

An Annual Meeting to Make Mom and Pop Proud

..... *By Richard Weiss, President*

Dear members,

This will be my last letter to you as president of the Press Club. In preparing for my final days, I want you to know that I have made a study of what presidents do in their last days in office. One got kind of depressed, then prayed and wept. Another gave pardons to criminals. And yet another initiated a bailout program for moguls.

I have to say this research wasn't very helpful.

I got depressed, prayed and wept just ahead of the Media Person of the Year gala, which happened to turn out splendidly. I just don't have the energy to try that again. I only have friends who are strange, not nefarious. So no pardons are in the offing. And despite the big bucks we raised at the MPOY dinner – it's not quite enough to get Sam Zell's Tribune Company out of bankruptcy.

Instead, you'll just have to settle for your president banging his gavel one more time at our annual meeting on Dec. 2 at the Ritz Carlton Hotel.

I must confess that I was of two minds about our event at the Ritz. I was hearing from both my late mother and my late father on this matter. My mother was thrilled with the venue – swellegant. But when she looked over the initial menu, she was none too pleased. It was little thin. Even our living board members were telling me that.

My father, on the other hand, was uncomfortable with having such an event at the Ritz. He suggested Hulling's cafeteria. Unfortunately, Hulling's went to the great beyond not long after my father. Hopefully by now he's found Hulling's somewhere past the Pearly Gates and is enjoying the creamed spinach.

As for the menu...well, I have to tell you a story.

One day my mother sent my dad out to get corned beef for a luncheon she was having. My dad asked how many people were coming. "Get enough for seven," she said.

When my dad returned with the corned beef, my mom opened the package to find nine slices.

"Nine slices?" my mom cried incredulously.

"Yes," my dad said, "that's just in case a couple of

people want seconds..."

Well after much discussion, we have decided that everyone should be able to have seconds, maybe even thirds and fourths at our great annual meeting. This time it will be roast beef, not corned beef, plus other goodies as well. And all for the great price of \$25 (Guests pay \$30).

This event is going to be one to remember. That's because Charles Brennan, the KMOX talk show host, the provocateur on Donnybrook, and all-around great raconteur will be our guest speaker.

We also will be presenting our Catfish award to the incomparable Aisha Sultan, the P-D family columnist and Press Club board member. I will also present President Awards to Tim Puchta of Adam Puchta & Son Wine Co., Dennis Heinze of the Automobile Club of Missouri and Ellen Futterman and Larry Levin of the Jewish Light.

Also on the agenda: A highlight video and an array of photos from our Media Person of the Year gala. A couple of the photos show board member Joan Berkman doing interesting things with Fredbird. Not to be missed.

By the way, in case you haven't heard, we netted \$60,000 from the MPOY gala thanks to the hard work of so many people. (If it had been any less, I would be selling the Fredbird photos back to Joan ahead of the event. But now I don't have to.)

We will also present to you Gloria Ross, as our new president, and a slate of board members. Gloria will be a great president. Over the last several months, she has been focusing on a long-range plan for our organization and she will give us all a peek at what's in store.

So please come and bring your friends. If the event lives up to my mother's expectations, there will be plenty of food and drink for everyone, probably with leftovers to take home. If it lives up to my dad's expectations, you will leave feeling like you got a bargain.

Press Club members pay only \$25 (guests, \$30) to attend the Dec. 2 annual event. Reserve today!

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Recent Events

By Press Club Intern Spencer Engel

Thursday, Oct. 28: Midterm Elections: Prognostications



Terry Jones

With talk of witchcraft and fear-mongering political ads, the upcoming midterm elections resemble the holiday that preceded Election Day. Luckily, UMSL political science professor Dr. Terry Jones agreed to speak to Press Club members on Thursday, October 28, to prepare us for the Halloween/midterm season.

Dr. Jones began his presentation by pointing out that the days of political moderates are practically over. Especially in Congress. Dr. Jones handed out a chart which showed that nearly all 538 members of Congress vote either much more liberal than their electorate’s average Democrat or much more conservative than their electorate’s average Republican. This means that the people who represent us tend to hold more extreme viewpoints than us and thus make it that much more difficult to pass legislation. Dr. Jones noted that this “Phenomena of the Disappearing Moderate,” along with public trust residing at its lowest level — 20 percent — since such data was first recorded in 1958, has resulted in Obama’s short leash and public backlash despite relatively little time for his major legislation to take effect.

After his remarks, Dr. Jones took questions from the lunchtime crowd of 23 people. Most of the questions involved local issues, such as the Carnahan-Blunt senatorial race, Prop A and Prop B (the puppy mill one). Dr. Jones noted that St. Louis County is trending more and more Democratic, yet Missouri as a whole still leans slightly to the right. Republican Senator-elect Roy Blunt’s large margin of victory may hint that many Democrats were spooked into switching allegiances at the polls though.

October 4-9: Gateway Media Literacy Week

During Gateway Media Literacy Week, the Press Club of Metropolitan St. Louis was recognized by the Gateway Media Literacy Partners (GMLP) for its “tremendous community programming efforts” that underscore the importance of media literacy. The GMLP awarded its “Institution Award” to the Press Club and particularly recognized the Press Club for emphasizing the importance of media literacy when it comes to journalism.

At noon on Wednesday, Oct. 6 of Media Literacy week, the Press Club co-sponsored a forum with STLCC-Meramec entitled “Fact-checking the Politicians: Lies, Half-truths, and the Consequences of Each.” Press Club member Gloria Ross moderated the panel discussion between author Frank Baker and political science professor John Messmer.



Gloria Ross holds the GMLP “Institution Award”



Members in the News
 Congratulations to Bill Smith, who won a National Better Business Bureau Award for his stellar investigative work.

Press Club Honors Mike Shannon

Reprinted courtesy of The St. Louis Beacon

By Spencer Engel

Wednesday, Sept. 29, may have started out as a typical day for Mike Shannon as he tucked into a breakfast of sausage, hash browns and eggs at the ballpark, but it didn't end up that way for the Cardinals broadcaster. In the first place, you couldn't ask for a better day for baseball, Shannon said. It was slightly breezy, 74 degrees with clear skies. Then later that evening, Shannon would be honored by the Press Club of Metropolitan St. Louis as its media person of the year.

Days like these keep Shannon from naming a favorite single event during his 52 years in the St. Louis Cardinals organization.

"Coming to the ballpark every day is the best moment," Shannon said.

A rare kidney disease forced Shannon to retire as a Cardinals player in 1970, but not before helping the team win three National League pennants and two World Series championships (in 1964 and 1967, which happen to be his two favorite seasons). Shannon worked a year in the Cards' front office before joining Jack Buck in 1972 as a play-by-play partner.

"After I retired, I didn't want to put my wife through jobs where I was gone all the time again," Shannon said. "So I turned down two openings (within the Cardinals organization): AAA manager and a big league coaching job."

So once Shannon took a seat in the radio booth, it was smooth sailing, right? Well, not quite.

"It was rough," Shannon said. "I hadn't prepared for it. But I had Jack Buck next to me, so all I had to do was sit there and watch. I learned a lot by that."

That's part of what makes the Press Club honor special to Shannon, he said.

"This honor is so great because it's the satisfaction of being honored by your peers," Shannon said. "There's no higher honor than that. I'm very proud of it and also humbled and appreciative."

The Press Club also recognized two other journalists at the event: Beacon editor Margaret Freivogel received a lifetime achievement award and St. Louis Post-Dispatch investigative reporter Jeremy Kohler received a citation for meritorious service.

The Press Club event was by turns hilarious and poignant. Shannon thanked his family, along with many others in the room. He saved special thanks for his two toasters, Tony La Russa and Joe Buck. Shannon's voice broke when speaking of his wife, Judy, who died three years ago, as well as when mentioning his family, many of whom were there.

Shannon drew laughs when he suggested that Bob Costas, Joe Buck, the late Jack Buck and the evening's emcee, Mike Claiborne, have enjoyed so much success only because they have hung on to Shannon's coattails.

But Buck also had a few laughs at Shannon's expense, especially when describing a couple of his favorite "Shannonisms." Buck's favorite:

Shannon: Lots of French foreign exchange students. I wonder where they're from.

Buck: Uh, France?

Shannon: I've heard it said that if you know English, Spanish, Italian, and I think it's French, you can go just about anywhere in this world ... except China, where they have all those derelicts."

After a pause, Joe Buck suggests that Mike meant to say "dialects."

"Yeah, dialects. That's what I mean ... but they've got a lot of derelicts, too!"

(Earlier in the day, Shannon had told an interviewer. "I'm a spontaneous guy. I just let things roll as they happen.")

Buck had the crowd roaring, but ended on a sentimental note when he reminded Shannon of how much Shannon meant to Buck's late father, Jack.

"My dad said you would have to carry him as he got sicker and sicker, and you just said, 'Don't worry, Jack. You've been carrying me for 29 years,'" Buck said.

Shannon was seen drying his eyes after that, as were many other guests in the sold-out audience of more than 500 at the Hyatt Regency St. Louis at the Arch.

"This is one of the greatest cities in North America," Shannon said in his acceptance remarks.

"Proof of that is in the fact that so many people come here as pro athletes or as West Coast or East Coast executives and decide to live here. St. Louis' assets are endless."



Media Person of the Year Event Honoring Mike Shannon

More than 500 Press Club members and guests enjoyed the elegant Media Person of the Year reception and dinner on Wednesday, Sept. 29 at the Hyatt Regency. Many big names attended the gala, including Tony La Russa, Joe Buck, Russ Mitchell, John Rooney, Mike Claiborne, Vickie Newton and many others. Of course, the biggest star of the night was the man being honored, Mike Shannon. Because of his gregarious personality, the Press Club was able to sell out the event and raise more than \$60,000, a handsome sum that will go toward enterprise journalism projects, scholarships and other worthy causes. *(All photos by William Greenblatt)*



(From left) Bill Freivogel, Margaret Freivogel, Jeremy Kohler, Ben Lipman and Melissa Zenser. Jeremy and Margaret also received honors during the reception.



Margaret Freivogel accepts her lifetime journalism award from her presenter, Bob Duffy (middle) and Press Club President Dick Weiss.



Fredbird and Gloria Ross share a laugh at the reception.



Martin Duggan, Wendy Wiese and Mae Duggan at dinner.



Bill McClellan, Roy Malone and Dana Spitzer enjoy themselves at the reception.



Jeremy Kohler accepts his award for investigative reporting.

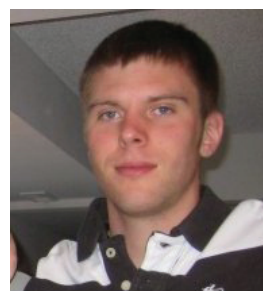
New Boardmembers

At the annual meeting, you'll be voting to elect the 2011-13 board members. We are seeking nominations from the membership, so if you would like to serve on the board, please let us know. The club's incoming officers will be announced, and our new president, Gloria S. Ross, will be inducted.

Please email nominations to info@stlpressclub.org or PO Box 410522 St. Louis, MO 63141 by Nov. 18

For those who make, cover, and influence the news.

Press Club Intern



Spencer Engel is the Press Club's fall intern. He is a recent graduate of the Missouri School of Journalism and aspires to have a successful career in communications, PR or as an editor.

Media Person of the Year Event Honoring Mike Shannon

All photos by William Greenblatt



Mike Shannon and Dick Weiss with a caricature of Mike, which was drawn by Steve Edwards.



Tony La Russa toasts long-time friend Mike Shannon



Joe Buck toasts Mike Shannon with remarks that were both humorous and poignant.



Press Club members Susan Fadem, Patty Wente, Alice Handelman and Aisha Sultan



Press Club's 2006 National Media Person of the Year Russ Mitchell congratulates Mike Shannon.



Entertainer Tony Viviano sings for Mike Shannon.



Emcee for the evening, Mike Claiborne; Shannon's broadcast partner, John Rooney; Joe Buck, Mike Shannon and Cardinals manager Tony La Russa



Mike Shannon's family shows support for their patriarch. Mike is in the back row toward the middle.



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Press Club Annual Meeting: Thursday, Dec. 2

When: Dec. 2, 6-8 p.m.

Where: The Plaza Room at Ritz Carlton in Clayton

What: Recap of the Year plus this year's CATFISH Award

Keynote Speaker: Charles Brennan

Cost: \$25 for members, \$30 for guests

**For Reservations go to www.stlpressclub.org,
or call 636-230-1973**



The Press Club's annual meeting will take place in the beautiful Plaza Room of the Ritz-Carlton in Clayton. Outgoing President Dick Weiss will give us a recap of the club's very successful year and present this year's CATFISH Award. Charles Brennan will be our entertaining keynote speaker.

The evening promises to be a highlight to your holiday season. Enjoy delicious hors d'oeuvres and sumptuous roast beef from the carving stations along with wine and port compliments of Adam Puchta Winery. A cash bar for other beverages will also be available with door prizes as well.