POLITICAL MANIFESTO FOR
THE FOURTH ESTATE

This, I Believe*

By Gloria S. Ross, Press Club Prez

I believe that an organization devoted to journalism can still effect change for the better.

I believe that promoting the welfare of journalism by supporting professional journalists is essential to ensuring an informed public.

I believe that helping to prepare future journalists is more crucial than ever.

I believe that an existing organization can embrace and exploit new technology and adapt to, even lead in a fast-changing industry.

I believe that the “fourth estate” constitutes a higher calling.

The Press Club endeavors to do all this and more. But as we hurl headlong into the political season, I have some very specific things I believe reporters and pundits everywhere can do and I beseech them to do:

• Tell the story the public needs to hear to make good decisions, not just the ratings leader.
• Put policy statements into context and tell us whether they make any sense.
• Simplify complex issues; do not make them simplistic.
• Give us stories based on solid research.
• Resist giving equal weight to all opinions; tell us what is objectively true.
• Keep in mind that the “horse race” is not as important as the “horse’s” opinions, plans and vision.
• Distinguish what is speculation from what is fact. Draw a bright red line.
• Tell the good news, too. Woman, nor man, lives by mayhem alone.
• Take every opportunity to promote media literacy. It’s your duty to educate, not merely transcribe.

I believe that despite shrinking newsrooms and budgets, journalists can and must still give us their best.

I believe that new media, when purported to be part of a news system, have the same responsibility as old media for accuracy and relevance.

I believe that the Press Club of Metropolitan St. Louis is ensuring that the honorable profession of journalist remains alive and well. In fact, I’m sure of it.

*This I Believe, Inc. (NPR)
Claire Applewhite Welcomed to our Board

Claire Applewhite was elected to our board of directors at the October board meeting to replace retiring board member Judy Kaplan. Applewhite, a Press Club member, is a graduate of St. Louis University, (AB, Communications, MBA) and Mercantile Leadership Program for Women. She is a participant in the Writers Institute at Washington University, and a freelance writer—Healthy Cells magazine, House of Style magazine, Patch.com.

Applewhite is immediate past president of Missouri Writers Guild, a board member of Midwest Chapter, Mystery Writers of America. She is a member of St. Louis Writers Guild, Sisters in Crime, Ozark Writers League and the Mystery Writers of America. Her published works include: The Wrong Side of Memphis, Moonlight Becomes You So, Crazy For You, St. Louis Hustle, Candy Cadillac.

Meet Our Fall Intern

Our intern this fall is John Owen. John is a senior, advertising and marketing communications major at Webster University. In June, the Journalism Foundation presented him with a $1,000 South County Times and Webster University scholarship.

Welcome New Members


Special thanks to our Face the Nation Chairs and Committee Members

Chair: Amanda G. Cook
Honorary Chairs: Jennifer Blome and Debra Bass
Advisory Chairs: Alice S. Handelman and Aisha Sultan
Committee:

Claire Applewhite, Susan Block, Charlene Bry, Claudia Burris, Suzanne Corbett, Lynn Davis, Cynthia Frolichstein, Ellen Futterman, Gina Galati, Diane Gallant, Lynne Garland, Pat Heller, Deb Hollingsworth

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Glenda Partlow, Courier Editor and Press Club Executive Director
John Owen, Fall Intern
Laura Schnarr, Courier Layout and Press Club Web and Social Media Coordinator

For those who make, cover, and influence the news.
Face the Nation Event Tops $5,000 Goal

From left, Press Club board members Ellen Soule, Gloria Ross, Amanda Cook, and Alice Handelman at the “Face the Nation: Be Camera-Ready” beauty event Saturday, Sept. 24 at Neiman Marcus.

From left, honorary chairpersons, Jennifer Blome and Debra Bass sharing their tips on how to be camera-ready in photographs and videos.

Participants at one of the morning’s four informative stations led by national beauty experts.

Guests enjoying brunch bites and mimosas prepared and served by Neiman Marcus’ Zodiac restaurant.

Beauty experts and honorary co-chairs getting ready for the event, from left (front row) Mary Parry; Mary Edwards, Connie Mallot, Chantecaille; Gorana Mabry, NM Chantecaille Specialist; Susan Hurst, NM Cosmetics Manager; Jennifer Blome, KSDK; Ryan Engel, NM Cosmetics Coordinator; (back row) Roberto Ferreira, Creed; Germaine Gibbs, Quasar; Debra Bass, St. Louis Post-Dispatch; Kayley Phillips, Kate Somerville; and Erin McNurien, NM Kate Somerville specialist.

Thanks to the hard work of Amanda Cook, Alice Handelman, Ellen Soule and a terrific committee (listed on page 2), the Press Club’s third annual Face the Nation fund-raising event with Neiman Marcus was an outstanding success. We topped our goal of $5,000, which funded our 2011 Media Scholarship awarded to Julia Boudreau, a University of Missouri-Columbia School of Journalism senior.

More than 100 ladies attended the Sept. 24 beauty event themed Be Camera Ready. Honorary chairpersons Debra Bass of the St. Louis Post-Dispatch and Jennifer Blome of KSDK-TV kicked off the morning with insider advice on how to look one’s best on film as guests enjoyed delicious brunch bites and tasty mimosas courtesy of Neiman Marzcu’s Zodiac restaurant.

Sessions on skin, color, fragrance and tools were conducted by national experts who flew in especially for this event from Chantecaille, Kate Somerville Skin Health Experts, CREED, Clarisonic, Quasar MD, and Sedu. A raffle of marvelous gifts ended the morning. Numerous donations included:

- Wine courtesy of Crown Valley Winery
- Invitations printed courtesy of The Automobile Club of Missouri
- Gift basket of books and accessories donated by author Claire Applewhite
- Tickets to “Victor, Victoria” donated by Stages St. Louis
- Build-A-Bear girl bears and bunnies donated by Maxine Clark
- Multi-strand silver necklace handcrafted and donated by Susan Fadem
- Bebe sunglasses donated by Dr. and Mrs. Jules Hartstein
- Silver bracelet handcrafted and donated by Diane Katzman
- Cosmetic gift sets from Kate Somerville and Chantecaille and gift bags for all the guests donated by Neiman Marcus
On Sept. 15, many Press Club members attended the Gateway Journalism Review (formerly SJR, the St. Louis Journalism Review) 40th Anniversary celebration gala and fundraiser. SJR founder, Charles Klotzer, was honored. The gala also included a discussion, “Who’s Minding the Media?” led by Bob Woodward of the Washington Post via satellite and Russ Mitchell, of CBS News.

Founder’s Award. Press Club members were among the gala’s sponsors and planning committee, including: Jessica Brown, Steve Edwards, Tom Eschen, Ed Finkelstein, William Greenblatt, Ray Hartmann, Charles Klotzer, Marci Rosenberg, Gloria Ross, David Sheets, C.D. Stelzer, Rick Stoff, and Richard Weiss.

New Books. Two Press Club board members, Claire Applewhite and Charlene Bry, have recently authored books. St. Louis Hustle is Applewhite’s second book in her Nam noir mystery series. St. Louis landmarks, St. Louis City Hospital, and the Coral Court Motel are featured in her book. Bry’s new book, Ladue Found, is a history of the community’s first 100 years and documents Peter Ladue’s demise. It also explores some of the Ladue area’s best local stories.

Best Humorous Columnest. Press Club member, and 1997 Press Club Media Person of the Year recipient, Bill McClellan of the St. Louis Post-Dispatch received an award for best humorous columnist from the Missouri Press Foundation Better Newspaper Contest. The awards were presented in September at the Missouri Press Association convention in Branson.

Ageless and Remarkable. Longtime Press Club member and 1991 “Catfish” award recipient, Virginia Trent, was honored on Nov. 6 at the Ninth Annual Ageless-Remarkable Saint Louisans Gala hosted by St. Andrews. The award is given to seniors who embody the active and engaged spirit that is being embraced by countless numbers of older adults nationwide.

On the Executive Team. Press Club board member Patty Wente has been added to the executive team of Group 720, a strategic consulting firm and subsidiary of Creative Producers Group + Companies (CPG + Cos). She is the senior vice president of business solutions.

Retired. Press Club members congratulate Jean Gosebrink on her retirement from the St. Louis Public Library as the special collections archivist at a reception in her honor Sept. 9. The media archives is a collaboration between the Press Club and the main library.

Press Club Funds Investigative Enterprise Journalism

The Press Club helped fund two recent Enterprise Journalism series:

- **Ten Years Later: Are We Safer?** by Mike Sherry and Jason Rosenbaum explored local homeland security spending and whether or not the money is being used wisely. The series appeared in the St. Louis Beacon in partnership with the Midwest Center for Investigative Journalism. The Press Club helped fund this series with a $4,978 grant.

- **Survival Class: Life After Chrysler** by Mary Delach Leonard was a St. Louis Beacon series that explored the demise of Chrysler and how its workers are dealing with the life-altering experience of losing their jobs. The photos for this series were taken by Jerry Naunheim. The Press Club funded the photography with a $5,000 grant.

For those who make, cover, and influence the news.
Recent Press Club Forums

St. Louis’ 20th International Film Festival and Gov. Nixon’s Veto of Film Production Tax Credits

At the Nov. 4 Press Club lunch forum, Cliff Froehlich executive director of Cinema St. Louis (far right) shares highlights about the nearly 400 films to be screened at the 20th St. Louis International Film Festival in November. Kim Tucci, co-founder and president of Pasta House Co. and chairman of the St. Louis International Film Festival, (center) focused his comments on Gov. Nixon’s closing of the Missouri film office and Nixon’s surprising veto of the legislature-allocated tax credits for Paramount to produce an already planned major motion picture in St. Louis. Moderating the discussion, (far left), is Barbara Langsam Shuman, documentary film-maker and Press Club board member. The forum was held at Ruth’s Chris Steak House in Clayton.

If Marshall McLuhan Could See us Now!

100th Birthday Celebration

The Press Club of Metropolitan St. Louis is pleased to have worked with Jessica Brown and Gateway Media Literacy Partners in co-sponsoring the first forum of the 2011 Media Literacy Week on Nov. 7, at Webster University. In its third consecutive year of participating in GMLP’s Media Literacy Week, the Press Club partnered with Missouri Professional Communicators to host the forum. Janice Denham, MPC, Pam Niehaus and Gloria Ross, put together an illustrious panel. From left, moderator Ed Bishop, Webster University, Erica Smith, St. Louis Post-Dispatch; John Pertzborn, KTVI-Fox 2 News; Pam Bolden, YWCA; Kurt Greenbaum, Patch; Don Corrigan, Webster-Kirkwood Times. The forum, which was open to all, was attended by 50 members and guests, Webster faculty and students.

Talking with Historian and Author Joseph Ellis

Joseph Ellis, author and historian, spoke about his book, Founding Brothers, at Maryville University on October 10 and then expressed his deep concerns about our country’s current political situation in a Q&A session with the audience. Maryville provided reserved seating for Press Club members.

Spotlight on Blogging Workshop

Toasting one another with their Press Club mugs at the close of our free blogging seminar are presenters (from left) Richard Gavatin of IMS-St. Louis, who gave the “how-to” portion of the program, and blogger panelists: Bill Streeter, Chris Reimer, and Stephanie Tolle, who talked about their blogs and shared tips and information gleaned from their personal experiences. The Sept. 10 seminar was co-hosted by Webster University and held at Webster’s Emerson Library.

Upcoming Events

Joseph Wilson and Valerie Plame Wilson, a former ambassador to Iraq and his wife, a former CIA agent whom the couple claim had her cover revealed by Bush administration officials, will host an informal talk at 1 p.m. Tuesday Nov. 29 at Maryville University, Anheuser-Busch auditorium. RSVP by calling 636-230-1973.

Press Club’s Annual Meeting 6:30, Mon., Dec. 12. Read all about it on the back page.

More Journalism Foundation Scholarship Winners

Two additional Journalism Foundation scholarships were awarded in August. Both were funded by the St. Louis chapter of the Baseball Writers Association-St. Louis Chapter. The recipients were:

James Austin Laymance (left) of St. Louis and University of Texas-Austin, recipient of a $1,250 Journalism Foundation scholarship.

Sarah Fullerton (right) of St. Louis County and the University of Oklahoma, recipient of a $1,250 scholarship.
The Press Club of Metropolitan St. Louis
55th Annual Meeting

6:30 to 8:30 p.m., Monday, December 12, 2011
World’s Fair Room
The Forest Park Highlands

It’s a meeting. It’s a party. It’s a meeting. It’s a party.
You decide! We’ll be at the Forest Park Highlands – formerly
Triple A – in the Park’s newest banquet facility.

We are pleased to have one of the St. Louis area’s most
renowned television journalists as our guest.

We’ll enjoy delicious and generous offerings of hors d’oeuvres,
carved roast beef and pasta while sipping marvelous wines,
courtesy of Adam Puchta and Crown Valley. (A cash bar for
other beverages will also be available.)

The Evening’s Business
■ Recap of our Club’s very successful year
■ Presentation of the Club’s highly prized Catfish Award and
the president’s Above and Beyond recognitions
■ Election of the 2012-2014 board
■ Announcement of new president-elect

The Highlands is just opposite the Planetarium in Forest Park.

Guest Speaker

Leisa Zigman
KSDK
News Channel 5
Anchor &
Investigative Reporter

Members: $28, Guests: $30
Door prizes, too!
Make your reservations by calling
636.230.1973, or online at
www.stlpressclub.org.
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