

TELLING THE UNTOLD STORY The Press Club Remains Enterprising

..... **By Gloria S. Ross**

News outlets have not miraculously returned to prosperity, those thrilling days of yesteryear when investigative reporting was the norm. So the Press Club is poised to dole out its second round of grants for enterprising stories by local journalists. This is important, people.

Technological advances that expand the ways that we get news will have limited effect on the reporting of general mayhem - fires, murder, bank robberies - what we journalists call "spot news". It's everything else that's in jeopardy. With the budgets of our few remaining media outlets cut to the bone, it's imperative that we find creative ways to ensure that reporters can still shine a light on the dark areas that affect our lives. In steps the Press Club.

The enterprise journalism program was the brainchild of former Press Club president, Dick Weiss. In early 2009, Dick had a great idea: establish a fund that would spur enterprise reporting in our region. By the end of the year, the first round of grants were helping to enlighten us on our readiness to cope with a major disaster, how St. Louis is managing an influx of immigrants, the continuing proliferation of hate crimes and the questionable and mysterious practices of a Collinsville, Ill. businessman. The stories appeared in the St. Louis Beacon, the St. Louis Post-Dispatch, the St. Louis Jewish Light and Focus Midwest.

We continue to promote the program and solicit applications as we did at the June 10 forum at Ruth's Chris. Three of the people who wrote or edited the first round of stories and got them published – Jean Buchanan, Ellen Futterman and C.D. Stelzer – shared how they did it, from proposal through publication. Sharing the success of the program is crucial to securing funding so that more stories can be told. I implore every member of the Press Club to let potential applicants know about the program – and lend your expertise to fundraising efforts that will support enterprise journalism, along with our scholarships and internships.

As you encourage support, remember that all journalists in print, broadcast, and online are eligible to submit a story idea and apply for an enterprise grant. The program is open to both full-time employees at any one of the area's media outlets, as well as freelancers.

As media outlets struggle to survive, the Press Club is working to ensure that we know more about the world around us than who is fired from a nonexistent job or voted from life on an island.

We are continuing to accept applications and to raise money to fund them. More information on how to both donate to the program and apply for a grant is on the Press Club's website at www.stlpressclub.org.



Taylor Jones of Hazelwood West High School receives a \$1,000 scholarship from Press Club president Gloria S. Ross. "The Sky's The Limit," program awarded 29 scholarships at its annual scholarship and mentor matching luncheon May 6. Ross also led a communication careers workshop at the Mathews-Dickey "Women in Careers Workshop" on April 19.

Note: Three enterprise journalism proposals were recently accepted with provisional grants of \$5,700 to Mike Sherry with the St. Louis Beacon, \$5,000 to photojournalist Jerry Naunheim for The St. Louis Beacon, and \$2,000 to Tony West, an independent videographer.

The St. Louis Beacon kicked off an occasional series on how anti-terrorism money has been spent in Missouri since 9/11. The series is called "Ten Years Later: Are We Safer?" http://stlbeacon.org/issues-politics/176-Missouri_Issues/111300-ten-years-later-911-antiterrorism-funding Answering that central question, reporter Jason Rosenbaum found, requires asking many more. A Press Club enterprise journalism grant is helping to fund this story.

Press Club Remembers the St. Louis Star-Times

“Remembering the St. Louis Star-Times,” one of America’s great newspapers whose doors closed 60 years ago this summer, was the theme of the evening for 34 Press Club members and guests at the Schlafly Branch of the St. Louis Public Library on July 13th. Memorabilia from the library’s Media Archives was displayed and talks were given by **Jean Gosebrink**, **Jon Hagar**, the last surviving Star-Times employee, and **Rick Stoff**, a former Press Club president. To read the text of Stoff’s presentation, go to stlpressclub.org/stoff2011.html.



From left, St. Louis Public Library’s Gerald Brooks, director of marketing and public relations and Jean Gosebrink, special collections archivist; Press Club’s Jon Hagar, Rick Stoff, and Gloria S. Ross, president.

Congratulations to our Members

The St. Louis Jewish Light recently received several awards from The American Jewish Press Association, one of which was first place in the Comprehensive Coverage or Investigative Journalism category for its special Hate Crimes report (a Press Club enterprise journalism funded series). Congratulations Press Club members **Larry Levin** and **Ellen Futterman**.

Press Club member **Pamela Toder** of Ladue was recognized as a Woman of Achievement for her volunteer work in the area of women’s health. She was one of 10 women honored at the May 10 annual award luncheon presided over by **Alice S. Handelman**. The Women of Achievement nonprofit organization was founded 50 years ago by the St. Louis Globe-Democrat to recognize area women on their charitable contributions to society.

Press Club 2010 Lifetime Achievement Award recipient **Margaret Freivogel** editor of the St. Louis Beacon online newspaper has been honored by the University of Missouri School of Journalism to receive a Missouri Honor Medal for distinguished service in Journalism. An awards ceremony is scheduled for Monday, October 3.

Press Club board member **Aisha Sultan** has received a Knight-Wallace Fellowship at the University of Michigan. The program selects 12 mid-career journalists to spend a customized sabbatical year at the university. Aisha’s study plan will research *Raising Children in a Digital Age*. The program includes specialized training, seminars and international travel. Aisha will be on leave from the St. Louis Post-Dispatch from this August until June 2012.

Press Club board member **Patty Wentz** has accepted a new position as senior vice president of business solutions at Group | 720 a subsidiary of the Creative Producers Group.

Welcome New Members

Karen Glines, Matt Sorrell, Katherine Moritz, John Owen, Kerry Manderbach, Stephanie Stough, Stephanie Miller, Ashley Westbrook, Jessica Kasstrom, Allison Prang, Katie O’Connor, Chelsea Cox, Matt Beezley, Julia Boudreau

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Press Club Spotlights Women on the Move

Jan Scott

By Bridget McMahon, Spring Intern

“My name is Jan, I like to be with women who are bold, as together we go for the gold. We’ve worked together through the ages, now it’s in the Women’s Yellow Pages.”

Press Club board member and St. Louis native Jan Scott has set standards and goals for women to surpass expectations and to flourish in their chosen careers. St. Louis Women on the Move magazine and the Women’s Yellow Pages are a result of her commitment to female leaders in the workforce.



In 1958, Scott received her BA degree in music and in 1976, she received her master’s degree in flute performance at Washington University.

“My first love is music;” says Scott, “I became passionate about music as soon as I could respond to it.”

This passion brought her to a professional career at age 21, when she started as the second flutist with the St. Louis Symphony Orchestra where she played for seven years. As a highly accomplished musician, Scott also performed a solo debut recital at Carnegie Recital Hall in 1974, receiving a positive review in the New York Times.

Despite Scott’s many successes in her music career, she has also encountered gender discrimination, which inspired her to form a network for aspiring female leaders. In the early ‘90s Scott co-founded St. Louis Publishers, Inc., - a networking system within women-owned businesses. Currently, she is the sole owner of the company which publishes the Women’s Yellow Pages of Greater St. Louis and a bi-monthly magazine, St. Louis Women on the Move.

Scott was recently recognized with the Women’s Trailblazer Award in a ceremony at University of Missouri-St. Louis as part of their National Women’s History month.

Scott was commended for the great strides she has taken in support of women’s education in the workforce and the inspiration she provides to countless women to overcome traditional boundaries in their careers.

Excerpt from original article. To read more, visit www.stlpressclub.org

Suzanne Corbett

By Julia Boudreau, Summer Intern

With advice from Julia Child echoing in her head, Press Club member Suzanne Corbett travels the globe educating herself and others on her passion for historic foodways.

Corbett’s work as a reporter for AAA, Patch online, Prime Life Circuit and Midwest Living led her to different parts of the world in search of authentic foods. “I love the experience every place brings; each has an unusual story that you may not know about,” Corbett said. After beginning work in the food industry, Corbett went back to Webster University in 1992 to obtain a master’s degree in media communications. Readers nationwide can learn from Corbett’s knowledge in her book, *Pushcarts and Stalls: The*



Soulard Market History Cookbook. The book presents a collection of recipes from Corbett and other farm families created with ingredients sold at St. Louis Soulard Market.

Corbett became a member of the Press Club in 1988. During that time, she has served in many roles including editor of the Courier newsletter, Charitable Board president and chair of the Media Person of the Year event. In acknowledgement of her contributions to the communications industry, Corbett received the honored Press Club “Catfish” award in 1992. Other achievements include six writing awards this spring from Missouri Professional Communicators, a Quest Award, a Daisy award, a Mark Twain award, an American Travel Writers Association award, a Tele and the Press Club President’s award.

“The recognition is gratifying and encouraging,” Corbett said.

Corbett credits a portion of her career inspiration to celebrities Julia Child and Nathalie Dupree. Their personal messages to her highlighted the importance of getting involved with the media.

Capable of being seen as an inspiration herself, Corbett maintains a minimum three-story output pace per week, travels the globe frequently, and still managed to squeeze in making a pot of jam before our interview.

“I strive to produce quality work that others find beneficial and get enjoyment out of,” Corbett said.

Excerpt from original article. To read more, visit www.stlpressclub.org

Press Club and Journalism Foundation Scholarships Announced

Press Club Scholarships



Matt Beezley of Fenton and University of Missouri, recipient of the \$5,000 Press Club/St. Louis Post Dispatch-David Lipman Scholarship.



Julia Boudreau of Chesterfield and University of Missouri, recipient of the \$5,000 Press Club Media Scholarship and \$1,000 Press Club summer intern scholarship.



Chelsea Cox of St. Louis and University of Missouri St. Louis, and Press Club Spring intern.



Allison Prang of Carol Stream Illinois and University of Missouri, recipient of a \$1,000 summer internship scholarship. (interning at St. Louis Beacon)



Jessica Kasstrom of St. Louis, Sweden, and Webster University, recipient of a \$1,000 Internship scholarship. (interning at KDHX.FM)



Ashley Westbrook of St. Louis City and Webster University, recipient of a \$1,000 Internship Scholarship.

(interning at St. Louis American)

Journalism Foundation Scholarships



John Owen of DesPeres and Webster University, recipient of a \$1,000 South County Times and Webster University scholarship.



Stephanie Stough of Fenton and Webster University, recipient of a \$1,000 Webster-Kirkwood Times and Webster University scholarship.



Kerry Manderbach of St. Louis and University of Missouri St. Louis, recipient of a \$500 Society of Professional Journalists scholarship.



Kathrine Moritz of Kirkwood and University of Missouri-Columbia, recipient of a \$1,000 Missouri Professional Communicators scholarship.

Meet Our Press Club Summer Intern

Julia Boudreau (pictured above) is a junior at the University of Missouri School of Journalism. This fall, she will work as a reporter for the Columbia Missourian newspaper. Her plans include travelling to China in September to be a reporter at the 2011 China Tennis Open. She is a member of Alpha Delta Pi sorority and a residential life assistant (RA). To expand her journalism skills, she teaches freshman journalism students a course on cross-cultural journalism. In addition, Julia maintains a 4.0 gpa.



Stephanie Miller of Chesterfield and University of Kansas, recipient of a \$1,500 Fleishman-Hillard journalism foundation scholarship. Miller is an intern at the United Way of St. Louis this summer.

Recent Press Club Forums

The City Earnings Tax and Funding St. Louis' Future



From left, Donnybrook's **Alvin Reid** moderates a panel discussion between St. Louis City Mayor **Francis Slay**, Missouri Budget Project Director **Amy Blouin** and St. Louis Post-Dispatch economics reporter **Tim Logan** regarding the possible impact of failure of the ballot measure to retain the city of St. Louis' one percent earnings tax. An audience of 32 Press Club members and guests enjoyed a luncheon buffet and the discussion that followed at the elegant Norman K. Probstein Golf Club House in Forest Park on April 1.

St. Louis Food Scene



From left, a distinguished panel comprised of creative food editor, **Katie O'Connor** of Sauce; award-winning restaurateur, **Charlie Downs** owner of Cyrano's; veteran culinary professor, **Rob Hertel** St. Louis Community College-Forest Park Hospitality faculty member; and legendary caterer, **Richard Nix** owner of Butler's Pantry, sharing their insights on how successful entrepreneurs flavor the local food scene at the April 28th Press Club forum at St. Louis Community College-Forest Park.

Press Club members and guests in the lovely Anheuser-Busch dining room where they enjoyed a three-course gourmet lunch prepared and served by St. Louis Community College-Forest Park culinary students.



How Journalists Can Get Funding for the Big Story



From left, **Dick Weiss**, Press Club's vice president of enterprise journalism, leading the discussion as panelists talk about their Press Club enterprise journalism grants and the importance of their investigative stories: **C.D. Stelzer**, freelance reporter; **Jean Buchanan**, projects editor for the St. Louis Post-Dispatch, and **Ellen Futterman**, editor of the St. Louis Jewish Light.

Press Club's June 10 luncheon forum was held in a lovely private room at Ruth's Chris Steak House in Clayton.



Attending the June 10 Press Club forum were scholarship winners, back row from left: **John Owen**, **Allison Prang**, **Kerry Manderbach**, **Chelsea Cox**, **Matt Beezley**. First row left: **Julia Boudreau**, **Ashley Westbrook** and **Jessica Kasstrom**.



The Press Club

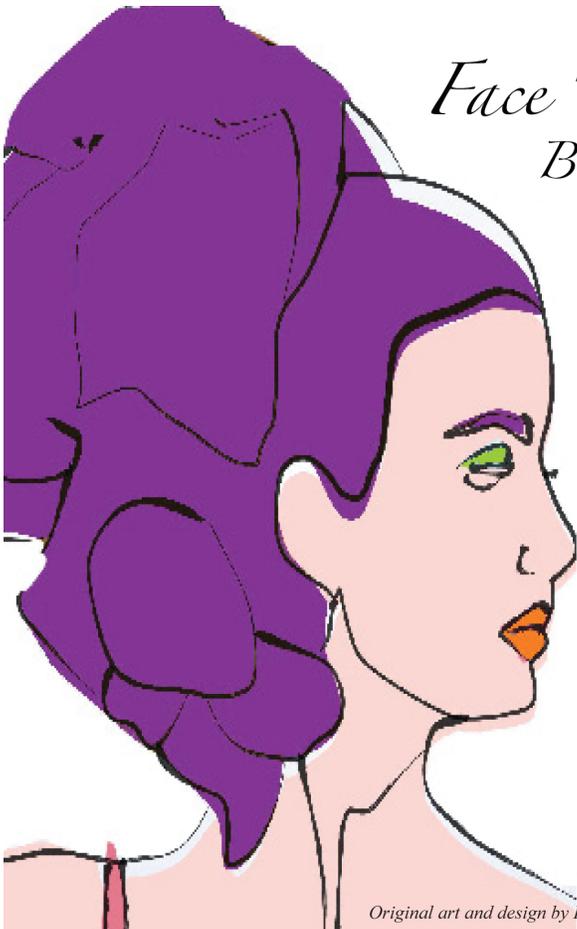
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Upcoming Events:

Celebrate 40 years of the St. Louis Journalism Review and hear Bob Woodward, Russ Mitchell, and Lt. Gov. Sheila Simon speak about "Who is Minding the Media?" on September 15, 2011, 6 to 9 p.m., at the Edward Jones headquarters lobby.



Face The Nation Be Camera-Ready

Saturday
September 24, 2011
10:30 a.m. to 12:30 p.m.

Please join the Press Club for an exclusive event at Neiman Marcus:

- Learn beauty tricks of the trade from top national makeup artists.
- Create your flawless face at four teaching stations on skin, color, tools and fragrance in the first floor cosmetics department.
- Sip tasty mimosas and enjoy delicious brunch bites.
- Receive a special Neiman Marcus gift bag.
- Win a raffle basket of beauty products.

\$50 per person (tax deductible) RSVP by Monday, September 19

Co-chairs: Amanda Cook and Betty Kagan

Advisory chairs: Alice S. Handelman and Aisha Sultan

Proceeds to benefit the Press Club's Media Scholarships.

Visit www.stlpressclub.org for credit card payment or mail checks to P.O. Box 410522, Creve Coeur, MO 63141

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