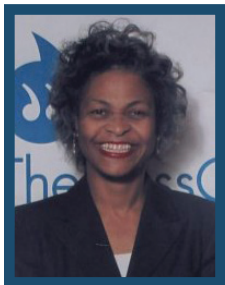


## LUCKILY, SOME PEOPLE ARE STILL “JOINERS”

By Gloria S. Ross, Press Club Prez



### Why We Do It

Upon learning that I was a member of the Press Club, a friend asked, “Why?” “Why?” I parroted, taken a bit off-guard. “Yes, why?” he repeated.

He had decided sometime ago that professional associations are passé. And no fun.

Of course, I set about disabusing him of this notion by sharing with him much more than he ever wanted to know about the Press Club’s efforts to support current and future journalists and inform the community. And how much fun we are having doing it.

Too bad that at the time I didn’t have the examples of our two most recent events: the March 6 backstage tour of the newly reopened 78-year-old Peabody Opera House (formerly the Kiel) after a 21-year hiatus, or our March 16 forum where 57 women and 3 men gathered at the History Museum for the official release of the Missouri Women’s Report.

As women-focused issues make the headlines during Women’s History Month, the Press Club assembled a stellar panel of experts on the concerns of women. We brought in the media to give the public the first look at the not-so-pretty picture and some of the proposed solutions. We achieved excellent coverage from the *St. Louis American*, the *St. Louis Beacon* and the *St. Louis Post-Dispatch*.

### How We Do It

There’s no magic in how we are able to host regular, vital and fun programs, as well as support aspiring and working journalists. We do it the old-fashioned way: we earn it.

Our Media Person of the Year gala is our primary vehicle for supporting what we do as we honor (and sometimes dishonor – it’s a roast!) some of the best communications professionals in the business. (See our honorees at right.)

Under the leadership of Claire Applewhite and Ellen Futterman, we have entered the throes of planning for the 2012 MYOP. Let them know what you will do to help. It’ll be fun – and it’s important.

## UPCOMING EVENTS

**Noon, Tuesday, April 3:** Retired four-star general and former commander of U.S. and international forces in Afghanistan **Stanley McChrystal** at Maryville University. Press Club’s reserved seating: 636-230-1973 or [info@stlpressclub.org](mailto:info@stlpressclub.org)

**10:30 a.m. Saturday, April 22:** Political correspondent and analyst **Gil Hoffman** to speak on “Red States, Blue States and the Jewish State”, Ritz-Carlton Hotel. Light breakfast. No cost. Limited, reserved seating: [lbachar@jfedstl.org](mailto:lbachar@jfedstl.org).

**Thursday, April 26:** Local Author’s Forum. Check our website for all the details. [www.stlpressclub.org](http://www.stlpressclub.org)

**7:30 a.m.-5:30 p.m., Tuesday, May 15:** CSPRC Spectrum Conference co-sponsored by Press Club at Sheraton Clayton Plaza Hotel (reservation information at [www.csprc.org](http://www.csprc.org))

## Save the MPOY Date: Thursday, October 4

Press Club’s Media Person of the Year Dinner and Gala honoring **Leisa Zigman**, KSDK-TV 5 news reporter and anchor, and **Fleischman-Hillard**, venerable public relations firm, with special recognition of photo-journalists **Jim Forbes** and **Bob Cohen** of the *St. Louis Post-Dispatch* for award-winning coverage of the Joplin hurricane aftermath.

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**Newton and Muyco-Tobin Join Board**



**Vickie Newton** is the well-known anchor/reporter for “News 4 St. Louis” at 5 and 10 p.m. weekdays with Larry Conners. She and Conners were the 2010 Media Persons of the Year. In 2003, she received an Emmy as Best Anchorperson by the Academy of Television Arts and Sciences. Before coming to KMOV, Newton was an anchor for CNN Headline News and WSB-TV in Atlanta. She also worked at WDIV in Detroit, KMBC and WDAF in Kansas City, and KATV in Little Rock, Ark. She earned her master’s degree in journalism from the University of

Detroit.

Newton serves on the board of directors of the St. Louis Alzheimer’s Association and Opera Theatre - St. Louis. She was previously on the board of the National Association of Black Journalists. She is on the Music Panel of the National Endowment for the Arts and was selected as one of the *St. Louis Business Journal’s* prestigious “40 under 40.” Newton has been recognized by bi-state literacy organizations with a grant named in her honor.



**Trish Muyco-Tobin** is the editor-in-chief of *Ladue News*, where she previously served as managing editor and senior writer. She has been a journalist and writer for print, radio and television for almost 20 years.

Muyco-Tobin started her career in journalism as a broadcaster; and served as news anchor, editor and reporter for KMOX and KTRS radio stations in St. Louis, as well as KBIA Radio and KOMU-TV in Columbia, MO. She was an award-winning executive producer for the CONTACT Radio Program, which aired on more than 400 stations across the country and overseas. Other career highlights include being featured as a contributing author in *Wells of Wisdom: Grandparents and Spiritual Journeys*, and serving as contributing editor for *Busted Halo*.

Born and raised in Manila, Philippines, she came to the United States with her family in 1985. She resides in St. Louis with her husband, David.



**Meet Our Spring Intern**

**Chelsea Cox** is our spring semester intern and a senior at the University of Missouri-St. Louis majoring in Advertising and Media Studies.

**Welcome New Members**

Diane Alt, Ladue News

Debra Bass, St. Louis Post-Dispatch

Dr. Boyd Bradshaw, Logan University

John Donati, Marygrove

Larry Grieshaber, Maryville University

Ray Killebrew, Missouri Baptist College

Trish Muyco-Tobin, Ladue News

Vickie Newton, KMOV-TV Channel 4

Lyubov Strauss, Black Tie St. Louis and free lance photojournalist

Patricia Treacy, Freelance Writer

Dena Woods, Webster University

Wells Fargo Advisors

(corporate membership): Allison Bruns,

Raschelle Burton, Mary Huxhold,

Rachelle Rowe, Erica Van Ross



# Press Club Awards and Zigman Talk: Highlights of Annual Meeting



*Fifty-two members and guests attended the annual meeting at The Forest Park Highlands*

Press Club members and guests shared an evening of camaraderie and festivity at our 55th annual meeting held December 12.

Guest speaker, **Leisa Zigman**, reporter and news anchor for KSDK-TV, shared the stirring and uplifting back story surrounding her cancer diagnosis, treatment, remission and charitable work.

Hearty applause greeted the announcement of this year's Catfish Club award recipients, **Richard Weiss** and **Benjamin Lipman**. (see profiles on page 4). **Richard Gavatin**, **Amanda Cook**, **Ellen Niesenson Soule**, **Alice S. Handelman** and **Jean Gosebrink** were also recognized with President's "Above and Beyond" awards for their contributions of time and talent to the Club.

President **Gloria S. Ross** gave the year-end report with special attention to the outline of a proposed long-range strategic plan. **Bill Smith**, the club's incoming president-elect, was introduced and 12 board members were elected for the 2012-14 term.



*Guest speaker, Leisa Zigman*

## Catfish Awardees: Weiss and Lipman



*From left, Richard Weiss and Benjamin Lipman*

## Five Receive President's "Above and Beyond" Award



*From left, Richard S. Gavatin accepting award from President Gloria S. Ross, who also presented awards to: Amanda Cook, Ellen Neisenson Soule, Alice S. Handelman and Jean Gosebrink*

Thanks to William Greenblatt for all photography of this event

## Profiles of Our Newest Catfish Club Members

By Chelsea Cox, spring intern



### Richard S. Weiss

Dick Weiss is an award-winning writer and editor with more than three decades of experience at newspapers, most of it at the *St. Louis Post-Dispatch*. In 2003, he started WeissWrite LLC as a writing, editing, and coaching service ‘for anyone with a story to tell.’ In 2008, he became a contributing editor of the

*St. Louis Beacon*, an online journal that focuses on issues critical to the St. Louis region.

Weiss says he took an interest in journalism because of his father, a producer at Channel 5 from the 1950’s until the early 1980’s.

“When my father saw that I couldn’t play basketball very well or do math, he groomed me to be a writer. It was the only thing I could do passably well,” Weiss said. His mother was Famous-Barr’s longtime public relations guru, Helen Weiss. Weiss majored in Russian Studies at Colgate University and visited the Soviet Union in 1968 and 1972.

Weiss had been a Press Club member off and on during the ’80’s and ’90’s. He joined full-time about six years ago after leaving the *Post-Dispatch*. “I wanted to stay active and connected with people in the communications industry,” he said.

Last year, Weiss was recognized with the Press Club’s Catfish Award for his exemplary service to the club and to journalism in the community. He served as Press Club’s president in 2009 and 2010 and spearheaded the 2010 Media Persons of the year gala, which raised nearly \$48,000 for the club’s media scholarships and fellowships.

Weiss has been recognized with many honors, including: Outstanding Media Person Award St. Louis Chapter Alliance for the Mentally Ill in 2003, 2001 Association of Black Journalists’ Excellence Award and the UPI Missouri investigative reporting award in 1983 for a series of stories revealing corruption in a county fire district.

Weiss initiated the enterprise journalism fellowship program “as a means of accessing the talents of many reporters who were sent packing by newspapers during the industry’s downsizing.” Reporters with great ideas get fair compensation through grants from the Press Club and the stories are donated to local media. So far, six stories have appeared in local media on subjects ranging from immigration to joblessness to homeland security.

When asked what gives him the most satisfaction with the profession he chose, Weiss replied, “I am proud to have been one of the founders of the *Beacon*. I like my job because I can use my creativity to develop interesting stories and work with journalists who have a social conscience.”

His advice to people who may want to become a part of “those who make, cover and influence the news” is: “Know what you don’t know, and then ask questions so you will know. Once you have the facts in hand, write boldly and with authority.”

Weiss’ life motto: “You can’t get from here to there without putting one foot in front of the other. Take no shortcuts and try to do it as humbly as you can.”



### Benjamin Lipman

Ben Lipman has been a practicing attorney for more than 20 years. His practice at Lewis, Rice & Fingersh primarily focuses on media and communications law and commercial litigation. He also practices as a commercial real estate attorney.

Lipman has been around newspapers his whole life. His father, David Lipman, was an editor at the *St. Louis Post-Dispatch*. “It was always a part of my life and it was something I cared very much about.” Although Lipman chose a career in law, he wanted media to be a part of that. “I made sure the firm I went to let me practice media law.”

Lipman received his bachelor’s degree from the University of Pennsylvania and his law degree from Washington University, where he included classes dealing with the first amendment and media law. “I am passionate about the first amendment, it is very important to me – it’s one reason that I wanted to become a part of this field.”

Lipman’s father was a longtime Press Club member and had retired from the board, when, in 2003, Bob Cohn recruited Lipman to join. “Step in where your father left off,” were the words he recalls Cohn saying. Lipman accepted because “the media industry and the media profession are important to me.” Lipman loves the fact that the Press Club gives scholarships and other funding for students and journalists. “I believe journalism and education are each important and go hand in hand,” Lipman said. “Combining the two in one organization made me want to help the Press Club all the more.” When David Lipman passed away in 2008, the Press Club of Metropolitan St. Louis and *St. Louis Post Dispatch* established the annual \$5,000 David Lipman Scholarship to award to a University of Missouri student majoring in journalism.

Last year, Lipman was recognized with the Press Club’s Catfish Award for his exemplary service to the club and to the community. For the last six years he has been the club’s treasurer and will continue in that role for the next year.

Lipman’s other honors include being named one of the Best Lawyers in America for three consecutive years, the 2010 Community Service award from the Human Development Corporation of Metropolitan St. Louis, and for 10 years of teaching Media Litigation at Washington University. He is a member of the Board of Directors of the St. Louis Community Empowerment Foundation and a member of the Airport Commission.

His advice to those who are in the media industry or would like to be is, “Keep seeking the truth. Keep up the good work the media does and never stop fighting for what is right!”

When asked what gives him the most satisfaction with the profession he chose, Lipman replied, “I love the opportunity to help my clients fight the good fight”. His motto: “When it is time to stand up and be counted, I don’t want to just be sitting there.”



## Recent Events



### Talking with Food Activist and Author Michael Pollan

On January 24, Press Club members were front and center in Maryville University's auditorium for the Q&A session with **Michael Pollan**, a renowned sustainable food activist who was featured in the documentary *Food, Inc.* Pollan has written numerous books and articles about the places where the human and natural worlds intersect: food, agriculture, gardens, drugs, and architecture.

### Touring the Peabody Opera House

On March 6, 40 Press Club members and guests were given a private tour of the magnificent Peabody Opera House and learned the fascinating history of this St. Louis architectural treasure, which reopened last year after an \$80 million renovation.

*From top: Descending one of Peabody's gilded staircases are Ladue News associate editor **Lisa Watson**, editor-in-chief **Trish Muyco-Tobin**, managing editor **Diane Alt**, publisher **Justin Nangle**, staff writer **Liz Schmitt**, and staff writer **Laura Graesser***



### Press Club Hosts Forum on Status of Missouri Women Report



On March 16, the Press Club hosted a news conference and forum on the recently released report on the status of Missouri women, which was attended by more than 60 people at the Missouri History Museum. The report, which was produced by the Women's Policy Alliance and the University of Missouri Office of Social and Economic Data Analysis, reveals disturbing information about how Missouri women are faring in the areas of health care access, well-being, workforce education, economic justice and civic engagement. The report also suggested solutions. Release of the report and some of its findings were covered by the *St. Louis American*, the *St. Louis Beacon* and the *St. Louis Post-Dispatch*.

*From left, conference panel members **Susan Kendig**, JD MSN, Coordinator; Women's Health Nurse Practitioner Program, UMSL; **Pat Rich**, President, Women's Foundation of Greater St. Louis; **Margaret Eaton**, Board President, Women's Policy Alliance; **Nancy Wegge**, Ed.D., President, Foundation for Missouri Women; **Dayna Stock**, Manager, Sue Shear Institute for Women in Public Life with **Tracey McCreery**, Missouri State Representative from 83rd District.*

### Press Club to Award Sky's the Limit Scholarship

Our Press Club will be giving a \$1,000 scholarship to a deserving and under-served young woman through the Mathews-Dickey Boys' & Girls' Club "The Sky is the Limit" scholarship program on May 4. Our president, **Gloria S. Ross**, will also be leading a workshop on communication professionals at their Women in Careers Workshop on April 14.

### 65 or Older? Become a Press Club Lifetime Member

Did you know that your Press Club has a special \$500 one-time rate for lifetime membership? Join Julius Hunter, Bill McShane and Diane Haneklau who have taken advantage of this membership opportunity. You'll receive a lifetime membership card and never see another annual dues reminder again. You matter to us and we hope Press Club matters to you.



The Press Club

of Metropolitan St. Louis

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**GIL HOFFMAN**  
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Washington, DC-Jerusalem Relations  
from an Israeli Insider  
with

**GIL HOFFMAN**

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Memorial Lecturer

**Sunday, April 22, 2012**

**10:30 am-12:30 pm**

Light Breakfast (Kosher option available upon request)

**Ritz Carlton Plaza Room**

**Register by 4/17 to Lee'at at [lbachar@jfedstl.org](mailto:lbachar@jfedstl.org)**

Seating is limited

No charge, but reservation is required

Questions: For more information, contact  
the ADL at 314-721-1270

