Central Ohio will be staged by the Central Ohio SPJ from 9 a.m.–1:30 p.m. Saturday, Nov. 14, in Room 106 at the OSU Journalism Building, 242 W 18th Ave., Columbus 43210

*This outstanding workshop and lunch are free, **but registration is mandatory.** Get your free ticket at: <https://www.eventbrite.com/e/central-ohio-spj-career-development-workshop-tickets-19358280137>*

Dozens of Central Ohio journalists face career transitions following the recent sale of *The Columbus Dispatch* and all its affiliated print products to GateHouse Media. Many other local journalists and communicators face similar life changes due to consolidations and constrictions in the industry.

To assist journalists who have been laid off, may be laid off or are transitioning to new jobs in new industries, the Central Ohio Chapter of the Society of Professional Journalists has put together a high-octane workshop discussing both hard and soft skills that journalists need to move into new work, self-employment or retirement.

Do you have what you need to survive in the digital world? Facing questions regarding accumulated pensions and 401(k) plans? Trying to decipher insurance options? What about retirement or self-employment? Panelists at this workshop represent a broad range of disciplines and will discuss these topics, the media marketplace, financial planning, resume updates and more.

## **PROGRAM SCHEDULE**

***Note: Some of the panelists will be available during the breaks after each presentation to arrange one-on-one or small-group discussions as needed.***

**Registration/Coffee** 8 a.m. – 9 a.m.

**Welcome** 9 a.m.

**SOCIAL MEDIA STRATEGIES** 9 a.m. – 9:45 a.m.

Do you know what you need to brand and market yourself in the digital world? Panelist **Nicole Kraft**, assistant professor at Ohio State University, journalism/communication, will provide tips to help you develop a digital presence and build a social media strategy. Panelist **Steph Greegor**, former journalist turned film director, writer and producer and owner of her own company, Eleven One Productions, will share personal experiences about marketing herself in the digital space and how to utilize journalism skills effectively in a new field.

*Panelists: **Nicole Kraft** and **Steph Greegor***

**Break** 9:45 a.m. – 10 a.m.

**HEALTH INSURANCE/FINANCE OPTIONS** 10 a.m. – 10:45 a.m.

**Paul Dolce**, CFP, of Financial Solutions LLC, will discuss financial decisions facing displaced workers, such as 401(k) rollovers, fixed-pension decisions and Social Security options. **Lucy Grosz**, founder of Alta Vista Benefits and an insurance professional, financial consultant/strategist and former IT executive, will outline health-insurance options for displaced journalists.

*Panelists: **Paul Dolce**, CFP, and **Lucy Grosz***

## **Break**

**10:45 a.m. – 11 a.m.**

## **RESUMES FOR THE MILLENNIUM/ YOUR MARKETABILITY**

**11 a.m. – 11:45 a.m.**

**Celia Crossley** is the founder of Crosworks, a career and human resources consulting practice that specializes in guiding individuals and organizations through periods of change. She will discuss how to win job offers in the evolving workplace and creating a dynamite resume for the process. Former journalists **Robin Hepler**, senior director of public affairs for the Ohio Hospital Association, and **Celina Fabrizio**, assistant vice president of Paul Werth Associates, will share their insights on why journalism skills are a good match for careers in public affairs and public relations. (Hepler also is a past president of the Central Ohio Society of Professional Journalists.)

*Panelists: **Celia Crossley**, **Robin Hepler** and **Celina Fabrizio***

## **Lunch**

**11:45 a.m. – 12:30 p.m.**

*Lunch for attendees provided by the Dispatch Media Group*



## **BEYOND JOURNALISM**

**12:30 p.m. – 1:15 p.m.**

**Hugh Martin**, Ph.D., an Ohio University associate professor in media economics, will discuss current jobs in Ohio that require the skills journalists have. Another option for transitioning journalists is free-lancing or consulting. **Dan Trevas**, a former journalist turned lawyer with extensive public-relations experience in the public and private sectors, will talk about the importance of setting up a Limited Liability Corporation (LLC) for free-lancers. **Kevin Peterman**, CPA, Toukan & Company, will share insights about what free-lancers and small businesses need to know about taxes.

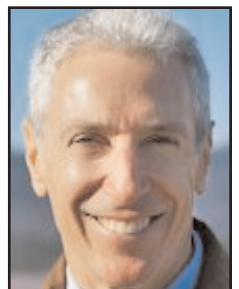
*Panelists: **Hugh Martin**, Ph.D.; **Dan Trevas**; and **Kevin Peterman**, CPA*

## **Panelist profiles**

**Celia Crossley**, with more than 25 years of human-resources experience, brings a well-rounded perspective to her clients at Crosworks, the consulting practice she founded in 1981. She is engaged in career consulting, executive coaching, key employee selection and teambuilding, but her area of special expertise is in guiding individuals and organizations through periods of change. Celia previously managed compensation and benefits for Rax Restaurants. She is a member of the Society of Human Resources Management and holds a bachelor's degree in communications from Ohio State University. She has been quoted in articles in *The Wall Street Journal*, *Los Angeles Times* and on CareerBuilder.com. She received the YWCA Woman of Achievement Award in 1991, the Upper Arlington Rotary "Service Above Self" award in 1997 and the Junior League of Columbus President's Award, recognizing community service, in 2000.



**Paul Dolce** is the founder and president of Financial Solutions LLC. He is a Certified Financial Planner practitioner and a Registered Investment Advisor in the state of Ohio. He earned his MBA with finance and accounting concentrations from Ohio State University and has worked in both corporate finance and in the financial services profession. He also teaches tax planning classes in OSU's CFP program. Financial Solutions is an independent, fee-only practice, which means that Paul is paid only by his clients. He does not sell financial products or receive commissions of any kind.



**Celina Fabrizio**, assistant vice president at Paul Werth Associates, provides media relations, crisis communications and strategic public relations support for clients that include Zaner-Bloser, JobsOhio, Advancement Courses, Findley Davies and the Ohio State University Wexner Medical Center. Celina spent the first 10 years of her career in the television news industry, both as the producer of an investigative/consumer unit and then as an on-air reporter/anchor. As a reporter, she covered stories ranging from education reform to presidential elections. Knowing how the media think and work has helped her land clients in the national spotlight. Some noteworthy media placements include *The Washington Post*, *ABC World News*, *Education Week* and *The Wall Street Journal*. She also spent five years as a special events director for the Arthritis Foundation, where she planned and executed large-scale events that drew participants from across the country. Celina graduated with a bachelor's degree in journalism from Ohio State University.



**Steph Greegor** is a film director, writer and producer, based in Columbus. Her company, Eleven One Productions, is also based in Columbus. She spent more than a decade as an award-winning journalist in multiple media, from broadcast and print to web videos and film. Steph is most recently a prize-winning screenwriter who has moved into directing and producing. She also enjoys writing poetry and working on her memoir. She has a bachelor's degree from Muskingum University.



**Lucy Grosz** is an insurance professional, financial consultant/strategist and a former IT executive. She has more than 25 years' experience in financial services and is the past president of the Columbus Association of Health Underwriters. She is the treasurer and board member for Always We Begin Again, a nonprofit for those affected by chronic illness. She earned an MBA, with honors, from Capital University and a bachelor's degree from Eastern Kentucky University. Lucy opened Alta Vista Benefits LLC in 2007. She earned her Certificate of Long Term Care (CLTC) designation in 2008 and is certified in Wellness. Lucy's trademark is client education to help small businesses and individuals understand how to make smarter financial decisions.



**Robin Hepler**, senior director of public affairs at the Ohio Hospital Association, leads brand management and internal/external messaging for the organization. She works closely with OHA's leadership team to ensure communications support the organization's strategic priorities. Robin has held leadership roles as a journalist and as a communications strategist. Prior to joining OHA in 2014, she was associate vice president for marketing and communications at Columbus College of Art & Design. Robin's health-care and public-affairs experience includes serving as vice president of national media for Paul Werth Associates and as marketing director for the Center of Vocational Alternatives. She was associate managing editor of *Business First*. Robin earned her bachelor's degree in journalism from Ohio University and a master's degree in business administration from Capital University.



**Nicole Kraft** earned her master's degree in communication at Ohio State University and in 2010, after 25 years as a journalist, joined its School of Communication faculty as an assistant professor of journalism. Her focus in teaching is reporting and writing news and features, as well as social and multimedia in journalism. Her research has focused on utilizing iPads and iTunes U to "flip" journalism classrooms and provide a self-contained learning environment for multimedia journalism. Nicole has more than 80,000 subscribers to her five journalism courses. Both "Writing and Editing for News" and "Always Get the Name of the Dog" have been No. 1 on iTunes U, and she also published the interactive books "Always Get the Name of the Dog: A guide to media interviewing" and "Writing Like Rabbits: A guide to becoming a magazine writer." In 2015, she





was named an Apple Distinguished Educator.

**Dr. Hugh J. Martin** is an associate professor at Ohio University's E.W. Scripps School of Journalism, where he teaches undergraduate classes on mass media industries and the creation and management of media businesses and graduate classes on research methods and the economics and management of media. He has 15 years of experience in research and teaching at OU and the University of Georgia. Before entering graduate school, he worked for 12 years as a reporter and editor at *The Tampa Tribune*. Hugh's research focuses on the economics and management of traditional and digital media. His work has been published in *Journalism & Mass Communication Quarterly*, *The International Journal on Media Management*, the *Journal of Media Economics*, *Newspaper Research Journal*, *The Journal of Magazine & New Media Research*, and in books on media economics and management. He is co-editor of the *Journal of Media Economics* and a member of the editorial board of the *International Journal on Media Management*. Hugh has a bachelor's degree in economics from Indiana University, a master's in mass communications from the University of South Florida and a doctorate in mass media from Michigan State University.



**Kevin Peterman** is a CPA and a graduate of Ohio State University. He has been in public accounting since 2001. He focuses on taxes and accounting for individuals, small- and medium-sized businesses and not-for-profit organizations. Kevin has worked with clients in a wide variety of industries including real estate, medical practices, wholesalers and manufacturers.

**Dan Trevas** is a former journalist turned lawyer with extensive public-relations experience in the public and private sectors. He is a judicial systems writer at the Ohio Supreme Court, a member and past chairman of the Ohio State Bar Association's Media Law Committee and a contributor to the Bar Association's "Law You Can Use" series. He has presented continuing legal education Webcasts on the Ohio Public Records Act and on best practices in mediation. Recently he taught communications law for Ohio University. Dan previously spent a dozen-plus years as an Ohio Statehouse reporter, a senior legislative research analyst for the city of Columbus and as the communications director for the Ohio Democratic Party. While serving in corporate communications at Nationwide Insurance, he joined Nationwide's pro bono mediation program and continues to conduct mediations for Franklin County Municipal Court and the Columbus City Prosecutor's Office. Dan has bachelor's and master's degrees in journalism from Ohio University and graduated from Capital University Law School in 2006.



## **ACKNOWLEDGEMENTS**

**MANY THANKS** from the Central Ohio SPJ to our outstanding workshop panelists, to Ohio State University's School of Communication for hosting today's program, and to the Dispatch Media Group for providing lunch to participants.

**Good luck to all local journalists in these transitional and exciting times. Keep your skills sharp and your contacts strong through participation in SPJ! Visit [CentralOhioSPJ.org](http://CentralOhioSPJ.org) for more information.**