



## POLITICAL MANIFESTO FOR THE FOURTH ESTATE

This, I Believe\*

By Gloria S. Ross, Press Club Prez

**I believe** that an organization devoted to journalism can still effect change for the better.

**I believe** that promoting the welfare of journalism by supporting professional journalists is essential to ensuring an informed public.

**I believe** that helping to prepare future journalists is more crucial than ever.

**I believe** that an existing organization can embrace and exploit new technology and adapt to, even lead in a fast-changing industry.

**I believe** that the “fourth estate” constitutes a higher calling.

The Press Club endeavors to do all this and more. But as we hurl headlong into the political season, I have some very specific things I believe reporters and pundits everywhere can do and I beseech them to do:

- Tell the story the public needs to hear to make good decisions, not just the ratings leader.
- Put policy statements into context and tell us whether they make any sense.
- Simplify complex issues; do not make them simplistic.
- Give us stories based on solid research.
- Resist giving equal weight to all opinions; tell us what is objectively true.
- Keep in mind that the “horse race” is not as important as the “horse’s” opinions, plans and vision.
- Distinguish what is speculation from what is fact. Draw a bright red line.
- Tell the good news, too. Woman, nor man, lives by mayhem alone.
- Take every opportunity to promote media literacy. It’s your duty to educate, not merely transcribe.

**I believe** that despite shrinking newsrooms and budgets, journalists can and must still give us their best.

**I believe** that new media, when purported to be part of a news system, have the same responsibility as old media for accuracy and relevance.

**I believe** that the Press Club of Metropolitan St. Louis is ensuring that the honorable profession of journalist remains alive and well. In fact, I’m sure of it.

\*This I Believe, Inc. (NPR)

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You don’t want to miss this!

### Guest Speaker

Leisa Zigman

Anchor and Reporter

KSDK NewsChannel 5



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Glenda Partlow, Courier Editor and

Press Club Executive Director

John Owen, Fall Intern

Laura Schnarr, Courier Layout and

Press Club Web and Social Media

Coordinator

**Claire Applewhite Welcomed to our Board**



**Claire Applewhite** was elected to our board of directors at the October board meeting to replace retiring board member Judy Kaplan. Applewhite, a Press Club member, is a graduate of St. Louis University, (AB, Communications, MBA) and Mercantile Leadership Program for Women. She is a participant in the Writers Institute at Washington University, and a freelance writer—*Healthy Cells* magazine, *House of Style* magazine, Patch.com.

Applewhite is immediate past president of Missouri Writers Guild, a board member of Midwest Chapter, Mystery Writers of America. She is a member of St. Louis Writers Guild, Sisters in Crime, Ozark Writers League and the Mystery Writers of America. Her published works include: *The Wrong Side of Memphis*, *Moonlight Becomes You So*, *Crazy For You*, *St. Louis Hustle*, *Candy Cadillac*.

**Meet Our Fall Intern**



Our intern this fall is **John Owen**. John is a senior, advertising and marketing communications major at Webster University. In June, the Journalism Foundation presented him with a \$1,000 South County Times and Webster University scholarship.

**Welcome New Members**

Pamela Bolden, Gary Ford, Cliff Froehlich, Sarah Fullerton, James Austin Laymance, Haley Luke, Trish Muyco-Tobin, John Pertzborn, Erica Smith, Kim Tucci, Lisa Watson and Adele Zerman

**Special thanks to our Face the Nation Chairs and Committee Members**

Chair: Amanda G. Cook

Honorary Chairs: Jennifer Blome and Debra Bass

Advisory Chairs: Alice S. Handelman and Aisha Sultan

Committee:

Rena Abrams  
Claire Applewhite  
Debi Blanchard  
Susan Block  
Charlene Bry  
Claudia Burris  
Suzanne Corbett  
Lynn Davis  
Cynthia Frohlichstein  
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Lynne Garland  
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Joni Karandjeff  
Diane Katzman  
Ellen Livingston  
Alice Ludmer  
Carol Lundgren  
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Michele Mixon  
Marianne Moore  
Pam Niehaus  
Mary Paspalas  
Joan Quicksilver  
Pat Rich  
Adrienne Rosen

Marci Rosenberg  
Gloria Ross  
Pam Rubin  
Shirley Schermer  
Annemarie Schumacher  
Jan Scott  
Barbara Langsam Shuman  
Heidi Silberman  
Ellen Soule  
Mary Ann Wagner  
Barbara Washington  
Dorothy Weiner  
Janie Weiss  
Laurie Weissman  
Patty Wentz  
Adele Zerman

# Face the Nation Event Tops \$5,000 Goal



From left, Press Club board members Ellen Soule, Gloria Ross, Amanda Cook, and Alice Handelman at the “Face the Nation: Be Camera-Ready” beauty event Saturday, Sept. 24 at Neiman Marcus.



From left, honorary chairpersons, Jennifer Blome and Debra Bass sharing their tips on how to be camera-ready in photographs and videos.



Participants at one of the morning’s four informative stations led by national beauty experts.



Guests enjoying brunch bites and mimosas prepared and served by Neiman Marcus’ Zodiac restaurant.



Beauty experts and honorary co-chairs getting ready for the event, from left (front row) Mary Parry; Mary Edwards, Connie Mallot, Chantecaille; Gorana Mabry, NM Chantecaille Specialist; Susan Hurst, NM Cosmetics Manager; Jennifer Blome, KSDK; Ryan Engel, NM Cosmetics Coordinator; (back row) Roberto Ferreira, Creed; Germaine Gibbs, Quasar; Debra Bass, St. Louis Post-Dispatch; Kayley Phillips, Kate Somerville; and Erin McNurien, NM Kate Somerville specialist.

Photos by Claudia Burriss

Thanks to the hard work of **Amanda Cook**, **Alice Handelman**, **Ellen Soule** and a terrific committee (listed on page 2), the Press Club’s third annual Face the Nation fund-raising event with **Neiman Marcus** was an outstanding success. We topped our goal of \$5,000, which funded our 2011 Media Scholarship awarded to **Julia Boudreau**, a University of Missouri-Columbia School of Journalism senior.

More than 100 ladies attended the Sept. 24 beauty event themed *Be Camera Ready*. Honorary chairpersons **Debra Bass** of the *St. Louis Post-Dispatch* and **Jennifer Blome** of KSDK-TV kicked off the morning with insider advice on how to look one’s best on film as guests enjoyed delicious brunch bites and tasty mimosas courtesy of Neiman Marzcus’ **Zodiac** restaurant.

Sessions on skin, color, fragrance and tools were conducted by national experts who flew in especially for this event from **Chantecaille**, **Kate Somerville Skin Health Experts**, **CREED**, **Clarisonic**, **Quasar MD**, and **Sedu**. A raffle of marvelous gifts ended the morning. Numerous donations included:

- Wine courtesy of **Crown Valley Winery**
- Invitations printed courtesy of **The Automobile Club of Missouri**
- Gift basket of books and accessories donated by author **Claire Applewhite**
- Tickets to “Victor, Victoria” donated by **Stages St. Louis**
- **Build-A-Bear** girl bears and bunnies donated by **Maxine Clark**
- Multi-strand silver necklace handcrafted and donated by **Susan Fadem**
- Bebe sunglasses donated by **Dr. and Mrs. Jules Hartstein**
- Silver bracelet handcrafted and donated by **Diane Katzman**
- Cosmetic gift sets from **Kate Somerville** and **Chantecaille** and gift bags for all the guests donated by **Neiman Marcus**

## Congratulations to our Members



From left, Charles Klotzer, SJR and Russ Mitchell, CBS News, at SJR 40th Anniversary celebration. Photo by William Greenblatt

On Sept. 15, many Press Club members attended the Gateway Journalism Review (formerly SJR, the St. Louis Journalism Review) 40th Anniversary celebration gala and fundraiser. SJR founder, **Charles Klotzer**, was honored. The gala also included a discussion, “Who’s Minding the Media?” led by **Bob Woodward** of the Washington Post via satellite and **Russ Mitchell**, of CBS News.

**Founder’s Award.** Press Club members were among the gala’s sponsors and planning committee, including: Jessica Brown, Steve Edwards, Tom Eschen, Ed Finkelstein, William Greenblatt, Ray Hartmann, Charles Klotzer, Marci Rosenberg, Gloria Ross, David Sheets, C.D. Stelzer, Rick Stoff, and Richard Weiss.

**New Books.** Two Press Club board members, **Claire Applewhite** and **Charlene Bry**, have recently authored books. *St. Louis Hustle* is Applewhite’s second book in her *Nam noir* mystery series. St. Louis landmarks, St. Louis City Hospital, and the Coral Court Motel are featured in her book. Bry’s new book, *Ladue Found*, is a history of the community’s first 100 years and documents Peter Ladue’s demise. It also explores some of the Ladue area’s best local stories.

**Best Humorous Columnist.** Press Club member, and 1997 Press Club Media Person of the Year recipient, **Bill McClellan** of the *St. Louis Post-Dispatch* received an award for best humorous columnist from the Missouri Press Foundation Better Newspaper Contest. The awards were presented in September at the Missouri Press Association convention in Branson.

**Ageless and Remarkable.** Longtime Press Club member and 1991 “Catfish” award recipient, **Virginia Trent**, was honored on Nov. 6 at the Ninth Annual Ageless-Remarkable Saint Louisans Gala hosted by St. Andrews. The award is given to seniors who embody the active and engaged spirit that is being embraced by countless numbers of older adults nationwide.

**On the Executive Team.** Press Club board member **Patty Wentz** has been added to the executive team of Group 720, a strategic consulting firm and subsidiary of Creative Producers Group + Companies (CPG + Cos). She is the senior vice president of business solutions.

**Retired.** Press Club members congratulate **Jean Gosebrink** on her retirement from the St. Louis Public Library as the special collections archivist at a reception in her honor Sept. 9. The media archives is a collaboration between the Press Club and the main library.



From left, Rick Stoff, Jean Gosebrink, Gloria Ross, Del Schwinke, and Barbara Pierce.

## Press Club Funds Investigative Enterprise Journalism

The Press Club helped fund two recent Enterprise Journalism series:

- **Ten Years Later: Are We Safer?** by Mike Sherry and Jason Rosenbaum explored local homeland security spending and whether or not the money is being used wisely. The series appeared in the *St. Louis Beacon* in partnership with the Midwest Center for Investigative Journalism. The Press Club helped fund this series with a \$4,978 grant.
- **Survival Class: Life After Chrysler** by Mary Delach Leonard was a *St. Louis Beacon* series that explored the demise of Chrysler and how its workers are dealing with the life-altering experience of losing their jobs. The photos for this series were taken by Jerry Naunheim. The Press Club funded the photography with a \$5,000 grant.

## Recent Press Club Forums



### St. Louis' 20th International Film Festival and Gov. Nixon's Veto of Film Production Tax Credits

At the Nov. 4 Press Club lunch forum, **Cliff Froehlich** executive director of Cinema St. Louis (far right) shares highlights about the nearly 400 films to be screened at the 20th St. Louis International Film Festival in November. **Kim Tucci**, co-founder and president of Pasta House Co. and chairman of the St. Louis International Film Festival, (center) focused his comments on Gov. Nixon's closing of the Missouri film office and Nixon's surprising veto of the legislature-allocated tax credits for Paramount to produce an already planned major motion picture in St. Louis. Moderating the discussion, (far

left), is **Barbara Langsam Shuman**, documentary film-maker and Press Club board member. The forum was held at Ruth's Chris Steak House in Clayton.

### If Marshall McLuhan Could See us Now! 100th Birthday Celebration

The Press Club of Metropolitan St. Louis is pleased to have worked with **Jessica Brown** and Gateway Media Literacy Partners in co-sponsoring the first forum of the 2011 Media Literacy Week on Nov. 7, at Webster University. In its third consecutive year of participating in GMLP's Media Literacy Week, the Press Club partnered with Missouri Professional Communicators to host the forum.



**Janice Denham**, MPC, **Pam Niehaus** and **Gloria Ross**, put together an illustrious panel. From left, moderator **Ed Bishop**, Webster University, **Erica Smith**, St. Louis Post-Dispatch; **John Pertzborn**, KTVI-Fox 2 News; **Pam Bolden**, YWCA; **Kurt Greenbaum**, Patch; **Don Corrigan**, Webster-Kirkwood Times. The forum, which was open to all, was attended by 50 members and guests, Webster faculty and students.



### Talking with Historian and Author Joseph Ellis

**Joseph Ellis**, author and historian, spoke about his book, *Founding Brothers*, at Maryville University on October 10 and then expressed his deep concerns about our country's current political situation in a Q&A session with the audience. Maryville provided reserved seating for Press Club members.

### Spotlight on Blogging Workshop

Toasting one another with their Press Club mugs at the close of our free blogging seminar are presenters (from left) **Richard Gavatin** of IMS-St. Louis, who gave the "how-to" portion of the program, and blogger panelists: **Bill Streeter**, **Chris Reimer**, and **Stephanie Tolle**, who talked about their blogs and shared tips and information gleaned from their personal experiences. The Sept. 10 seminar was co-hosted by Webster University and held at Webster's Emerson Library.

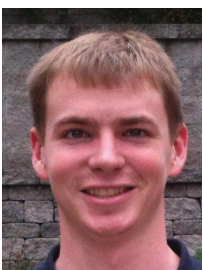


## Upcoming Events

**Joseph Wilson** and **Valerie Plame Wilson**, a former ambassador to Iraq and his wife, a former CIA agent whom the couple claim had her cover revealed by Bush administration officials, will host an informal talk at **1 p.m. Tuesday Nov. 29** at Maryville University, Anheuser-Busch auditorium. RSVP by calling 636-230-1973.

**Press Club's Annual Meeting 6:30, Mon., Dec. 12.** Read all about it on the back page.

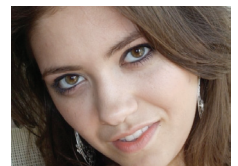
## More Journalism Foundation Scholarship Winners



Two additional Journalism Foundation scholarships were awarded in August. Both were funded by the St. Louis chapter of the Baseball Writers Association-St. Louis Chapter. The recipients were:

**James Austin Laymance** (left) of St. Louis and University of Texas-Austin, recipient of a \$1,250 Journalism Foundation scholarship.

**Sarah Fullerton** (right) of St. Louis County and the University of Oklahoma, recipient of a \$1,250 scholarship.





## The Press Club

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## The Press Club of Metropolitan St. Louis 55th Annual Meeting

6:30 to 8:30 p.m., Monday, December 12, 2011

World's Fair Room

**The Forest Park Highlands**

It's a meeting. It's a party. It's a meeting. It's a party.  
You decide! We'll be at the Forest Park Highlands – formerly  
Triple A – in the Park's newest banquet facility.

We are pleased to have one of the St. Louis area's most  
renowned television journalists as our guest.

We'll enjoy delicious and generous offerings of hors d'oeuvres,  
carved roast beef and pasta while sipping marvelous wines,  
courtesy of Adam Puchta and Crown Valley. (A cash bar for  
other beverages will also be available.)

### The Evening's Business

- Recap of our Club's very successful year
- Presentation of the Club's highly prized Catfish Award and the president's Above and Beyond recognitions
- Election of the 2012-2014 board
- Announcement of new president-elect

### Guest Speaker



**Leisa Zigman**

KSDK

News Channel 5

Anchor &

Investigative Reporter

Members: \$28, Guests: \$30

Door prizes, too!

Make your reservations by calling  
636.230.1973, or online at  
[www.stlpressclub.org](http://www.stlpressclub.org).

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The Highlands is just opposite the Planetarium in Forest Park.