

The  
Missouri  
Honor Medal  
for Distinguished Service  
in Journalism



The Missouri School of Journalism has awarded its Honor Medal for Distinguished Service in Journalism since 1930. Medalists are selected by faculty of the School on the basis of lifetime achievement. The medals are presented each year by the Chancellor of the University of Missouri-Columbia.



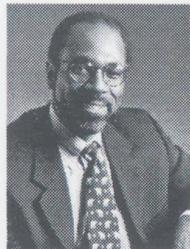
# THE 2003 HONOR MEDALISTS



**The Advertising Council, Inc.** is a private, non-profit organization with a 60-year history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. The Ad Council has produced thousands of public service campaigns that address the most pressing social issues of the day. Its icons and slogans are woven into the very fabric of American culture, from Smokey Bear's "Only You Can Prevent Forest Fires" and McGruff the Crime Dog's "Take a Bite Out of Crime," to the United Negro College Fund's "A Mind Is a Terrible Thing to Waste" and "Friends Don't Let Friends Drive Drunk." The Ad Council has received more than \$1 billion in donated media for its campaigns each year since 1998. *In recognition of 60 years of addressing critical*

*social issues through public service advertising, of inspiring individuals to action and making a difference in the lives of generations of Americans.*

**Jim Ellis** is chief of correspondents at BusinessWeek in New York, managing the magazine's global network of correspondents in 22 domestic and international news bureaus. Ellis started his career at the *St. Louis Post-Dispatch*. He joined *BusinessWeek* in 1980. His writing and managerial talents were recognized by the publication, earning him frequent promotions in the Chicago, Atlanta and New York bureaus. Ellis specialized in covering the airline, aerospace, defense, packaged food and soft drink industries. Ellis is active in many professional organizations and diversity initiatives. He serves as a commentator on finance issues on network and cable stations. Ellis earned his bachelor of journalism degree from the Missouri School of Journalism in 1976. *In recognition of his nearly three decades in journalism as a reporter and manager; his continuing leadership in business reporting; his high standards of ethics and integrity.*



**Ifra**, based in Darmstadt, Germany, is the world's leading association for newspaper and media publishing. The organization is a forum of ideas and support in publishing strategies and technologies for more than 2,200 member publishing groups and supplier companies in 70 countries. Its activities include development and operation in the United States of the

Newsplex prototype micro-newsroom for demonstration, training and research in convergent newshandling technologies and techniques. Ifra was founded in 1961 as a research association to support European publishers introducing color in newspapers. It has since broadened its scope to include an annual international exhibition called IfraExpo dedicated to newspaper technology, a yearlong schedule of industry-focused seminars and symposia, consulting services and a monthly magazine published in six languages. The work of Ifra is monitored by a global board of directors. *In recognition of more than four decades of improving journalism through continuing enhancements in technology and of inspiring global media to develop innovative and high quality news products for their readers.*

**Texas Monthly** chronicles life in Texas, reporting on vital issues such as politics, the environment, industry and education. **Michael Levy** is its founder and publisher. Now in its thirtieth year of publication, *Texas Monthly* has a circulation of 300,000 and is read by more than two million people each month - one out of seven Texas adults. The Magazine Publishers of America in 1999 gave Levy the Henry Johnson Fisher Award, the magazine industry's highest honor, in recognition of the publication's high editorial quality. Levy is a member of the State Bar of Texas and the World Presidents' Organization. Before founding *Texas Monthly*, Levy worked for the Dallas County Sheriff's Office, United Press International, Philadelphia magazine and the Texas State Senate. *In recognition of three decades of his noteworthy journalistic achievement, industry leadership and business acumen and of creating and growing a magazine that reflects the vitality and spirit of the citizens of Texas.*



## THE ST. LOUIS AMERICAN

**The St. Louis American** is Missouri's most widely-read weekly newspaper targeted to African Americans, publishing more than 68,000 copies every week and distributing them free at more than 750 locations throughout the city. The American gives

African Americans in the St. Louis metropolitan area a credible voice. Nearly half the black households in this bi-state area rely on the American for important and relevant information about news, religion, entertainment, sports, health care and other topics from an African-American perspective. The paper captured the National Newspaper Association's Russwurm Award in 2002 as the number one African-American newspaper in the United States. This marked the fourth time in the past ten years that the American was named the nation's best for journalistic excellence by its peers. *In recognition of groundbreaking journalism in the service of community through timely and objective coverage of news and other events of interest to African Americans and of its continuous record of excellence and innovation.*

**Margaret Steber** is an internationally-known documentary photographer and former assistant managing editor for photography and features at the *Miami Herald*. Under Steber's guidance, the paper was twice a finalist for the Pulitzer Prize in feature photography, and the paper won a Pulitzer for its photographic and reporting coverage of the Elian Gonzalez story in 2002. Her clients include *The New York Times Magazine*, *The London Sunday Times*, *Newsweek* and many other American and European magazines. Steber's personal projects have included coverage of a guerrilla war in Zimbabwe, coverage in Cuba since 1982 including 50 visits to the island and coverage of events in Haiti since the demise of the Duvalier dictatorship in 1986. Her achievements have earned her to major grants and she has won many major awards for her photography. *In recognition of her entrepreneurial work as a photographer in helping us to see and better understand the human cost of war and dictatorships, of her personal dedication to her craft and of raising the standards of her profession.*



# The Missouri Honor Medal for Distinguished Service in Journalism



## Master Classes

Thursday, September 4

*All classes will be held in Tucker Forum, 85 Gannett Hall, unless otherwise noted. noted\**

- 9:30-10:45am **The Painful Lessons of the Jayson Blair Affair**  
Jim Ellis, chief of correspondents, *BusinessWeek*
- 2:00-3:30pm **Why America Needs Advocacy/Community Newspapers**  
Alvin Reid, city editor, *The St. Louis American*
- 3:30-4:45pm **A Photographer's Life: Inside and Out**  
Margaret Steber, photographer

Friday, September 5

- 10:00-11:15am **Effecting Change: 30 Seconds at a Time**  
Peggy Conlon, president and chief executive officer,  
The Advertising Council, Inc. *Fisher Auditorium\**
- 2:00-3:00pm **The Myths of Convergence and Practical Convergence**  
Reiner Mittelbach, chief executive officer, Ifra, Germany,  
and Kerry Northrup, executive director, Ifra, Advanced  
News Options, South Carolina
- 3:00-4:00pm **Making a Difference**  
Michael Levy, founder and publisher, *Texas Monthly*

## The Proceedings

Friday, September 5

*Reynolds Alumni Center, UMC Campus*

- 6:00-7:00pm Reception
- 7:00-10:00pm Banquet and presentation of The Missouri Honor Medals