

Time to Get Up and Support Press Club Fundraising Gala

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

Dear Members,

We are just a couple of months away from our Media Person of the Year Dinner honoring **Mike Shannon**. Given that we have been working on this dinner for more than a year, we are, in baseball parlance, entering the late innings. And, as a play-by-play man once said, "The electricity is so thick you can cut it with a butter knife."



Photo by William Greenblatt
Mike Shannon

Time to bring in the closer -- someone with the guile of a Bruce Sutter, the grit of a Dennis Eckersley, the relentlessness of a Lee Smith, the resoluteness of a Ryan Franklin.

That would be you. We need your help in making this event a success. And so over the next several weeks I will be sending

you e-mails that will update you on our progress toward making it a sellout. That's our goal. A sellout. I'd say standing room only, but we're not going to make anyone stand and eat...

We have room for 500 people. That's 50 tables with 10 diners. We aim to sell 35 tables to corporations, universities, and media outlets. We now have 30 tables committed. We are almost there. So put on your rally caps and let us know what you can do to get your company or your spouse's company or the company that you have as a client on board for this event.

That leaves 150 individual tickets to sell. If every member of the Press Club buys a ticket and brings a friend, we've met that goal and then some. So this one is easy. Just go to the Press Club website ... stlpressclub.org ... and punch in your credit card number. Or call our MVP and executive director Glenda Partlow at 636- 230-1973. (We're happy to handle your checks, too.) Do it soon, so you can get a good seat (first come, first served) and so

when I write my next e-mail we can demonstrate some momentum.

Now let's see who is already coming... Well you know Mike Shannon will be there... and so will **Joe Buck** and **Tony LaRussa** who will be toasting Mike. **Bob Costas** will join us on tape. **Mike Claiborne** will emcee. **The St. Louis Cardinals and Anheuser-Busch have agreed to be our presenting sponsors with a donation of \$10,000 each.** And here's a list of people and companies who have committed to purchasing one or more tables (not in any particular order):

- Logan College of Chiropractic
- Washington University
- Build-A-Bear Workshop
- Standing Partnership
- St. Louis University Hospital (Tenet)
- Webster University
- Fleishman-Hillard
- Nestle-Purina Petcare Co.
- St. Louis Post-Dispatch
- Blick and Staff Communications
- Alice and Howard Handelman and guests
- Jean Weiss and guests
- Kuhn Foundation
- Staenberg Foundation
- St. Louis Rams
- Jerry Clinton and guests
- University of Missouri School of Journalism
- Lumiere Place
- RKL Consulting
- Dowd and Bennett LLC
- Josephine and Richard Weil
- St. Louis Beacon
- St. Louis Jewish Light
- KETC/Channel 9
- St. Louis Community College

Thanks for giving this your attention. Please help... And to paraphrase our honoree, "Get up baby, get up... and support the Press Club."

Press Club members get \$25 discount for themselves and one guest to attend Media Person of the Year Dinner and Program. \$125 each.



2010 Board of Directors

- PRESIDENT Richard Weiss
PAST PRESIDENT Alice S. Handelman
PRESIDENT-ELECT Gloria Ross
VICE PRESIDENTS: PROGRAMMING Irvin Harrell, Judy Kaplan, Pamela Niehaus
MEMBERSHIP Patricia Wentz
PUBLICITY Margaret S. Gillerman, Carol Lundgren
SCHOLARSHIPS AND FELLOWSHIPS Claudia Burris, Aisha Sultan
SECRETARY William Greenblatt
TREASURER Benjamin Lipman
BOARD MEMBERS: Joan Lee Berkman, Charlene Bry, Amanda Cook, Suzanne Corbett, Thomas Eschen, Carla Freiman Feuer, Cynthia Kagan Frohlichstein, Ellen Futterman, Richard Gavatin, Nancy Higgins, Thomas Keller, Susan Kerth, Alvin A. Reid, Michael J. Right, Marci Rosenberg, Janet Scott, Barbara Langsam Shuman, Bill Smith, Ellen Soule, Virginia Trent, Barbara A. Washington

The Press Club office is in Room 111, Administration Building, Logan College. Phone 636-230-1973 FAX 636-207-2441 Mailing Address: P.O. Box 410522, St. Louis, MO 63141 Email: info@stlpressclub.org Website: www.stlpressclub.org

Glenda Partlow, Courier Editor and Press Club Executive Director
Laura Schnarr, Press Club Web Maintenance, Press Club Graphic Designer

Members Making a Difference

Not only do our board members dedicate their time and talents for Press Club, but are active in the community on other boards and committees, as well. Here's just a sampling. If you are serving on a board, let us hear from you, so we can be more aware of our members many contributions and good works. Send to info@stlpressclub.org

Allison Collinger serves as a board member for the Laude Education Foundation, the Scholarship Foundation of St. Louis and the Diversity Awareness Partnership.

Suzanne Corbett serves on boards of the Missouri Professional Communicators, the St. Louis chapter of Les Dames d'Escoffier, the Mid-East Area Agency on Aging (MECCA), and the St. Louis Mercantile Library. She is also a committee member for several other organizations.

Thomas Eschen is a board member of DeSmet High School, the Black Cat Theatre and HEC-TV.

Carla Feuer is a member of the board of trustees and chair of the Communication Committee for Temple Israel. She also serves on committees for the College School and the Jewish Family & Children's Services.

Cynthia Kagan Frohlichstein serves as a board member for The Jewish Book Festival and on the committee for the Women of Worth Gala sponsored by OWL.

Alice Handelman is president of Women of Achievement and serves on the board of Craft Alliance. She is also a board member and chair emeritus for the Mid-East Area Agency on Aging.

Judy Kaplan is a long-time board member for the Jewish Family & Children's Services.

Thomas F. Keller serves as the secretary/treasurer for the Chesterfield Chamber of Commerce.

Pamela Niehaus serves as a board member for the Webster Community Arts Foundation.

Marci Rosenberg serves as chair of the Board of The St.Louis Holocaust Museum, is board member of Women of Achievement, Jewish Federation of St. Louis, Shaving Israel, and past president of the B'Nai El Congregation board.

Gloria Ross is a long-time board member of the Greater St. Louis Association of Black Journalists. She was also recently elected to the board of Gateway Media Literacy Partnership.

Jan Scott is a board member for several organizations including: Gateway Festival Orchestra, Women's Policy Alliance, American Association of University Women (AAUW) St. Louis Branch, Musician's Association of St. Louis, AF of M Local 2-197 and Mu Phi Epsilon (Professional Music Fraternity).

Ellen Soule serves as a board member for The Wellness Community and the St. Louis Pet Lovers Coalition.

Welcome New Members

- Betty Kagan, David Sheets, Spencer Engel, Pat Deffry, Lauren Weber, Chelsea Brandt, Angela Case, Lauren Fisher, Nick Gass, Joyce Gates, Brittney Haas, Liz Lebron, Emilie Moeslein, Alexandria Seay

Reception for Mike Shannon Kicks Off Ticket Drive for Media Person of the Year Gala

The Press Club kicked off its annual Media Person of the Year fundraiser with a reception for Cardinals broadcaster Mike Shannon on June 30 at Lumen Private Events, 2201 Locust Ave, St Louis.

Mike was on hand to meet and greet Press Club supporters who are preparing to honor him this fall at the club's annual dinner. The reception was designed to ramp up interest and enthusiasm for the event that will feature guest toasters, Joe Buck and Tony LaRussa. The Media Person of the Year dinner will be held Sept. 29 at the Hyatt Regency St. Louis at the Arch.



Media Person of the Year, Mike Shannon, (center), with Dick Weiss. (left) and Bob Fox (right). Build-a-Bear donated 100 Fredbird dolls that will be signed by Shannon and sold at the Media Person of the Year gala. Build-a-Bear will match the amount raised by the Fredbirds with a donation to the Press Club.



President Dick Weiss recognizes 2010 scholarship winners. (From left): Lauren O'Brien, Liz Lebron, Angela Case, Nick Gass, Scott Vicker, Joyce Felicia Gates, Lauren Weber, Brittney Haas and Alexandria Seay.

Photos by William Greenblatt

The Press Club and Journalism Foundation Select 2010 Scholarship Winners

By Press Club Intern,
Lauren O'Brien

The Press Club of Metropolitan St. Louis and the Journalism Foundation announced the recipients of 12 journalism and communication scholarships at a reception on June 30. The reception was held at Lumen Private Events, 2201 Locust, in conjunction with the VIP Meet and Greet for Mike Shannon--The Press Club's upcoming Media Person of the Year. The scholarships totaled \$15,960. The students selected for the scholarships showed hard work, intelligence and dedication in their chosen field of journalism or communication.

In order to qualify for the scholarships, the applicants had to be sophomore, junior, senior or graduate students from or attending a university in the St. Louis bi-state area and pursuing a career in a communication or journalism related field. The applicants also submitted an essay, work samples and a letter of recommendation from a communications professor. The recipients of the scholarships were chosen from over 20 applications. "We had so many excellent students apply for our scholarships, it was difficult to decide who would receive them," said Claudia Burris, the Press Club's vice president for scholarship. "We are looking forward to these bright young journalists entering the workforce and making a difference in the world."

The scholarships were donated by various institutions in amounts

ranging from \$200-\$5,000.

The recipients, their hometown, the scholarship they were awarded and the amount of the scholarship are listed below:

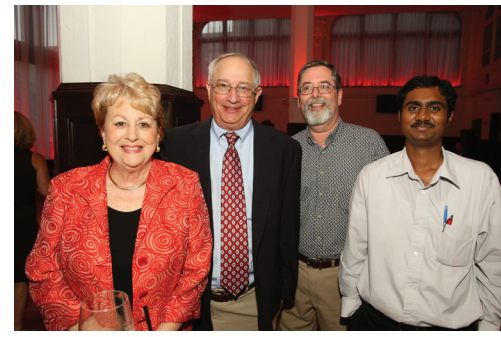
- Chelsea Brandt; Pacific, Mo.; Press Club Summer Internship scholarship; \$1,000.
- Angela Case; Edwardsville, Ill.; Journalism Foundation Fleishman-Hillard scholarship; \$1,500.
- Lauren Fisher; Chesterfield, Mo.; Journalism Foundation Press Club scholarship; \$1,000.
- Nick Gass; Wildwood, Mo.; Journalism Foundation Harold Ferman Photojournalism scholarship; \$200.
- Joyce Felicia Gates; St. Louis, Mo.; Journalism Foundation Newspaper Guild scholarship; \$1,000.
- Brittney Haas; St. Louis, Mo.; Journalism Foundation South County Times/Webster University scholarship; \$1,000.
- Liz Lebron; St. Louis, Mo.; Journalism Foundation Connie Karr Memorial scholarship; \$2,260.
- Emilie Moeslein; Columbia, Ill.; Journalism Foundation Missouri Professional Communicators scholarship; \$1,000.
- Lauren O'Brien; Fenton, Mo.; Press Club Summer Internship scholarship; \$1,000.
- Alexandria Seay; Florissant, Mo.; Journalism Foundation Society of Professional Journalists scholarship; \$1,000.
- Scott Vicker; Creston, Iowa; Press Club Walter Cronkite broadcasting scholarship; \$5,000.
- Lauren Weber; St. Louis, Mo.; Press Club Summer Internship scholarship; \$1,000.

VIP Meet and Greet Reception with Mike Shannon

Nearly 100 guests enjoyed the elegant reception hosted by Lumen Private Events on June 30th. Captured here, are a few of those moments.



Photograph by William Greenblatt
From left, Steve Edwards and Ellen Futterman



Photograph by William Greenblatt
Alice S. Handelman, immediate past president, Press Club; Howard Handelman; Kendall Brune and Dr. Laks Chekuri



Photograph by William Greenblatt
Gail and Walter Knoll, Sr.



Photograph by William Greenblatt
Malaika Horne and Millie Cain



Photograph by Diane Haneklau
Martin Duggan and Mike Shannon

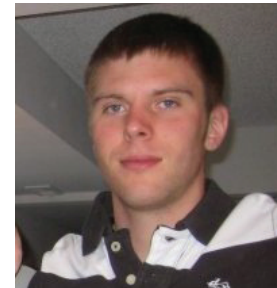


Photograph by William Greenblatt
Linda Reich, Laura Keller and Tom Keller



Photograph by William Greenblatt
John Rooney and Tom Eschen

Press Club Interns



Spencer Engel will be the Press Club's fall intern. He is a recent graduate of the Missouri School of

Journalism and hopes to have a successful career in communications, PR or as an editor.

Michael Gorin, volunteer summer intern, accepts leather portfolio from Press Club executive



director, Glenda Partlow, as a parting gift for his service to the club.



Photograph by William Greenblatt
Gary VanMatre, Mike Claiborne, Matt Kruszynski, and Jase Bandelow



Photograph by William Greenblatt
KC Schute, Patty Wenthe, Karneda Pennington, Chris Eschen

The History of the Press Club

Chapter 6: Moving Ahead

By Verna Smith

It's March 1965, and Max Roby is the new president, succeeding George Killenberg.

Governor Warren Hearnes keynoted the annual banquet -- the second annual -- and 350 Club members attended.

A committee was formed to plan weekly news conferences headed by Arthur Bertelson, managing editor of the St. Louis Post-Dispatch. Members were Ted Schaefer, Bob Hardy, James Brady, C.E. Townsend, Nell Gross and Bob Broeg. Purpose of the news conferences will be to stimulate discussions between journalists and politicians, keeping members and the public better informed on the issues. Among the press conference speakers were Mayor Alfonso J. Cervantes, Senator Stuart Symington and Supervisor Lawrence Roos.

Visitors from show business, politics and the international scene were highlighted at the Press Club --- Henry Cabot Lodge, Mike Landon (a real hit with the children), and syndicated columnist Dorothy Rae, among others.

Press Club II! The outgrowth of a plan created by Mike Hammer and Martin Duggan to provide professional journalism instruction in high schools was established. Polly Nash was an advisor to the group. Chairman of the advisory group was Jim Walsh of CBC. It was the first program of its kind in the nation.

In June Press Club members took a cruise down the river on the Huck Finn. A \$6 tab included passage, a steak dinner and music for dancing and singing. On the Clubs' Sweepstakes Day on Derby Day May 1, almost everyone took home a prize in the big drawing. Among the major prizes was a week at Ranch Royale for Ted Schaefer's family.

A goal of 500 members was set. Current membership was 430.

Tom McMahon, the Press Club bartender, said, "The cook is a lot better since he learned on which side of the sandwich to put the pickle." More next time, I hope.

In Memoriam

Timothy James Hogan, Jr. a former president of the Press Club of Metropolitan St. Louis and public relations director for the Missouri Pacific and Union Pacific railroads, died July 11, 2010. He was Press Club president in 1989 and served on its board of directors from 1983 to 1991.

Members in the News

Congratulations to Roberta Duyff and Suzanne Corbett for their National Federation of Press Women awards

Roberta Duyff of Ballwin merited two third-place awards. One was for her "Food, Nutrition and Wellness" textbook, in the non-fiction instructional category. The other was a public relations manual and handbook for "At-Home Economics: Kitchen Basics," prepared for the Canned Food Alliance. Suzanne Corbett of south St. Louis County received an honorable mention for an audiovisual production of "Happily Ever After/ Can Love Last Forever," prepared by Slay & Associates for STL-TV and SLHMC.

Upcoming Event

9 a.m. to 1 p.m., Sat, Sept. 11

Social Media Workshop and Lunch

Webster University Library, Room 110

"Beyond Tweetablogaphobia: The Conversation is Happening—Are You Part of It?"

Last year's summer workshop on overcoming fear of new social media was a **sell-out**. This year, you're invited to explore how social media can enhance your business, free-lance work, professional development and job performance. A basic knowledge of social media is required.

Richard Gavatin, Press Club board member, will reprise his role as a guide to improving your blog and website. Joining him is **Jennifer Rolwes Volk**, principal in strategic communications for Rangency, who will show you how to turn Facebook, Twitter, LinkedIn and other sites into precision work tools.

The workshop will include presentations, Q & A, "lab-work" with teacher help, private consulting and an informal networking lunch. Richard and Jennifer will assume you are at the intermediate level, and participants will receive an email survey prior to the workshop to determine specific skills and interests. (Send email address for pre-workshop survey).

Topics to be covered include: Using the Web as a tool for job-searching, getting your name in the free lance market, targeting potential clients and establishing and improving your brand.

Members \$23 and non-members \$25 Seating is limited. Reservations required 636-230-1973 or info@stlpressclub.org

In Memoriam

Our condolences to Press Club advisory council member, Susan Fadem, on the death of her husband, Rod, on June 13, 2010.

2010 MEDIA PERSON OF THE YEAR SCHOLARSHIP DINNER
●● HONORING MIKE SHANNON ●●

PRESENTING SPONSORS ANHEUSER-BUSCH AND THE ST. LOUIS CARDINALS



"Get up baby, get up!"

Get up and celebrate Mike's
nearly 50 years as a Cardinals'
player and broadcaster

Wednesday, Sept. 29
6 p.m. reception
7 p.m. dinner and program

Hyatt Regency St. Louis
at the Arch Ballroom

For reservations go to www.stlpressclub.org or call 636-230-1973.
This event supports the Press Club's scholarships and enterprise journalism fellowships.