

Press Club Will Provide Funding for Enterprise Stories

As the industry wonders who will pay for great journalism, the Press Club steps up to the plate.

The Press Club of Metropolitan St. Louis has established a fund to spur enterprise reporting in our region.

Fellowship awards of up to \$10,000 will be given to journalists who propose stories that will shine a light on an under-reported community topic. The project may be investigative or explanatory in nature and must be published in print, online or broadcast locally. The money can be used to cover expenses, travel or simply pay for a reporter's time in preparing the story.

The fellowship program is offered at a time when the region's media outlets are suffering through the worst recession in decades and have cut their staffs and reporting budgets.

"With each passing day, we see journalistic resources drying up in this community and we want to help," said Press Club President Dick Weiss. "We all have a stake in maintaining a vibrant press."

Weiss and his wife, Sally Altman, provided \$5,000 to kick off the fellowship effort in memory of Weiss's late parents, Richard M. and Helen Weiss, both of whom were active in local media. The Press Club matched that amount with \$5,000 from its own treasury. The club also plans to raise more money for the program through fundraisers and solicitations. Weiss said he would like to see grants amounting to \$50,000 in the first year – perhaps spawning as many as a dozen groundbreaking stories.

"Great journalism is both labor intensive and at times costly," Weiss said. "If we want to see reporting that genuinely improves and enhances civic life, we will have to find a way to pay for

it. One way to do that is to reach into our pockets and make a donation just as we do for other civic assets, such as the Saint Louis Symphony, Art Museum, and Forest Park. In this case, the assets are our region's talented journalists."

All journalists in print, broadcast, and online are eligible to submit a story idea and apply for a grant. The program is open to both full-time employees at any one of the area's media outlets and to freelancers.

Weiss said the fellowship program could be a boon to journalists who have been recently laid off from their jobs and others who have been asked to take furloughs. "We will also consider applications from full-time journalists who know their employers would not otherwise be able to give the time to do an ambitious story," Weiss said. "Our goal is simply to increase the number of enterprise stories readers and viewers will see in local media."

Applications from area journalists will be reviewed by a Press Club committee. Selection criteria will include the applicant's demonstrated commitment to reporting stories with a strong local interest, the impact the proposed story will have on the community and a determination of which candidates most need the resources.

Proposals will be considered as they are submitted so that the stories can be produced on a timely basis.

More information on how to both donate to the program and apply for fellowships can be found on the Press Club's website at www.stlpressclub.org.



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The Press Club office is in Room 111 in the main administrative building of Logan College. Telephone: 636-230-1973. FAX: 636-207-2441.

Mailing address: P.O. Box 410522, Creve Coeur, MO 63141.

Email: info@stlpressclub.org. Website: www.stlpressclub.org

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**New Board Members:
Nancy Higgins and Bill Smith**



Nancy Higgins recently was named Director of Ceremonies, Events and Protocol at Webster University where she plans, implements, evaluates and oversees all university-wide and targeted outreach special events for the University President and Development Office. These include Board of Trustees events, donor relation events, groundbreaking, building dedications, and guest speaker engagements, the annual Director's Meeting, the Webster Works Worldwide community service day, and events for the individual

university schools and colleges. She also serves as a consultant to the worldwide network on university protocol and is the head speechwriter for the University President and Chancellor.. Previously Smith was Special Events Coordinator, Commencement and Convocation Prior to joining Webster, Nancy held public relations and marketing positions with Lents & Associates, The Booksource, KMOX Radio, and The Library. Ltd. She holds a BA in Communications from Saint Louis University and a MA in Media Communications/Public Relations from Webster University.



Bill Smith, a longtime reporter for the *St. Louis Post-Dispatch*, grew up in Central Illinois, graduating from Bradley University in 1974. His first newspaper job was at the Peoria Journal Star where he worked for five years before moving to St. Louis and the old *St. Louis Globe-Democrat* in 1979. In the 1985 he joined the Post where he worked until taking early retirement from the newspaper two years ago. At the Post he wrote for virtually every section of the newspaper, serving stints as a general assignment reporter,

feature writer and specialty writer in the area of philanthropy and nonprofit reporting. After retiring, he took a variety of freelance assignments and worked several months for the online *St. Louis Beacon* before taking a position as an investigator with the St. Louis Better Business Bureau last November.

Welcome New Members

Peggy Barnhart, John Butler, Sally Lefler, Bill Smith, Nancy Higgins, Dr. Avis Meyers, Dan Martin, Sean McLaughlin, Bill Racck, Dr. Art Silverblatt, Kay Quinn, Michele Peters

Student Members: Elizabeth Alexander, Andrew Bush, Rebecca Gilberg, Adam, Johnson, Lauren O'Brien, Elyse Pickle, Matthew Reinig, Teryn Schaefer, Richael Schallom, Emily Schmutz, Sarah Scully, Phillip Seahorn, Benjamin Simon, Tyler Wiese

**2010 Media Person of the Year
Chairpersons Announced**

It isn't too soon to begin planning for our next big gala. The 2009 Media Person of the Year Roast and Toast was a terrific success adding over \$26,000 to our club's coffers for our on-going commitment to providing communication scholarships and now enterprise journalism fellowships.

The co-chairs for the next Media Person of the Year event which will be held in the fall of 2010 are: **Ellen Futterman**, **Nancy Higgins** and **Susan Kerth**.

Give the office a call if you would be willing to serve on the committee. It's a big job and we need all the help we can get.

Russert and Lipman Scholarships Awarded

Elyse Ann Pickle

The Press Club of Metropolitan St. Louis honored Elyse Ann Pickle, a senior in the radio-television sequence at the Missouri School of Journalism, with the club's first **Tim Russert Scholarship** at the club's June 26 forum at Webster University.

The scholarship was established in 2008 shortly after Russert's death to honor the Meet the Press moderator to provide assistance to deserving students from our region's universities who are pursuing degrees and careers in broadcast journalism. An event held last September -- "Face the Nation: A Girls' Night Out" -- provided the initial funding for the scholarship.

"We are grateful to Neiman Marcus for supporting this scholarship and are especially proud that we could find such a deserving winner in Elyse," said Press Club president Dick Weiss.

Pickle, a resident of Ballwin, Missouri, is a rising senior at the University of Missouri-Columbia, where she is majoring in broadcast journalism with a minor in meteorology. As part of her training, she shoots, edits, and reports news and features for KOMU-TV, an NBC affiliate, and occasionally fills in for the meteorologists. Her instructor and KOMU supervisor, Professor Greely Kyle, describes Pickle as "a strong journalist with a good eye for detail, a passion for the truth, and a way with words. (She) performs well in the pressure cooker of the station, meeting deadlines with her usual good humor and excellent work."

Pickle is especially honored to receive the Tim Russert Scholarship. "With profound morals and strong ideals, Mr. Russert was devoted to broadcast journalism and dedicated to his family, as well. I hope that in my career as a journalist I will maintain a similar sense of balance, and have the privilege of earning the respect from a viewing audience that Tim Russert achieved in his lifetime as a beloved and distinguished journalist."

Matthew James Reinig

Matthew James Reinig, a rising senior in the print and digital news sequence at the Missouri School of Journalism has been selected to receive the first **Press Club of Metropolitan St. Louis and St. Louis Post-Dispatch David Lipman Scholarship**, which was announced at the club's June 26th forum.

The scholarship was established after Lipman's death last year to honor the alum and long-time supporter of the Missouri School of Journalism. Lipman was an active member of the Press Club of Metropolitan Saint Louis. He was also a Missouri native, a past president of the Missouri Press Association and served as managing editor of the *St. Louis Post-Dispatch* for 14 years.

Past-president Alice S. Handelman, who played a pivotal role in establishing this scholarship said, "David Lipman was a giant among giants in the field of journalism. A graduate of Missouri School of Journalism, he received virtually every honor possible from the institution he so loved. He was always receptive to helping the school maintain greatness and met on a regular basis with Dean Mills, the school's dean. The Press Club and **St. Louis Post Dispatch** are honored to recognize a rising star in the school's print and digital news sequence with the first David Lipman scholarship."

The scholarship is to provide academic assistance for deserving students from the St. Louis area. Reinig, this year's recipient, is a copy-editor and reporter for *The Columbia Missourian*. He will have his bachelor's in journalism in summer 2010, and will also pursue a graduate degree in literary arts.

"It's an incredible honor to receive this award and to be a part of the memory of a man who accomplished so much in the field of journalism, gave continuously to the education of the profession, and was admired and cherished by so many," said Reinig.



Press Club president Richard Weiss (center) congratulates scholarship recipients Elyse Ann Pickle (left) and Matthew James Reinig (right) at the club's June 26 forum. Pickle was awarded the Press Club's \$5,000 Tim Russert Scholarship and Reinig has been selected to receive the \$5,000 Press Club and St. Louis Post-Dispatch David Lipman Scholarship through the Missouri School of Journalism. Both are students at the University of Missouri-Columbia.

Meet Press Club's Summer Internship Scholarship Recipients

Sarah Scully is reporting at the *Saint Louis Beacon* as a technology and health care policy reporter this summer. She is a senior at the University of Missouri's School of Journalism and will graduate in December with a Bachelor's of Journalism in Print and Digital News. Originally from Detroit, Mich., she spends most of her time in Missouri. She works for the School of Journalism as a student Ambassador and past-president of the Mizzou Hydrogen Car Team, a MU College of Engineering student competition team. She has worked at *The Columbia Missourian* as both a reporter in the science and technology beat and as a copy editor, a role which she will be resuming in August as a teaching assistant. She has also worked on MyMissourian.com, a citizen journalism site, with local photographers to post single photos and galleries.



Press Club scholarship vice presidents Aisha Sultan (left) and Claudia Burris (right) congratulate scholarship winners (from Sultan) Emily Schmutz, Sarah Scully and Becca Gilberg.

Becca Gilberg is the summer intern for the Press Club of Metropolitan St. Louis working with the executive director. She is a senior at Southeast Missouri State University. After completing this internship and another class in the fall, she will graduate with a bachelor's degree in Corporate Communications and a minor in Integrated Marketing Communications. She plans on staying in St. Louis and is looking forward to starting a career in this region.

Emily Schmutz is a summer intern with photographer Dan Dreyfus at Dreyfus + Associates photography studio. She is a senior at Webster University. In May 2010 she plans to graduate with degrees in Photography and Spanish. She has played an active role in Webster's student-run magazine, *The Ampersand*, and will be one of two co-editors for the magazine in the upcoming year. Schmutz also does the layout for the Press Club's newsletter. She wants to find an opportunity to combine her magazine experience with her photography skills.

Zach Wins Press Club's Journalism Foundation Scholarship



The Press Club is one of 13 organizations that fund scholarships for communication students through the Journalism Foundation, and in the spring of 2009 **Kameron Zach**, a Press Club student member, was our recipient. Zach graduated recently from Webster University with a BA in Video Production and is now working as a summer associate with MTV Networks in New York -- a program for recent graduates, which is similar to an internship.

Zach and nine other summer associates from around the country are working in digital media departments. "Everyone I'm working with has a really specialized talent in digital media," Zach said. "It's very exciting working with a dynamic, young and fresh group of kids."

Zach is in the Flux department and is developing the system that will run the social media components for every MTV owned website. His role is working in product design and user interaction. He and the other associates are also creating a team project -- a prosocial initiative for one of MTV's brands -- that they'll pitch to the executives at the end of the program.

Previously, Zach did freelance video editing for HEC-TV and in 2007 he was one of Press Club's internship scholarship winners.

"The Sky's the Limit" Press Club Scholarship Given

A future journalist, **Jalisa Leeper** of Riverview Gardens, received the Press Club of Metropolitan St. Louis scholarship from St. Louis Post-Dispatch columnist and blogger **Aisha Sultan**, at Mathews-Dickey Boys' & Girls' Club's 15th Annual "The Sky is the Limit" career-readiness luncheon. Community volunteer and philanthropist Sue Engelhardt gave the keynote address on May 15, at the Hilton St. Louis at the Ballpark. Emceed by KTVI Fox 2 Reporter Shirley Washington, the luncheon gave 250+ young women an opportunity to meet and network with 250+ outstanding female business owners and executives. A total of 24 college scholarships were awarded to seniors from 16 school districts and the Club's membership.



Members in the News...

Berkman Named a 2009 Woman of Achievement



Press Club Board Member and 2009 Media Person of the Year Co-Chair Joan Lee Berkman displays her 2009 Woman of Achievement Award at the May 12th Event. Photo by Tom Tussey

Joan Lee Berkman was recently recognized for her many contributions to the volunteer community by the Women of Achievement of St. Louis. In addition to a stellar career as a telecommunications executive, Berkman has been an active community volunteer for over 30 years. She is considered one of the go-to volunteers in St. Louis and gives countless hours to organizations including the Press Club of Metropolitan St. Louis, Opera Theater, Laumeier Sculpture Park, Clayton Camber of Commerce, University of Missouri St. Louis Friends, Center of Contemporary Arts and the local march of Dimes. Berkman is founder of Radio Broadcasters for Babies, a signature event that has become a national model for the March of Dimes Foundations. To her many outstanding accomplishments, she has added the title “author” having written a book with her mother entitled, *Face Watchers: Wrinkles are Physical. Face Lines are Mental.*

Berkman, who was recognized in the category of Innovative Communication, joined nine other women who were honored at the annual luncheon held May 12 at the Ritz-Carlton Hotel : Susan Block, creative philanthropy; Arlen Chaleff, mental health; Suzie Knopf, women’s health; Amanda L. Murphy, Ph.D.; community betterment; Noemi K. Neidorff, arts champion; Cheryl Polk, human concerns; Deidre Pujols, youth and family; Norma Stern, lifetime service; and Virginia Wachter, cultural enrichment.

Applewhite Launches Mystery Novel



Press Club member and St. Louis mystery author, **Claire Applewhite** and her husband Dr. Thomas Applewhite, of Town and Country, celebrated the May 2nd launch of her debut mystery novel, *The Wrong Side of Memphis*, at the St. Louis Club with Alice Handelman, immediate past president, St. Louis Metropolitan Press Club and her husband Howard. As a member of the Women’s Leadership Council of the Humane Society of Missouri, Claire will donate a portion of the novel sales to that organization.

Press Club Sponsors CSPRC “Spectrum 2009” Conference

The Press Club of Metropolitan St. Louis was a Gold Level Sponsor for the Community Service Public Relations Society “Spectrum 2009” Conference on May 12 at the Viking Conference Center with members **Allison Collinger**, **Ellen Futterman** and **Charles Klotzer** giving presentations. Futterman, editor of the *St. Louis Jewish Light*, participated in the “Pitches That Work: The View from the Media Side” workshop; Collinger, principal of AHC Consulting gave the “Talking a Good Game: How Understanding Sports Can Help You Succeed” workshop, and opening the conference, Klotzer, founder of the *St. Louis Journalism Review* spoke on “Aiming for Truth: The Pitfalls of ‘Objectivity’”.



Glenda Partlow, Dick Weiss and Allison Collinger at Press Club sponsorship table.

Washington Inducted Into AB Hall of Fame



Press Club members Verna Smith, left, and Marge Polcyn, right, congratulate **Barbara Washington**, the first woman to be inducted into the Anheuser-Busch Hall of Fame. The honor was given at the Mathews-Dickey Boys’ and Girls’ Club Amateur Baseball Hall of Fame Awards Dinner at the Westport Chalet.



The Press Club

of Metropolitan St. Louis
P.O. Box 1065
Chesterfield, MO 63006-1065

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Upcoming Events:

Saturday, July 18

How to Conquer Confusion and Use the New Media

Hands-on Workshop led by Richard Gavatin and Elizabeth Erickson with Light Lunch: \$10 members and \$12 non-members

Webster University Emerson Library
10 a.m. to 1 p.m.

August

No forum

September

The Local Business Economy Forum

October

Gourmet Lunch at St. Louis Community College at Forest Park with *Restaurant Critic Panel Forum*

November

Hunger in Our Community Forum

December

Annual Meeting and Catfish Award Breakfast



“Media in the Throes of Change” was the topic of the June 26 Press Club forum attended by 90 members and guests at Webster University. Don Marsh (left at podium) host of St. Louis on the Air, KWMU-FM moderated the discussion. Panel members were: (seated from left) Sylvester Brown, Jr., writer; John Butler, news director, KMOX; Margaret Freigovel, editor, St. Louis Beacon; Sean McLaughlin, news director, KMOV-TV; Bill Racck, news director, KWMU-FM; Arthur Silverblatt, Ph.D., professor of communications and journalism, Webster University.