

## **President's Message: Press Club's First Enterprise Journalism Fellowship Recipients Selected**

*By Dick Weiss*

**H**ave you ever seen those little notes that they sometimes put on restaurant menus? Good food requires time and patience.

Early this year, the Press Club began cooking up a great idea. And now, we can begin to savor the results.

I speak of the fund that we established to spur enterprise reporting in our region.

The Press Club voted early this year to offer grants to journalists who propose stories that will shine a light on an under-reported community topic. The money could be used to cover expenses, travel or simply pay for a reporter's time in preparing the story.

We initially put \$10,000 into the kitty. Since then the family of the late Post-Dispatch feature writer and editor Nancy Miller agreed to contribute \$5,000 to the fellowship program from a fund that had been started in her memory and the Press Club will match that contribution with another \$5,000 from our treasury.

When journalists in our region learned about this program they responded with some great ideas. A Press Club committee made up of Laszlo Domjan, Ben Lipman, Gloria Ross, Bill Smith and Aisha Sultan vetted the proposals. And in late October, our effort bore fruit with publication of Ready or Not: Can St. Louis Cope with a Catastrophe? This three-part series was written by our grantee Nancy Larson and published in the St. Louis Beacon. You can find it on both the Beacon ([stlbeacon.org](http://stlbeacon.org)) and Press Club ([stlpressclub.org](http://stlpressclub.org)) websites. The other grants went to:

- Ellen Futterman, editor, and Larry Levin, publisher, of the Jewish Light.
- Phil Dine, a freelance writer and author whose work will appear in the St. Louis Post-Dispatch.
- CD Stelzer, a freelance writer whose work will appear in an online site Focus Midwest.

We have asked all of the grantees to look for other venues for their work as well -- on radio, television, in print or online. I am helping to broker those arrangements.

Normally, I would share with you the subjects that these reporters are tackling, but we want to ensure that each of these publications will have the benefit of exclusive material. So we're not going to tip off the competition. But I can tell you that each of the grantees is at work on a subject of vital concern to our region.

Each of our grantees has submitted a timeline for completing their work. We expect to see the next stories by the end of January, maybe sooner.

The Press Club offered these grants at a time when the region's media outlets are suffering through the worst recession in decades and have cut their staffs and reporting budgets.

Great journalism is both labor intensive and at times costly. If we want to see reporting that genuinely improves and enhances civic life, we will have to find a way to pay for it. One way to do that is to reach into our pockets and make a donation just as we do for other civic assets, such as the St. Louis Symphony, Art Museum and Forest Park. In this case, the assets are our region's talented journalists -- and the important stories they tell.

I'm proud that the Press Club has stepped up to help. I can't wait to see the next stories.

We are continuing to accept applications and intend to raise more money to fund them. More information on how to both donate to the program and apply for fellowships can be found on the Press Club's website at [stlpressclub.org](http://stlpressclub.org).

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Elizabeth Alexander, Press Club Fall 2009 Intern

**Gloria S. Ross to be 2010 President-Elect**

*By Elizabeth Alexander, Press Club Intern*



Gloria Ross has been elected the Press Club’s 2010 president-elect and will serve as president 2011–12. Ross rejoined the board in 2008, having served as a board member previously for several years during the 1990s. She has long been an active member, including serving as newsletter editor for several years, a job which earned her the Press Club’s Catfish Award in 1999. This year, Ross coordinated two club forums: “Media in the Throes of Change” and “Emerging Business Models in the Media Industry.” She is currently a member of the club’s Enterprise Journalism Fellowship committee and our liaison to Gateway Media Literacy Partners.

When you first meet Ross, you are immediately struck by her intelligent eyes and warm smile. Behind the smile is a woman who is capable of writing anything – and has done so - both as a professional journalist and public relations executive.

In 2006, she retired from the United Way where she worked as a communications professional for more than 20 years, the last seven as senior vice president of communications. She then formed her own company, Okara Communications, which provides communications tools for businesses needing help with speeches or presentations, and AfterWords, an obituary writing service.

Ross began her communications career as a paid intern reporting news at a small radio station in Oshkosh, Wis., where, she says, “you got to do it all.” After graduating from the University of Wisconsin- Oshkosh, she worked for a local bank, then the St. Louis Suburban Journals, where “I covered enough city council meetings to run for office,” she said. During her time at the Suburban Journals, she also wrote features about “the extraordinary lives of ordinary people,” and is currently doing so as a contributing obituary writer for the St. Louis Beacon.

And speaking of someone extraordinary, The Press Club is indeed fortunate that Ross will be leading our organization in the coming years.

**Welcome New Press Club Members**

Howard Balzer	Dr. Elizabeth Goodman	David Nicklaus
Jean Buchanan	Dr. George Goodman	Alvin Reid
Don Corrigan	Nicole Hollway	Cheri Renee Rodgers
Nelda Davis	Martin Kilcoyne	Peggy Ross
Philip Dine	Kevin Kliesen	CD Stelzer
Elizabeth Erickson	Nancy Larson	Andy Strickland
Katie Felts	Larry Levin	Aeneas Williams
Diane Friermuth	Bill McShane	
Jane Higgins	Chris Miller	

# Save the Date: Press Club Annual Breakfast Meeting Friday, December 4



Guest speaker: Joe Holleman

Once again the Press Club annual meeting will offer a delicious full breakfast buffet at the beautiful Purser Center on the campus of Logan College of Chiropractic in Chesterfield. The breakfast and meeting will begin at 8:30 a.m. **A highlight of the morning will be an entertaining talk featuring the wit and wisdom of Joe Holleman, a columnist for the St. Louis Post-Dispatch known as “the life sherpa.”** Members \$20 and

guests \$25. For reservations call 636-230-1973 or visit [www.stlpressclub.org](http://www.stlpressclub.org).

**Board Nominations Requested:** one item of business that day will be the election of Press Club board members for the 2010-2012 term. Press Club members are invited to submit nominations -- either of oneself or another member -- and should do so by email to our club president, Dick Weiss, at [weisswrite@gmail.com](mailto:weisswrite@gmail.com).

**Catfish Award:** The club’s 2009 Catfish awards will also be presented that morning to Alice S. Handelman and Joan Lee Berkman for their exemplary contributions to the Press Club and the field of communications. The following is a list of members who have been honored with this award, which was named after the Press Club’s original name in 1956. To read the story of how the club began go to [www.stlpressclub.org](http://www.stlpressclub.org) and click on history.

## Catfish Club Members

1988	Robert Byrnes	Doug McDaniel	Barbara Lawton
1989	Frank Absher	Ralph Graczak	Al Toroain
1990	Verna Smith	Guin Stemmler	
1992	Suzanne Corbett		
1993	David Lipman	Jim Lubbock	
1994	Pamela Wade Grant		
1995	Greg Freeman		
1996	George Stemmler	Ron Wilnow	
1997	Sue Killenberg McGinn		
1998	Jeane Jae		
1999	Gloria Ross		
2000	Barbara Washington		
2001	Robert Cohn		
2002	Joan Quicksilver		
2003	Dorothy Weiner		
2004	Marge Polcyn		
2005	Marci Rosenberg		
2006	William Greenblatt		
2007	Palema Niehaus		
2008	Susan Fadem	Cynthia Kagan Frohlichstein	

## In Memoriam

**Raymond Deffry**, long-time Press Club member, passed away on September 26, 2009.

**Mary Kimbrough**, long-time Press Club member and recipient of both our Catfish and Media Person of the Year awards passed away on August 9, 2009.

## Donations to Press Club

*In memory of Mary Kimbrough  
Verna Smith*

*Tribute to Charlene Bry  
Barbara and David Smith  
Robert and Tatjana  
Schwendinger*

*For scholarship fund in memory  
of David Lipman  
Marilyn Lipman  
Benjamin Lipman  
Gay Lipman  
Mr. and Mrs. John Cowlin  
Mr. and Mrs. David Dyroff*

*For scholarship fund in memory  
of Tim Russert  
Mary Beth Goldman*

*For enterprise journalism  
fellowships in memory of Nancy  
Miller  
Journalism Foundation  
Nancy Miller Fund*

*In honor of Joan Berkman’s  
dedicated and commendable  
work on the annual gala  
Charlene Bry*

## Tuesday, November 17 Luncheon Forum: “Hunger Does Not Take a Holiday”

*Did you know? The Harvey Kornblum Jewish Food Pantry helps over 1200 St. Louis families per month. One million Missourians are receiving Food Stamps. An estimated 310,000 Missourians are “food insecure”.*

*The St. Louis Area Food Bank distributes over 18 million pounds of food annually. Come hear four leading experts representing the State of Missouri and the City and County of St. Louis discuss this catastrophic situation.*

11:30 Mix and Network; Noon Lunch and Forum  
SALVATION ARMY, 1130 Hampton Avenue

*Panelists include:* **Frank Finnegan**, director of the St. Louis Area Food Bank; **Dr. James (Sandy) Rikoon**, director of the Interdisciplinary Center for Food Security, University of MO and is a member of the Missouri Hunger Atlas which assesses the extent of food insecurity; **Susan Rundblad**, program coordinator-community outreach of the Harvey Kornblum Jewish Food Pantry; and **Christine Woody**, coordinator of the Hunger Task Force for the Missouri Association for Social Welfare.

For reservations, call 636-230-1973 or online: [www.stlpressclub.org](http://www.stlpressclub.org)  
Box lunch \$10 for Press Club members; \$12 for non-members  
Everyone is asked to bring and donate some canned food

## Recent Press Club Events



On August 27, the “Giving: Focus On The Economy” BBB symposium co-sponsored by our club focused on the economy’s impact on giving, changes in foundation and corporate donations, branding, fundraising, and Web 2.0 for charities. Keynote speaker was H. Art Taylor, president & CEO of BBB Wise Giving Alliance. Panelists were Joseph White, senior vice president - chapter operations, American Red Cross; Lisa Weser, vice president, Fleishman-Hillard; and Kathy Reeves, community relations manager; Enterprise Rent-A-Car. Closing remarks were made by Michele L. Corey, president and CEO, BBB of Eastern Missouri and Southern Illinois.



“How to Conquer Confusion and Use the New Media” was the subject of the July 18 Press Club hands-on computer workshop led by Elizabeth Erickson (left) and Richard Gavatin (right) at Webster University July 18th. The three hour presentation gave participants a better understanding of how new media can expand one’s network of contacts and marketing skills. Attendees learned how to set up a blog and be more comfortable with social media.



“The Business Economy” was the Press Club’s September forum topic. Guest panelists Dave Nicklaus, business reporter for the St. Louis Post-Dispatch (left at podium) and Kevin Kleisen, economist for the Federal Reserve Bank of St. Louis (seated on right) shared their insights on where we are now and what the predictions are for the future. Press Club president Dick Weiss (seated center) moderated the forum, which was held at the Gladys and Henry Crown Center Senior Living Center.

“Emerging Business Models in the Media Industry” was the focus of a Media Literacy Forum at Webster University organized by Gloria Ross (right) on behalf of the Press Club as part of the Third Annual Gateway Media Literacy Partners’ Week which began October 4. Panelists (from left) Arnie Robbins, editor, St. Louis Post-Dispatch; Don Corrigan, professor of journalism and editor in chief, Kirkwood-Webster Times; Nicole Hollway, general manager, St. Louis Beacon; Art Silverblatt, professor of journalism and communications, Webster University; and Chris Miller, Gateway Media Literacy Partners reviewed various business models media outlets are using to survive the current economic climate.

# Members in the News...



Craft Alliance elected Alice S. Handelman and Patricia Wycoff to its Board of Directors. Handelman, vice president of Women of Achievement, immediate past president of Press Club of Metropolitan St. Louis, is a public relations consultant. Wycoff is vice president, Private Banking, UMB.

**Congratulations** to **Alice Handelman** who has been elected president of Women of Achievement and begins her presidency January 1.

## Press Club Members Sweep Quest Awards



Seven Press Club members were honored by the Missouri Professional Communicators at their Quest Awards Luncheon earlier this year. The Quest Award recognizes individuals whose work reflects an enduring quest for the highest standards of professional ethics and excellence.

The Press Club winners of this award were: Suzanne Corbett, writer, author, teacher and food historian; Bill Fronczak, public relations and special events director for Mathews-Dickey Boys' and Girls' Club; Margaret Gillerman, reporter and writer for the St. Louis Post-Dispatch; Kay Quinn, KSDK News Channel 5 anchor and medical reporter; Art Silverblatt, Ph.D., professor of communications and journalism at Webster University; and Mary Ann Wagner, promotions director for the Suburban Journals of St. Louis. Avis Meyer, Ph.D., professor at St. Louis University, received a special Lifetime Achievement Award. Dan Martin, who for many years created the Press Club's Media Person of the Year caricatures and was political cartoonist for the St. Louis Post-Dispatch, also received the Quest.

## Press Club Members Named Women of Worth



From left, Peggy Ross and Pamela Ross Toder -- mother and daughter winners.

Press Club members Christine Buck, Pamela Ross Toder and Peggy Ross were among the 13 outstanding women honored at the OWL Women of Worth Awards Dinner held October 15th at the Missouri Athletic Club

East. Independent judges selected women whose work contributes to the local community and exemplify OWL's mission to improve the lives of mid-life and older women through advocacy, education and services.



From left, Barbara Washington, honorary WOW co-chair; Christine Buck, life achievement award winner; Arlen Chaleff, WOW co-chair; and Laurie Waters, WOW honorary co-chair.

## Application Online for Press Club and Journalism Foundation Scholarships

The Press Club of Metropolitan St. Louis and Journalism Foundation scholarship program have been combined into one application for the coming year. Communication students can download the criteria and application at [www.stlpressclub.org](http://www.stlpressclub.org) and submit their application packets to the Press Club office. Application deadline for next summer's scholarships is March 30, 2010.

## Press Club Fall Scholarship Intern

Elizabeth Alexander is finishing her Bachelor's degree in Advertising/Marketing Communications at Webster University. As a non-traditional student, she finds working on her degree while taking care of her family of four a challenge, but one she feels is worthwhile. Elizabeth's early career included ten years with Maritz Travel as a marketing assistant; she then joined Enterprise Rent-a-Car as a technical writer. A lay-off due to company reorganization has given her time to pursue her degree. Alexander just completed an internship with the marketing communications department at Veterans Administration and is now adding her internship with the Press Club to her list of experiences as she prepares for her new career.





**The Press Club**

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*Left to right: Seth Gruen, Howard Balzer, Alvin Reid, Aeneas Williams, Katie Felts, Jackie Joyner-Kersey, Martin Kilcoyne, Andy Strickland. Photo by William Greenblatt*



Olympic medalist Jackie Joyner-Kersey spoke about sports media and the recent Olympic site selection.

*Photo by William Greenblatt*

## **Press Club Forum on Sports Publicity features sports' greats**

**“Strategy Outside the Game:  
Sports Publicity and Coverage in  
America’s Best Sports Town”**

At the October 27th forum, Press Club members and guests heard how sports media and public relations pros break the stories and broker the relationships between sports stars and fans and gained insights into those stars’ roles as media voices and community leaders beyond their glory days. The winning panel included: Jackie Joyner-Kersey, seven-time Olympic medalist; Aeneas Williams, former St. Louis Rams/ Arizona Cardinals cornerback; Martin Kilcoyne, sports director, KTVI Channel 2; Katie Felts, sports anchor, KSDK NewsChannel 5; Howard Balzer, NFL sports writer for The Sports Xchange/CBSSports.com and sports radio show host; Alvin Reid, editor, St. Louis Argus, KETC Donnybrook Regular & 101 ESPN Radio Host; Andy Strickland, hockey/ sports reporter, KFANS and KSDK-TV; Seth Gruen, writer for Sports Illustrated and other sports media; and the moderator, Jane Higgins, sports and entertainment public relations rep.