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STATE OF THE UNION

..... *By Gloria S. Ross, President*

Dear members of the greatest Press Club in the nation:

As we, incredibly, careen into 2011, I find that I'm anxious, I'm excited and I'm hopeful, despite the daily predictions of the demise of journalism. To paraphrase what Mark Twain reportedly said upon hearing that his obituary had been published in the New York Journal: reports of journalism's death are greatly exaggerated. The Press Club of Greater St. Louis is helping to ensure that journalism's epitaph will not soon be written.

We are all journalists now

In the late 80's and early 90's, the computer became ubiquitous. No longer were keyboards the domain of clerical workers. Almost everyone, from executives to janitors, gained immediate access to a device that would not only accept their every thought, but would record and store said thoughts for posterity, or let the writer share those thoughts throughout their organizations. And the machines came with something no typewriter ever had: a graphics program. This, of course, instantly made everyone a graphic artist. Not.

Hot on the computer's heels was the World Wide Web. The advent of www has given everyone the ability to instantly share their every thought throughout the world. Consequently, everyone is now a journalist. Again, not so.

The world has, does and forever will have a need for people who actually gather and disseminate news in a methodical, professional manner. Access to a distribution list of millions does not a journalist make.

Keeping real journalism alive

The Press Club of Metropolitan St. Louis recognizes this enduring, universal truth and operates accordingly. This, in part, is how:

The untold story.

The Press Club has renewed the commitment begun under Immediate-past-president Dick Weiss in 2009, to help ensure that more investigative stories do not fall prey to the budget axe. The enterprise journalism fund, established to spur local reporting of under-reported community topics, remains a priority.

Partnering for a purpose.

We are partnering with other organizations – Gateway Media Literacy Partners to help enhance critical thinking skills; the St. Louis Public Library Media Archives to ensure that our history is saved; and the St. Louis Journalism Review as it celebrates its 40th anniversary – and others to leverage the impact of our efforts.

Preparing the next generation.

We are continuing our tradition of funding scholarships and internships for young people to ensure we have bona fide journalists and deft communicators in the future. The Press Club is now also administering approximately \$20,000 in Journalism Foundation scholarships.

And that's just for starters. This year, we've already had an excellent forum, Science, Medicine and the Media, appropriately, at the Science Center, on January 25. A stellar group shared how they report science and medical stories in what sometimes seems like a fact-free world.

There are more great forums and events to come. But the Press Club needs your help. If you care about great journalism – and you are among the people who report, make or influence the news – tell me what you want to do this year.

The union is strong. With your help, it will become stronger.

2011 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 55 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.

____ Retired \$40

____ Student \$30

____ Active \$85

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

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Meet Our Newest Board Members

Diane Toroian Keaggy



St. Louis Post-Dispatch arts reporter Diane Toroian Keaggy writes about the places and events that make St. Louis such a fun place to live. She has covered elephant's births at the St. Louis Zoo, profiled St. Louis' most exciting dancers, visual artists and musicians and originated the popular "Hip Hoods" series which spotlights emerging neighborhoods such as the Grove and Cherokee Street. She also regularly contributes entertaining, cooking, parenting and travel stories and is also a frequent contributor to Catholic Health World

where she covers innovative programs in Catholic hospitals, hospices and nursing facilities.

Keaggy was raised in south St. Louis County and graduated from Nerinx Hall High School. She completed her undergraduate degree at Washington University and her graduate degree at the University of Illinois - Springfield, where she studied public affairs reporting.

Keaggy is the daughter of Soren "Al" Toroian, who was a devoted Press Club member and Catfish Award winner. Toroian, Washington University's long-serving director of news and information, died in 2004. Keaggy lives in the Tower Grove South neighborhood with husband Bill and their two children, 7-year old Liam and 5-year old Sorena.

Molly Hyland

Molly Hyland has worked in all areas of the communications industry, including media, agency and in-house communications positions as well as work with nonprofit and civic organizations. Since joining Commerce Bank in 2007, she has worn many hats. In addition to developing and implementing strategic public relations plans, she handles investor communication and government relations. She has developed the company's corporate social responsibility report and social media policy and action plan. Thanks to financial reform, Hyland has added lobbying to her position as she works to ensure that Commerce Bank is heard on Capitol Hill and in Jefferson City.



Prior to joining Commerce, she worked at American Federation of Television and Radio Artists conducting contract workshops, reviews and negotiations, along with developing and executing marketing programs and establishing a website. Before her time at AFTRA, she was an apprentice reporter and afternoon editor at KMOX Radio. Hyland began her career at Fleishman Hillard, handling media relations, media tours, crisis communications, trade communications, and special events for local and national clients. During college, she interned for the office of former U.S. Senator John C. Danforth, Mutual Broadcasting and Anheuser Busch. Hyland is on the board of the National Council of Alcohol and Drug Abuse - St. Louis Chapter and Sherwood Forest Camp. She is married to Curt Ittner and has two sons and two step-daughters.

Welcome New Members

Jennifer Baudendistel, David Baugher, Sayini Deveregan, Laszlo Domjan, Gina Galati, Diane Toroian Keaggy, and Keith Schoop

New corporate members:

AAA-Auto Club of Missouri and St. Louis Jewish Light

Press Club Members Hear St. Louis Series Speakers at Maryville

By Spencer Engel, Fall Intern

Thirty Press Club members heard renowned neurosurgeon Ben Carson, M.D. speak at Maryville University last November thanks to arrangements made by board member Tom Eschen, Maryville's Vice President of Institutional Advancement. Carson's talk, which was particularly poignant, witty and inspirational, was the third exclusive opportunity offered to our members to hear prominent individuals in town for the St. Louis Speakers Series.

Carson grew up in Detroit in hopeless poverty with a single mother. With very few resources and low grades, the odds were stacked against Carson from the time he was a child. However, instead of wallow in his dire circumstances, Carson turned his life around — with an assist from his mother. When she wasn't busy working, Carson's mom made him and his brother read two books a week and submit written book reports to her, despite her low literacy level. Soon after, Carson went from worst to first in his class and began dreaming of starting a career in the medical field.

"The person most in control of your life is you,"



Carson said.

Fast forward 50 years, and you see a man who personifies the American dream. Carson became the Director of Pediatric Neurosurgery at Johns Hopkins Hospital at 32, performed groundbreaking 22-hour surgery (with a team of 70 other surgeons) on Siamese twins at 37 and was awarded the highest civilian honor, the Presidential Medal of Freedom, by President George Bush in 2008.

He is also the author of several books, one of which, "Gifted Hands," was adapted to a TNT movie starring Cuba Gooding Jr. (He had to bring his energy level way down to play me, Carson said.) The title references Carson's realization that he had incredible eye-hand coordination and excellent three-dimensional reasoning skills. This combination led Carson to change his concentration from psychiatry to neurosurgery.

"All you young people just need to ask yourself," Carson said. "What are you really, really good at? From there you just need to learn how you learn."

Note: Robert F. Kennedy, Jr. will speak at noon on March 22nd. There is limited reserved seating for Press Club members. Call the Press Club office at 636-230-1973 for reservations.



Press Club president Gloria S. Ross (second from left) thanking "Science Medicine and the Media" panelists and moderator, from left, Veronique LaCapra, Ph.D., science reporter/editor for St. Louis Public Radio/NPR;; Barbara Langsam Shuman, writer/co-producer/co-director, "The Stem Cell Divide" documentary; Blythe Bernhard, medical reporter for the St. Louis Post-Dispatch; and Robert Kindle, executive director, Hope Happens. The luncheon forum held at the St. Louis Science Center on January 25th was attended by 44 members and guests.



At the 2010 annual meeting, from left, Gloria Ross, Press Club's incoming president; Dennis Heinze of AAA Auto Club of Missouri and Tim Puchta of Adam Puchta Winery, President's "Above and Beyond" Award winners; Aisha Sultan, the club's Catfish Award winner; Larry Levin and Ellen Futterman of The St. Louis Jewish Light, winners of the President's Award for Meritorius Achievement, and Richard Weiss, Press Club president.

Press Club Celebrates in Style at Annual Meeting

Nearly 100 members and guests shared an evening of laughter, accolades and festive fare at the Press Club's annual meeting December 2nd in the magnificent Ritz Carlton Hotel. It was a night to celebrate the club's 2010 successes; to recognize deserving individuals and organizations for their outstanding service; to mix, mingle, elect board members and ring in the officers for the next two years.

The Press Club's highest award, the Catfish Award, was presented to Aisha Sultan, who writes the "Dirty Laundry" parenting column for the St. Louis Post-Dispatch's Lifestyle section. The President's "Above and Beyond" Award was presented to Dennis Heinze of AAA Missouri and Tim Puchta of Adam Puchta Winery, for in-kind services. The President's "Outstanding Journalism Award" went to The St. Louis Jewish Light.

A highlight of the evening was the humorous observations about St. Louis by Charles Brennan, KMOX's midday host, who also moderates KETC Channel Nine's "Donnybrook". Brennan signed copies

of his book, "Here's Where: A Guide to Illustrious St. Louis".

The 2011-12 officers were introduced and inducted. They are: President, Gloria S. Ross; Vice Presidents: Publicity, Carol Lundgren and Margaret Gillerman; Programming, Pam Niehaus, Judy Kaplan, Irv Harrell; Scholarships and Education, Claudia Burris and Aisha Sultan; Membership, Patty Wentz; and a new vice president position now added to the by-laws -- Enterprise Journalism, Richard Weiss (who is also immediate past-president); Secretary, William Greenblatt; and Treasurer, Benjamin Lipman. Board members elected for the 2011-13 term were: Claudia Burris, Tom Eschen, Richard Gavatin, Margaret Gillerman, Judy Kaplan, Susan Kerth, Carol Lundgren, Michael Right, Barbara Washington, Patricia Wentz and Richard Weiss, the Press Club's immediate past president.

This sampling of William Greenblatt's great photos shows what a good time everyone was having.



From left, Tom and Janet Keller with Barbara Pierce enjoying Adam Puchta wines



Richard and Linda Gavatin



Jim Lubbock hams it up.



From left, Pam Niehaus and Tina Odo share a laugh.



From right, Margie Gillerman admiring Aisha Sultan's Catfish Award.



From left, Dennis Heinz and Tim Puchta clutch their awards.



Charles Brennan signs books for guests.



Tom Eschen and Patty Wentz smile for camera.



Gloria Ross takes Dick Weiss' tongue-in-cheek president's oath of office.



Alice and Howard Handelman.



Rick Stoff with Claudia Burris hugging his door prize, a Shannon autographed Fredbird.



From left, Victoria Babu, Jessica Brown and Marci Rosenberg.



Louise McDaniel (right) with her granddaughter and new Press Club member Jennifer Baudendistel.

Press Club History Series

Chapter 8: “Weekly Press Club Conferences and Press Club II Thrives”

By Verna Green Smith, PhD.

Tom, our beloved bartender, was in his glory as he posed with stripper-gone-legit Ann Corio at the club in February, 1966, after her press conference. He had the biggest grin on his face. Why not? Max Roby was president and called on membership to look for new facilities for the club, which had outgrown the present one. Marsh Clark, former Press Club president, and deputy bureau chief for Time magazine in London, sent greetings by way of Bob Briggs of the Globe-Democrat, who recently returned from a week in England. Press Club members were in starring roles for the “Gala Night” program of the “Salute to Working Women Week” at the Sheraton-Jefferson Hotel. Wednesday press conferences were in full swing, with Ted Schafers as chairman. Speakers included Reed Benson, Ann Corio, and Dr. Arthur S. Fleming.

Press Club II was thriving under the guidance of Polly Nash. Among the board members was Patricia Corrigan, representing Webster Groves High School. Guest speaker at the Press Club gathering was Julian Miller II, publisher and editor of Prom Magazine. The entertainment committee, among them Ray Deffrey and Jim Lubbock, were planning family trips to the zoo, a tour through the Gateway Arch, a night at the Muny Opera, the new Busch Memorial Stadium among others.



Press Club’s 2011 Spring Intern

Bridget McMahan is a senior at Saint Louis University majoring in Communication Studies with a focus on Advertising and Public Relations and is obtaining a certificate in Creative and Professional Writing. She is a member of the Advertising Club and Kappa Delta Sorority at Saint Louis University. Last semester she was a public relations intern at The Little Bit Foundation, a nonprofit organization in St. Louis, and in the summer of 2008, she interned as an event planner for social and corporate events at the Drake Hotel in Chicago. These internships have given her real world experience in various industries, as well as even greater enthusiasm for her future career in the communications industry.

What’s Ahead for Press Club 2011?

Our programming committee is putting together a great line-up of interesting forums and your suggestions are always welcome. Programming VP Pam Niehaus has shared some of those possibilities.

- Reporters’ forum at Post-Dispatch with specific topics;
- City earnings tax and combined with press conference;
- Face the Nation with Neiman Marcus to raise money for our broadcasting scholarship
- A members-only exclusive opportunity to hear Robert Kennedy, Jr. at Maryville on March 22nd;
- Gourmet lunch with food writers at SLCC;
- Health care forum;
- First amendment/new Congress forum;
- A reception for Press Club and Journalism Foundation scholarship winners;
- New media workshop;
- Political forum possibly with League of Women Voters;
- Press conferences
- Co-sponsorship of Gateway Media Literacy conference;
- St. Louis Film Festival; and
- Annual Meeting evening reception

Spread the word for scholarships.

Deadline for 2011 Press Club and Journalism Foundation scholarship and internship applications is Monday, May 2nd. Go to www.stlpressclub.org for information and application form.

Gloria Ross: Press Club 2011-2013 President

By Spencer Engel, Fall Intern

Gloria Ross has never been one to allow external circumstances to inhibit her ambitions. As the second youngest of ten children growing up in Hayti, Mo., Gloria attended a segregated school system that finally integrated in 1970 – the year after she graduated high school. Besides the obvious difficulty of being a black woman growing up during racially charged times, another problem facing Gloria was that Pemiscot County, where Hayti is located, was (and still is) Missouri’s poorest county.

However, Gloria didn’t let segregation or poverty stop her from gaining an education.

“We didn’t know that we were so poor,” Gloria says. “By external measures, we could’ve been chosen ‘least likely to succeed’, but by internal measures, nobody doubted that most of us would go on to do okay.”

Gloria says that education was a “huge deal” and that she and her classmates felt prepared to go to college despite the odds against them. She went on to Southeast Missouri State College (now University), left school to work for a few years and eventually became the first and only of her siblings to obtain a college degree when she received her B.S. in Radio/TV/Film from University of Wisconsin-Oshkosh in 1980.

WMKC Radio in Oshkosh was Gloria’s first employer, where she worked for a year before moving to St. Louis and soon began working in the PR department of a bank, then a year reporting for the Suburban Journals, before landing a communications job at United Way where she remained for 20 years. She retired from United Way in 2006 as senior vice president of communications and formed Okara Communications and AfterWords, an obituary-writing service.

In the early 1990s, Gloria was tapped by then Press Club President Greg Freeman to help re-design and write the newsletter, work for which she received the Press Club’s Catfish Award in 1999. Was this going to be another inspirational story of Gloria realizing a great ambition: becoming Club president? Well, not exactly.

That ambition was non-existent.

“Absolutely none!” Gloria says with a laugh. “And I was stunned when Dick Weiss asked. It never



crossed my mind. People often ask me to do things that I don’t expect. I’m not sure that I’m the best leader, but people know that I’m hard-working.”

“I show up.”

Whether she planned on being president or not, Gloria is ready to step into the role. Her number one priority is continuing to grow the enterprise journalism program, which she says in its infancy but has tons of potential to grow. To help realize this goal, Gloria will keep outgoing president Dick

Weiss as the newly created enterprise journalism chair on the Press Club’s board.

“It’s going to be difficult for me to do half of what my predecessors have,” Gloria says. “We’ve had some excellent people serve. The past two presidents (Dick Weiss and Alice Handelman, respectively), my God! They have put in Herculean efforts.”

Weiss believes Gloria has the perfect mix of skills to lead the Press Club and become yet another successful president.

“I’m looking forward to Gloria’s term as president,” Dick says. “Her contacts in the community are vast and most important of all, she has a good heart.”

Although she didn’t originally have presidential aspirations, Gloria now has bright ambitions. In order to achieve them, she and other board members whom she deems “talented and excellent” are working on a three-year, long-range plan.

While serving as Press Club president, she will continue providing communications services to nonprofit organizations through Okara Communications, which is named after her only grandson (it’s his last name), and contributing stories, including obituaries, to the St. Louis Beacon. Gloria’s ongoing life story will start and end with the career field in which she’s been interested her entire life.

“There’s always somebody who’s telling, who’s reporting...so we can make some sense of the world and make good decisions,” Gloria says. “The Press Club helps ensure that there will always be people to tell the story.”