

## Our President's Message



**Joan Lee Berkman**

President, St. Louis Press Club

Dear Press Club Members and Friends,

Our board and general membership commitment to the club's mission continues to stay in high gear to raise awareness and funding for student journalism scholarships and enterprise grants to working, independent journalists to spotlight under-reported topics in our region.

To date, thanks in large part to board member Jessica Brown, more than 40 videos have been produced as part of our first online programming initiative Our IN THE NOW featuring interviews with top communications professionals talking candidly on work and life during a pandemic, protests, economic stress and a community facing frank and varied discussions about racism. The videos have been posted on the club's website and are now being offered to communications departments at local universities and colleges.

Immediately following this major undertaking, plans were underway for our annual "Beauty Buzz" fund-raiser in partnership with Neiman Marcus. The

September 18th event, co-chaired by board member Miran Halen and St. Louis community leader Phyllis Langsdorf, was an incredible success and raised more than \$17,000 for student journalism scholarships and enterprise grants. This fund-raising effort also resulted in 34 new Press Club memberships. Check out pages four and five of the newsletter for coverage of the event which featured a high-energy fashion show and make-up tips from Neiman Marcus beauty experts along with stunning videos of Press Club guest models produced and directed by Miran Halen.

In late September, we announced the Press Club's inaugural writing contest. Awards will recognize the best writing for the past year among high schools, colleges and universities, and journalism professionals. Sincere thanks to board members Kent Martin, Peggy Barnhart and Claudia Burris for coordinating this effort. More details about the contest are posted on our website.

Enterprise journalism grants have been on hold due to funding issues and are now back on track, thanks to board member Elisa Tomich's leadership. More details are available in her newsletter article.

Finally, mark your calendars for Press Club's annual meeting which will be held virtually at 7 p.m., Thursday, December 9th. We will be announcing the 2021 Media Persons of the Year and a very special scholarship.

In the meantime, please feel free to share our newsletter with colleagues and friends and encourage them to join us on our mission to ensure the future of quality media. Freedom of the press and reliable reporting are now, more than ever, critically important. Your support enables Press Club to provide vital funding for young people to help them pursue a career in journalism and to working, independent journalists dedicated to spotlighting under-reported topics in our region.

Again, thank you for your ongoing support,  
Joan



# Congratulations to Our Members

## 2021 BOARD OF DIRECTORS

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St. Louis Press Club's immediate past-president, **William Greenblatt** will be Inducted into Missouri Sports Hall of Fame in Sports Photography November 17. Greenblatt has photographed the players and coaches of the St. Louis Cardinals, St. Louis Blues, St. Louis Rams, football Cardinals, St. Louis Steamers, Spirits of St. Louis and the University of Missouri. Along with his work for the UPI, he's the longtime official photographer for the St. Louis Fire Department, St. Louis Sport Hall of Fame and many politicians on both sides of the political aisle.



**Charlotte Ottley** received a Lifetime Achievement Award from the Urban League and Urban League Guild at its September 25th Salute to Women in Leadership Gala. Ottley's career spans more than 50 years, utilizing every form of media to help others by building upon her entrepreneurial foundation. She is a trained instructor of Physical Medicine at two major medical centers; a five-time EMMY Award-winning media executive producer; an on-air talent with CBS- and NBC-owned stations in St. Louis and New York; an author; a magazine editor, and a journalist in radio, cable, television and print media.

**Suzanne Corbett** received the two Mark Twain Awards from the Midwest Travel Journalists Association, Inc. on October 20, during the organization's 2021 Mark Twain Travel Journalist Awards ceremony. Placing first place in the short copy for Catch the Louisiana Blues, written for AAA Southern Traveler, and third place in culinary for Patriotic Plates written for Gazelle Magazine. This year's contest celebrates the work in the broad category of travel reporting published or broadcast from January 1, 2020-June 30, 2021.



## Meet Our New Fall Intern

**Jasmine Willis** attends Webster University where she is a senior majoring in photography with a minor in entrepreneurship. Willis' long-term objective is to work for a major multimedia or digital/print company as a full-time photographer.

## Welcome New Members

- |                  |                   |                    |
|------------------|-------------------|--------------------|
| Faith Berger     | Mary Forsyth      | Stephanie Randall  |
| Elizabeth Mannen | Audra Harrold     | Wauneen Rucker     |
| Berges           | Joni Karandjeff   | Judi Scissors      |
| Susan Block      | Phyllis Langsdorf | Mary Strauss       |
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| Patti Beck       | Amy Miller        | Sheri Sherman      |
| Nanci Bobrow     | Valerie Miller    | Susan Sherman      |
| Judy Draper      | Jill Moed         | Ann Sutter         |
| Kim Eberlein     | Melanie Marks     | Anne Von Der Heydt |
| Diana Ford       | Duong Moon        | Jane Weiss         |
| Eva Frazer       | Jill Peckinpaugh  | Fran Zamler        |



## Press Club Launches Contest For Writers



The St. Louis Press Club is announcing the inaugural writing contest for local writers. The awards will recognize the best writing for the past year among high schools, colleges and universities, and professionals.

“At its heart, the St. Louis Press Club is a membership association of writers,” said Joan Lee Berkman, president of the St. Louis Press Club. “Our members represent all forms of media found in the St. Louis region, and we all know that the heart of all media - print, broadcast, digital - is writing. With these awards, we want to celebrate the craft of writing and to honor those writers whose work represents the best in the profession in St. Louis.”

The awards will be open to writers in high school, colleges and universities and to professionals who make their living by writing. Entries are eligible in five categories:

- **News story** -- Judges will consider planning and general organization of story, initiative in obtaining story, news writing, readability and impact.
- **In-Depth Reporting** -- The articles should demonstrate the ability of entrant(s) to provide treatment of an issue that has had an impact on publication’s coverage area.
- **Feature Story** -- Judges will review interest and unusual aspects of the feature material itself and/or the handling of it, writing style, readability and comprehensiveness of coverage.
- **Commentary** -- Judges will review submissions of up to THREE columns, essays, analyses, think pieces or personal experience stories. The format can include editorials, columns, videos and cartoons.
- A fifth category will cover **original writing** based on a theme. This year, we want to know what was the biggest impact on a writer’s life from the pandemic.

“We’re excited to have this opportunity to recognize the writers in St. Louis whose words help influence and inspire their readers to achieve greater things and to better understand the world in which they live,” Berkman said. “We hope that through these awards, we can help the winning writers reach a greater audience who can enjoy and benefit from their craft.”

Judges for this first annual St. Louis Press Club Writing Contest will include some of the best and the brightest journalists from the St. Louis market. Finalists will be announced by December 1, 2021. Winners of each category will receive a prize of a virtual “meet and greet” with a well-known pro.

### Rules:

1. An entry may not be submitted in more than one category.
2. Entries must have appeared in one of the following after January 1, 2020: Online website (may include blogs), print publication, television, or radio.
3. Entries must have been locally published or broadcast within the Press Club’s representative counties: Boone, City of St. Louis, Cole, Franklin, Gasconade, Jefferson, Lincoln, Osage, St. Charles, St. Louis, and Warren Counties in Missouri; and Bond, Clinton, Jackson, Jersey, Madison, Monroe, and St. Clair Counties in Illinois.
4. Entries may be submitted by individuals, news “teams,” or media outlets. Team entries with more than three names may be considered “staff” entries on plaques, certificates and in published winner lists.
5. Judging will be based on significance, clarity, writing, enterprise, effectiveness, originality and other criteria deemed appropriate by the judges.
6. Judges normally will award first through third place from entries submitted, but may decline to name winners for all places at their discretion.
7. Judges reserve the right to move any entry to a more appropriate category.
8. Judges reserve the right to withdraw an entry that does not meet the contest criteria.
9. All entries become the property of the St. Louis Press Club and will not be returned.
10. Entries should be emailed to [info@stlpresclub.org](mailto:info@stlpresclub.org)
11. Entries must be submitted by November 15, 2021.
12. **Members of the Board of Directors of the St. Louis Press Club are not eligible.**



## Press Club's Beauty Buzz Is Smashing Success



Jasmine Huda, Miran Halen, Dan Kramer, Phyllis Langsdorf, Joan Lee Berkman

Saturday, September 18, was a day to look and feel beautiful at BEAUTY BUZZ -- Press Club's annual fashion and cosmetic/makeup fund raising event at Neiman Marcus.

Co-Chairs **Miran Halen** and **Phyllis Langsdorf** and Advisory Chair **Alice Handelman** knocked it out of the park raising over \$17,000 for journalism scholarships and journalism enterprise grants

Over 100 guests attended -- in-person or virtually. And, thanks to videographer Kevin Smith, those donors who missed the big day have been able to watch it at their leisure.

All guests were given stunning tote bags containing many samples of beauty products. The "take a chance on prizes" drawing featured beauty baskets full of products valued at \$500 from Bobbi Brown, Chantecaille, Trish McEvoy, Lauder/LaMer and Yves Saint Laurent, a \$500 St. Louis Skin Solutions gift card, and a \$1300 Alexandra Clancy handbag.

Here are a few photo highlights of the day courtesy of photographer, Suzy Gorman.



Luke



Tanvi



Haley

Neiman Marcus fashions modeled by West Model Management agency



Judith Anderson, Michelle Kositzke,  
Becky Domyan, Julia Bayers, Jen Myers



Miran Halen, Audrey Prywitch,  
Joan Lee Berkman



Erica Hayman, Miran Halen,  
Cillah Hall



Nogohile Yakubu and  
Claudia Nkurunziza



Carol Voss viewing Beauty Buzz  
virtually



Laurna Godwin, Kathryn Kiefer

Sarah Thompson, Jasmine  
Huda, Caroline Springer



Betsy Taylor and  
daughter, Ava Carson



Kedra Tolson and  
daughter, Kelsey



Susan Block, Dan Kramer



Galia Movitz, Erica Hayman



## Media Pros Speak Out in Our IN THE NOW Series

**Looking Back. Imagining the Future. Communications colleagues speak with St. Louis Press Club board member, Jessica Z. Brown Billhymer, on work and life during a pandemic, protests, economic stress and a community facing frank and varied discussions about racism.**

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In early 2020, it became clear to the St. Louis Press Club (STLPC) pivoting to a new way of connecting with community was a must, with the usual and varied local on-the-ground programming having to take on a new face.

Grappling with an unraveling major, stunning health crisis, STLPC conceived of a new online initiative that would harness the opportunity to catch a variety of professional communicators, and some journalism students, working from home July through December, 2020, talking about work and life during COVID 19. As well, these “snapshots” would remain an historical record regarding media and community.

Following most everyone else in the world, STLPC used the ZOOM platform to have face-to-face informal conversations, experiencing both those occasional recording imperfections as well as the unexpected pleasures of catching a few cats, dogs, children and some wonderful expressions of creativity in the backgrounds. Certainly, the platform facilitated easier access to our subjects for which we are grateful.

By the time STLPC’s recordings began, the community was grappling with COVID-19; witnessing repeated video-taped images of the killing of George Floyd; holding protests; convening community conversations about systemic racism; seriously considering economic uncertainty and anxiety; and entertaining a consequential major election. Also, all institutions were in some form of lockdown.

Of varying lengths Our IN THE NOW conversations reveal stories of perseverance and unwavering commitment to one’s job in a year that has tested all institutions, media included; and they also tell stories about how some colleagues are hitting their stride in a “new normal.” We travel behind the scenes via both storytelling and show-and-tell, and learn of some of the non-conventional ways producers, commentators, operations managers, photographers, videographers, TV and radio, anchors, engineers, general managers, news VPs, editors-in-chief, marketing professionals, online engagement specialists and communications educators, have been making it through each day “in these times.”

### **There are four takeaways from these conversations:**

1. Media communicators are adept at pivoting to new solutions in the face of disruption.
2. Technology’s role as a star and integral player, in our society and in the communications business, is dynamic and key to connecting all stakeholders, and is invaluable in facilitating collaborative team energy to meet deadlines and provide uninterrupted public service.
3. Media institutions and individuals seriously take safety of others as a primary concern during a pandemic and civil unrest.
4. Communicators reveal honest, inspirational feelings of wins, losses and amazement regarding their and colleagues’ communications journey. And, we learn from these professionals what it takes to do their jobs in these times, and what it means to carry on, no matter what.



## Thanks to Our IN THE NOW Participants

Dallas Adams  
Gilbert Bailon  
Lourdes Trevino-Bailon  
Lori Becker  
Eric Berger  
Suzanne Corbett  
Don Corrigan  
Carol Daniel  
Mitch Eden  
Alicia Elsner  
William Freivogel  
Bill Kaufman  
Lindsay Kocher  
Les Landes  
Larry Levin

Emma Lingo  
Alyson Mace  
Deborah Marshall  
Bill McCormac  
Maddie Meyers  
Tammy-Merrett-Murray  
Tony Messenger  
Casey Nolan  
Catina O'Leary  
Steve Perron  
Gilberto Pinela  
Wiley Price  
Audrey Prywitch

Alvin Reid  
Rebecca Rivas  
Rick Rockwell  
Eric Rothenbuhler  
Amy Shaw  
Lili Schliesser  
Aisha Sultan  
Jody Sowell  
Jackie Spinner  
Trish Muyco-Tobin  
Leigh Walters  
Richard Weiss  
Tony West  
Jim Woodcock

To View Our IN THE NOW series, please visit the [STLPRESSCLUB YouTube channel](#).



### Press Club Accepting Enterprise Grant Applications

The St. Louis Press Club is happy to announce that Enterprise Journalism is back.

Thanks to the success of Beauty Buzz and other fundraising efforts, the Press Club has \$5,500 in grant funds available to help finance journalism that's relevant and impactful to the St. Louis area.

St. Louis Press Club is accepting applications for grants of up to \$2,500 from freelancers, employed journalists, bloggers, or others with a compelling project and a plan for broadcast or publication. More information about how to apply and criteria can be found on our website's Enterprise Journalism page.



P.O. Box 410522, St. Louis, MO 63141

**Return Service Requested**

Thanks to our sponsor:



**Save the Date:**  
**Thursday, December 9 at 7pm**  
**Press Club's Virtual Annual Meeting**

**Now's the time to plan for a year-end gift to your Press Club**

As you make your charitable gift donation decisions this year, please remember your St. Louis Press Club. Help us continue funding scholarships for journalists of the future and enterprise grants for journalists writing about issues that need to be told. To give any amount, go to our website: [www.stlpressclub.org](http://www.stlpressclub.org)

Our mission is to raise awareness and funding for student journalism scholarships and enterprise grants for working, independent journalists to spotlight under-reported topics in our region. We serve our members through professional development activities to bolster their skills to address the changing needs of the global communications profession and to offer social activities that build a vital media community.