

# St. Louis Press Club Courier Fall 2015

You are invited to attend . . .

St. Louis Press Club's **59th Annual Meeting**

Wednesday, December 2, Beginning at 6:00 p.m.

The Historic Park Pacific Building

Alumni Restaurant, 200 N. 13th Street, St. Louis

This year's Annual Meeting will also be an opportunity to see our new space in the Historic Park Pacific Railway building on 13th Street between Pine and Olive, --a downtown venue to complement our county office at I-170 and Page -- and near the St. Louis Public Library where our Media Archives are housed.

Enjoy a delicious buffet and two happy hour drinks in the Alumni Restaurant

Featured speaker:

Aisha Sultan

Home and Family Editor

St. Louis Post-Dispatch

Our evening's business:

- Presentation of our Catfish and President's awards
- Recap of the year's highlights and a foretaste of what to expect in 2016
- Election of our 2016-18 board and vote on by-laws update
- Introduction of 2016 officers

**Press Club members \$25 and guests \$30 Door prizes, too!**

**Garage parking on the 1200 Olive Street side.**

**(Alumni validates 2 hours of garage parking)**

Make your reservation by **credit card** at [stlpressclub.org](http://stlpressclub.org)

By **check** to St. Louis Press Club, Box 410522, St. Louis, MO 63141

By **email** at [info@stlpressclub.org](mailto:info@stlpressclub.org)

By **phone** 314-449-8029



Aisha Sultan is a nationally syndicated columnist and home and family editor for the *St. Louis Post-Dispatch*. She primarily writes about families and change. Prior to becoming a columnist in 2008, she was a breaking news and education beat reporter for nearly a decade, covering national breaking news stories, news features and investigative pieces. She previously worked at the Wall Street Journal.

She completed a Knight Wallace Fellowship at the University of Michigan in 2011-2012, where she did research on parenting and privacy in the digital age.

She is a regular radio and TV commentator. Her work has appeared in more than a hundred print and online publications, and her column runs weekly in more than a dozen news outlets. She was recently awarded a fellowship from the East-West Center which involved traveling with a group of international journalists to Malaysia and Pakistan.

## 2015 BOARD OF DIRECTORS

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#### The Press Club

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Website: [www.stlpressclub.org](http://www.stlpressclub.org)

Glenda Partlow, Courier Editor and

Press Club Executive Director

Laura Schnarr, Courier Layout and

Development and Social Media Coordinator

Jena Trombly, Fall Intern

## George Killenberg Inducted into MPJ Hall of Fame



The late **George A. Killenberg**, former executive editor of the St. Louis Globe-Democrat and the 1964 president of our St. Louis Press Club, was one of four Missouri journalists recognized by the Missouri Professional Journalists in September with induction into its Hall of Fame. Killenberg was honored with a Pinnacle Award presented to his family for his service to the Missouri newspaper industry. During his long career with the St. Louis Globe Democrat he served as a reporter, city editor, managing editor and finally executive editor.

## In Memoriam: Virginia Trent



**Virginia Trent**, who was a lifetime Press Club member and our 1998 Media Person of the Year, died on August 22, 2015. In 2001 she was honored as a Women of the Year for Social Responsibility, and was a St. Andrew's Ageless Remarkable St. Louisan honoree in 2011.

Highlights of her career include senior director of planning at Mallinckrodt Institute of Radiology at Washington University, vice president of marketing and public relations at St. Louis Children's Hospital and owner and president of Virginia Trent Special Events. She served as president of the Advertising Federation of St. Louis and on the Board of Governors for the Advertising Club of Greater St. Louis.

## Press Club Fall Intern: Jena Trombly



**Jena Trombly** is from Corona, Calif. and is a senior attending Missouri Baptist University. She is a communications major, minoring in business administration with a certificate in writing. While making strides in her major, she was a four year starter for the Missouri Baptist Spartan softball team and earned a spot on the Academic All-Conference team in each of those four years.

## Members' New Book Releases

Congratulations to two of our club's successful authors: **Claire Applewhite** for the launch of her latest novel, *The Doctor's Tale*, and to food historian and writer **Suzanne Corbett**, on *The Gilded Table*, which was commissioned and published by The Campbell House Museum.

## Welcome Recent New Members

**Scott Mell, Becky Mollenkamp, Judy Peters,  
Trisha Schultz, Jeanne Strickland, and Carol Weisman**

### Have you hit 65? Become a Press Club Lifetime Member.

Larry LeCompte, longtime, loyal Press Club member, is now a lifetime member. You can be, too, if you are 65 or over. You'll never get another annual membership dues notice. Lifetime membership is \$500.

Go to our website [stlpressclub.org](http://stlpressclub.org) to pay by credit card,  
or mail a check to PO Box 410522, St. Louis, MO 63141,  
or give us a call at the office at (314) 449-8029.

## Investing in Journalism Excellence through Scholarships

Here's another reason you can be proud to be a member of the St. Louis Press Club. After checking our records back to 1972, we calculated our organization has given **over half a million dollars in scholarships to 253 students** aspiring to careers in media related fields. It's a long list, but we thought you'd like to know what a few of our more recent winners are doing now.

### Scholarship Winners: Where Are They Now?



**Christa Corrigan**  
University of  
Missouri-Columbia,  
2015

Corrigan is a freelance editor in the editorial department of Standard & Poor's Ratings Services in New York City analyzing and copy editing financial reports on both domestic and global industries.



**Rhyan Henson**  
Butler University,  
2015

Henson is a multi-media journalist and news reporter for KMBT in Beaumont, Texas. He has been dedicating a good deal of time during this football season reporting for KMBT's sports show.



**Sam Masterson**  
Webster University,  
2011

Masterson is at CBS Radio's KMOX 1120 in St. Louis working as part-time digital content coordinator for weekday mornings and also using his multimedia skills to cover sports and news. He is an executive producer for the weekly segment, Chris Hrabe's St. Louis High School Sports Spotlight. Masterson shoots, writes and edits the videos that are voiced by sports personality, Chris Hrabe of KMOX.

### Supporting Press Club

We want to thank our members for your continuing support. The **annual dues** you pay every year to be a Press Club member are the financial backbone of the scholarships and grants we award to deserving journalists and students like Christa, Rhyan, and Sam.

Please consider a donation to the St. Louis Press Club as a charitable gift or for your year-end charitable giving. Often **charitable donations** can be asked for in lieu of flowers for funerals or gifts for birthdays, anniversaries, and other celebrations. Surprise a loved one with the gift of a Press Club membership.

**Year-end giving** is often an important time of the year, and choosing the best place to donate to can be difficult. It is only because of our loyal and dedicated members that year after year the Press Club is able to continue giving scholarships to many deserving and often underserved students.

**Attending our events** is the easiest and most enjoyable way to give to the Press Club. We have great events like our Media Persons of the Year Gala, Beauty Buzz, and the Annual Meeting.

The St. Louis Press Club has so much to offer, and you can help us grow by **inviting your friends and colleagues** to join! A great way to introduce friends to our organization is by **bringing them to one of our events**. Not only do we host fabulous events like the MPOY Gala, Beauty Buzz, and our Annual Meeting, but also Press Club at the Gatesworth Speaker Series, Social Media workshops, luncheon forums on current issues, and Media Literacy Week events we co-sponsor with Gateway Media Literacy Partners.

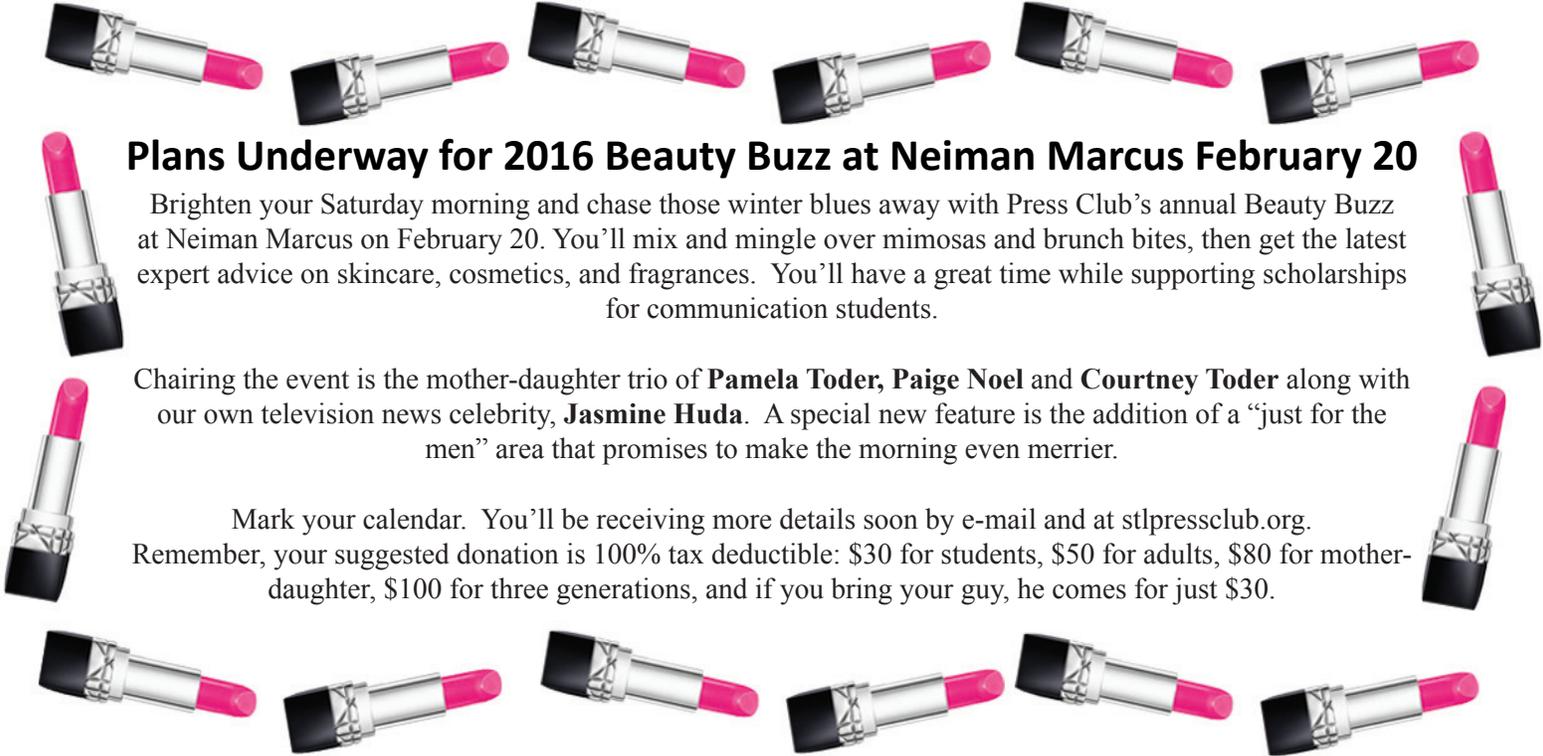
**Social Media** is a great tool to connect and network, but it's also an easy way to make more people aware of what we have to offer. The St. Louis Press Club recently launched our LinkedIn page and we continue to update our facebook page and our twitter feed, so "like", "follow", "connect" and "share"!

**STLPressClub.org** is the place to go for the latest information and is the hub of the club. We invite you to discover what our website has to offer. You can see everything the St. Louis Press Club does, make donations, pay your dues, RSVP for the latest events, browse and view pictures of past events, keep up to date on what's happening, apply for scholarships, learn about our history, and so much more!

**Wills and bequests** are for everyone. They are the simplest, most effective and common way to plan for the future and to ensure that your ideals and priorities are reflected in the distribution of your assets. You can ensure ongoing support for our scholarships and grants by making a bequest to Press Club in your will. 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 Press Club of Metropolitan St. Louis Charitable Fund is a 501 (c)(3) non-profit organization and your donation is 100% tax deductible. All donations are acknowledged with a letter containing our federal tax ID and W-9s are provided upon request.

**If your employer has a matching gift program, your donation could mean twice as much.**



## Plans Underway for 2016 Beauty Buzz at Neiman Marcus February 20

Brighten your Saturday morning and chase those winter blues away with Press Club's annual Beauty Buzz at Neiman Marcus on February 20. You'll mix and mingle over mimosas and brunch bites, then get the latest expert advice on skincare, cosmetics, and fragrances. You'll have a great time while supporting scholarships for communication students.

Chairing the event is the mother-daughter trio of **Pamela Toder, Paige Noel** and **Courtney Toder** along with our own television news celebrity, **Jasmine Huda**. A special new feature is the addition of a "just for the men" area that promises to make the morning even merrier.

Mark your calendar. You'll be receiving more details soon by e-mail and at [stlpressclub.org](http://stlpressclub.org). Remember, your suggested donation is 100% tax deductible: \$30 for students, \$50 for adults, \$80 for mother-daughter, \$100 for three generations, and if you bring your guy, he comes for just \$30.



## Press Club at the Gatesworth Series Continues

Press Club members are invited to attend the "Press Club at the Gatesworth" monthly speaker series. Thanks to **Cynthia Kagan Frohlichstein**, who organizes these evenings, both Press Club members and Gatesworth residents are enjoying these entertaining events in the Gatesworth's lovely Starbird Theater. We are fortunate to have so many interesting members who donate their time and talent to participate. And we give special thanks to The Gatesworth for its generous donation to our Enterprise Journalism Grant Fund after each engagement.



**Coming Tuesday, November 24, Suzanne Corbett to Talk about the Gilded Tables of Yesteryear 7:30 p.m. at The Gatesworth, Starbird Theater, One McKnight Place**

Hear about the fascinating lifestyles and lavish entertaining of the gilded age from food historian and travel writer, Suzanne Corbett, whose book, *The Gilded Table: Recipes and Table History from the Campbell House* published by Campbell House Museum was recently released. Press Club members and guests are invited. No reservation needed.

### Recent Gatesworth evenings:

- **August 26:** Larry Levin and Ellen Futterman of *The Jewish Light* spoke on world events.
- **September 30:** Gina Galati of Winter Opera and renowned soprano gave a marvelous performance.
- **October 28:** Alvin Reid shared anecdotes from his weekly participation in the Nine Network's *Donnybrook* and his career as a journalist.

## Press Club Adds Development Officer to Broaden Support



The St. Louis Press Club is adding new resources to help raise more gift income. The funds will be used to develop new programs and enhance those we already offer. We also hope to increase support for college students majoring in journalism and communications.

For the past nine years, **Laura Schnarr** has been handling the increasingly important responsibilities in social media and information technology, as well as assisting at events and doing graphic design and videography. Recently, the board agreed to add development responsibilities to her work.

Press Club President Tom Eschen says it is imperative that the Club have the resources necessary to provide a relevant and meaningful experience for our members. "It's very simple; we need to explore all opportunities as we develop new programs and services. That takes money. We are very excited to have Laura expand her duties and confident that the St. Louis community will respond to a more proactive and straightforward approach."

Schnarr will assist with ongoing fundraising special events, corporate sponsorship opportunities and initiatives to increase tax deductible charitable gifts from individuals. She can be reached at [lauraschnarr@stlpressclub.org](mailto:lauraschnarr@stlpressclub.org) or 314-449-8029.

## Recent Press Club Events

### November 2: Early Childhood Media Messages Broadcast

Gateway Media Literacy Partners (GMLP) and your St. Louis Press Club partnered with KWMU St. Louis Public Radio to present a live broadcast on how to teach the skills of media message discernment to young children. A panel of medical and education experts shared their insights and responded to audience questions during the hour-long St Louis on the Air broadcast. The audience was composed of St. Louis Press Club and GMLP invitees.



From left, panelists Brenda Fyfe, Kenneth Haller, Jr., Dafna Lemish, and Art Silverblatt, with moderator Don Marsh at the podium during the live broadcast at St. Louis Public Radio.

The discussion, led by host/moderator **Don Marsh** was with world-renowned scholar on children and media, **Dafna Lemish, Ph.D.**, professor and dean, College of Mass Communication and Media Arts, Southern Illinois University Carbondale; **Kenneth Haller, Jr., M.D.** noted pediatrician, expert on children and media and member of Gateway Media Literacy Partner's board of directors; **Brenda Fyfe, Ph.D.**, professor and dean of Webster University's School of Education and early childhood education expert; and, **Art Silverblatt, Ph.D.**, professor emeritus at Webster University and internationally-known media literacy educator.

### October 10 Seminar: LinkedIn: Relationships Matter



From left, Vernon Ross and Richard Gavatin leading LinkedIn seminar.

Participants in Press Club's seventh annual social media seminar at Webster University Library's computer lab learned about LinkedIn, today's hottest social media career and business tool. **Richard Gavatin**, Press Club's own social media expert, and **Vernon Ross**, a social strategy podcast host, social media strategist, LinkedIn coach, content creator and SnapChat specialist, gave one-on-one assistance and instruction during the three-hour seminar.

### August 12 Forum: Downtown Goes Back to the Future

During the past few years some of downtown St. Louis's most iconic institutions have been revitalized. The Press Club held a lunch forum in August at the St. Louis Public Library to provide insights into the past, present and future of three of our city's important historic attractions. Leading the discussion was moderator **Suzanne Corbett**, travel writer and food historian. Panel members included **Franklin Mares**, deputy superintendent of the Jefferson National Expansion Memorial, **Waller McGuire**, executive director of the St. Louis Public Library, and **Andy Hahn**, director of the Campbell House Museum.



From left, Franklin Mares, Waller McGuire, Suzanne Corbett and Andy Hahn.



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Black Friday. Cyber Monday.

#GIVINGTUESDAY  
December 1, 2015

## Choose Press Club for Your Giving Tuesday Donation

It is only because of you, our loyal and dedicated members, that year after year your Press Club is able to continue giving scholarships to many deserving and often underserved students. Young people who are aspiring toward a media related career are burdened by the sky-rocketing cost of a college education and student loans. Our scholarships are often essential to the continuation of their academic pursuits.

Your donations are also helping to fund good journalism by practicing professionals. News reporting staffs are shrinking. The Press Club's enterprise journalism grants assure that important stories get told.

The Press Club of Metropolitan St. Louis Charitable Fund is a 501 (c)(3) non-profit organization and your donation is 100% tax deductible. If your employer has a matching gift program, your donation could mean twice as much.

You can make a donation at our website:

[stlpressclub.org](http://stlpressclub.org)

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