

# St. Louis Press Club Courier 2016 A Year in Review

## 2016: It Was a Very Good Year



*William Greenblatt accepting his 2017-2018 presidents' gavel from now past-president, Tom Eschen.*

Truly a banner year for our Press Club, this issue of our newsletter will give you an overview of all we did and accomplished in 2016. At the St. Louis Press Club annual meeting and dinner December 14, which was held in the Alumni Restaurant and our St. Louis Press Club Room, President Tom Eschen recapped the highlights of our sixtieth year, announced both Catfish and President's Above-and-Beyond awardees, and introduced our club's officers and new president, William Greenblatt. The members present elected the 2017-2019 board members.



*Mike Right, Vice President of Public Affairs for AAA (Automobile Club of America), was honored with a President's Above-and-Beyond award by Eschen for his decade of board membership and donation of printing services to the club.*

*Photo by William Greenblatt*



*John Boul, Public Affairs Director for Edward D. Jones, was honored with a President's Above-and-Beyond award by Eschen for his support in providing the venue for our last three Media Persons of the Year galas.*



*St. Louis Public Radio's Tim Eby spoke about the past, present and future of public radio and its importance in our community.*

*Photo by William Greenblatt*

*Not present to accept President's Above-and-Beyond awards were: Chuck Knoll of Walter Knoll Florists for providing centerpieces for our Media Persons of the Year galas and artist Steve Edwards for creating and donating our signature Media Persons of the Year caricatures.*



*Trish Muyco-Tobin accepts the club's highest honor, the Catfish Award, for a member, which is given for exceptional contributions to the Press Club and to the field of communication.*



*2016 Media Persons of the Year co-chair Margaret Gillerman accepting the Catfish Award from president William Greenblatt at the January board meeting.*



*2016 Media Persons of the Year co-chair Barbara Langsam Shuman (accepting award from Eschen) was honored with a Catfish Award.*

*Photo by William Greenblatt*



**2017 BOARD OF DIRECTORS OFFICERS**

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Trish Muyco-Tobin  
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**BOARD MEMBERS**

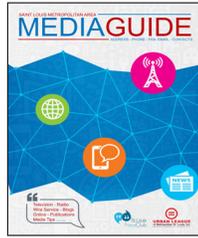
- Claire Applewhite
- Joan Lee Berkman
- Joe Bonwich
- Jessica Z. Brown
- Charlene Bry
- Amanda Galloway
- Richard Gavatin
- Denise Hollinshed
- Ellen Futterman
- Linda Lockhart
- Pamela Niehaus
- Charlotte Ottley
- Charlotte Petty
- Teri Rafferty
- Michael J. Right
- Barbara Langsam Shuman
- Ellen Nisenson Soule
- Elisa Crouch Tomich
- Aja Williams
- Patricia Went

**\*Past Presidents**

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 Glenda Partlow, Courier Editor and  
 Press Club Executive Director  
 Laura Schnarr, Courier Layout and  
 Development and Social Media Coordinator  
 Sierra Thompson, Fall '16 and Spring '17 Intern

**New Benefits for Press Club Members**

**Media Guide for St. Louis Metropolitan Region at stlpressclub.org**



Back by popular demand. We updated our region’s Media Guide this year in cooperation with the Urban League of Metropolitan St. Louis, which is available to our dues-paying members at our website, stlpressclub.org using the password. If you don’t have the updated password, please contact us at info@stlpressclub.org.

**Internet Access to Photo Albums of our Events**

Thanks to a generous donation by MyCapture, you can now access all the photos taken at our Press Club events at www.stlouispressclub.mycapture.com. Photos are also available for purchase at minimal cost.

**Add our Calendar to your Phone’s Calendar App**

You can add our calendar of events directly into your personal calendar app by downloading the .ics file, so you never miss an event. www.stlpressclub.org/Calendar.html

**ARE YOUR MEMBERSHIP DUES UP-TO-DATE?**

Membership dues reminders have been mailed to members who pay their annual dues in the first half of the year. If your 2017 dues are due, you can pay them at our website by credit card by going to stlpressclub.org or by check by mailing it to St. Louis Press Club, PO Box 410522, St. Louis, MO 63141.

**Welcome New Members**

**St. Louis Cardinals:** Brian Bartow, Keith Burghardt, Jill Falk, Katharine Mascari, Alexandra Noboa, Marybeth Rea, Carson Shipley Chris Tunno Ron Watermon, Lindsey Weber, Michael Whitty, Taka Yanagimoto, Melody Yount

**Journalism STL:** Travis Armknecht, Kristin Bork, Elisha Strecker, Emily Jorgensen  
**HEC-TV:** Victoria Babu

**Lutheran Senior Services:** Ann Cerame

**Ladue News:** Robyn Dexter

**St. Louis Post-Dispatch:** Mike Faulk, Lynden Steele

**Gazelle STL:** Cillah Hall

**Chemistry Multimedia:** Chris Kuban

**RiteOn:** Charles MacNab

**Cork Tree Creative:** Laura Reed

**Schumacher Creative:** Annemarie Schumacher

**Nine Network:** Aja Williams

**I Am East St. Louis:** Charmaine Savage

**St. Louis Jewish Light:** Dale Singer

**Press Club Fall 2016 & Spring 2017 Intern**



**Sierra Thompson** is from Hillsboro, MO and is a senior attending Missouri Baptist University. She is a communications major, minoring in business administration. During her time at MBU, she found herself writing for her school news website, MBUtimeline, while also being a four-season starter for the Missouri Baptist Spartan Softball team. Her academic excellence earned her four Academic All-Americans.

## Press Club at the Gatesworth Speaker Series



*Cynthia Kagan  
Frohlichstein*

Thanks to board member Cynthia Kagan Frohlichstein, our Press Club has entertained Gatesworth residents and Press Club members each month in their Starbird Theater at our evening speaker series. 2016 had many great speakers:

**January: Leisa Zigman**, president of The Geonome Partnership.

**February: Debbie Reinhardt**, managing editor of AAA-Auto Club magazines, spoke about her new book, *Chocolate Destinations* in Missouri.

**March: Patty Wentz**, executive director of the International Photography Hall of Fame, brought photographers **Don McKenna** and **Rita Chu** from the International Photography Museum to share their experiences and photographs of China.

**April:** Author and composer **Claire Applewhite** brought "The Magic of Words and Music" to life with magician and comedian **Tim Sheiglitz**.

**May: Dick Weiss** and **Miya Norfleet-Aiken** spoke about their work for Nine Network's public affairs show, *Stay Tuned*.

**June: Wendy Weise**, media veteran and KETC-TV "Donnybrook" panelist.

**July: Marylen Mann**, founder of Oasis and community activist.

**August: Don Marsh**, host of "St. Louis on the Air," St. Louis Public Radio.

**September: Patrick Murphy**, producer and Speakers Bureau host, retired from Nine Network of Public Broadcasting.

**October: Shula Neuman**, executive director, St. Louis Public Radio.

**November: Stellie Siteman**, artistic director and **De Kaplan**, managing director of Max & Louie Productions.

Press Club at the Gatesworth: **January 25**, 7:30 p.m., featuring Ray Hartmann, St. Louis Magazine CEO, and Channel 9 "Donnybrook" panelist. **February 22**, 7:30 p.m., featuring John Russell, financial advisor, Broadway producer and community volunteer. Starbird Theater in main Gatesworth building, One McKnight. No reservations or cost. (Watch for emails and calendar updates for each month's featured speaker.)

## Plans Underway for 2017 Activities

**February 4**, from 9 a.m. to 11 a.m.: "Promoting Yourself in the Age of Selfies", a seminar concentrating on two ways to use social media – Twitter/Facebook and LinkedIn. Conducted by **Richard Gavatin**, who designs and maintains website, is an editor, writer and publisher, the event will be at the St. Louis Artists' Guild, 12 N. Jackson Ave., Clayton. \$5 at door for refreshments. RSVP [mpcnfpw@gmail.com](mailto:mpcnfpw@gmail.com) or 314-471-3966. Co-sponsored with Missouri Professional Communicators.

**March 30:** Press Club lunch forum for women "Pay Inequity: Root Causes"

**April 15:** A journalism masterclass featuring **Ed Dotson** co-sponsored by Webster University

**June 16, 17, 18:** Gateway to Publishing Conference and Convention "Gateway Con" – St. Louis Writers Guild's writers' conference and readers' convention featuring multiple workshop tracks for writers, a book fair, and marquee events for readers at the Renaissance Hotel in St. Louis. Register early at a reduced rate: <http://www.stlwritersguild.org/gatewaycon.html>

**September:** Annual Beauty Buzz scholarship fund-raising party at Neiman Marcus

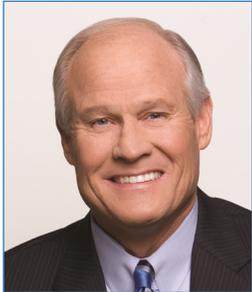
**November:** Annual media literacy forum co-sponsored with Gateway Media Literacy Partners

As well as "Meet the Movers" happy hours, "Classic Journalism Movie Nights" and lunch forums on current issues of the day.

## Press Club's 25th Media Persons of the Year Gala



Dan Martin



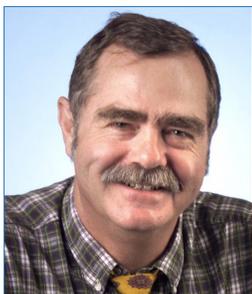
Tom O'Neal



Jay Randolph



Sharon Stevens



Bill McClellan



Once again, Press Club honored outstanding professionals from St. Louis for their exemplary performances and contributions in media. Our 25th Media Persons of the Year Gala was held at the Edward Jones Atrium and Theater on Wednesday, November 30th, with a reception, dinner and program. This memorable event funds our club's many journalism scholarships and enterprise journalism grants.

The 2016 Media Persons of the Year are: **Dan Martin**, cartoonist for the St. Louis Post Dispatch; **Tom O'Neal**, recently retired KTVI-TV news reporter and anchor; **Jay Randolph**, retired KSDK-TV sportscaster and Cardinals announcer; and **Sharon Stevens**, retired KSDK-TV education reporter. **Bill McClellan**, columnist for the St. Louis Post-Dispatch and a former Media Person of the Year, was honored with a Lifetime Achievement Award. **KMOX Radio** was our Media Institution of the Year. Press Club also recognized the achievements of national media persons: St. Louis' two programming giants in the computer and social media industries, Square co-founders **Jim McKelvey** and **Jack Dorsey**, who is also a co-founder of Twitter.



2016 Media Persons of the Year accepting their traditional caricature awards from Press Club president, Tom Eschen: Dan Martin (top left), Tom O'Neal (top right).

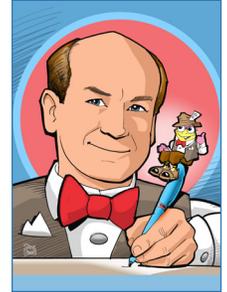


Sharon Stevens (center left) and Jay Randolph, Jr. accepting for his father, Jay Randolph, Sr. (center right).



KMOX general manager John Sheehan accepting the Media Institution of the Year award (bottom left). St. Louis Post-Dispatch columnist Bill McClellan receiving the 2016 Lifetime Achievement award (bottom right).

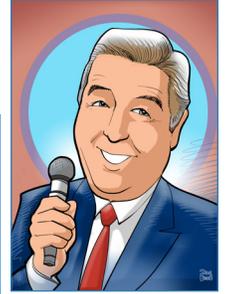
Photos by William Greenblatt



Dan Martin



Tom O'Neal

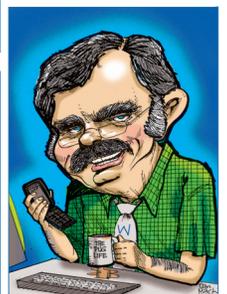


Jay Randolph



Sharon Stevens

Caricatures above by Steve Edwards



Bill McClellan

Caricature by Dan Martin



**2016 Media Persons of the Year co-chairs (from left) Barbara Langsam Shuman and Margaret Gillerman**

**Charlie Brennan welcoming guests to the Media Persons of the Year program at the Edward D. Jones theater. On stage with (from left) Jay Randolph Jr., Dick Ford, Tom O'Neal, John Sheehan, Tom Eschen, Bill McClellan, Sharon Stevens and Adella Jones Williams.**



**Jim McKelvey's parents, Jim and Judy McKelvey, accepting award from Tom Eschen (left) for their son's media contributions.**



**Jack Dorsey's parents, Tim and Marcia Dorsey, accepting award from Tom Eschen (right) for their son's media contributions.**



**Master of Ceremonies Charles Brennan**



**From left, John Boul, Dennis Heinze and Fredbird**



**Donnybrook colleagues (left of center) Alvin Reid and Charlie Brennan (right of center) Wendy Weise and Ray Hartmann congratulating Bill McClellan (center)**



**From left, Rick Gevers, Leisa Zigman and Tom Eschen**



**From left, Benjamin Lipman, Claudia Burris, Doris Finzel and Rick Stoff**



**Cardinals' Fredbird and Maryville's Louie entertaining guests at the reception**



**From left, Charlotte Otley and Daryl Jones**

**From left, Alice Handelman, Joan Berkman and Joni Karandjeff**



**From left, Don Corrigan and Jami Denis**



**From left, Millie Cain and Cynthia Kagan**

*Photos by Laura Schnarr*

**Marci Rosenberg backstage prepping Master of Ceremonies Charles Brennan**



**Thanks to our In-Kind Donors**  
 AAA-Missouri  
 Edward Jones  
 St. Louis Public Radio  
 St. Louis Magazine  
 Steve Edwards Art Studio  
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## Snapshots from 2016 Events and Forums

Beauty Buzz! on February 20th



From left, our hard-working Beauty Buzz co-chairs Paige Noel, Jasmine Huda, Pamela Toder and Courtney Toder for our seventh skincare, make-up, and fragrance party at Neiman Marcus.

Press Club's beauty make-up-mix-and-mingle party raised a little fun and funds for media scholarships while guests learned cosmetic and skincare tricks of the trade from the Neiman Marcus experts.



After enjoying brunch bites and mimosas, the 170 guests circulated from station to station throughout the cosmetic department.



Allen Barber and Teri Rafferty of Neiman Marcus.

“The Trump Effect”

Lunch Forum on April 28th



Political reporters, from left, Jason Rosenbaum and Jo Mannies of the St. Louis Public Radio, with Kevin McDermott of the St. Louis Post-Dispatch, giving their opinions on how the GOP frontrunner, Donald Trump, was changing politics, media and the electorate and how his candidity could impact local and state elections in a forum moderated by Aisha Sultan of the St. Louis Post-Dispatch.

“Playing the Woman Card”

Lunch Forum on September 7th



Featured panelists, from left, Vivian Eveloff, director of the Sue Shear Institute for Women in Public life; Jill Schupp, Missouri State Senator; Jo Mannies, political reporter for St. Louis Public Radio; and moderator Gloria Ross, St. Louis Press Club past-president discussed the Hillary Clinton campaign.

Photojournalism and Scholarship Award Luncheon on June 30th



Scholarship winners and presenters. First row, from left; Sierra Thompson, Hannah McFarland, Julia Terbrock, Meredith Wright, Katy Gurley, Allison Klinghammer. Middle row, from left; Janet Tran, Asia Myles, Lauren Pike, Joey Schneider, Jessica Karins, Kat Riddler, Meridith McGrath, Mitch Eden. Back row, from left; Eric Rothenbuhler, Lynden Steele, Joe Kenny, Patricia Treacy, Don Corrigan, Jeff Gordon, Elin Nozewski, Brian Ruth.



Lynden Steele, St. Louis Post-Dispatch's Assistant Managing Editor for photography doing a presentation on what it takes to be a newspaper photojournalist.

**“Ferguson: Reporting in Chaos, Finding Context” High School Journalism Seminar on September 29th**

*Ninety students from area high schools participated in a seminar on crisis reporting*



*Photographers and reporters who covered the Ferguson events, from left: David Carson of St. Louis Post-Dispatch, Bradley Rayford, Steve Giegerich of St. Louis Post-Dispatch, and Kenya Vauhn of the St. Louis American with moderator Mitch Eden of Kirkwood High School.*



*Speaking from the Ferguson community perspective, from left: Nicole Hudson from Forward With Ferguson, Missouri State Representative Sharon Pace, Dr. John Wright from Webster University, and Kristian Blackmon from Jobs With Justice with moderator Linda Lockhart of St. Louis Public Radio.*



*The seminar closed with a special presentation by KSDK News Anchor, Christina Coleman.*

**“Is the Future of Print Dead?” on March 19th**



*Debbie Reinhardt*



*Don Corrigan*

*In a program co-sponsored with Missouri Professional Communicators, Don Corrigan, editor-in-chief of Times newspapers, and Deborah Reinhardt, managing editor of AAA Missouri magazines, discussed the current state of publishing and how they see its future.*

**“Local Media and Informed Voting” on Nov. 2nd**



*As part of Gateway Media Literacy Partner’s 11th Annual Media Literacy Week, community participants engaged in a conversation with media literacy experts to learn about local information needs, consumption habits and ways to strengthen engagement. Co-sponsored by the St. Louis Press Club, the American Society of News Editors, Gateway Media Literacy Partners and the St. Louis Post-Dispatch. Panelists (from left) John Brown, Fox Channel 2 News; Gilbert Bailon, St. Louis Post-Dispatch; Shula Neuman, St. Louis Public Radio; and Andrew Smith, Lindenwood University (Not pictured: Moderator, Jane Elizabeth of the Press Institute)*

**Welcome New Board Members**



*Aja J. Williams*

For two years, **Aja J. Williams** has lead the digital and social media strategy for public media’s American Graduate initiative nationally. As the digital media producer at Nine Network of Public Media in St. Louis, she works in community engagement and production department as the lead on social media and creating digital-first content in support of the station’s focus areas and special projects.

Prior to joining Nine Network, she worked for the St. Louis NBC affiliate (KSDK) as a digital producer and helped in the Ferguson coverage, which was picked up nationally by USA Today. She also served as a community editor and writer for Patch.com for almost 3 years in North St. Louis County. She is a 2009 University of Missouri graduate with a B.A. in journalism.



*Elisa Crouch Tomich*

**Elisa Crouch Tomich** recently joined Wells Fargo Advisors as a communication consultant after 13 years as a St. Louis Post-Dispatch reporter, where she received numerous writing awards from the Missouri Press Foundation and St. Louis Newspaper Guild. Earlier in her career she was a reporter at the Star Tribune in Minneapolis, Providence Journal in Rhode Island and Arkansas Democrat-Gazette. She is a 1997 magna cum laude graduate from the University of Missouri-Columbia and holds a B.A. in political science and B.S. in journalism.

## 2016 Media Persons of the Year



Lifetime Achievement awardee Bill McClellan holding the St. Louis Press Club Media Persons of the Year crystal trophy flanked by his fellow 2016 Media Persons of the Year honorees (from left) Tom O'Neal, John Sheehan, Sharon Stevens, Jay Randolph Jr. (accepting on behalf of his father Jay Randolph) and Dan Martin.

## Thanks to our Media Persons of the Year Sponsors

\$10,000 DINNER SPONSOR

**CENTENE**  
*Charitable Foundation*

\$5,000 RECEPTION SPONSORS

**Edward Jones**  
**Nine Network of Public Media**  
**St. Louis Magazine**  
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**Dick Ford**

**KMOX 1120**

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**Nestle Purina**  
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**SSM Health**  
**St. Louis Community College**  
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