

President's Message

By Richard H. Weiss

I never went to journalism school. When it comes to writing, reporting and newspapering I'm pretty much self-taught. That may be why I can't quite do the *five Ws* when it comes to our Media Person of the Year Dinner.

We know *who* our honoree is. Mike Shannon.

We know *when* he will be honored. Sept. 29, 2010.

We know *why*. He is the engaging, enduring and endearing voice of the St. Louis Cardinals.

We know *what* this event is all about. Raising money for scholarships for students and fellowships for working journalists to create groundbreaking enterprise stories for local media.

It's just the *where* that is currently unknown. We are in discussions with two hotels. Hopefully, by the next edition of this newsletter, you'll know where to show up for this great event on Sept. 29. But please do save the date.

I also want you to know that we are going to add to the *who* part by bestowing honors on some journalists who do not have as high a profile as our friend, Mike, but who are nonetheless very deserving of recognition. Stay tuned for that announcement, too.

We do have the five Ws all lined up for a wonderful event next month. Maybe that's because I have had little to do with it. This effort has been led by Aisha Sultan and a great committee of women Press Clubbers. (See related picture and info elsewhere in this newsletter).

The group has rounded up a group of professional makeup artists who will share their "Tricks of the Trade" on Saturday, March 6 at Neiman Marcus. The event will benefit not only student journalism scholarships but Haitian earthquake survivors. A big thanks in advance to Ellen Soule of N-M and a Press Club board member for making this event possible for the second year in a row. Along with lots of goodies, participants will be treated to a light brunch and mimosas. This is clearly a women's event. So I guess that leaves room for the guys to do something. I don't know what that might be just yet but instead of mimosas, maybe a shot and a beer.

Speaking of booze (I'm the master of segues), wine and beer were served at a meeting at my house where a dozen

board members (approximately a third of our august body) discussed the long range future of the Press Club. We live in a topsy-turvy media world and if we want to survive as an organization, we want to stay relevant to communicators in our region while at the same time advocating for our values.

We did the flip chart thing and I don't have the space to share all of it here. But some key themes emerged. We want to:

- Give people a compelling reason to join Press Club by providing information and training they can't get anywhere else.
- Help people connect with jobs and work they might not otherwise find except through Press Club networking opportunities and our website.
- Continue to promote enterprise journalism by sponsoring worthy reporting projects in our region.
- Create a buzz in the community about the Press Club. We want to push our values concerning responsible reporting in the most provocative way possible.
- Educate young people so that they can be discerning media consumers and participants.
- Honoring the past in ways that make it relevant to our future.

That's a substantial agenda. And we will need each of you to help make it happen. If one of these topic areas strikes your fancy, please let me know.

Now if you'll excuse me, I'll get back to working on the fifth W.



Mike Shannon to be honored as Press Club's 2010 Media Person of the Year



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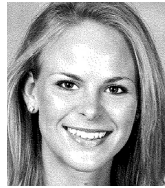
Emily Schmutz, Courier Graphic Artist

Kayla Kell, Press Club Spring 2010 Intern

Press Club Interns



Kayla Kell is our intern this semester. She is in her third year at Webster University where she is working on a Bachelor's degree in Public Relations and a minor in English. On top of being a full time student and interning with the Press Club, she is also an assistant manager at Gymboree, a children's clothing store, and has worked in the Office of Public Affairs at Webster since her freshman year. Kayla has a passion for PR and is excited to work for the Press Club to gain more knowledge within a professional setting.



Lauren O'Brien started her Press Club internship over winter break and will be our summer intern. She is a junior at the University of Missouri where she is studying strategic communication with a minor in business. She is a volunteer at the Mustard Seed Fair Trade Store, and a member of the Ad Club. She is also an active member of her sorority, Delta Gamma. After graduation, O'Brien hopes to pursue a career in public relations working for a non-profit organization.

New Board Members



Suzanne Corbett is currently the food & travel writer for the St Louis Globe Democrat and is a contributor to West News Magazine, AAA Traveler Magazines, PrimeLife Circuit. Her by-line has appeared in Better Homes & Gardens, Sauce, St. Louis At Home, and St. Louis Post-Dispatch in addition to producing and hosting Hot Plates bi-weekly food talk and culinary travel segments on 1380 KSLG, St. Louis. She is the author of Pushcarts & Stalls: The Soulard Market History Cookbook and is a Telly and Davey Award winning writer and producer.

Corbett has been awarded the Press Club's Catfish Award, as well as the Quest Award from Missouri Professional Communicators, an affiliate of the National Federation of Press Women, which recognizes individuals whose work reflects an enduring quest for the highest standards of professional ethics and excellence. She holds a masters degree in media communications from Webster University and is a Certified Culinary Professional with the International Association of Culinary Professionals and a Les Dame D'Escoffer.



Carla Freiman Feuer has spent more than 20 years in advertising, public relations, communications, and sales. Specifically, she has worked at advertising and PR agencies, in-house as a marketing communications director at both commercial and non-profit organizations and in field sales. Feuer has provided sales coaching, strategic communications and media relations for some of America's largest organizations, including the American Red Cross, CPI Corporation, Venture Stores and more. Several of her campaigns won nationally recognized industry awards. As a sales consultant serving a 13-state territory, she received awards and recognition

for exceeding or meeting \$40M+ annual sales goals.

Early in her career, she founded her own public relations agency, The Write Angle, which she subsequently merged with the largest wholly owned local advertising agency in St. Louis at that time.



Barbara Langsam Shuman is an award-winning documentary filmmaker ("The Stem Cell Divide") and an executive with SAGE Marketing, a St. Louis-based public relations and media relations company. She is also a co-president and partner of Triumph Documentaries, a not-for-profit documentary production company.

Her professional background includes positions in print journalism, public broadcasting, university relations, advertising and public relations. She has served as associate director of alumni relations at Washington University, as marketing director at KETC-TV, Channel 9, and as associate editor at the St. Louis Jewish Light. Barbara has received "Communicator" awards for her public relations work.

Shuman co-directed, co-produced, conducted interviews and wrote the script for "The Stem Cell Divide," a documentary that explores the embryonic stem cell controversy. She has created, written the libretto and penned the lyrics for "Flora's Fair," an original musical. Shuman has written feature articles and Op-Ed pieces and book reviews for the St. Louis Post-Dispatch and a column for the Ladue News.

Press Club's Annual Meeting and Award Breakfast



From left back, awardees: Charles Knoll and Walter Knoll III of Walter Knoll Florist, Keith Alper of Creative Producers Group, and Jim Anderson of the Missouri Grape and Wine Board. Keynote speaker: Joe Holleman. From left front: Awardees: Bill Smith, Steve Edwards, and Joan Lee Berkman. Press Club president Richard Weiss. Photo by William Greenblatt



Dick Weiss (right) presents Joan Lee Berkman with the Press Club's highest honor for a member's outstanding service, The Catfish Award. Unable to attend, but also receiving the Catfish, is Alice S. Handelman. Photo by William Greenblatt

The bright and beautiful Purser Center on the campus of Logan College of Chiropractic and University was the venue again this year for an entertaining meeting and award event. Logan continues to provide office space for our organization and is a corporate member of The Press Club. Fifty-eight members and guests attended the event which included a delicious breakfast buffet. President Dick Weiss reported on the highlights of the club's 2009 activities, with special emphasis on its expanded activities in giving scholarships to communication students and launching enterprise journalism fellowships for journalists.

Weiss introduced our president-elect. Gloria Ross will be the president-elect during 2010 and the club's president from 2011 through 2012. The new and returning board members for the 2010-12 term were introduced and elected by the members. They are: Joan Lee Berkman, Suzanne Corbett, Charlene Bry, Carla Freiman Feuer, Cynthia Kagan Frohlichstein, William Greenblatt, Alice S. Handelman, Pamela Niehaus, Alvin Reid, Ellen Soule, Barbara Langsam Shuman and Jan Scott.

Weiss announced the 2009 recipients of the club's prestigious Catfish Award, **Joan Lee Berkman** and **Alice S. Handelman**, who were chosen by the board for their exemplary contributions

to the Press Club and to the field of communications. Berkman was the chairperson of the highly successful 2009 Media Person of the Year fund-raising gala. Handelman served as the club's president in 2007 and 2008 and was the advisory chairperson for the gala. The Catfish, which is the club's highest award of appreciation, was named in recognition of the club's origins 53 years ago when journalists and media professionals began the club over catfish lunches.

Five President's "Above and Beyond" awards were given to individuals and organizations for their contributions supporting the club's scholarships for young journalists and fellowships for enterprise reporting in the region -- they went to **Steve Edwards**, **Michael Staenberg**, **Walter Knoll Florist**, **Creative Producers Group**, and the **Missouri Grape and Wine Board**.

Weiss then surprised Bill Smith with a "Lifetime Achievement" award for his contributions to journalism and civic life in St. Louis. To the theme of "Superman", Weiss gave a biographical account of Smith's many accomplishments.

Joe Holleman wrapped up the morning with an entertaining talk. Holleman, known as the "life sherpa", writes a humorous advice column for the St. Louis Post-Dispatch.

November Forum on Hunger



"Hunger Does Not Take a Holiday" was the theme of the Press Club's forum held Nov. 17 at the Salvation Army headquarters. An audience of 36 members and guests learned about the alarming state of food insecurity in our region and in the state. From left, panelist Frank Finnegan, director of the St. Louis Area Food Bank; Judy Kaplan, Press Club program vice president and event organizer; panelists Susan Rundblad, program coordinator - community outreach of the Harvey Kornblum Jewish Food Pantry; and Dr. James (Sandy) Rikoon, director of the Interdisciplinary Center for Food Security, University of Missouri.

History of the Press Club By Verna Green Smith, Ph.D.

Chapter 5: We Grow, We Shine... We Move

Editor's note: Happily, this heretofore unpublished chapter of the "History of the Press Club" by Verna Green Smith, Ph.D. has come to light. The first four chapters, which were printed several years ago in the Courier, are now on our website, www.stlpressclub.org. Click on the history link.

Our rapidly growing Press Club spent three years at the Paul Brown Building (1960-63) with Dickson Terry, Marsh Clark and Spencer Allen leading the way.

During Clark's presidency, negotiations were under way to establish reciprocal membership agreements with the National Press Club in Washington, D.C. and other Press Clubs across the country. (As of 2005, we were up to 28 such relationships, including the Overseas Press Club.)

Spencer Allen presided at the "mortgage burning" when Board member Sue Allen Wood set fire to the paper that said we no longer owed the First National Bank \$1,500 which they loaned us to finance our move. Members cheered!

The Press Club awarded its first scholarship in 1963. Spencer Allen, president, presented it to Nicholas J.

Pasqual, a student at SIU, Carbondale, who spent the summer working on English newspapers; the arrangement was made by Howard A. Long, chairman of the SIU journalism department.

A new club insignia designed by Ralph Graczak had a catfish leaping through the Gateway Arch with the words "Press Club" in the background. Graczak also drew caricatures of Press Club officers and members. They were displayed on the walls of the club and are now housed and preserved in the Media Archives at the St. Louis Public Library.

Some of the new members that year included Dick Greer, William Abrams, Ben Magdovitz, Polly Bangert, Bob Burnes, Jim Herron, Alvin Goldstein and Patrick Buchanan!

Luminaries visited the Press Club and gave talks... Benjamin Spock, pediatrician and author; Col. John (Shorty) Powers, commentator for American space flights; Debbie Drake, TV exercise guru and nationally known newspaper health columnist and author.

Arthur Bertelson, managing editor of the Post-Dispatch, joined the Board as

second vice president, succeeding Mike Pulitzer.

A special Friday Night Family Dinner was featured—a full-course dinner for \$1.45 for adults and \$1 for children. In addition, a smorgasbord was offered at noon--\$1.25—all you could eat.

In November 1963, the First Annual Press Club Award Dinner was held at the Sheraton-Jefferson Hotel. Spencer Allen, outgoing president, awarded plaques to Keith Gunther and Austin Bridgeman, KSD-TV; Allan Merritt and Ted Schafers, Globe-Democrat; Gene Wilkey and Steve Fentress, KMOX-TV, and Rex Davis, KMOX Radio. Gov. Nelson Rockefeller, New York, was the main speaker. Dr. Q. Walter Wagner gave the invocation, and Bob Holt, "the man of many voices", was master of ceremonies. Other distinguished guests were Thomas B. Curtis, Charles Collingwood, Paul Niven, Marquis Childs and Lawrence K. Roos..

It was a golden era.

Then in 1964 we were on the move again...this time to the McKinley Hotel under the leadership of George Killenberg, St. Louis-Globe Democrat.

Press Club Administering Journalism Foundation Scholarships

In addition to publicizing, judging and awarding our own scholarship program, the club has recently taken on the administration of the Journalism Foundation scholarship program, as well.

The application deadline for scholarships is March 30, 2010. Scholarship candidates should be directed to our website: www.stlpressclub.org and click on the Scholarships and Internships link for all criteria and the application form.

Wills and bequests are for everyone. They are the simplest, most effective and common way to plan for the future and to ensure your ideals and priorities are reflected in the distribution of your assets.

No matter whether your estate is large or small, it is just good common sense to have a will. Without one, the laws of the state of Missouri will determine how your assets are divided. So, even if there is a natural tendency to procrastinate in this area, writing a will is one of the most significant and self-expressive actions a person can take.

If our scholarship fund and enterprise journalism fellowships are important to your life, you can ensure these ongoing programs by making a bequest to Press Club in your will. The terms of the bequest may specify a dollar amount or a percentage of the residuary estate. The bequest can take the form of particular assets such as real estate, art or stocks, or it can be set up as a trust that will support both your individual beneficiaries and Press Club.

The language required for a bequest to Press Club is: "I give, devise and bequeath to The Press Club of Metropolitan St. Louis Charitable Fund, a not-for-profit organization, the sum of \$ ____; ____% or all of my residuary estate. If you already have a will, you can add a codicil designating Press Club as a beneficiary.

Press Club Congratulates:



Donald Suggs (left) and Bob Cohn (right) accepting Jews United for Justice Heschel-King Awards from Michael Kahn (center) emeritus of the St. Louis Jewish Light and has served as our club's president, from 1997-2000 and 2005-2006, and been honored with both our Catfish and President's awards. Suggs is president and publisher of the St. Louis American.

Bob Cohn and **Donald Suggs** were honored with the **2010 Heschel-King Award** by the Jews United for Justice on January 24th -- an honor which celebrates individuals in St. Louis who carry on Dr. Martin Luther King and Rabbi Abraham Joshua Heschel's inspiring partnership. Cohn and Suggs are long-time Press Club members.

Cohn is editor-in-chief of the St. Louis Jewish Light and has served as our club's president, from 1997-2000 and 2005-2006, and been honored with both our Catfish and President's awards. Suggs is president and publisher of the St. Louis American.



Press Club fellow Nancy Larson at the disaster planning workshop.

Photograph by Richard Weiss

The Press Club fellowship that we provided freelance journalist **Nancy Larson** was very well timed. Nancy's three-part series on disaster preparedness -- "**Ready or Not: Is St. Louis Prepared for a Catastrophe**" -- was published online in the St. Louis Beacon in late October and early November. On January 28, more than 120 stakeholders in St. Louis's disaster planning community gathered for a workshop at the Sheraton St. Louis City Center to examine the process for handling the circumstances and coverage immediately following a major terror incident. The event moderated by former CNN anchor Aaron Brown was sponsored by The Radio and Television Digital News Foundation, the National Academies and the U.S. Department of Homeland Security. On hand were journalists, medical and health care executives, scientists, educators, municipal county and state officials from across the region. The Press Club provided each participant with a 20-page booklet containing Nancy's series (as well as an ad for the Press Club). A big thank you is owed to the Auto Club of Missouri and Dennis Heinze for publishing the booklet on the Press Club's behalf.

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Martin Duggan was honored on January 27 as over 400 guests gathered for a "**Salute to Martin Duggan**" at the Ritz-Carlton. Duggan is a member of the Press Club's advisory council. He was president of the club in 1967 and '68, and a 1996 Press Club Media Person of the Year. Photo: Martin Duggan was welcomed by a Marine Color Guard at the KETC/Channel 9 tribute to him.

Don Corrigan has won the national **Distinguished Newspaper Adviser Award for 2009** from the College Media Advisers (CMA). Corrigan is a member of Press Club and long-time supporter of the St. Louis' Journalism Foundation now being administered by the Press Club.

Jeff Fister was recently awarded the **Central West End Association's William J. Polk award**, presented to the "individual resident who has consistently provided value added contributions to the enhancement of the Central West End community." Fister is a former board member and is on the club's advisory council

Alvin Reid and **Sue Killenberg McGinn** will receive the **Missouri Professional Communicators Quest Award** at the MPC luncheon on April 17. The award recognizes individuals whose work reflects an enduring quest for the highest standards of professional ethics and excellence. For more information, contact: Marge Polcyn at 314-416-4074 (margepolcyn@sbcglobal.net).

Upcoming Press Club Events:

Register by calling 636-230-1973 or online at www.stlpressclub.org

Feb. 25: St. Louis Food Scene

Noon, St. Louis Community College at Forest Park

Enjoy a three-course gourmet lunch prepared by the faculty and staff of the Restaurant/Hospitality Department and served in the Anheuser-Busch Dining Room of the Hospitality Building while learning what's happening in the St. Louis food scene from an in-the-know panel. \$12 members and \$15 for guests.

March 6: Face the Nation: Tricks of the Trade 10:30 a.m, Neiman Marcus in Plaza Frontenac

An exclusive beauty event for a good cause. \$50 donation supports Press Club scholarships and Haitian relief.



Face the Nation: Tricks of the Trade committee members recently met at Neiman Marcus to plan the event.

From left, Joan Lee Berkman, Lynn Hamilton, Barbara Langsam Shuman, Kayla Kell, Carla Freidman Feuer, Aisha Sultan, Alice S. Handelman, Gloria Ross, Suzanne Corbett, Pam Niehaus, Gina Galati, Ellen Soule

Still Being Planned:

April	Special Members Event
May	Crime Report and optional tour of City Jail
July	Reception for Scholarship Recipients with guest speaker
August	New Media Workshop
September	Media Person of the Year Dinner
October	Election Debate: Robin Carnahan & Roy Blunt
November	Special Members Event
December	Annual Meeting

(Members are invited to suggest forum topics)

Welcome New Members

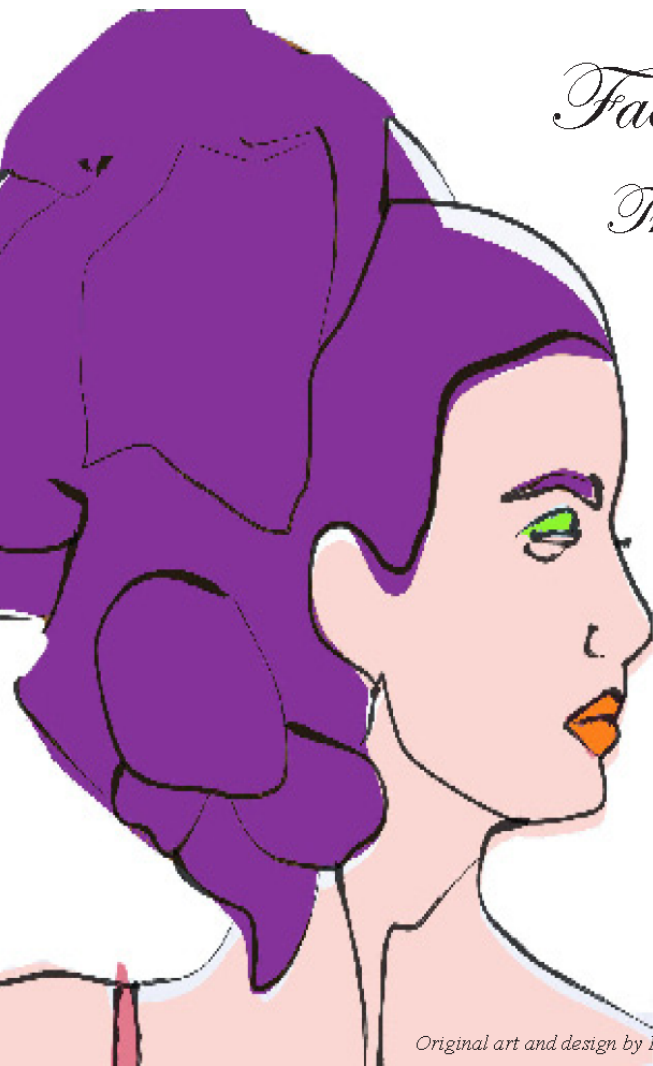
Larry Connors, Grant Doty, Carla Freiman Feuer, David Helms, Joe Holleman, Molly Hyland, Kayla Kell, Melissa Lorenz, Vickie Newton, Lauren O'Brien, Stephanie Rapp, Barbara Langsam Shuman



The Press Club

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Face the Nation

Tricks of the Trade

Saturday

March 6

10:30 a.m. to 12:30 p.m.

Please join Press Club for an exclusive event at Neiman Marcus:

- Learn beauty tricks of the trade from top national makeup artists.
- Create your flawless face and hands at five teaching stations in the cosmetic department on lips, skin, eyes, fragrance, hands and nails.
- Sip tasty mimosas and enjoy delicious brunch bites.
- Receive a special Neiman Marcus gift bag.
- Win a raffle basket of celebrities' top beauty picks.

\$50 per person (tax deductible) RSVP by Monday, March 1

Proceeds to benefit the Press Club's Walter Cronkite Journalism Scholarship. Space is limited! Visit www.stlpressclub.org for credit card payment or mail checks to P.O. Box 410522, Creve Coeur, MO 63141

Neiman Marcus



The Press Club
of Metropolitan St. Louis

www.stlpressclub.org

Original art and design by R. Scott Frawley and Shay Merritte