

Minutes from Annual Meeting

The Press Club of Metropolitan St. Louis
56th Annual Meeting
Guest Speaker: **Deb Peterson**

Tuesday, December 11th, 2012
6:30- 8:30

Location: The Forest Park Highlands
(5163 Clayton Avenue, 63110)

The annual meeting included a buffet reception and was attended by 56 members and guests.

7:00 Gloria S. Ross: Welcome and meeting call to order

- Introduction and election of 2013-2015 continuing Board member slate.

Joan Lee Berkman, Charlene Bry, Suzanne Corbett, Cynthia

Frohlichstein, Alice Handelman, Bill Greenblatt, Pam Niehaus, Jan Scott,

Barbara Shuman and Ellen Soule. Unanimously approved.

- Introduction of 2013 Officers:

Vice Presidents and Committee Chairs:

- Secretary- **Bill Greenblatt**
- Treasurer - **Ben Lipman**
- Publicity- **Carol Lundgren and Margaret Gillerman**
- Programming- **Pam Niehaus**
- Membership- **Patty Wente**
- Bylaws- **Richard Gavatin**
- Enterprise Journalism and Past President- **Dick Weiss**
- Nominating- **Alice Handelman, Barb Shuman and Carol Lundgren**

- President's Year-End Report and Club's Accomplishments

Enterprise Journalism - We determined who would be eligible to participate in the program. We decided that, beginning in 2013, board members and committee members will be excluded from submitting proposals. Board members must be off the board for at least a year.

Scholarships -This year, we provided scholarships or internship awards to 11 outstanding students.

Programs-The Press Club again hosted a broad range of programs under the leadership of Pam Niehaus. The programs included:

Minutes from Annual Meeting

- A great tour of the historic Peabody Opera House
- A presentation by *Jerusalem Post* reporter, Gil Hoffman, coordinated with the Anti-Defamation League
- A recent forum, *Countdown to Election 2012*, in conjunction with Gateway Media Literacy Partners Media Literacy Week. Press Club member Jessica Brown head GMLP. Missouri Professional Communicators helped coordinate the event.
- Rick Stoff, our unofficial historian who makes sure we remain connected to our past. organized a great authors' forum on getting published.
- Richard Gavatin, makes sure that we are firmly planted in the present. Richard again led a social media workshop at Webster where we learned a bit about blogging.
- Diane Keaggy organized a spelling bee at the Royale Bar.
- Tom Eschen gets us previews for their national speaker's series at Maryville. Big names like General Stanley McChrystal and Valerie Plame and Joe Wilson.
- Jan Scott led the effort on publicizing The Women's Report – the state of women in Missouri – which garnered great media coverage.
- Last month, Suzanne Corbett had us dining with some of the great chefs in the area when we visited L'École Culinaire to celebrate Julia Child's 100th anniversary.

Media Person of the Year Fundraising Gala-A success that the co-chairs will report on later in the program.

7:20 **Deb Peterson:** Presentation

Peterson spoke about her 28-year journalism career and her recent transition from society to editorial writing at the *St. Louis Post-Dispatch*. She shared her thoughts on why newspapers are losing revenue and readers, but reported the good news that the *St. Louis Post-Dispatch* has shown a 10% return this year while many newspapers are failing to return any profit. Problems in the industry include the loss of classified and display advertising, the trend toward reading news on the internet, shrinking circulation, staff cuts, and less investigative reporting. She believes people have become information junkies with the Internet; however, she noted that information is often questionable or completely wrong, unlike what is reported by major newspapers where verification of facts is required. Peterson shared her personal history with amusing anecdotes, then answered numerous audience questions.

Minutes from Annual Meeting

7:49 Gloria Ross: Awards and Induction

- Media Person of the Year report and Presidents “Above and Beyond” Awards: **Claire Applewhite and Ellen Futterman** reported on a very successful event where Lisa Zigman was honored and nearly 400 were in attendance. The event’s honorary chairpersons were Tom Voss, CEO and President of Ameren, and his wife, Carol. Ameren was the gala’s presenting sponsor. Mercy, sponsored and presented the Press Club awards for journalistic excellence to photojournalists J.B. Forbes and Robert Cohen of the *St. Louis Post-Dispatch* for their extraordinary coverage of the 2011 Joplin tornado. Fleishman Hillard was honored with the Press Club’s Luminary Award for its longtime worldwide communications efforts.
- Catfish Award: **Robert Eugene Hille** (Bob Hille) (An exhibit of memorabilia from his career was displayed)
Each year, the Press Club honors one or more of its members with The Catfish Award and an invitation to join the prestigious Catfish Club, based on their contributions to the field of communications and to the Press Club. This year’s honoree was Robert Eugene Hille, better known as Bob Hille and is one of the most reliably active members that the Press Club has ever had. He was one of the earliest members and he was president of the Club in 1973 and ’74. He is one of the few people still around who was on the staff of KXOK Radio the day the station signed on September 19, 1938. He went on to work at KSD Radio and KSD-TV 5 (now KSDK); retiring in the mid-’80s.
- Induction of 2013-2014 President **Bill Smith**. Smith expressed gratitude, future plans, and gave a short history. (Received his presidential gavel)
- Introduction of spring intern, Alexy Irving of Webster University
- Acknowledgments and call to action
- Door Prizes (last of the Puchta wines!)

8:20 Meeting Adjourned

Respectfully submitted,

William Greenblatt, Secretary