

Photo Highlights of Press Club's Annual Meeting



Fifty-six members and guests at the Press Club's 56th Annual Meeting on December 11, 2012 at the Forest Park Highlands.



Robert Hille receiving the Press Club's highest honor – The Catfish Award – for his exemplary service to the Press Club of Metropolitan St. Louis and to the field of communication.



Press Club President Gloria Ross (center) presenting 2012 "Presidents Above and Beyond Awards" to Press Club's Media Person of the Year Gala chairs, Claire Applewhite (left) and Ellen Futterman (right).

St. Louis Post-Dispatch editorial writer, Deb Peterson, speaking at Press Club's annual meeting.



Incoming president, Bill Smith, thanking Gloria Ross for her great work as president for the last two years.



The audience rising to their feet as the Catfish awardee, Bob Hille is announced. From left, Ginny and Bob Hille and Jan Scott.



Bob Hille and Gloria Ross share a spontaneous hug.



From left, Ellen Futterman, Ellen Soule, Deb Peterson



From left, Charles Klotzer and Bob Byrne deep in conversation.

Photos by William Greenblatt



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Meet Our New Press Club President: Bill Smith

Dear Press Club Members,

There are times when history – or at least a sense of history – has a tendency to overwhelm. For many of us, it was like that on the Thursday evening we filed along the roped-off aisles of the St. Louis Cathedral and, ultimately, past the simple casket of St. Louis Cardinals baseball legend Stan Musial.

St. Louis is a city steeped in history, both celebratory and tragic – from the glorious fair of 1904, through Lucky Lindy and the Great Depression, to the golden age of the world's greatest brewery and sports championships both old and new. Thursday offered us just one more reminder, albeit a sad one, of just how rich that history has been.

For 56 years, the people of the St. Louis Press Club have been at the very heart of the history of the St. Louis region, chronicling the grand, the quirky and the often routine with drama, humor, perseverance and flair. Without the photographers, the writers, the broadcasters and others who make up what is liberally known as the St. Louis press, there might easily have been no history at all. For what is history if not for the stories that we document through the camera, the microphone and the keyboard – stories that remain there, to be told and re-told again tomorrow, next week and in the years to come?

I am no stranger to the St. Louis area. My wife, Cathy, and I moved here from Peoria, Illinois in 1979 – the same year that Lou Brock became the first Cardinals player since The Man himself to get 3,000 base hits. And I am no stranger to St. Louis media, having started at the old St. Louis Globe-Democrat in the days when manual typewriters were still mainstays in the cluttered old newsroom. But as far as the St. Louis Press Club is concerned, I am a newbie, still trying to shake the wet from behind my ears.

I came to the Press Club, in many ways, through the side door when then-president Richard Weiss tempted me with an idea that, in itself, bordered on the historic: the Enterprise Journalism Program, a plan to use club funds to seed deserving journalism efforts. I stayed through the Press Club presidency of Gloria Ross, a woman I had known and respected from her days with the United Way here and, who, like Richard, I would come to know as a friend and a mentor. In many ways, my move into the Press Club presidency also was through a side door. If you haven't heard the story, ask Bill Greenblatt. The Press Club does, at times, move in mysterious ways.

In my brief years with the Press Club, I have come to know and respect those who have served on the board. They are an enthusiastic, energetic and amazingly creative group who toil with little fanfare simply because they believe in the ideals of a little club with roots deep in St. Louis history.

In fact, the history of the St. Louis area and the history of the St. Louis Press Club -- at least in the past 56 years -- are so intertwined as to be, in many ways, indistinguishable. We are the people who "make, cover and influence the news." But we are more than that. We are St. Louis history.

Bill Smith, President



At the December Annual Meeting outgoing president, Gloria S. Ross, gives incoming president, Bill Smith, his official Press Club gavel. Photo by William Greenblatt

2013 Press Club Membership Dues Are Due.

Your Press Club membership offers you:

- . Invitations to regular luncheon forums on the hot topics of the day
- . A network of communication colleagues
- . A way to contribute through enterprise journalism and scholarship programs
- . A place in history through an organization celebrating 56 years in St. Louis
- . Social events such as our Media Person of the Year gala and annual meeting
- . Exclusive members-only activities
- . Access to membership and media directories
- . Affiliation privileges in other national and international Press Clubs

If you haven't sent in your dues yet, please do so.

___ Lifetime \$500 (for members 65 and older) ___ Active \$85 ___ Retired \$40

___ Student/Recent Grads \$25 ___ Media Faculty \$35 ___ Corporate (5 members) \$340

Mail to PO Box 410522, St. Louis, MO 63141 or pay by credit card online at www.stlpressclub.org

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Glenda Partlow, Courier Editor and

Press Club Executive Director

Alexy Irving, Spring Intern

Laura Schnarr, Courier Layout and

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Coordinator

Press Club Programs at The Gatesworth

Join the fun. Thanks to board member **Cynthia Kagan Frohlichstein**, a monthly series of programs featuring Press Club speakers are being held at the Gatesworth theater, 1 McKnight Place (just off Delmar, east of I-170). In January, award-winning mystery writer **Claire Applewhite** was the series' first guest speaker.

On Thursday, February 21 at 7:30 p.m. the Gatesworth event will celebrate Black History Month with a program led by Press Club's **Barbara Washington**. It will be a total extravaganza highlighting how lucky St. Louis is to be the home of Mathews-Dickey Boys' & Girls' Club. The "Work It from the Top" DVD will be shown and a music program will be performed.

On Thursday evening, March 21 at 7:30 p.m. Press Club's President **Bill Smith**, also of St. Louis' Better Business Bureau, will give us insights into some of the horrible scams that are being played on Seniors.

If you would like to be a part of this ongoing program, please e-mail your ideas to Cynthia Frohlichstein at ckfwriter@aol.com

Press Club Spring Intern: Alexy Irving



On Tuesday and Friday afternoons you'll find our spring intern, **Alexy Irving**, at the Press Club office. She is obtaining a degree in Advertising and Marketing communications and completing her certificate in magazine production at Webster University. Upon completion of her internship she will receive a \$1,000 Press Club internship scholarship.

Hall of Fame to Honor Press Club Members

Robert A. Cohn, Ed Finkelstein, and Del Schwinke are to be inducted into the St. Louis Media Hall of Fame in a ceremony to be held from 5:30 to 8:00 p.m., **Wednesday, February 20** at Copia Restaurant & Wine Garden, 1122 Washington Ave., in downtown St. Louis. Their selection was determined by the Board of Directors of the St. Louis Media History Foundation, based on nominations from their peers, members of the Society of Professional Journalists, the Public Relations Society of America, The Ad Club, and others.

Press Club Awards Enterprise Journalism Grant

The Press Club has recently approved a grant to Triumph Documentaries for \$2,000 to underwrite a project on the impact of early childhood education in our region.

2013 Scholarship Applications Being Sought

The deadline for 2013 Scholarship applications is **Friday, May 3** for both Press Club and Journalism Foundation scholarships. Multiple scholarships ranging in value from \$1,000 to \$5,000 are awarded to the winning media communication students. For complete details go to stlpressclub.org

Welcome New Members!

The Press Club is pleased to welcome: Majed Alharbi, Glibert Bailon, Debra Bass, Laura DeVries, Patricia Jones, Sharon Kehler, Matthew Murphey, Dana Purkey, and Leisa Zigman

honorary chairpersons were Tom Voss, CEO and President of Ameren, and his wife, Carol. Ameren was the gala's presenting sponsor. Mercy sponsored and presented the Press Club awards for journalistic excellence to photojournalists J.B. Forbes and Robert Cohen of the St. Louis Post-Dispatch for their extraordinary coverage of the 2011 Joplin tornado. Fleishman Hillard was honored with the Press Club's Luminary Award for its longtime worldwide communications efforts. The Gala raised over \$30,000.

Catfish Award: Robert Eugene Hille (Bob Hille) (An exhibit of memorabilia from his career was displayed) Each year, the Press Club honors one or more of its members with The Catfish Award and an invitation to join the prestigious Catfish Club, based on their contributions to the field of communications and to the Press Club. This year's honoree was Robert Eugene Hille, better known as Bob Hille and is one of the most reliably active members that the Press Club has ever had. He was one of the earliest members and he was president of the Club in 1973 and '74. He is one of the few people still around who was on the staff of KXOK Radio the day the station signed on September 19, 1938. He went on to work at KSD Radio and KSD-TV 5 (now KSDK); retiring in the mid-'80s.

Induction of 2013-2014 President Bill Smith.

Smith expressed gratitude, future plans, and gave a short history. (Received his presidential gavel)

Introduction of spring intern: Alexy Irving of Webster University.

Acknowledgments and call to action

Door Prizes (last of the Puchta wines!) Meeting adjourned at 8:20 p.m.

Respectfully submitted, William Greenblatt, Secretary

Press Club Enterprise Journalism Fellowship Program

The St. Louis Press Club Fellowship program awards fellowships to print, radio, television, and online journalists (including freelancers) to research and report on enterprise stories about the St. Louis metropolitan region, with a particular focus on the issues and communities in our civic life that would not otherwise be reported. Awards of up to \$10,000 will be given to journalists to cover travel and research expenses relating to a specific project of their choice for publication, broadcast, or online posting.

Criteria

- Program open to journalists, as well as freelancers, working for local news organizations with target audiences in the metro St. Louis area.
- Priority will be given to projects unlikely to be undertaken or completed without this funding, which have a high likelihood of being published and/or aired and which have considerable local impact.
- Projects should be local or regional in focus but may include a national or international scope.
- Fellow's news organization will be actively encouraged to supplement the fellowship award.
- Applicants must submit a budget outline broadly defining the costs associated with their proposed project, noting which parts of their project would require funding from the fellowship.
- The outline should list the categories associated with the cost of the project such as labor, travel (air, train, car), accommodation, meals, production, translation, editing, telephone, and/or project materials and provide an estimated cost for each category.
- Projects that require less than the maximum \$10,000 that can be awarded will receive special attention.

Eligibility

- Either full-time working journalists working for local news organizations or freelancers, who live or work in the area, may apply for the fellowship.
- There is no age restriction.
- Current Press Club board members and enterprise journalism committee members are not eligible. Former members must be off the board for at least a year before they may submit a proposal.

Press Club Actions

- Fellows are selected by a committee of St. Louis Press Club board.
- Applicants will be notified of the status of their proposals within 60 days of receipt.
- Published projects will be linked from the St. Louis Press Club website.

Minutes from Press Club's Annual Meeting, December 11, 2012

The Press Club of Metropolitan St. Louis 56th Annual Meeting
Guest Speaker: Deb Peterson
Date and Time: Tuesday, December 11th, 2012, 6:30- 8:30 p.m.
Location: The Forest Park Highlands (5163 Clayton Avenue, 63110)

The annual meeting included a buffet reception and was attended by 56 members and guests.

Gloria S. Ross: Welcome and meeting called to order.

Introduction and election of 2013-2015 continuing Board member slate:

Joan Lee Berkman, Charlene Bry, Suzanne Corbett, Cynthia Frohlichstein, Alice Handelman, Bill Greenblatt, Pam Niehaus, Jan Scott, Barbara Shuman and Ellen Soule. Unanimously approved.

Introduction of 2013 Officers:

Vice Presidents and Committee Chairs: Secretary- Bill Greenblatt; Treasurer - Ben Lipman; Publicity- Carol Lundgren and Margaret Gillerman; Programming- Pam Niehaus; Membership- Patty Wentz; Bylaws- Richard Gavatin; Enterprise Journalism and Past President- Dick Weiss; Nominating- Alice Handelman, Barb Shuman and Carol Lundgren

President's Year-End Report and Club's Accomplishments:

Enterprise Journalism - We determined who would be eligible to participate in the program. We decided that, beginning in 2013, board members and committee members will be excluded from submitting proposals. Board members must be off the board for at least a year.

Scholarships -This year, the Press Club and Journalism Foundation provided scholarships and/or internship awards to 12 outstanding students.

Programs-The Press Club again hosted a broad range of programs under the leadership of Pam Niehaus. The programs included:

- A great tour of the historic Peabody Opera House

- A presentation by Jerusalem Post reporter, Gil Hoffman, coordinated with the Anti-Defamation League

- A recent forum, Countdown to Election 2012, in conjunction with Gateway Media Literacy Partners Media Literacy Week. Press Club member Jessica Brown head GMLP and Missouri Professional Communicators helped coordinate the event.

- Rick Stoff, our unofficial historian who makes sure we remain connected to our past, organized a great authors' forum on getting published.

- Richard Gavatin, makes sure that we are firmly planted in the present. Richard again led a social media workshop at Webster where we learned a bit about blogging.

- Diane Keaggy organized a spelling bee at the Royale Bar.

- Tom Eschen gets us previews for their national speaker's series at Maryville. Big names like General Stanley McChrystal and Valerie Plame and Joe Wilson.

- Jan Scott led the effort on publicizing The Women's Report – the state of women in Missouri – which garnered great media coverage.

- Suzanne Corbett had us dining with some of the great chefs in the area when we visited L'École Culinnaire to celebrate Julia Child's 100th anniversary.

Media Person of the Year Fundraising Gala-A success that the co-chairs will report on later in the program.

Deb Peterson: Presentation

Peterson spoke about her 28-year journalism career and her recent transition from society to editorial writing at the St. Louis Post-Dispatch. She shared her thoughts on why newspapers are losing revenue and readers, but reported the good news that the St. Louis Post-Dispatch has shown a 10% return this year while many newspapers are failing to return any profit. Problems in the industry include the loss of classified and display advertising, the trend toward reading news on the internet, shrinking circulation, staff cuts, and less investigative reporting. She believes people have become information junkies with the Internet; however, she noted that information is often questionable or completely wrong, unlike what is reported by major newspapers where verification of facts is required. Peterson shared her personal history with amusing anecdotes, then answered numerous audience questions.

Gloria Ross: Awards and Induction

Media Person of the Year report and Presidents "Above and Beyond" Awards: Claire Applewhite and Ellen Futterman reported on a very successful event where Lisa Zigman was honored and nearly 400 were in attendance. The event's