

# ST. LOUIS PRESS CLUB'S MEDIA PERSONS OF THE YEAR AWARDS GALA

**Wednesday, February 21, 2018**

5:30 p.m. Reception, 6:15 p.m. Dinner and Awards Program  
Edward Jones Corp. North Campus  
130 Edward Jones Blvd., Maryland Heights, MO 63043

## 2018 MEDIA PERSONS OF THE YEAR AWARDEES

### PRINT

Eric Mink



### TELEVISION

Betsey Bruce



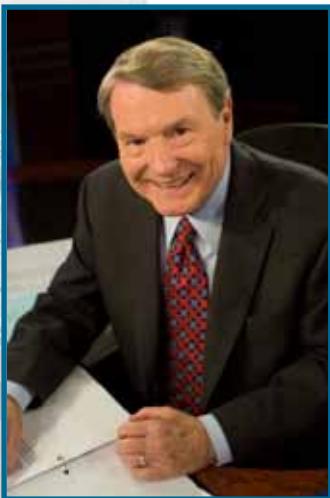
### TELEVISION

Frank Cusumano



### LIFETIME ACHIEVEMENT

Jim Lehrer



### RADIO

KSHE 95



### POSTHUMOUSLY

John Auble



# ST. LOUIS PRESS CLUB'S

## SPONSORSHIPS & TICKETS

### \$25,000 PRESENTING SPONSOR

- Honorary Gala chairpersons
- Remarks at event
- Three prime-location tables of 10 at Media Persons of the Year Gala and Dinner
- Invitation to photography session with honorees prior to the start of Gala
- Inclusion in all media releases/announcements and printed materials for Media Person of the Year Gala, including invitations, programs, on-site signage, logo video and emcee mentions at Gala
- \$1,000 Media Scholarship in sponsor's name

### \$15,000 PROGRAM AND AWARD SPONSOR

- Introduction at event
- Two prime-location tables of 10 for Media Persons of the Year Gala and Dinner
- Invitation to photography session with honorees prior to the start of Gala
- Inclusion in all media releases/announcements and printed materials for Media Person of the Year Gala, including invitations, programs, on-site signage, logo video and emcee mentions at Gala

### \$10,000 DINNER SPONSOR

- Introduction at event
- Two prime-location tables of 10 for Media Persons of the Year Gala and Dinner
- Inclusion in all printed materials for Media Persons of the Year Gala, including invitations, programs, on-site signage, logo video and mentions by emcee at Gala

### \$5,000 RECEPTION SPONSOR

- One preferred-location table for 10 for Media Persons of the Year Gala and Dinner
- Inclusion in logo video, on-site signage, invitations and printed program at Gala

### \$2,500 VIP SPONSOR

- One table of 10 for Media Persons of the Year Gala and Dinner
- Inclusion in invitations, printed program, on-site signage and logo video at Gala

### \$1,500 TABLE SPONSOR

- One table for 10 for Media Persons of the Year Gala and Dinner
- Inclusion in program and logo video at Gala

### \$150 INDIVIDUAL TICKET

### \$125 PRESS CLUB MEMBER TICKET

**NEW MEMBER DISCOUNT:** Join St. Louis Press Club and receive a \$25 discount on each ticket for yourself and one guest

Make paid reservations by credit card at [www.stlpressclub.org](http://www.stlpressclub.org) or by mailing a check to St. Louis Press Club at P.O. Box 410522, St. Louis, MO 63141.

The St. Louis Press Club is a 501 (c)(3) non-profit organization. All gifts are tax deductible, minus the fair market value of benefits received.



# MEDIA PERSONS OF THE YEAR AWARDS GALA

## HISTORY

In 1988, the St. Louis Press Club established the "Media Person of the Year" Award to recognize distinguished men and women from the St. Louis media whose work represents the highest standards of professional conduct and accomplishment. This scholarship dinner and roast has evolved into a major fundraiser, as well as one of the area's premier social events.

Today, the gala draws hundreds of people -- from the movers and shakers of St. Louis to everyday citizens -- with a special affinity for the media professional(s) being honored. The event has gained the reputation of being a memorable evening of entertainment, with honorees graciously accepting their "roasting" by prominent personalities and friends.

**All proceeds from Media Persons of the Year gala benefit journalism/communications scholarships and internships, the media archives at the St. Louis Public Library, Press Club programs of current issues of the day, and enterprise journalism fellowships.**

The St. Louis community's continuing support has enabled the Press Club to significantly expand its funding for scholarships, internships and fellowship -- especially for many deserving and underserved communications students, who are the trailblazers of tomorrow.

## PAST HONOREES

**1988** Joseph Pulitzer, Jr.

**1989** Bob Hyland

**1990** Al Fleishman

**1991** Bob Broeg & Bob Burns

**1992** Mary Kimbrough

**1993** Julius Hunter

**1994** Bob Costas

**1995** Karen Foss

**1996** Martin Duggan & Ray Hartmann

**1997** Bill McClellan

**1998** Charles Brennan

**1999** Wendy Wiese & Bill Wilkerson

**2000** Charlene Sherman Bry & Karen Carroll

**2001** Dick Ford & Greg Freeman

**2002** Mike Bush & Bernie Miklasz

**2003** St. Louis Post-Dispatch

**2005** KETC-TV & KWMU-FM

**2006** Charles Klotzer & The St. Louis Journalism Review, Russ Mitchell,

National Journalism Achievement Award

**2007** Joe Buck, Jack Buck National Media Person of the Year

**2009** Vickie Newton & Larry Connors

**2010** Mike Shannon

**2012** Leisa Zigman

**2014** Robert Duffy\*, Rick Hummel & Bob Uecker\*

**2015** Jennifer Blome, Candy Crowley\*, Don Marsh & Dr. Donald Suggs

**2016** Dan Martin, Tom O'Neal, Jay Randolph, Sharon Stevens, Bill McClellan\*, Jack Dorsey, & Jim McKelvey

\*Denotes Lifetime Achievement

# ST. LOUIS PRESS CLUB'S

## BETSEY BRUCE

Bruce, who says her strong sense of curiosity and a commitment to public service fueled her interest in news reporting, filed her first writing stories about her junior high for the *Tonawanda (NY) News*. A native of Buffalo, New York, she headed west to major in journalism at the University of Missouri, where she also served as editor for *The Maneater*, the university's student-run newspaper, in 1969.

Bruce found her first television job in 1970, when she was hired as a news writer at KMOV-4 in St. Louis. One year later, she began reporting for the station at a time when female TV reporters were few and far between.

In 1989, Bruce joined KTVI-2 as a weekend news anchor and reporter, covering government consumer stories for Contact 2. Over the years, she also covered general news, politics and education stories, including the Flood of 1993 and the 1999 Papal visit to St. Louis.

Bruce was inducted into the St. Louis Media Hall of Fame in 2008. She retired in 2016, capping a 45-plus-year career in St. Louis television.

## FRANK CUSUMANO

The longtime KSDK-5 sportscaster is the recipient of 17 Mid-America Emmys, including Best Sports Anchor for his storytelling and sports coverage. Cusumano also has an Edward R. Murrow Award, and is a voter for the Heisman Trophy and the St. Louis Cardinals Hall of Fame. In 2017, he received the Jack Buck Award from the St. Louis Amateur Baseball Hall of Fame.

A native St. Louisan, Cusumano played on De Smet Jesuit High School's basketball state championship team, which won 63 games in a row. In college, he played basketball for four years at University of Missouri-St. Louis.

Cusumano, who started his career at KSDK in 1993, landed his dream job in 2016, when he was named the station's sports director. In addition to his current role at Channel 5, he coaches basketball, hosts a daily radio show called *The Pressbox* on CBS Sports Radio 920, and is the proud official taste tester at his family's restaurant, Kemoll's.

## ERIC MINK

The St. Louis native joined the *St. Louis Post-Dispatch* in 1977, and became its television critic in 1979. In 1993, he accepted an offer to become the TV critic for the *New York Daily News*. Mink returned to the *Post-Dispatch* in 2003 to edit the commentary pages and write an often controversial op-ed column.

He left the paper in 2009 with many colleagues in one of the waves of layoffs in the industry. He now contributes op-ed columns to the *St. Louis Jewish Light* and *Huffington Post*, and teaches film studies at Webster University as an adjunct full professor.

Over more than 40 years, Mink has written several thousand opinion columns, reviews, analyses, news stories and the occasional investigative report that have been distributed via wire services and syndicates to publications throughout North and South America.

Mink spent 15 years on the jury of the duPont-Columbia Awards based at the Columbia University Graduate School of Journalism. He has been a frequent guest on network, cable and local TV and radio programs, including as a contributor to NPR's All Things Considered.

Mink is the author of "This is Today: A Window on Our Times," published in 2003, and is a longtime resident of University City, where he grew up.

# MEDIA PERSONS OF THE YEAR AWARDS GALA

## JIM LEHRER

Born in Wichita, Kansas, Jim Lehrer received an associate of arts degree from Victoria College and a bachelor of journalism in 1956 from the University of Missouri before joining the Marine Corps. From 1959 to 1966, he was a reporter for the *Dallas Morning News* and then the *Dallas Times-Herald*. He was also a political columnist at The Times-Herald for several years, and in 1968 became the city editor.

Lehrer's newspaper career led him to public television, first in Dallas, as KERA-TV's executive director of public affairs, on-air host and editor of a nightly news program. He subsequently moved to Washington, D.C., to serve as the public affairs coordinator for PBS, and was also a member of PBS's Journalism Advisory Board and a fellow at the Corporation for Public Broadcasting. Lehrer went on to join the National Public Affairs Center for Television (NPACT) as a correspondent.

It was Lehrer's work with NPACT that led to his initial association with Robert MacNeil and, ultimately, to their long-term partnership. In 1973, they teamed up to provide NPACT's continuous live coverage of the Senate Watergate hearings, broadcast on PBS. Following that Emmy-winning collaboration, Lehrer was the solo anchor for PBS coverage of the House Judiciary Committee's impeachment inquiry of Richard Nixon.

In October 1975, the half-hour *Robert MacNeil Report*, with Lehrer as the Washington correspondent, premiered on Thirteen/WNET New York. Over the next seven years, *The MacNeil/Lehrer Report* (as it was renamed in 1976) won more than 30 awards for journalistic excellence. In September 1983, Lehrer and MacNeil launched their most ambitious undertaking, *The MacNeil/Lehrer NewsHour*. The 1995-96 season marked the 20th year of their journalistic odyssey, as well as MacNeil's departure and Lehrer's stewardship of the program as *The NewsHour with Jim Lehrer*. In 2009, the program title changed to *PBS NEWSHOUR* to reflect the program's expanded role as the hub of news and public affairs programming on PBS both online and on air.

Lehrer has been honored with numerous awards for journalism, including the 1999 National Humanities Medal, presented by President Bill Clinton and First Lady Hillary Rodham Clinton. Also in 1999, Lehrer was inducted into the Television Hall of Fame with MacNeil and into The Silver Circle of the Washington, D.C. Chapter of the National Academy of Television Arts and Sciences. He has won two Emmys, the Fred Friendly First Amendment Award, the George Foster Peabody Broadcast Award, the William Allen White Foundation Award for Journalistic Merit, and the University of Missouri School of Journalism's Medal of Honor. In 1991, he was elected a Fellow of the American Academy of Arts and Sciences. He has been awarded honorary degrees by 42 colleges and universities.

In the last seven presidential elections, Lehrer has served as a moderator for 12 of the nationally televised debates among the candidates. In 1996, he was selected to be the sole moderator of all three debates—two presidential and one vice presidential. In 2000, he was again selected as the sole moderator of the three presidential debates, which were conducted in different formats—podium, round-table and town hall. His 12th debate was the first 2012 Obama-Romney face off in Denver.

In addition to his best-selling book, *Tension City: Inside the Presidential Debates*, from Kennedy-Nixon to Obama-McCain (September 2011), a lively and revealing book that pulls back the curtain on more than 40 years of televised political debate in America, Lehrer is the author of numerous fiction and non-fiction books, two memoirs and three plays.

# ST. LOUIS PRESS CLUB'S MEDIA PERSONS OF THE YEAR AWARDS GALA

## KSHE 95

KSHE 95 is celebrating its 50th anniversary. KSHE was one of the very first radio stations to play rock music on FM and is the longest-running rock & roll radio station in the United States. It is licensed to the city of Crestwood, Missouri, which serves the Greater St. Louis area. KSHE is located at 94.7 MHz and uses the slogan "Real Rock Radio." The station's studios have been located in the Power House building at St. Louis Union Station since the 1990s, while the transmitter remains in Crestwood. KSHE has been owned by Emmis Communications since 1984.

The award is to be accepted by John Beck, senior vice president and general manager for Emmis Communications - St. Louis. He oversees four St. Louis radio stations, including the nationally known heritage rocker, KSHE-95, as well as

Classic Rock KIHT-FM, Alternative Rock KPNT-FM and FM News-Talk 97.1 KFTK-FM.

A Pittsburgh, Pennsylvania native, Beck served as general sales manager, local sales manager and account executive, as well as an on-air personality, for WFFM-FM radio. Prior to his position at Emmis Communications, he was vice president and general manager of KKCI-FM/AM in Kansas City. He also served as Detroit sales manager for CBS-FM National Sales, a national rep firm, where he covered Michigan, Ohio, Pittsburgh and Canada territories.

Beck is a past president of the Missouri Broadcasters Association, and now chairs the association's Legislative Affairs Committee. He has served on the St. Louis Children's Hospital development board, as well as the March of Dimes, where he served as the honorary chairman of Broadcasters for Babies. He also is past chairman for the AIR Awards Committee, Heat-up & Cool Down St. Louis, CharacterPlus and the Downtown St. Louis Community Improvement District (CID). In 2007, Beck was elected to the board of the Regional Chamber & Growth Association (RCGA), St. Louis' Chamber of Commerce. He was elected to the National Association of Broadcasters board of directors by the radio broadcasters of Missouri and Kansas in 2008 and 2010, and served as Radio Board First Vice Chair from 2012 to 2014.

## JOHN AUBLE

Auble retired in 2011, after more than four decades of covering St. Louis news. Prior to spending 23 years at KTVL-2 as an anchor and reporter, he worked locally for KSDK and KMOV. The Youngstown, Ohio native came to St. Louis in 1967 to work for the *St. Louis Globe-Democrat*. Prior to that, he also reported for the *Columbus Citizen-Journal* in Columbus, Ohio, the *New York Journal American*, and the *San Juan Star* in Puerto Rico.

Some of his career highlights include having the first interview with James Earl Ray, the man who assassinated the Rev. Martin Luther King, Jr. He also interviewed Coretta King, Rosa Parks, and attorney Mark Lane, who survived the mass suicide in Jonestown in 1978.

Auble, a Vietnam veteran, was the recipient of seven Mid-America Emmy Awards. He also was a restaurateur and an author. Auble passed away in May 2017, following a long battle with cancer.