

Press Club Holds 22nd Media Person of the Year Gala



Honorary Co-chairs Tom and Carol Voss about to present the Press Club's traditional Media Person of the Year caricature to Leisa Zigman (on screen far right with emcee Kay Quinn). Claudia Burris Photo.

October 4 -- a night to remember. Nearly 400 people came to honor our distinguished awardees and help support our club's scholarship and enterprise journalism grant programs. We couldn't have done it without Ameren, our presenting sponsor, and Mercy, our photojournalism award sponsor, as well as many others. The evening began with a reception in the beautiful Archview Ballroom of the Ballpark Hilton, then flowed into their magnificent Grand Ballroom for the dinner and production.

Fleishman-Hillard received our first-ever-given Luminary Award. It was accepted by Dave Senay, the president and chief executive officer of this distinguished home-grown and now international PR firm. J.B. Forbes and Robert Cohen of the *St. Louis Post-Dispatch* were honored with our Excellence in Photojournalism Award for their Joplin coverage presented by Mike McCurry, chief operations

officer at Mercy. Leisa Zigman, KSDK News Channel 5 chief investigative reporter and our 2012 Media Person of the Year, was roasted by her colleagues Frank Cusumano and Mike Shipley and by her "BFF" Susan Sherman.

Light-hearted roasting focused on Leisa's addiction to shoes and her fastidious attention to her hair through its many different styles. (Farrah Fawcett look-a-like was the best). Toasting highlighted her excellent investigative reporting and her professionalism -- especially during the months in which she endured chemotherapy while continuing to work. A surprise finale featured her son singing a song he had written just for her and this occasion, "Hallelujah," followed by TEAM Stages performing "I Believe." Leisa was awarded with the Press Club's traditional Media Person of the Year framed caricature created by Steve Edwards.

Entertaining and informative videos enhanced the program. They were created by Fleishman Hillard, by Mercy and Creative Producers for Forbes and Cohen, by KSDK Channel 5 for Leisa Zigman, by Laura Schnarr for our scholarship winners scroll, and by Creative Producers for our sponsor recognition loop.

Continued on page 2



From left, Leisa Zigman with Press Club's 2012 Media Person of the Year co-chairs, Ellen Futterman and Claire Applewhite. Claudia BurrisPhoto.

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Media Person of the Year

Continued from page 1

The entire evening ran smoothly from start to finish thanks to the hard work of so many people -- most especially our valiant co-chairs, Ellen Futterman and Claire Applewhite, and program scripter, Joan Lee Berkman. Our steadfast committee members included Lisa Cohen, Suzanne Corbett, Tom Eschen, Cynthia Kagan Frohlichstein, Alice Handelman, Diane Haneklau, Carol Lundgren, Joan Quicksilver, Gloria Ross, Susan Sherman, Ellen Soule, Bill Smith, Dick Weiss and Patty Wente.

*From left,
Susan Sherman,
Joan Berkman,
Alice Handelman,
Ellen Futterman,
and Ellen Soule*



Special thanks go to those who donated services or products. In addition to Steve Edwards Art Studio for Leisa's caricature, we thank Walter Knoll Florist for the centerpieces, Missouri Grape and Wine Board for wonderful wines, AAA-Missouri for printing our invitations and programs, Lewis Bettman III for his piano music at the reception, and All American Beer, the Hilton and Creative Producers for their special pricing.

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From left, Press Club president Gloria Ross presents The Luminary Award to Fleishman-Hillard with Dave Senay, president and chief executive officer, accepting.



From left, Michael McCurry, Mercy's chief operations officer, presents the Press Club's Photojournalism Excellence Award to J.B. Forbes and Robert Cohen of the St. Louis Post-Dispatch for their coverage of the Joplin tornado disaster.



From left, Dave Senay, Alice and Howard Handelman



Zigman with her ice sculpture



From left, Carol Lundgren, Bob Cohn, and Linda Mantle



Cindy Preszler and Kay Quinn



Zigman with her sister Lisa Casciola



Lewis Bettman III



Larry Levin and Peggy Dereak



Claudia Burris and Jay Laymon



Zigman greets Dr. and Mrs. Gary Watkins



Patty Wente, Zigman, and Keith Alper

Photographs by Claudia Burris, Lois Mans and Laura Schnarr



Mike Shipley pretending to take calls about Zigman



Frank Cusumano roasting Zigman



Zigman with her children Taylor and Micaila Edlin



Zigman with her BFF, Susan Sherman



TEAM Stages surprises Zigman with performance of "I Believe".

Saks Fifth Ave. general manager Doug Moss presents Leisa with designer shoes



Scott Tobin, one of four bikers pedaling in to promote Zigman's favorite charity Pedal the Cause



Emcee Kay Quinn teases Zigman about her shoe addiction

Recent Events

October 20 Improving Social Media Skills Seminar, Workshop and Lunch



Participants learned about content management systems and current platforms available for social media during the half-day hands-on workshop and seminar at Webster University's library computer lab. From left, Press Club's Richard Gavatin of Information Management Systems and Bob Rose, deputy managing editor, *St. Louis Post-Dispatch*, who gave expert instruction during the workshop.

The audience at a packed Webster University lecture hall heard straight answers about the 2012 political candidates and their campaigns at a forum October 31 hosted by our Press Club and Missouri Professional Communicators as part of Media Literacy Week. From left, Press Club president Gloria S. Ross with panel members and moderator: Christopher Aves, political editor, *St. Louis Post-Dispatch*; Gwyneth Williams, professor history, politics and international relations, Webster University; Susan Hegger, political and issues editor, *St. Louis Beacon*; Don Corrigan, editor, *Webster-Kirkwood Times* and adjunct professor, Webster University.

October 31 Countdown to Election 2012



November 15 "State of the Plate: What Would Julia Think?" Lunch and Food Writers Panel

Press Club celebrated the centennial birthday of Julia Child, the famed PBS "French Chef" who had such an amazing influence on American cuisine. L'Ecole Culinaire served a three-course gourmet lunch and a panel of culinary experts entertained and enlightened us with their discussion: from left, David Craig, host of FoodTalk STL; Suzanne Corbett, panel moderator, food writer and food historian; Roberta Duyff, author and food and nutrition consultant; and John Johnson, executive chef at Lumiere Place and RiverCity Casinos. A typical Child quote, "If you're afraid of butter, use cream."



Welcome New Members!

Thomas A. Nagel, Katy Gurley, Cheresse Pentella, Carol McElhiney Presley, Pamela Purcelli, Linda Jarrett, Linda Briggs-Harty
 Archdiocese of St. Louis – Teak Phillips, Jennifer Brinker, Lisa Johnston, Joe Kenny, and Barb Watkins

Press Club's Berkman and Brown Named OWL Women of Worth

The OWL St. Louis chapter (Outstanding Women's League) honored two of Press Club's members – Joan Lee Berkman and Jessica Brown -- at their 22nd Annual Women of Worth event on October 11. The WOW awards recognize women in the community who have made a significant difference in their area of expertise. Berkman and Brown were two of the twelve 2012 Women of Worth.



The Press Club

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Leisa Zigman's 2012 Media Person of the Year caricature created by Steve Edwards of Steve Edwards Art Studio.

2012 Media Person of the Year Special Edition



Deb Peterson
Editorial Writer
St. Louis Post-Dispatch

She's no longer a schmoozer, but she'll make an exception for one big evening - the Press Club's Annual Meeting.

The Press Club of Metropolitan St. Louis 56th Annual Meeting

Guest Speaker: Deb Peterson
Tuesday, December 11, 2012
6:30 to 8:30 p.m.

The Forest Park Highlands
5163 Clayton Avenue, 63110 (in Forest Park)

Join us for a great speaker, great food and a bit of business:

- Recap of the Club's very successful year
- Presentation of the Club's coveted Catfish Award & President's Awards
- Election of the 2013-2015 board
- Introduction of new president

Members: \$30 Guests: \$32 Door prizes!

Make your reservations by calling 636.230.1973, or
Make credit card payments at www.stlpressclub.org.
Checks can be mailed to: Press Club of Metropolitan St. Louis,
P.O. Box 410522, St. Louis, MO 63141
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