

# ST. LOUIS PRESS CLUB'S MEDIA PERSONS OF THE YEAR AWARDS GALA

5:30 PM, THURSDAY, NOVEMBER 21, 2019  
Edward Jones South Headquarters Theater and Atrium  
12555 Manchester Rd., St. Louis, MO 63131



## 2019 MEDIA PERSONS OF THE YEAR AWARDEES



**LIFETIME  
ACHIEVEMENT**  
BARRY PETERSEN  
*CBS*



**TELEVISION**  
DAVE MURRAY  
*KTVI (RETIRED)*



**TELEVISION**  
SPENCER KOCH  
*KTVI (RETIRED)*



**RADIO**  
RON ELZ  
*KMOX*



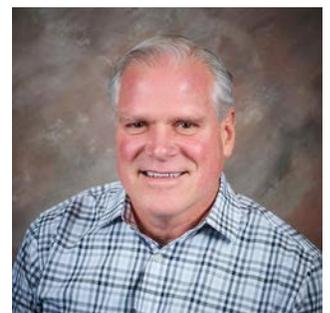
**RADIO**  
CAROL DANIEL  
*KMOX*



**PRINT**  
SARAH BRYAN MILLER  
*ST. LOUIS POST-DISPATCH*



**PRINT**  
BOB COHN  
*ST. LOUIS JEWISH LIGHT*



**PUBLIC  
RELATIONS**  
DAN FARRELL  
*ST. LOUIS CARDINALS*

# SPONSORSHIP & TICKETS

## **\$25,000 PRESENTING SPONSOR (1)**

- Honorary chairpersons
- Greetings and introduction at gala
- Three reserved tables of ten seats
- VIP pre-reception and photo opportunity
- Mention (logo) in all printed materials, on-site signage and video
- Recognition at VIP reception
- Invitation to and recognition at kick-off cocktail reception on May 23
- Scholarship in sponsor's name
- St. Louis Press Club corporate membership

## **\$15,000 AWARDS/PROGRAM SPONSOR (1)**

- Introduction at gala
- Two reserved tables of ten seats
- VIP pre-reception and photo opportunity
- Recognition at VIP reception
- Invitation to and recognition at kick-off cocktail reception on May 23
- Scholarship in sponsor's name
- St. Louis Press Club corporate membership

## **\$10,000 DINNER SPONSOR (1)**

- Introduction at gala
- Two reserved tables of ten seats
- VIP pre-reception and photo opportunity
- Mention (logo) in all printed materials, on-site signage and video
- Recognition at VIP reception
- Invitation to and recognition at kick-off cocktail reception on May 23
- Scholarship in sponsor's name
- St. Louis Press Club corporate membership

## **\$7,500 RECEPTION SPONSOR (1)**

- Introduction at reception
- One reserved table of ten seats
- VIP pre-reception and photo opportunity
- Mention (logo) in all printed materials, on-site signage and video
- Invitation to and recognition at kick-off cocktail reception on May 23
- Scholarship in sponsor's name
- St. Louis Press Club corporate membership

## **\$5,000 VIP TABLE SCHOLARSHIP SPONSORS**

- One reserved table of ten seats
- Mention (logo) in all printed materials, on-site signage and video
- Invitation to and recognition at kick-off cocktail reception on May 23
- Scholarship in sponsor's name
- St. Louis Press Club corporate membership

## **\$2,500 TABLE SPONSORS**

- One reserved table of ten seats
- Mention in printed program, on-site signage and logo video
- Invitation to and recognition at kick-off cocktail reception on May 23
- St. Louis Press Club corporate membership

## **\$1,500 TABLES OF TEN**

- One reserved table of ten seats
- Mention in printed program

## **\$500 "FOURTH ESTATE SCHOLARSHIP" INDIVIDUAL TICKETS**

- Scholarship in sponsor's name
- Mention in printed program

## **\$150 INDIVIDUAL TICKET**

## **\$125 PRESS CLUB MEMBER TICKET**

## **NEW MEMBER DISCOUNT:**

Join St. Louis Press Club and receive a \$25 discount on each ticket for yourself and one guest. Make paid reservations by credit card at [www.stlpressclub.org](http://www.stlpressclub.org) or by mailing a check to St. Louis Press Club at P.O. Box 410522, St. Louis, MO 63141.

The St. Louis Press Club is a 501 (c)(3) non-profit organization. All gifts are tax deductible, minus the fair market value of benefits received.

Pulitzer, Jr.  
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shman  
roeg & Bob Burnes  
Kimbrough  
Hunter  
ostas  
Foss  
Duggan & Ray Hartmann  
McClellan  
es Brennan

# OUR HISTORY

In 1988, the St. Louis Press Club established the Media Persons of the Year Awards to recognize distinguished men and women from the St. Louis media whose work represents the highest standards of professional conduct and accomplishment. This scholarship dinner has evolved into a major fundraiser, as well as one of the area's premier social events.

Today, the gala draws hundreds of people — from the movers and shakers of St. Louis to everyday citizens — with a special affinity for the media professionals being honored. The event has gained the reputation of being a memorable evening of entertainment, with honorees graciously accepting their awards by prominent personalities and friends.

**All proceeds from Media Persons of the Year Gala benefit journalism and communications scholarships and internships, the media archives at the St. Louis Public Library, Press Club programs on current issues of the day, and enterprise journalism fellowships.**

The St. Louis community's continuing support has enabled the Press Club to significantly expand its funding for scholarships, internships and fellowship — especially for many deserving and underserved communications students, who are the trailblazers of tomorrow.

## PAST HONOREES

**1988** Joseph Pulitzer, Jr.

**1989** Bob Hyland

**1990** Al Fleishman

**1991** Bob Broeg &  
Bob Burnes

**1992** Mary Kimbrough

**1993** Julius Hunter

**1994** Bob Costas

**1995** Karen Foss

**1996** Martin Duggan &  
Ray Hartmann

**1997** Bill McClellan

**1998** Charles Brennan

**1999** Wendy Wiese &  
Bill Wilkerson

**2000** Charlene Sherman  
Bry & Karen Carroll

**2001** Dick Ford &  
Greg Freeman

**2002** Mike Bush &  
Bernie Miklasz

**2003** St. Louis

Post-Dispatch

**2005** KETC-TV & KWMU-FM

**2006** Charles Klotzer &  
The St. Louis  
Journalism Review,  
Russ Mitchell,  
National Journalism  
Achievement Award

**2007** Joe Buck, Jack Buck  
National Media  
Person of the Year

**2009** Vickie Newton &  
Larry Connors

**2010** Mike Shannon

**2012** Leisa Zigman

**2009** Vickie Newton &  
Larry Connors

**2010** Mike Shannon

**2012** Leisa Zigman

**2014** Robert Duffy\*,  
Rick Hummel &  
Bob Uecker\*

**2015** Jennifer Blome,  
Candy Crowley\*,  
Don Marsh &  
Dr. Donald Suggs

**2016** Dan Martin,  
Tom O'Neal,  
Jay Randolph,  
Sharon Stevens,  
Bill McClellan\*,  
Jack Dorsey, &  
Jim McKelvey

**2018** Eric Mink  
Betsey Bruce  
Frank Cusumano  
Jim Lehrer\*  
KSHE 95  
John Auble

\*Denotes Lifetime Achievement

# 2019 AWARDEES

## BARRY PETERSEN

Barry Petersen has been called one of CBS News' most experienced correspondents, having reported on everything from wars and natural disasters to Paris fashions, Welsh choirs and the return of American Jazz to Shanghai, China. His stories have been datelined from virtually every continent in a career that spans more than four decades while being based in San Francisco, Tokyo, Moscow, London and Beijing.

He has interviewed the famous and the infamous, including Hollywood stars Jimmy Stewart, Bill Cosby, Pierce Brosnan and Sir Anthony Hopkins, leaders of the Bosnian war who were later tried as war criminals, and the President of the South Seas nation of Kiribati who came to the interview barefooted.

Petersen's first book, "Jan's Story: Love Lost to the Long Goodbye of Alzheimer's," was published in June 2010. The book and a "CBS Sunday Morning" story were about the struggle he shared with his wife, Jan Chorlton, who was diagnosed with Early Onset Alzheimer's Disease in 2005. Jan died in 2013.

One of Petersen's Emmy awards was for "The Spirit of Sarajevo" in 1993 about life under siege during the Bosnian War. In 2015 he earned another Edward R. Murrow Award for his coverage from Gaza during its war with Israel. In 2009 he was honored for his body of work by the Asian American Journalist Association. Petersen is currently based in Denver, Colorado, where he reports for CBS News Broadcasts.

## DAVE MURRAY

Dave Murray – former chief meteorologist at KTVI – introduced meteorology on a nightly basis to local TV news in St. Louis in 1976. Hired at the age of 22 by KSDK-TV right out of graduate school, he was the first scientist to deliver nightly weathercasts with moving graphics, original forecasts, and reasons explaining why.

In 1983, Murray moved to New York to be the new chief meteorologist/weathercaster for both "Good Morning America" with David Hartman and Joan Lunden, and "World News This Morning" with Steve Bell. However, Murray missed the thrill of severe weather forecasting and returned to St. Louis in 1989. It was then that he began his 29-year stint as chief meteorologist at KTVI.

Murray says he rose daily to feed multiple radio stations from 5am to 7am, then served TV stations from 2pm to 10:30pm. His only time off was 10am to 12pm, then a brief nap, before preparing for work. Murray served on the members board of the Missouri Botanical Garden for several years during the early 1990s. As an avid gardener, he created "Murray's Mulch Pile," a weekly TV feature on KSDK-TV in the 1970s, which evolved into "The Home Garden" weekly TV segment for KTVI for 19 years. In the Midwest region, Murray holds 13 Emmy Awards for "Best Weathercaster."

Today, Murray is retired from television and lives in Laguna Beach, California, with his wife Janis Settle Murray — former KSDK-TV news reporter. However, Murray still rises at 5am to broadcast on St. Louis radio stations multiple times a day. He says he "will always love weather, and St. Louis, forever."

## SPENCER KOCH

Although a native New Yorker, Spencer Koch and his wife, Laura, have resided in St. Louis for the past 23 years. Koch was named Vice President and General Manager of KTVI in April 1995 and President in 2008. As General Manager, one of Koch's first duties was KTVI's successful switch from the ABC Network to the FOX Broadcasting Network.

Koch's demonstrated commitment to the St. Louis community has placed the station at the forefront of several noteworthy efforts. He has served on the board of FOX Television Affiliates Association, the Missouri Broadcasters' Association, Heat Up/Cool Down St. Louis, and the Mid-America Chapter of the National Academy of Television Arts & Sciences. Under Koch's leadership, FOX 2 has raised millions of dollars to benefit and sponsor worthy causes in the community for over 45 organizations in St. Louis.

Koch was awarded the Station Excellence Award by NATAS Mid-America three times, along with the Silver Circle Award in 2013 for his work in the industry. His leadership in the community also garnered him the Heat Up St. Louis Lifetime Achievement Award and The Children's Charity of St. Louis Man of the Year.

Prior to joining FOX 2, Koch was Station Manager and Vice President of Sales for WJBK in Detroit. Koch also served as General Sales Manager for WJW-TV in Cleveland and as National Sales Manager for WAGA-TV in Atlanta.

## CAROL DANIEL

Carol Daniel began her career at the "Voice of St. Louis" in 1995 as an anchor, reporter and talk show host. She was hired when the program director at the time was driving to Memphis and heard Daniel on the air at a radio station in Cape Girardeau. Two weeks later, she moved to St. Louis and was working at KMOX.

Daniel helped launch the Emmy-winning television talk show, "Great Day St. Louis," where she was a co-host for four years. She is also an award-winning columnist — she was honored twice with a National Newspaper Association award for her column, "Carol's Journal," which ran for nearly 10 years in the St. Louis American Newspaper. In 2014, Daniel published her first book, "All I Ever Wanted: Relationships, Marriage, Family."

The Missouri Broadcasters Association, Greater St. Louis Association of Black Journalists, Delta Sigma Theta Sorority, and the Monsanto YWCA have honored Daniel for her work. She is also a member of the YWCA Women's Leader Class of 2005. Daniel has also received the Dr. Martin Luther King Jr. State Celebration Commission's Distinguished Local Media Award. She currently serves as the President of the Greater St. Louis Association of Black Journalists.

## BOB COHN

Robert A. (Bob) Cohn is a native of St. Louis. After graduating law school in 1964, Cohn worked for five years for then County Supervisor (Executive) Lawrence K. Roos. He was Administrative Assistant, Staff Attorney, Speech Writer and Press Secretary for Roos until 1969, when he became Chief Editor of the St. Louis Jewish Light, starting his long career at the Jewish community newspaper.

Cohn has won several national Simon Rockower Awards for his writing, and received the Fred A. Goldstein Community Service Award from the Jewish Federation of St. Louis. He has received many other awards, including being inducted into the St. Louis Media Hall of Fame, and the Rabbi Abraham Joshua Heschel/Rev. Dr. Martin Luther King Award from Jews United for Justice for his many years of civil rights work. Cohn has been associated with the St. Louis County Human Relations Commission since 1964, where he continues to serve as Chair.

Cohn semi-retired in 2004, but continues a very active association with the Jewish Light as Editor-in-Chief Emeritus. He continues to collaborate on preparing the weekly editorials, covering hard news, doing interviews and features and reviewing books, plays and films.

## RON ELZ

Ron Elz – also known as Johnny Rabbitt – has for 11 years been host of the classic oldies show “Route 66” on AM 1120 KMOX. Elz conducts monthly presentations based on St. Louis history at the Missouri History Museum, as well as monthly programs for OASIS. For 20 years he hosted a weekly entertainment show for the Argosy Casino, which held the record for being the longest running program of any casino in America.

This is Elz’s 65th year in broadcasting having worked on-air and in management at stations in Kansas City, San Antonio, Houston, Cincinnati, Boston, San Francisco and here in St. Louis at WTMV, KXOK (where he created the name Johnny Rabbitt in 1961), WIL-AM, WIL-FM, WRTH, KADI and KSHE, where as general manager and programmer he developed the Real Rock Radio format 52 years ago.

Elz has written two books on St. Louis trivia, penned many introductions, forwards and other content to another 25+ local books, was daily columnist for the St. Louis Evening News, the St. Louis Globe-Democrat, and featured columnist for the monthly nostalgia St. Louis Globe-Democrat. He was president of Concert Productions, the first rock promotion company in St. Louis, and in the 1990s he was professor of communications at St. Louis University.

In addition, Elz was on the St. Louis Library Foundation Board, a Trustee for the Field House Museum and is currently a member of the Board of Direction for the St. Louis Mercantile Library and the St. Louis Mercantile Art Museum. Elz co-created the Media Archive Board of the Missouri Historical Society. He also designed the Legacy Room of the Chase Park-Plaza, which is the largest memorabilia room of any hotel in the U.S.A.

## DAN FARRELL

As the St. Louis Cardinals' Senior Vice President for Sales and Marketing since 1998, Dan Farrell leads a team of staff working in multiple departments, including marketing, ticket sales, corporate partnerships, broadcasting, team publications and stadium entertainment. He serves as the primary club liaison with Major League Baseball on matters related to sales, marketing, broadcasting and scheduling, and he negotiates and manages all the team's local media rights agreements.

Under Farrell's leadership, the Cardinals have exceeded three million tickets sold for nine consecutive seasons. In 2012, the club's television broadcasts on Fox Sports Midwest achieved the third-highest local market ratings in Major League Baseball, ranking in the top three in baseball for the 13th straight year. The team's marketing efforts have included utilizing multiple platforms to develop several award-winning advertising and branding campaigns, such as the "Play Like a Cardinal" campaign that received numerous ADDY awards in 2008.

Farrell has been active in the St. Louis community and supported a variety of charitable organizations for many years. He currently serves as a board member for the Boys and Girls Clubs of St. Louis, the March of Dimes-Missouri Chapter, the St. Louis Down Syndrome Association and the St. Louis Sports Commission.

## SARAH BRYAN MILLER

Sarah Bryan Miller has been the classical music critic of the St. Louis Post-Dispatch since 1998. Before that, she was a professional mezzo-soprano and freelance writer in Chicago; she performed with Lyric Opera of Chicago, Chicago Opera Theatre, Grant Park Concerts and other musical organizations, and wrote frequently for The New York Times, The Wall Street Journal, the Chicago Tribune, and Opera News, among other publications.

Since coming to the Post-Dispatch, Bryan has written columns, previews, feature stories, and reviews. Not confined to classical music, her work has appeared in every section except Sports, and has included travel stories, visual arts coverage, dance, movie reviews, book reviews, news features, and op-eds. In 2002, the Post-Dispatch nominated her for a Pulitzer Prize for her coverage of the St. Louis Symphony Orchestra's financial crisis.

A native of Kansas City, Bryan moved with her family to the Chicago area while in high school. She is a graduate of Carthage College in Kenosha, Wisconsin and of the Episcopal School for Ministry in St. Louis. She sings in the choir at St. Peter's Episcopal Church. Bryan has two daughters, Louisa Rix and Eleanor Rix, and lives in West County with her cats, Aida and Beatrice.