

Minutes from the August 19, 2013 Meeting of the Board of

The Press Club of Metropolitan St. Louis

Next Board Meeting:

Monday September 16 at noon

8888 Ladue Rd, Conference Room 250

Attending: Claire Applewhite, Joan Lee Berkman, Jessica Brown, Ellen Futterman, Richard Gavatin (acting secretary), Betty Kagan, Cynthia Kagan Frohlichstein, Thomas Keller, Ben Lipman, Trish Muyco-Tobin, Pamela Niehaus, Charlotte Petty, Gloria Ross, Barbara Shuman, President Bill Smith, Ellen Soule, Dick Weiss, Patty Wente, and D J Wilson.

Minutes from the June meeting were approved after a motion by Patty Wente, seconded by Barbara Shuman.

Financial Report was distributed and no comments were made.

President's Report. Bill announced the death of Harvey Frohlichstein, husband of Cynthia Frohlichstein and father of Betty Kagan.

MPOY: Media Person of the Year. The participants and date have been determined. The event will take place on January 21, 2014. The semi-approved location is the Edward Jones building at I-270 and Manchester. Honorees will be Rick Hummel, Bob Uecker, and Bob Duffy. A comment was made by Joan Berkman: Always determine the NEXT honoree immediately following each event in order to build for the upcoming event. The catering for the 2014 MPOY will be handled by Aramark. Also, the \$5K initial location fee was waived by Edward Jones.

Programming Reports: Past Events:

-The Spelling Bee held on June 19 did not have many participants. However, the ones who were there testified to how much fun it was.

- Gatesworth presentation by Dick Weiss June 26. Walker room only. Approx. 80 people participated. Dick spoke about Social Media.

- Scholarship luncheon and forum on July 18 with cartoonists Dan Martin and Mike Phoenix. Pam reported it was a full event and they could have used a larger venue. A suggestion to hold a Silent Auction at the MPOY was made, although it requires lots of labor. Possibly ask Dan Martin to participate in the 2014 MPOY.

Programming Reports: Upcoming Events:

- Sept 7: The Media Archives 25th Anniversary Event will be held at 2:30 PM. Rick Stoff is the point person.

- Sept 21: The fifth annual Social Media Workshop, at Webster University, will be led by Richard Gavati this year and will focus on Twitter. This year's co-presenter is Erin

Moloney, the Director of Digital Marketing and Social Media at Perficient, Inc., an adjunct professor of digital media marketing at the University of Missouri - Saint Louis, and also, the President of the Social Media Club of Saint Louis, a non-profit organization.

- Aug 28: The Gatesworth Program with Bob Cohn will be held at 7:30 PM. Bob will talk about the current crisis in the Middle East. The event will take place in the Starbird Theater.

Scholarships. No report. Glenda is seeking a fall intern.

Membership. Currently 176 Members.

Publicity. No report.

New Business

Cynthia suggested that we publish in our newsletter the names of the recipients of Scholarships in order to encourage donations. Cynthia also reported that when her husband, Harvey, passed on, the Press Club was among the organizations listed for contributions in his memory.

Trish Muyco-Tobin reported that Ladue News is reserving a November issue for the Press Club to be the Non-Profit Spotlight organization. There will be a full page about the Press Club including information about the MPOY in January. The Board thanked Trish for the publicity.

Enterprise Journalism: Dick announced that a piece by Tina Casagaard, a recipient of the Press Club Enterprise Journalism grant, was published today at stlbeacon.org. Headline: *Flanagan South Pipeline raises concerns, offers benefits to Missouri*

Bill and Dick will meet with Katy Gurley for planning of future events.

Gloria Ross suggested that the Press Club post links to articles from around the corner on the employment situation for journalists on our web site. Gloria volunteered to vet and select appropriate articles to link to.

Barbara Shuman reported that there are two job openings at the local public radio station, KWMU, Asst News editor and Education Reporter, both full-time positions.

Betty Kagan announced that The Jewish Light celebrates its 50th Anniversary with a Gala on October 6.

Prepared by Richard Gavatin