

April 2011

# Missouri Press NEWS



Learn how to use social media  
— Facebook, Twitter, blogs, etc.  
— from this man at workshops in  
Warrensburg and Lebanon.

**14**



**10** Is this Suburban Journals  
staffer a millionaire!?



Tim Smith



Russell Viers

*Tim Smith and Russell Viers  
will provide a one-two punch  
of advertising training for your  
staffers at the annual Missouri  
Advertising Managers'  
Association meeting.*



**10**

Peter Wagner headlines Ozark  
Press Association meeting;  
Keith Moore elected president.

**4-5**



Show-Me Press Association sets agenda for  
meeting in Hannibal. MPA Porter Fisher Golf  
Classic will be held in Monroe City.

**8**

## Regular Features

President **2**      Obituaries **18-19**  
Scrapbook **12**      NIE Report **20**  
On the Move **18**      Jean Maneke **22**

# 2 make case for online access fees

## Reynolds Institute fellows shaping future of journalism

I had the opportunity to attend the Missouri Press Association Day at the Reynolds Journalism Institute on March 4, hosted by Dean Mills, dean of the School of Journalism.

If you have not had the chance to tour RJI, that's a trip you should make. The building, the classrooms and meeting facilities are incredible. Someone described our meeting room as resembling the "bridge" on the Starship Enterprise on "Star Trek."

The morning started with "strategies for developing online pay models for newspaper websites." Missouri innovation chair Mike Jenner introduced Andy Waters from the *Columbia Daily Tribune* and Jane Haslag from the *Jefferson City News Tribune*.

Waters explained how the *Tribune* set up its paid content model and shared some of the lessons the *Tribune's* staff learned.

He told of customers commenting to him in the earlier days of the web. They thanked him for a great website and told him, "I no longer have to subscribe."

Customers stopped reading the print edition — a sustainable business model — and were moving to the web, which wasn't sustainable.

Free was not a winning strategy, Waters said.

Haslag explained how the *News Tribune's* pay system works. The best advice she could offer was to plan months ahead and find a metered device that best fits your newspaper's needs, she said.

She has an interesting response to readers who object to the paid model. She asks them, "How do you expect us to pay for a news staff if we give away their work for free?"

I remember attending one of these meetings 10 or so years ago, and the speaker said newspapers must have a website to survive. The speaker probably was correct, but it seems to have taken a long time to figure out a way to make it pay.

Thanks to Andy and Jane for sharing their experiences. We had lunch with several Reynolds fellows and heard about the new ways they are gathering, processing and delivering news, information and advertising. These young men and women are creating the "newspaper" of the future.

One of the afternoon sessions was on increasing online revenue.

Brad Best, RJI advertising editor, and Stephanie Padgett, assistant professor in strategic communication, discussed behavioral targeting and how newspapers can implement ideas to better appeal to consumers. They identified segments on the website that have strong appeal to advertisers and how to beef up those segments.

The day left me excited but apprehensive about the changes in the way we will deliver news in the future.



**Joe May**  
*The Mexico Ledger*  
MPA President

Missouri Press lost a great friend with the passing of Dr. Bill Taft on Feb. 21.

Bill was born in Mexico, graduated from Mexico High School and began writing for the *Mexico Ledger* in his teens.

On his trips to Mexico to see his brother he would stop in the *Ledger* to visit. He always had a great story to tell about his days at the *Ledger* or about the White family (former owners of the *Ledger*). Bill had an incredible career in journalism and higher education. He touched many lives. We will miss him greatly.

*She has a interesting response to readers who object to the paid model. She asks them, "How do you expect us to pay for a news staff if we give away their work for free?"*



VOL. 79, NO. 4  
APRIL 2011  
Official Publication of  
Missouri Press  
Association, Inc.

**PRESIDENT:** Joe May, *Mexico Ledger*  
**FIRST VICE PRESIDENT:** Phil Conger,  
*Bethany Republican-Clipper*  
**SECOND VICE PRESIDENT:** Mark Maassen,  
*The Kansas City Star*  
**SECRETARY:** Bill Miller Jr., *Washington Missourian*  
**TREASURER:** Jeff Schrag,  
*Springfield Daily Events*  
**EXECUTIVE DIRECTOR:** Doug Crews  
**ADVERTISING DIRECTOR:** Greg Baker  
**EDITOR:** Kent M. Ford

**DIRECTORS:** Kevin Jones, *St. Louis American*  
Brad Gentry, *Houston Herald*  
Joe Spaar, *The Odessan*  
Richard Gard, *St. Louis, Missouri Lawyers Media*  
Jon Rust, *Cape Girardeau Southeast Missourian*  
Dennis Warden, *Gasconade County Republican*  
Kate Martin, *Perry County Republic-Monitor*  
Jim Robertson, *Columbia Daily Tribune*  
Linda Geist, *Monroe City Lake Gazette*  
**NNA REPRESENTATIVE:** Trevor Vernon,  
*Eldon Advertiser*

MISSOURI PRESS NEWS (ISSN 00266671) is published every month for \$12 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; e-mail dcrews@socket.net; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.

**Newspapers have significantly increased their perception as being the *Most Helpful* political ads; going from 12% in 2002 to 21% in 2010.**

Radio Ads — 3.8%  
 TV — 13.5%  
 Brochures — 9.3%

All remained consistently stable

2010 Post-Election Pulse  
 Research Survey



# Successful Campaigns Leave a Paper Trail

The Missouri Press Service can help you make newspaper advertising a central part of your campaign. MPS offers access to hundreds of newspapers across the state. We do the work of ad placement for you. Contact us to find out how MPS can help you target your newspaper campaign.

The Missouri Press Service will get your message directly to the voters.

Media	Most Helpful	Most Believable	Most Offensive
Newspapers	<b>21%</b>	19%	3%
Television	14%	7%	54%
Radio	4%	4%	2%



For more information contact Greg Baker  
 Advertising Director  
 573.449.4167  
 gbaker@socket.net



Peter Wagner shared his marketing expertise at the Ozark Press Association's annual meeting.

# Trust critical to sales relationship

## Peter Wagner headlines Ozark Press agenda in Branson

People who sell newspaper advertising first need to sell themselves to local business people. They need to become trusted partners with business people, help them with ideas, with creativity and with planning.

Peter Wagner of Sheldon, Iowa, brought his optimistic message about newspaper advertising to the Ozark Press Association meeting on March 18 in Branson. He spoke during morning and afternoon sessions in the Chateau on the Lake.

"We sell ourselves first, our products second," Wagner said. "People who sell advertising are the most important people in local merchants' lives, if you have a trusting relationship."

The best print salespeople have the courage of their convictions, believe in their product and their service, and train their advertisers in everything about marketing, he said.

Wagner is the founder and publisher of Iowa Information Inc., which publishes *The N<sup>W</sup>est Iowa REVIEW*, the *Sheldon Mail-Sun* and many other award-winning publications. He is an internationally recognized speaker and retail marketing expert who has written hundreds of columns and made dozens of presentations about newspaper management.

"Be sure your clients get the message that advertising in your newspaper will help the town," Wagner told his audience.

Businesses want other businesses to succeed, because they know that the more businesses there are, the more

people will come to town, he said.

Newspapers help businesses succeed because they provide two critical things no other medium does — community and consensus, Wagner said. A newspa-

(continued on next page)

### *Explain reasons to advertise*

Ad salespeople should educate their clients to these reasons to advertise. Peter Wagner offered the list during his presentation at the Ozark Press meeting.

- **Generate traffic.** Newspaper advertising acts as an outside salesperson to get more people into a business.
- **Stop competition.** Ads create top-of-mind-awareness. When a customer enters the market for a product or service, she will remember the advertiser.
- **Get new customers.** About a third of the people in the market changes every year. New people must be invited to do business with you.
- **Manage traffic.** The retailer knows what he has to sell at specific times of the year.
- **Increase sales.** Studies have proven that advertising increases sales.
- **To offset down times.** Generate greater sales during the ups and steady sales during the downs.
- **To maintain morale.** Employees of an actively advertising business are more enthusiastic and upbeat about their positions.
- **MOST IMPORTANT:** Surveys show that nearly half of the people believe that a lack of advertising during a recession indicates a business is in trouble.

## Trust critical

(continued from previous page)

per is the common element that joins every citizen and serves as a sounding board to create consensus for or against issues that impact everyone in the community.

Wagner headlined the March 17-18 Ozark Press agenda. The program included presentations by David Burton, southwest Missouri specialist for University of Missouri Extension; Ron Cunningham, Missouri Press Association's postal consultant; Greg Baker, Missouri Press advertising director; and Jean Maneke, MPA's Legal Hotline counselor.

Burton talked about what local newspapers can do to win back or enhance the trust of their audiences. Cunningham and Maneke explained recent postal and legal developments. Baker spoke on the ad networks offered by Missouri Press Service.

The Branson Chamber of Commerce sponsored dinner Thursday evening, and the Convention and Visitors Bureau provided tickets to a number of Branson shows.



## Ozark Press Association elects officers

Ozark Press Association elected officers for the coming year when it met March 17-18 in Branson. At left, standing in the back are Dala Whittaker, left, *Cabool Enterprise*, who will continue as secretary-treasurer; and Whitney Anderson, *Crane Chronicle*, vice president. Seated are directors Tianna Brooks, left, *Mountain View Standard News*; and Sharon Vaughn, *Summersville Beacon*, past president. Keith Moore of the *Ava Douglas County Herald* was elected president. He was ill and could not attend the meeting. Other directors are Roger Dillon, *Shannon County Current Wave*, Eminence; Brad Gentry, *Houston Herald*; Jeff Schrag, *Springfield Daily Events*; and Chris Case, *Cuba Free Press*.

## Wagner debunks 7 advertising myths

During his presentation at the Ozark Press meeting, Peter Wagner explained seven myths about newspaper and advertising sales.

### 1. Newspapers are dead.

"We are not dead, but we are different," Wagner said. Newspapers are becoming more important to the vitality of their communities.

### 2. Newspaper ad prices are too high.

Advertising salespeople are the problem, because they have not learned the value of their product, not just to the advertiser, but to the community and the people in it.

### 3. Gatekeepers are your enemy.

Develop sincere relationships with the receptionists and secretaries, remember important dates, get to know their families, send note cards. When you sincerely care about people, they become your associates because they trust you.

### 4. The same sales technique doesn't work for everyone.

On the contrary, the best techniques are universal. Learn them, practice them,

make them natural. Techniques need to be modified to the individual, but the basic technique remains the same.

### 5. Do whatever it takes to make the sale.

You need consistent business. Do not do things that get immediate sales but jeopardize solid, trusting, long-term relationships.

### 6. It's crucial to close the sale as soon as possible.

That may be true at times, but it's more important to move prospects toward a relationship that will develop into regular sales. Get to know your clients' personalities so you can develop an appropriate approach for each individual. When your clients trust you, you'll be able to close sales quickly when it's necessary.

### 7. Close the deal at any cost.

Nothing should be sacrificed to make a quick sale. All you will do is cheapen the value of your product and make it more difficult to make future sales.

## State auditor recognizes National Sunshine Week

State Auditor Tom Schweich in March promoted increased transparency in government in recognition of Sunshine Week, March 13-19. Sunshine Week is a national initiative to promote freedom of information in local, state and federal government.

"I am hopeful that this recognition serves as a reminder to all Missourians, and their elected officials, about the importance of transparency in government," Schweich said.

In the course of performing audits, the State Auditor's Office regularly reviews Sunshine Law practices. In 2010, during the tenure of State Auditor Susan Montee, the office had 29 audit reports with recommendations pertaining to the Sunshine Law.

Reports recommended agencies improve legal compliance relative to responses to records requests, open meetings, closed meetings, public records and meeting agendas.

# Press-Bar group elects Frank Martin

**M**embers of the Missouri Press-Bar Commission elected officers when it met Feb. 25 in Jefferson City. Frank L. Martin III, publisher of the *West Plains Daily Quill*, was elected chairman, replacing John S. Black, Kansas City attorney.

The commission discussed organizing a committee to review and make recommendations on changes to Missouri's Cameras in the Courtroom rules. The rules have not changed since they were adopted nearly two decades ago by the Supreme Court of Missouri.

Members of the Press-Bar Commission:

- Representatives of the Missouri Press Association: William L. Miller, Sr., *Washington Missourian*; Dalton C. Wright, *Lebanon Daily Record*.

- Representatives of the Missouri Broadcasters Association: John Sheehan, KMOX-AM, St. Louis; Wayne Godsey, KMBC-TV, Kansas City.

- Representatives of the Missouri Bar: Judge Jerry W. Venters, Kansas

City; Mark S. Sableman, St. Louis; John S. Black, Kansas City.

- Representative of the Judicial Conference of Missouri: Chief Justice William Ray Price, Supreme Court of Missouri.

- Representative of Trial Judges Section of the Judicial Conference of Missouri: Judge Gene R. Martin, Kansas City.

- Representative of the Missouri Association of Probate and Associate Circuit Judges: Judge Leslie Schneider, Columbia.

- Representative of Missouri Municipal Judges: Judge Thomas E. Sims, Kansas City.

- Representative of Missouri Court of Appeals: Judge Mary Rhodes Russell, Supreme Court of Missouri.

- Representative of *The Kansas City Star*: Mark Ziemann.

- Representative of the *St. Louis Post-Dispatch*: vacant.

- Members-at-large: Denise Jordan, *Kansas City Globe*; Eliot F. Battle, Co-


lumbia; Frank L. Martin III, *West Plains Daily Quill*; Jean Maneke, Kansas City.

- Non-voting members: Doug Crews, Missouri Press Association, Columbia; Don Hicks, Missouri Broadcasters Association, Jefferson City; Keith A. Birkes, Missouri Bar, Jefferson City; Thomas Simon, Clerk of the Supreme Court, Jefferson City; Victoria Schatz, Kansas City Metropolitan Bar Association; and Zoe Lyle, Bar Association of Metropolitan St. Louis.

## Joplin Globe subscribers get phony renewal calls

**J**oplin police received a report recently of fraudulent calls being made to *Joplin Globe* subscribers seeking their credit card numbers for supposed renewal of their subscriptions.

*Globe* officials said subscribers were being told falsely that the newspaper was no longer accepting checks, and were being pressed for credit card numbers to pay for subscription renewals.




**AARP Missouri.**  
Your one-stop source of information for and about people age 50+.

AARP Missouri has more than 805,000 members statewide. AARP has almost 40 million nationwide. People age 50 and older and their families look to us for advocacy, service and information. If you need to know more about this group, we're here to help.

AARP Missouri  
700 W. 47th St., Ste. 110  
Kansas City, MO 64112  
Call toll-free, 1-866-389-5627.


For more information, contact AARP Missouri's Associate State Director for Public Affairs, Anita K. Parran, at 816-360-2202 or [aparran@aarp.org](mailto:aparran@aarp.org).




**Brokers | Appraisers | Consultants**

*A tradition of service to community newspapers*

If you have been considering a transaction, and would like to achieve a strong market value, we look forward to an initial conversation with you. We represent a tradition of serving our clients' best interests and the best interests of each community our clients serve.



**THOMAS C. BOLITHO**  
P.O. BOX 849  
ADA, OK 74821  
(580) 421-9600  
[bolitho@bolitho.com](mailto:bolitho@bolitho.com)



**EDWARD M. ANDERSON**  
P.O. Box 2001  
BRANSON, MO 65616  
(417) 336-3457  
[brokred1@aol.com](mailto:brokred1@aol.com)

[nationalmediasales.com](http://nationalmediasales.com)

**EXPERIENCE | KNOWLEDGE | INTEGRITY**

# Nebraska native buys Fayette papers

James Steele has owned *Advertiser* and *Democrat-Leader* since 2000

**T**he *Fayette Advertiser* and *Democrat-Leader* have a new publisher, effective Feb. 16.

Nebraska native Patrick L. Roll, 53, purchased the newspapers from James H. Steele, who had been editor-publisher since December 2000.

Roll and his wife, Ruth, moved to Fayette several weeks ago from Herman, Neb.

After more than 18 years in the newspaper business in Nebraska and Iowa, Roll said he has fulfilled a longtime wish to own his own publication. He has lived most of his life in small, rural communities such as Fayette.

Roll observed operations at the newspaper office for several weeks. Most of his experience is in the circulation and business side of newspapers.

He has taken only the title of publisher with general oversight of editorial matters.

Sports editor Greg Jackson has been given the additional title of managing editor, and additional duties have been assigned to staff writer Kim Thompson.

Steele remains in a part-time capacity to take on special assignments as needed.

Steele, 69, and his wife, Susan, will continue to live in Fayette, and he retains ownership of the Wood Creek Building, which also houses a retail store.

Before coming to Fayette, Roll most recently was circulation director of the Marshalltown (Iowa) *Times-Republican* from 2008 to 2010.

From 2004 to 2008 he was circulation director for the Scotts Bluff (Neb.) *Star*



Patrick Roll, left, has purchased the Fayette newspapers from James Steele. (*Fayette Advertiser* photo)

*Herald* and the Council Bluffs, Iowa, *Daily Nonpareil*, both owned by the *Omaha World-Herald*. From 2000 to 2004, Roll was a regional manager for the *World-Herald*.

A graduate of Elkhorn (Neb.) High School, Roll holds a bachelor's degree in social science from Peru State College, Peru, Neb. Ruth Roll worked for Mutual of Omaha before the couple moved to Fayette.

The Rolls were married in 2006. They have three grown children and five grandchildren between them.

Steele returned to Fayette in 2000 af-

ter purchasing the newspaper operation from the late H. Denny Davis, who had owned it since 1984.

Steele had lived in Fayette earlier as a student at Central and later (1970-75) as CMU's news bureau director. He received a Distinguished Alumni Award from Central in 1991 and currently serves as national president of the CMU Alumni Association.

The longest-tenured current employee of the newspapers is office manager Linda Vroman.

(From a story in the *Fayette Advertiser*.)

## School of Journalism will dedicate photo department

**T**he Missouri School of Journalism on April 4 will dedicate the renovated photojournalism area. It will be known as the Angus and Betty McDougall Center for Photojournalism Studies and the Cliff and Vi Edom Photojournalism Lab.

The program will begin at 4 p.m. in Lee Hills 110. A reception will follow in the McDougall Gallery and Edom Lab.

This will also be the opening of the

exhibit, *A Life in Photojournalism*, vintage prints by MacDougall plus some examples of important work that will be added to the Missouri Photojournalism Archive, photography by Alan Berner, Kim Komenich and Rita Reed.

On Friday, April 8, the Multimedia Vision program will showcase the best new-form journalism from the recent POYi and CPOY competitions. It will feature MU alumni Brian Storm (Media-

Storm) and Pat Davison (now teaching at the University of North Carolina at Chapel Hill) and three other multimedia journalists. This will be held in the Fred W. Smith Forum of the Reynolds Journalism Institute.

For additional information on these and other activities, check the J-School website: <http://journalism.missouri.edu/news/2011/03-16-photojournalism-event.html>.

# Show-Me Press to feature Russell Viers

Show-Me Press Association will offer a variety of sessions at its annual meeting Thursday-Saturday, June 8-10, in Hannibal. Sessions will be held in the Quality Inn and Suites Hotel.

This is the first time in several years Show-Me Press has held its meeting away from Lake of the Ozarks. President Linda Geist, publisher of the *Lake Gazette* in Monroe City, will be the host.

Thursday's activities include an MPA/MPS Board meeting in the morning, with the annual MPA Porter Fisher Golf Classic in the afternoon. That will be played at Mosswood Meadows Golf Course in Monroe City.

Adobe trainer Russell Viers is on the agenda for Friday morning and afternoon. He'll share tips and tricks with InDesign and Photoshop that will make your job faster and easier.

Viers will present again just before lunch on Saturday.

Earlier Saturday will be presentations by Mike Jenner of the Missouri School of Journalism, Greg Baker, ad director of Missouri Press Service, and Nancy Stone, president of the Monroe County Historical Society.

Here's the agenda for the meeting:

## Thursday, June 8

**8 a.m.** - Breakfast in the Calypso Room (free to guests, \$8 for non-guests).

**8 a.m. - Noon** - MPA Board Meeting in the Coral Room (Breakfast provided by Quality Inn)

**Noon-1:30** - Lunch for golfers provided by the Monroe City Chamber of Commerce at Mosswood Meadows Golf Course, Monroe City. Mosswood is directly off of Highway 36 at the western edge of Monroe City. (Transportation will be available to the golf course from the hotel.)

**1:30** - Tee-off at Mosswood Meadows

**3-7 p.m.** - Hospitably Suite in the Coral Room, Quality Inn

Dinner on your own

## Friday, June 9

**8 a.m.** - Breakfast, Calypso Room (free for guests, \$8 for non-guests.)

**9-11:30** - Russell Viers on InDesign, Paradise Room

**Noon** - Lunch in Calypso Room: Guest speaker Ryan Murray, market-

ing director at Mark Twain Home and Museum

**1:15-5 p.m.** - Russell Viers

**6:30** - Wine and cheese on deck at Mark Twain Lake Visitor Center followed by barbecue dinner and entertainment by '50s and '60s band "BC & the Gang," sponsored by *The Lake Gazette*. (Transportation provided.)

## Saturday, June 10

**8 a.m.** - Breakfast and Show-Me meeting and election of 2012 officers in the Calypso Room (free for guests, \$8 non-guests.)

### Breakout sessions:

**9:15 a.m.** - For news people: Mike Jenner, Missouri Journalism School.

**9:15** - Greg Baker, MPA advertising director, winning ways to work with

advertising agencies.

**9:15-11:30** - Russell Viers.

**10:30 a.m.** - Nancy Stone, weekly history columnist, author of two history books, and president of Monroe County Historical Society, to speak on researching public data — what you can find in your local courthouse — and archiving.

**10:30 a.m.** - Greg Baker (repeat), MPA advertising director, winning ways to work with advertising agencies.

Quality Inn and Suites is on U.S. 36 at the western edge of Hannibal, two miles west of the Highway 36/61 intersection.

Call the hotel at (573) 221-4001 to reserve a room. Rates are \$91.63, which includes breakfast.

## Morgan County Press observes 100th anniversary of founding

Henry A. Harrell published the first edition of the *Stover News* on April 14, 1911. He and his family went to Stover from Gerald, Mo., where he had founded and published the *Gerald Journal*.

The *Stover News* moved a number of times in the first decades, a couple of times because its office burned.

Harrell changed the name of the paper to the *Tri-County Republican* in 1922.

When he observed his 50th year as owner and publisher of the paper in 1961, the Missouri Press Association cited him as having the oldest single-owner newspaper in Missouri.

Harrell continued to publish the paper until April 1963, when his son-in-law and daughter, Matthew and Clarice Washlick, bought it. Washlick was a retired U.S. Army colonel.

Harrell retired in 1964 and died in 1972.

The Washlicks changed the name of the paper in May 1965 to *The Morgan County Press*.

*Versailles Leader-Statesman* editor Jim Anderson and Vernon Publishing, Inc., owned by Wallace and Marge Vernon of Eldon, bought *The Press* from Mrs.

Washlick on Nov. 1, 1978.

Vernon Publishing bought out Anderson in 1981, and the Vernons' son, Dane, was named publisher of the *Stover* paper.

Dane Vernon began buying his parents' shares of Vernon Publishing in 1991 and became president of the company in 1992.

On Dec. 22, 2006, Dane and his wife, Sharene, bought all of the remaining shares and became sole owners of Vernon Publishing, Inc., and its six newspapers, including *The Morgan County Press*.

The paper recently observed the 100th anniversary of its founding, and its March 23 issue contained a special centennial insert.

The supplement acknowledged *Stover* businesses and the dates they were established. Businesses that bought space in the supplement had pictures of their businesses and the year they were established, along with their logos and other information.

Copy in the supplement consisted of archived newspaper articles from the year each business was established.

(From the *Morgan County Press*)

**NOMINATION FORM**

**2011 Induction**

**Missouri Press Association  
Hall of Fame**



**To the MPA Hall of Fame Committee:**

I am pleased to nominate the following person: (Nominees from 2009 and 2010 are automatically eligible for consideration in 2011. They need not be renominated.)

\_\_\_\_\_  
Name

\_\_\_\_\_  
Newspaper or organization

\_\_\_\_\_  
Address

**Eligibility Criteria**

1. Nominee has shown exemplary contributions to the newspaper industry during a period of at least 20 years prior to being nominated, or, if nominee died while still active in promoting the newspaper industry, the nominee displayed exemplary contributions during a period of at least 10 years.
2. Nominee has lived honorably.
3. Nominee has influenced unselfishly.
4. Nominee has thought soundly.
5. Nominee has displayed community involvement.

Nominated by:

\_\_\_\_\_  
Your signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Newspaper or organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Attach biographical information of your nominee to assist the Hall of Fame Committee with its evaluation.** Include a photo of the nominee, if available. Provide any information you think will help the Committee choose inductees. Letters of support from associates and acquaintances of the nominee assist the committee. You may renominate a person you nominated in a previous year. Confidentiality is extremely important for all nominees. The selection committee thanks you for your participation and assistance.

**Deadline for nominations is May 24, 2011.** Inductees will be honored at the MPA Convention in September in Branson. **Return this form to Missouri Press Association, Hall of Fame, 802 Locust Street, Columbia, MO 65201.** Nominations received after the deadline will not be considered. You may nominate more than one person. Copy this form if necessary.

# Suburban Journals writer on 'Millionaire'

## Mat DeKinder gains 'utmost respect' for game show contestants

**M**at DeKinder, movie critic and page designer for the Suburban Journals, dropped by Lumiere Place Casino in St. Louis in October to try out for "Who Wants to be a Millionaire?," the syndicated ABC Studios game show.

After two rounds of tests and a pair of interviews, DeKinder was invited to take part in a special pre-Academy Award movie version of the show in New York City.

Coworkers tried to figure out how he did after his return, but DeKinder followed the rules and didn't give anything away.

**Question:** Why do you think you were selected from hundreds of local applicants and then from a nationwide pool? Winning personality?

**Answer:** Good question. I'm not entirely sure, but I think personality was part of it. I tried to crank the old DeKinder charm up to 11. I guess it worked (laughs).

**Q:** How did you prepare? Did you purchase the home version?

**A:** I knew I was going to get nothing but movie questions, but I couldn't watch a bunch of movies to prepare; I'd go crazy. I have a large movie reference book, but I thought that the knowledge I'd accumulated over the years would serve me best.

**Q:** Were you nervous about having your movie knowledge, or lack thereof, exposed on television?

**A:** Incredibly nervous. Nothing can prepare you once the lights and noise hit. I was worried about being taken to

say I did better than Nixon.

The funny part is I don't remember the details. It was a crazy experience. I don't remember things I said. I may have looked terrible or collapsed under the table and cried. I'm a little nervous about watching it.

**Q:** Were the questions more difficult than expected?

**A:** Definitely. Without giving too much away, the level of difficulty was extremely high. It shouldn't have been a surprise; they culled the nation looking for movie geeks.

**Q:** Did you go in with a predetermined strategy? Aggressive or conservative?

**A:** I went in with a sort of strategy. I wanted to be more aggressive. You're there, why not go for it? But when it starts preconceived strategy goes out the window. I now

have the utmost respect for game show contestants.

**Q:** I know you can't discuss money, but let me ask you this: Do you still want to be a millionaire?

**A:** I guess I will always want to be a millionaire (laughs).

**Q:** Is that your final answer?

**A:** That's my final answer.

(From the *North County Journal*, by Chris Campbell)



Movie critic Mat DeKinder at his Journals office. He appeared on "Who Wants to be a Millionaire" on Friday, Feb. 25. He returned home with \$1,000. (Photo by Rick Graefe, Suburban Journals)

task in my field of expertise in front of a national audience. It strips away any illusions of overconfidence.

**Q:** What was it like behind the scenes?

**A:** With a whirlwind trip to New York, you're expecting glitz and glamour. But it was humble, tight hallways and grungy carpets; the guts and back workings of a studio. It was actually the same studio where they filmed (parts of) the Nixon/Kennedy (debates). At least I can

## 2 trainers on MAMA agenda for April 14-15 in K.C.

**A**d managers, reps and publishers have an opportunity to get training in April from two experienced, top-notch trainers, one of whom is very familiar to Missourians.

Russell Viers, an Adobe trainer, is on the Missouri Advertising Managers' Association agenda along with Tim Smith of Allentown, Pa.

Smith worked in the publishing business for more than nine years and has been a newspaper industry trainer for more than eight years. He will speak on

Thursday afternoon, April 14, at the annual MAMA meeting, which will be held in the Holiday Inn Kansas City SE Water Park Hotel.

Viers will speak Friday morning, April 15. He has traveled the world extensively, with frequent stops in Missouri, showing people how to do their jobs easier and faster with the tools in their computers.

Smith's presentation will focus on sales, communication and time management skills. He has presented for the

newspaper associations in Iowa, Pennsylvania, Oregon, Nebraska and elsewhere.

Viers will talk about online advertising and creating great spec ads. He has taught newspaper people all over North America and Europe how to produce their newspapers using Adobe software. He's a native of Missouri and has presented at many MPA and affiliate meetings.

On Thursday evening, MAMA Better Ad Contest awards will be presented.

# MISSOURI ADVERTISING MANAGERS' ASSOCIATION

Annual Conference Registration • Thursday April 14 and Friday April 15, 2011

## Holiday Inn Kansas City SE Water Park Hotel

9103 East 39th Street, Kansas City, MO 64133  
 Room rate: \$99 • Reserve your room by calling 816-737-4725  
 Sleeping room reservations must be made by Friday, March 11  
 Ask for Missouri Press Association - MAMA Conference



Please write names of people who will attend from your newspaper or organization and mark the events/sessions they will attend.

Name	Full Registration By 3/18/11 \$129	Full Registration After 3/18/11 \$139	Thursday Only Afternoon Sessions \$40	Thursday Dinner & Awards Ceremony \$60	Friday Only Package Includes Breakfast & AM Session \$40	Total Per Person
Name of Newspaper: _____ Address: _____ Contact Email: _____						Grand Total

CONVENTION CANCELLATIONS: CANCELLATIONS RECEIVED BY FRIDAY, MARCH 25, 2011, WILL BE ENTITLED TO A REFUND. CANCELLATIONS MAY BE FAXED TO 573-874-5894 OR EMAILED TO KWILLIAMS@SOCKET.NET. CANCELLATIONS RECEIVED AFTER FRIDAY, MARCH 25, 2011, ARE NOT ENTITLED TO A REFUND.

Check Enclosed - Please make checks payable to MAMA

Mastercard     Visa    Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Please return this form along with check or credit card information to  
 Missouri Advertising Managers Association • 802 Locust St. • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • kwilliams@socket.net

# Scrapbook

• **Perryville** — The *Republic-Monitor* and local sponsors published a special magazine called “Hope Lives!” to coincide with this year’s Relay for Life cancer awareness and fundraising program.

The magazine featured readers’ stories, memorial ads, articles about Relay events and medical information from local experts. All profits were to be donated to the Perry County Relay for Life.

• **Bolivar** — Bolivar-MoNews.com has started this year’s NASCAR contest for Ron’s Racing Collectibles, a local retailer. Players can win weekly prizes and qualify for a \$250 grand prize at the end of the racing season.

Players go to the website for details and to enter. They must choose the drivers they think will finish in the top 10 spots in each race. Their top 15 races count as their score for the season.

• **Cassville** — Current copies of the *Cassville Democrat* and *Barry County Advertiser* were placed in a time capsule at a local business, Whitley’s Pharmacy. The business on the square in downtown Cassville was expanded and renovated.

The time capsule was placed inside a cavity near the original outside wall of the building. The old brick wall has been restored and is now part of the new interior décor.

• **Camdenton** — A burglar broke into Reporter Publishing and other businesses along Old South 5 Highway in February. A camera and a cash box with some change were stolen from the newspaper office.

An appliance store in the same building had been ransacked, but nothing was reported stolen. An office between the two businesses also was ransacked. Rear doors on all three of the shops were

broken open.

• **Park Hills** — The *Daily Journal* and its associated publications named front desk receptionist Rose Johnston as their Employee of the Year for 2010.



Park Hills Daily Journal publisher Gary Berblinger presents the Employee of the Year plaque to Rose Johnston. (Park Hills Daily Journal photo)

Since joining the newspaper group working part-time in 2009, Johnston’s duties at the Farmington office include customer service and other front office activities. She also assists the circulation department and business office.

Publisher Gary Berblinger presented Johnston with a plaque.

• **Linn** — The *Unterrified Democrat* offered its readers a chance to win \$50 by submitting the closest guess of the date and time when a big pile of snow would melt.

Snow cleared from streets and parking lots had been dumped in a space between two local businesses, providing the opportunity to hold the contest.

• **Cape Girardeau** — Rust Com-

munications, which publishes 50 newspapers, plans to use One Pass to sell monthly subscriptions, single articles and metered access to several of its websites.

The company also may work with Apple to sell content, said Jon K. Rust, co-president of Rust and publisher of *The Southeast Missourian*. “We’re not happy with the terms of the deal at this point,” he said.

Apple takes a 30 percent cut of subscriptions and stories that it sells.

• **Canton** — The *Lewis County Press-News Journal* opened on Feb. 21 in a new location. Its new address is 410 South Fourth St.

The newspaper’s owners will evaluate the condition of the old building at 110 North Fourth St. for renovation.

• **Ferguson** — The *North County Journal* in February asked readers to apply to become Opinion Shapers.

Opinion Shapers agree to write four columns in a year for the newspaper. Applicants are chosen on their writing skill. Other than that, the only qualification is to be a resident of north or west St. Louis County.

• **Fayette** — A change of printing location to *The Sedalia Democrat* now allows the *Fayette Advertiser* and *The Democrat Leader* to have color on the front and back pages.

New owner and publisher Pat Roll made the change early in March, soon after purchasing the papers from James Steele.

• **Dexter** — The *Daily Statesman* and a local bank bought a meal at the Hickory Log Restaurant in March for Dexter High School’s Lady Cats basketball team, which was headed to the sectional tournament.

Bobby Greer of the newspaper’s staff helped coordinate the dinner at the popular barbecue restaurant.

• **Neosho** — The *Daily News* teamed with the Chamber of Commerce and a radio station to sponsor the 19th Annual Business and Industry Review. The event was held March 11-12 at the Neosho High School cafeteria.

• **Perryville** — The *Perry County Republic-Monitor* rounded up a group of sponsors and has begun providing headlines, news updates, obituaries and special offers by text message.

• **Houston** — With a plea for civility, the *Houston Herald* in February started allowing readers to comment on stories using their real names.

Editor Jeff McNeill, in a story about the feature, said he hoped to avoid the “name calling and mud slinging” that occurs when users can post anonymously.

• **Excelsior Springs** — *The Standard* on March 1 joined the growing number

of newspapers offering electronic editions. After a free introductory period, the e-edition was available by subscription: local delivery of the print and e-edition for \$45 a year; out-of-town print and e-edition for \$60 or e-edition only for \$45.

• **Platte City** — The *Landmark* held its 15th annual NCAA Basketball Bracket Battle for its readers. Entry was free with a \$100 cash prize to the winner.

Lots of other players could win, though. Publisher Ivan Foley offered a free year’s subscription to everyone whose bracket earned a higher score than his.

## Missouri newspapers join Main Street Media

The *Lexington News* owner, Standard Herald Inc., recently announced that the company, along with Sac Osage Publishing and Mercer Media Management, has merged with Main Street Media Inc.

Frank Mercer, an owner and publisher, has a stake in a number of the newspapers involved in western Missouri.

Main Street Media publishes 14 weekly and twice-weekly newspapers and shoppers in Kansas and Nebraska and operates a printing plant in Russell, Kan.

## Sources and Resources for Missouri Newspapers



Advertise on the websites that people go to — their local newspapers. Across Missouri, across the country. Call Missouri Press Service.

**573-449-4167**



Missouri Press will get your news to all the media in Missouri in a flash! Just call

**573.449.4167**



Call us for one-order, one-bill newspaper advertising placement.

**573.449.4167**



For information about health care, contact:

**Lizabeth Fleenor**  
Director of Communications  
Managing Editor, Missouri Medicine  
**800-869-6762**  
lfleenor@msma.org • www.msma.org

Socket® 1-800-762-5383




Press-ready technology tips by the friendly folks at Socket.

**www.socket.net/techtalk**

For information about agriculture or issues affecting rural Missouri, contact:

**(573) 893-1467**





**The Missouri Bar**  
Jefferson City  
**573-635-4128**

**CenturyLink™ High-Speed Internet, Entertainment, Voice**

For CenturyLink information, contact:

Greg Gaffke CenturyLink North Missouri 573.634.1704 gregory.s.gaffke@centurylink.com	Pamela Anderson CenturyLink South Missouri 417.334.9253 pamela.anderson@centurylink.com
---	--



Services not available in all areas. ©2010 CenturyTel, Inc. All Rights Reserved. The name CenturyLink and the pathways logo are trademarks of CenturyTel, Inc.

# GateHouse sales rep wins network contest

**D**ana Miller of Joplin, who sells advertising for GateHouse newspapers in southwest Missouri, won the Branson get-away in the

Missouri Press Service Ad Network Sales Contest.

Miller has worked for GateHouse since 1999. She is a Joplin native, is

married and has two children.

Each week Miller places several ads into the Missouri Statewide Classified Network and the classified networks of other states. She also sells one or two ads a month into the Mighty MO network.



Dana Miller

The sales contest ran from Jan. 1 through February. For every ad sold into an MPS network during that period, the person who sold the ad had his or her name entered into a drawing.

Miller won a two-night stay at The Village at Indian Point and a show and dinner at the Andy Williams Moon River Grill.

Missouri Press staffers Jennifer Plourde and Greg Baker handle the various ad networks. They can be reached at (573) 449-4167 for information.

## Learn to tweet in Warrensburg, Lebanon

**M**issouri Press Foundation will hold two workshops soon on how your newspaper can use social media (Facebook, Twitter, blogging, etc.) to expand your market and make money. The 9:30 a.m. to 3 p.m. sessions will be Friday, April 29, in Warrensburg, and Friday, May 6, in Lebanon. Cost is \$40.



Darren Heckman

Darren Heckman, president of High 5 Communications in Jefferson City, will be the trainer. Heckman spoke at the MPA Convention in October.

Here's what you'll learn:

- Social Media 101 - the basics, the options and the reasons for the social media explosion.
- The impact social media is having on the advertising world.
- Opportunities for your newspaper to use social media and the internet to increase readership.
- Ways to generate revenue through social media and the internet.

The *Warrensburg Daily Star-Journal* and *Lebanon Daily Record* are helping with these workshops.

Information and a registration form are at [http://www.mopress.com/CURRENT\\_FORMS.php](http://www.mopress.com/CURRENT_FORMS.php). A registration form also is on the facing page.

## Where do your readers get their energy?



More than ever, Missouri's rural and suburban families use **propane** to fuel their active lifestyles. For cooking, heating, hot water, drying clothes or fireplaces...nothing matches the **Exceptional Energy** of propane! **Propane** is safe, clean-burning, affordable and dependable; it's the perfect fuel for your readers and their busy families! Visit the Missouri Propane Education and Research Council at [MissouriPropane.com](http://MissouriPropane.com) or call (573) 893-8298.



# The Trainer

## Darren Heckman



Darren Heckman is president of High 5 Communications in Jefferson City.

High 5 Communications is a marketing, public relations and planning firm serving clients in

the retail, healthcare, education and association industries.

Darren received his Bachelor's Degree in Public Relations from Central Missouri State University (now University of Central Missouri).

Prior to starting High 5 in July of 2006, Darren spent nine years in Marketing/Public Relations at Capital Region Medical Center in Jefferson City.

**RECEIPT OF REGISTRATION:** We will send a confirmation e-mail to confirm this registration. If you do not receive this, please call Kristie Williams at 573-449-4167.

**Cancellation Policy:** No refunds will be given if a cancellation is made less than 72 hours prior to the session.



Thanks to the Warrensburg Daily Star-Journal and The Lebanon Daily Record for helping sponsor this training in their communities.

# Registration

## I WILL ATTEND THE SOCIAL MEDIA TRAINING:

\_\_\_\_\_ **Friday, April 29 in Warrensburg**

*\$40 per person (\$60 after April 15 deadline)*

\_\_\_\_\_ **Friday, May 6 in Lebanon**

*\$40 per person (\$60 after April 22 deadline)*

Name \_\_\_\_\_

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Additional Registrants:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_ Payment enclosed

\_\_\_ Charge my credit card (see below)

Credit card # \_\_\_\_\_ Exp. \_\_\_/\_\_\_

*VISA/Mastercard only*

Address \_\_\_\_\_ ZIP \_\_\_\_\_

*must be address/zip where billing is sent*

Amount to be charged \$ \_\_\_\_\_ Date \_\_\_\_\_

Authorized signature \_\_\_\_\_

Mail form and payment to: Missouri Press Foundation,  
802 Locust, Columbia, MO 65201 or FAX 573-874-5894

## On the Move

• **Columbia** — The *Columbia Daily Tribune* has named Jeff Moe as controller. The March issue of “Missouri Press News” said his name was Joe Moe.

• **Marshfield** — Grant Overstake, 53, left his position as general manager of the *Marshfield Mail* and *South County Mail* effective Feb. 25.

On March 1 he became the director of communications at the United States Sports Academy in Daphne, Ala.

• **Higginsville** — Terrence Arnold, 40, joined the news staff of the *Higginsville Advance* in February.

Arnold attended Moberly Area Community College, then received his journalism degree from the University of Central Missouri in 1996. Last year he received a master’s in teaching from UCM.



Terrence Arnold

From 1997 until 2008 Arnold was a reporter for the *Warrensburg Daily Star-Journal*. For the next two years he was a half-time middle school teacher in Knob Noster while he worked on his master’s degree.

Arnold lived for a time near Disneyland, which he visited 33 times, he said.

• **Summersville** — The *Beacon* has hired Crystal Roberts, a lifelong resident of Summersville, as a sales associate. She and her husband, Kyle, have two children.

## The Ledger is No. 1

**T**he *Mexico Ledger* is running a full-page ad proclaiming “We Are Your Number 1 Source for Information.”

Mugshots of employees surround the ad copy, which states that, “Nowhere else can you find more information about Mexico and the surrounding communities than in *The Mexico Ledger* ... delivered to your home each day for less than the cost of a cup of coffee.”

## Weekly boosts awards for local scholars

### Canton or Highland essayist will get \$1,500

**C**ANTON—The *Press-News Journal* has upped the ante in its spring high school essay contest.

A Canton R-V or Highland High School senior will win a \$1,500 college scholarship, \$1,000 more than the paper offered for the contest earlier. The runner-up will receive a \$750 scholarship.

“Lewis County high schools have great seniors, and we wanted to make these scholarships meaningful,” said Bob Ely and Phil Calian, co-owners of the newspaper.

Seniors could submit an essay on any topic to the *Press-News Journal* by March 18.

The essays were posted at [www.lewisipnj.com](http://www.lewisipnj.com), and subscribers will vote on who receives the scholarships. Voting

will be in two rounds: first, readers will choose the best essays submitted by a senior from Canton R-V and a senior from Highland. Polling for round one closes April 15.

The winning Canton and Highland essays will be posted on the paper’s website and printed in the paper in April. Subscribers then will vote — one vote per subscriber — between April 15 and May 13 to determine the winner of the \$1,500 scholarship. The runner-up will receive the \$750 award.

Subscribers to *Press-News Journal’s* print and online editions are eligible to vote.

## 1st-place entries forwarded to national contest

**T**wenty entries in the 2011 Communications Contest of Missouri Professional Communicators that captured top places in their categories have been forwarded to the competition of the National Federation of Press Women.

Those members of the Missouri affiliate who submitted at least one first-place entry were Margaret (Peggy) Koch of Barnhart, Suzanne Corbett of south St. Louis County, Linda Briggs-Harty of Webster Groves, Melinda Hemmelgarn of Columbia, Catherine Neville of St. Louis, Lisa Triefenbach of Town and Country, Janice Denham of Kirkwood and Allison Stein of Kansas City.

Suzanne Corbett earned a bonus award for the most entries that received honors from the judges.

Entries spanned categories including print, radio, television and online. Those who earn top rankings on the national level will be invited to receive their honors at the national conference Sept. 8-10 in Council Bluffs, Iowa, and Omaha, Neb.

## Upcoming Webinars

**Video Reporting in a Print Environment**  
Friday, April 15

John Gaps III,  
*The Des Moines Register*

**Social Media Ethics**  
Thursday, April 21

Sean Conboy,  
*One Social Media*

**Precision Journalism - Grammar, structure and usage**  
Thursday, April 28

Barbara Mack,  
*Iowa State University*

**Return to Sales Basics**  
Thursday, May 12

Larry Maynard,  
*NGM Partners*

Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)

High quality, low cost web conferences that help media professionals develop new job skills without leaving their offices.

# Post-Dispatch reporters win top award in APME writing, photo competition

**J**EFFERSON CITY, Mo. (AP)—Two reporters for the *St. Louis Post-Dispatch* whose series of stories exposed how patients are kept in the dark about the questionable practices of their doctors won the 2011 Missouri APME Sweepstakes honor.

The series of stories was chosen as the top effort among entries in the annual journalism competition. Reporters Blythe Bernhard and Jeremy Kohler received the honor. Bernhard covers medical issues for the newspaper, while Kohler reports from the newspaper's investigative projects team.

Honors were handed out recently for stories and photos published in 2010.

Division I competition included AP member newspapers with daily circulations of more than 50,000; Division II for newspapers with daily circulations between 20,000 and 49,999; Division III for newspapers with daily circulation between 10,000 and 19,999, and Division IV for newspapers with circulations less than 10,000. Judging was conducted by AP member newspapers in Texas.

Here are the awards won by newspapers in each division.

## Division I

### —*St. Louis Post-Dispatch*

1st: Community Affairs/Public Interest: Jeremy Kohler and Blythe Bernhard

1st: Feature Photos: Chris Lee

1st: Feature Writing: Christine Byers

1st: Graphics: Tom Borgman

1st: Headline Writing: Roger Kuechler

1st: Sports Feature Writing: Bryan Burwell

2nd: Spot News Photos: Robert Cohen

2nd: Headline Writing: Frank Reust

3rd: Community Affairs/Public Interest: Elisa Crouch

3rd: Feature Photos: David Carson

3rd: Feature Writing: Kim Bell

3rd: Headline Writing: Jennie Crabbe

3rd: Sports Feature Writing: Dan O'Neill

3rd: Sports Photos: Chris Lee

3rd: Spot News Photos: Robert Cohen

3rd: Spot Sports: Vahe Gregorian, Bernie Miklasz

### —*The Kansas City Star*

1st: Sports Photos: Rich Sugg

1st: Spot News: Bill Reiter

1st: Spot News Photos: Tammy Ljungblad

1st: Spot Sports: Sam Mellinger, Bob Dutton and Rustin Dodd

2nd: Community Affairs/Public Interest: Joe

Robertson, Rick Montgomery, Eric Adler, Mark Davis, Mara Rose Williams, Bill Reiter, Jill Toyoshiba, David Pulliam, Todd Feedback, Tim Baxter, Charles Gooch, Greg Branson, Kerry Schmidt, Keith Chrostowski, Jesse Barker

2nd: Feature Photos: David Eulitt

2nd: Feature Writing: Jill Wendholt Silva

2nd: Sports Feature Writing: J. Brady McCollough

2nd: Sports Photos: Mike Ransdell

2nd: Spot News: J. Brady McCollough, Tony Rizzo, Sam Mellinger, Judy L. Thomas

2nd: Spot Sports: J. Brady McCollough

3rd: Spot News: Christine Vendel, Tony Rizzo, Mark Morris, Sara Shepherd

## Division II

### —*Springfield News-Leader*

1st: Community Affairs/Public Interest: Erin Bolen and Dave Iseman

1st: Spot Sports: Michael Stacy and Matt Schoch

1st: Feature Photos: Amber Arnold

1st: Spot News Photos: Jerome Nakagawa

2nd: Community Affairs/Public Interest: Amos Bridges

2nd: Headline Writing: Daudi Msseemaa

2nd: Sports Photos: Jerome Nakagawa

3rd: Headline Writing: Ginger Garrison

3rd: Sports Photos: Nathan Papes

3rd: Spot News Photos: Dean Curtis

### —*St. Joseph News-Press*

1st: Headline Writing: Ross Martin

1st: Sports Feature Writing: Ross Martin

2nd: Spot News: Marshall White

2nd: Feature Writing: Erin Wisdom

2nd: Sports Feature Writing: Ross Martin

2nd: Spot Sports: Cody Thorn, Andrew DeWitt

3rd: Feature Writing: Erin Wisdom

3rd: Sports Feature Writing: Sam Robinson

3rd: Spot News: Clinton Thomas

### —*The Joplin Globe*

1st: Feature Writing: Scott Meeker

1st: Sports Photos: Roger Nomer

1st: Spot News: Jeff Lehr

2nd: Photos: T. Rob Brown

2nd: Spot News Photos: T. Rob Brown

3rd: Community Affairs/Public Interest: Jeff Lehr

3rd: Feature Photos: T. Rob Brown

## Division III

### —*Columbia Daily Tribune*

1st: Headline Writing: Dennis Faught

2nd: Community Affairs/Public Interest: Janese Silvey

2nd: Feature Photos: Joshua A. Bickel

2nd: Spot News: Brennan David, Janese Silvey

2nd: Spot News: Don Shrubshell

2nd: Spot Sports: Dave Matter, Joe Walljasper

3rd: Spot News Photos: Nick King

### —*Jefferson City News Tribune*

1st: Community Affairs/Public Interest: Rosa Ruiz, Gerry Tritz and Jeff Haldiman

1st: Graphics: Stacy King

1st: Sports Photos: Kelley McCall

3rd: Community Affairs/Public Interest: Angie Hutschreider, Ben Yarnell, Jeff Haldiman

3rd: Spot News: Michelle Brooks

3rd: Spot Sports: Tony Hawley

### —*Southeast Missourian*, Cape Girardeau

1st: Spot News: Scott Moyers, Melissa Miller

### —*The Sedalia Democrat*

1st: Feature Photos: Sydney Brink

1st: Spot News Photos: Sydney Brink

1st: Spot Sports: Seth Stringer

2nd: Headline Writing: John Hansen

2nd: Sports Photos: Sydney Brink

3rd: Feature Photos: Hal Smith

3rd: Headline Writing: Bob Satman

3rd: Sports Photos: Hal Smith

## Division IV

### —*Daily Guide*, Waynesville

1st: Feature Writing: DawnDee Bostwick

### —*Daily Journal*, Park Hills

2nd: Community Affairs/Public Interest: Paula Barr

2nd: Spot Sports: Matt King

3rd: Community Affairs/Public Interest: Renee Jean

### —*Daily Star-Journal*, Warrensburg

1st: Feature Photos: Jack "Miles" Ventimiglia

1st: Sports Photos: Jack "Miles" Ventimiglia

3rd: Feature Photos: Jack "Miles" Ventimiglia

3rd: Feature Writing: Jack "Miles" Ventimiglia

### —*Missouri Lawyers Weekly*

1st: Community Affairs/Public Interest: Christine Simmons

1st: Graphics: Jessica Huang

1st: Headline Writing: Richard Jackoway

1st: Spot News: Scott Lauck, Kelly Wiese

2nd: Headline Writing: Jill Young Miller

2nd: Feature Writing: Allison Retka

2nd: Graphics: Jason Lewton

2nd: Sports Feature Writing: Anna Vitale

3rd: Graphics: Greg Wiegand

3rd: Headline Writing: Allison Retka

### —*Neosho Daily News*

2nd: Sports Photos: Rick Rogers

3rd: Sports Feature Writing: Rick Rogers

3rd: Sports Photos: Rick Rogers

### —*The Lebanon Daily Record*

1st: Sports Feature Writing: Israel Potoczny

2nd: Feature Photos: Ken York

2nd: Spot News: Ken York

2nd: Spot News Photos: Tammy Helm-Teter

3rd: Spot Sports: Israel Potoczny

### —*Washington Missourian*

1st: Spot News Photos: Nathan Woodside

1st: Spot Sports: Bill Battle

3rd: Spot News: Evin Fritschle

3rd: Spot News: Jeanne Miller Wood



Missouri Sunshine Hero awards were presented March 17 in Columbia to Craig Cheatham, left, and Jeanne Rhoades. Jim Robertson, center, president of the Missouri Sunshine Coalition and managing editor of the *Columbia Daily Tribune*, made the presentations. (Photo by Rebecca Townsend, Missouri News Horizon)

## Sunshine Coalition recognizes city council member, journalist

Honors presented for open government work

**C**OLUMBIA — The Missouri Sunshine Coalition honored two St. Louis area residents for efforts that promote open records and transparency in government.

Jeanne Rhoades, a Creve Coeur City Council member, and Craig Cheatham, an investigative reporter with KMOV-TV, received the 2011 Missouri Sunshine Hero awards in Columbia at the Sunshine Coalition's annual meeting and celebration of National Sunshine Week.

The Missouri Sunshine Coalition advocates for government transparency on state and local levels.

Coalition President Jim Robertson said Rhoades and Cheatham represent two crucial components of successful transparency.

"Jeanne's heroic work for openness within the Creve Coeur council sets the standard for public service," he said, "while Craig has used his investigative tools with impressive effect to shine a light on costs associated with important

*Awards presented during National Sunshine Week*

public activities."

Rhoades' council colleague Laura Bryant nominated her for the honor.

Rhoades was instrumental in securing a Missouri attorney general's opinion that brought land-use draft plans into public view statewide. She is active and vocal in her advocacy of adhering to the Sunshine Law while doing the public's business, Bryant said.

Cheatham was nominated by St. Louis attorney Mark Sableman. Among other projects in 2010, Cheatham began a series on public schools, posting contracts, compensation and expense reports for dozens of area districts acquired through open records requests.

"These two exemplify good stewardship of open government," Robertson said. "It's an honor to recognize their work."

## Dick Lee, longtime agriculture writer, editor, dies at age 85

**R**ichard Leslie Lee, 85, Columbia, a longtime writer and editor for the Missouri College of Agriculture and University Extension, died March 3, 2011.

Dr. Lee was born in Purdin and served in the Pacific during World War II. He attended the University of Missouri, earning a bachelor's degree in agriculture and a master's in journalism. He later earned a doctorate in mass communications at the University of Iowa.

After joining the University of Missouri College of Agriculture as an assistant agricultural editor in 1954, he was named agricultural editor, Agriculture and Extension Information, in 1959. He served in that capacity until he retired in 1988.

Duane Dailey, another Extension writer and a friend, wrote about Dr. Lee in his column.

"The professor applied his farm-boy ethic to his teaching. You do the job, whether feeding cows or teaching students, no matter what. He did it and never complained."

One of Dr. Lee's many hundreds of students recalled his graduation and job-hunting, Dailey wrote. He wanted to join "Drovers" magazine.

"He toiled over a letter and resume to send to the editor. He was pleased to get a call to come interview. That visit went well and the editor asked, 'Who can I talk to about your work?' The job seeker proudly said, 'Dick Lee.'

"His future boss said, 'I've already talked to him. You wouldn't be here if he hadn't said I should hire you.'"

Dr. Lee continued to work part time for the commercial agriculture program until 2009.

He is survived by his wife of 55 years, Barbara; a daughter, a son, two grandchildren, one great-grandchild, a sister and a brother.

An endowment — a Dick Lee fund — will help agricultural journalism students. Contribute at 2-4 Agriculture Building, MU, Columbia, MO 65211.

# Obituaries

Joplin

## Wendell Redden

**W**endell Redden, 77, Joplin, a former sports editor of *The Joplin Globe*, died Feb. 17, 2011.

Mr. Redden began working at *The Globe* in 1950 when he was a junior in high school. He was hired as assistant sports editor in 1951 and became sports editor the next year.

He retired in 1995, but he continued to take calls from high school football coaches and write game stories through last fall.

Prairie Village, Kan.

## Charlotte McKenzie

**C**harlotte Katharine Miller McKenzie, 94, Prairie Village, Kan., who worked for newspapers in Missouri and Kansas and retired as family living editor of the *Kansas City Kansan*, died Feb. 22, 2011.

Mrs. McKenzie was a graduate of the Missouri School of Journalism, and she was the first woman to work in the newsroom of the *St. Louis Globe-Democrat*. Twice she served as president of the Kansas City Women in Communications (now Association for Women in Communications and formerly known as Theta Sigma Phi).

After World War II, Mrs. McKenzie was involved in founding an organization that came to be known as Hospitalized Veterans Writing Project. Writing and art submitted by hospitalized veterans is printed by this group in the publication "Veterans' Voices."

Mrs. McKenzie was preceded in death by Gordon W. McKenzie, her husband of 61 years. Survivors include her son and two grandchildren.

Fredericktown

## Mildred Stroup

**M**ildred Stroup, 90, Fredericktown, the mother of *Bethany Republican-Clipper* ad director Kathy Conger, died Feb. 27, 2011.

Mrs. Stroup and her late husband

owned and operated Stroup's Grocery in Cherokee Pass for several years.

Other survivors include a granddaughter, Rachel Conger, who is design director of the Albuquerque, N.M., *Journal*.

Kansas City

## Cruise Palmer

**T**homas Cruise Palmer, 93, Kansas City, Kan., a retired executive editor of *The Kansas City Star*, died March 18, 2011.

Mr. Palmer's lifelong career in newspaper journalism began in junior high school, and he soon became a high school and junior college correspondent for *The Star*.

After graduation from Kansas State University in 1938, Mr. Palmer moved to the main office of *The Star*. He held various reporting and editing positions until he retired in 1978 as executive editor of *The Star* and *The Kansas City Times*.

In 2003, the Star Co. published "Bosses of the News Room," written by Mr. Palmer. He knew all 10 men who directed the paper's news operations

from the middle 1920s through 2000.

Mr. Palmer was active in many journalism and local service and charity organizations.

He focused on golf for recreation. Mr. Palmer played as an amateur in the Bob Hope Desert Classic and participated in the Hawaiian Open Pro-Am for 22 years.

Survivors are his wife, Dorraine; a son, a daughter and six grandchildren.

Columbia

## Jane Clark

**J**ane Eleanor Clark, 81, a retired associate professor of the Missouri School of Journalism, died March 2, 2011.

Ms. Clark joined the staff of the *St. Louis Globe-Democrat* in 1959 and became women's editor that same year. She was named an instructor at the School of Journalism in 1967.

Ms. Clark taught feature writing and news reporting, once served briefly as interim dean for undergraduate studies, and retired in 1992.

She helped establish a program that enabled Chinese journalists to participate in the master's of journalism program at the university.

Survivors include a brother and his two children.



**T**hese individuals and businesses made recent contributions to Missouri Press Foundation.

### In Memory of William H. Taft

James and Nancy Sterling, Columbia  
Robert B. III and Pat Smith, Lebanon  
Doug and Tricia Crews, Columbia  
Gary and Helen Sosniecki, LeClaire, Iowa  
Karen Philp, Columbia  
Joseph and Katherine Snyder, San Marcos, Texas

### In Memory of Bill Bray

Karen Philp, Columbia

### Missouri Photojournalism Hall of Fame

Mr. and Mrs. William L. Miller, Washington, Mo.

### St. Louis Post-Dispatch Newspaper In Education Program

Citi, O'Fallon, Mo.

Missouri Valley Conference, St. Louis

### Washington Missourian Newspaper In Education Program

Rotary Club of Washington

# NIE program a success in decade since launch

This effort needed now more than ever

**T**his month marks the 10<sup>th</sup> anniversary of the Missouri Press Association Newspapers In Education program.

I thought the occasion warranted a little nostalgia, so I rifled through old files to retrace our accomplishments.

I started working for Missouri Press on April 1, 2001. I've mentioned before the terrific group of men who gave me the job – Doug Crews, and then-board officers Dave Berry, Wendell Lenhart, Bill Miller Sr. and Dane Vernon. These men are the best. They didn't just talk the talk – for 10 years they have walked the walk. They have supported every program and have never turned down something I've asked of them.

So what have we accomplished? The goal from the beginning has been to create content for the smallest community newspapers that was quality enough to benefit the largest Missouri newspapers. I wanted our resources to be turn-key. I also wanted to be accessible to every MPA newspaper.

**F**irst, we organized a state Newspaper In Education committee. Still today, this committee meets to evaluate the past school year's efforts and plan new youth features that support Missouri newspapers in reaching out to young readers in their communities. (We'll meet next month, May 5, in Columbia and anyone is welcome.) Each August we release the calendar and many newspapers use it to guide their efforts.

We also established the Newspaper In Education Grant program to allow Missouri newspapers to give donors

a choice in making contributions to fund classroom sets of newspapers to schools. By making gifts through the Missouri Press Foundation, a 501c3 organization, the donation is tax-deductible. MPF has returned close to \$800,000 to Missouri's newspapers since then to help support their educational efforts.



**Dawn Kitchell** is MPA's NIE director. Contact her at (636) 932-4301; kitchell@yhti.net.

That first year, I traveled the state doing regional workshops for newspapers on how to have a Newspaper In Education program. Back then, many newspapers thought "NIE" was something owned by the Newspaper Association of America. Now, I think most understand it's simply an effort to introduce the newspaper to a younger generation in partnership with parents, teachers and schools. And it's a way to emphasize the newspaper's value in education.

One of the projects I'm most proud of is our work with the University of Missouri to create The Living Textbook graduate course. Along with that we initiated the Teacher Ambassador Grant program, and newspapers sponsored teachers from their communities to attend. Those teachers became resources for the newspapers, providing in-service training to their peers.

We've trained more than 100 teachers through this intensive three-day course, and in 2007 received "High Flyer Distinction" from the University based on evaluations from students on the quality of instruction. The economy has impacted the project, but I still believe it is the most effective way to spread Newspaper In Education across the state.

In partnership with Kay Hively and illustrator Billie Goforth Stewart, we have produced 32 historical fiction serialized stories. We started this project in 2001 with a grant from Verizon and now offer a vast catalog of stories for young readers created specifically for community newspapers. Three of our stories are available in Spanish, we have 12 companion teacher guides, and in 2005 we released the first story, "Hannah's Diary," in a hardback collectible book. These are still available through the MPA Store.

These stories, offered through the Missouri Press Foundation, have been published in hundreds of newspapers — in Missouri and across the country. I lost count in 2007, but at that point we'd sold more than 800 stories to newspapers in 34 states. That doesn't include the stories published free through the Reading Across Missouri project, which about 100 newspapers participate in annually.

**I**nitially, we mailed hard copies of our features to newspapers. Things moved to mopress.com, but as we grew our archive, things got unwieldy, so we created an FTP site — www.mo-nie.com — for our youth materials. The site holds more than 600 serial story files and roughly 1,000 more files in categories ranging from civics to career education.

Through the years we've partnered with many state agencies and organizations to teach young readers about Missouri's rivers, state parks, Lewis and Clark, the Louisiana Purchase, geography, agriculture, citizenship, career opportunities, science, bicycling, and much more.

Our first major project was "Discovering Missouri Rivers," a four-week newspaper series about Missouri's rivers that included teacher workshops on river barges and a statewide contest. The response was tremendous; 230 teachers participated in our workshops in St. Louis and in Jefferson City. More than 2,000 contest entries were received from 140 Missouri communities.

Another major endeavor was the Lewis & Clark bicentennial in 2004. We worked with the Missouri Historical Society to create a 16-page special section, "Lewis & Clark: Exploring Another America," and an in-paper series, "Lewis & Clark's Missouri."

The Missouri Bar has been our strong-

est ally, funding more than 35 citizenship education newspaper features. We've published teacher guides with The Bar on the "Five Freedoms of the First Amendment" and voting, have created features on the Constitution, Bill of Rights, Judges, Voting, Supreme Court Cases in Schools, Law Day, Digital Citizenship, Voting in Missouri and more. In 2008 we co-hosted the Missouri Mock Election that drew 20,000 student votes.

**W**hen the Missouri Department of Elementary and Secondary Education released its Grade Level Expectations, we helped teachers understand the standards and created curriculum that demonstrated how the mandated skills could be taught in meaningful ways using a community newspaper.

Our efforts have not gone unrecognized. Missouri Press has been honored repeatedly by the Newspaper Association of America Foundation and the National Newspaper Association for its statewide program. Newspapers across the nation, and even internationally, look to us as an important resource in helping them reach young readers. More than 100 newspapers already have downloaded the new Civil War series we reformatted from *The Joplin Globe*.

So where do we go from here? Reading habits are changing, and our industry will ultimately rise up to meet the challenge. It is vital that we continue to introduce young people to the newspaper in all its forms – regardless of how they choose to access news now, next year, or in five years.

**I**f we don't introduce them to newspapers, they will depend on aggregator sites for their news, and nothing will connect them to their communities. And we must help all readers understand the importance of journalism to democracy.

The foundation of Newspaper In Education will not change. It always will be important to encourage children to read for knowledge and for pleasure. With more information sources available to them, we must continue to teach young readers to be savvy media consumers.

I hope in 10 years we're reflecting again on ways Missouri Press was a leader in this effort. *"We have enough people who tell it like it is – now we could use a few who tell it like it can be."*

## Why advertise when they get space in newspapers for free?

**T**he Missouri State Lottery, which sends out weekly lists of Lotto winners to newspapers, has a far different mindset when it comes to allocating its marketing budget.

Which is this: Let's spend the money on television and radio ads because the newspaper people will give it to us for free.

Oddly, the television and radio ads do not include those lists of local winners, nor does the broadcast industry donate additional spots to publicize those names.

Are we stupid, or what?

Missouri Press Service has been banging on the door of the Lottery for years seeking part of the ad buy, without success. It can't be that the Lottery bigwigs don't believe in newspapers because they send us all those press releases.

It's a classic case of trying to sell a cow to someone who gets the milk – and the ink – for free.

As an editor, I understand that readers are interested in learning that one of

their neighbors just won \$1,000 in the latest scratchers' game. ... I also understand that their lives will not be appreciably lessened or democracy threatened if they do not know this.

As a businessman, I completely get why the Lottery doesn't want to buy ads from MPS so long as its members keep giving the milk away.

Please consider your policy on this issue. If there's a new millionaire in town, sure, write the story. But let's stop running every Tom, Dick and Jane who won lesser amounts.

What if our other advertisers and potential advertisers began posturing all their products and services (or games of chance) as news? Would we publicize everyone who won a bag of groceries or a free plumbing call?

The editor side of us begins to pucker at the least hint of censoring or suppressing news, as it should. But that's not what this is. Call it a cooperative moratorium on printing routine Lottery winners.

It's really a group re-examination of whether this material is vital and whether printing it does bottom-line harm to our ability to perform the more important and noble functions of newspapers.

Patrick Martin, Publisher/Editor  
Leader Publications, Festus

*Contributed editorial:  
Please reconsider your policy on this issue.*

Introducing...



# TimelyFeatures

Premium Quality MicroSites

### The Fastest, Easiest Way to Monetize Your Web Site!

In today's digital world, publications large and small are looking for new ways to improve their online presence and grow revenue with minimal effort and a high return. Metro Creative Graphics has developed *TimelyFeatures.com* as an interactive resource for your publication to offer a new online product that expands visitor traffic and increases advertising on your Web site. *TimelyFeatures.com* provides economical Web site development solutions through self-contained online special section MicroSites. It is like hiring a Web designer, Web developer and Web programmer to create 36 Web sites in one year at a single, cost-effective monthly rate.

**FEATURES:**

- ✓ Easy to Co-brand
- ✓ Ready-to-Sell Advertising Opportunities
- ✓ Easy to Deploy
- ✓ Ability to Add Your Own Content
- ✓ Search Engine Optimized
- ✓ Most Current Web Design Techniques
- ✓ Cross Browser Compatible
- ✓ 3 Themed Sites Delivered Each Month

**BENEFITS:**

- ✓ Begin Selling Immediately
- ✓ Grow Site Content and Visitors
- ✓ Grow Search Engine Optimization
- ✓ Minimal Investment - High Return
- ✓ Grow Online Revenue



**METRO** Visit [www.timelyfeatures.com](http://www.timelyfeatures.com) to view demos or call 1-800-223-1600 for more information.

# Protect yourself from copyright allegations

*Others may post material to your site*

**T**his month's law column is one you need to keep. I've been going around to the regional press association meetings doing presentations on the Digital Millennium Copyright Act. I don't know how many of you are on top of this issue, but it's something you need to watch for, and sooner or later, you'll confront it.

One paper in the state got a letter just last month that relates to this. The letter, in edited version, said: "I am the editor of (name of website), which also is the legal owner of the copyright in the material published on the Website. It has come to our recent attention that your publishing client's website has original articles produced expressly for (our website), and as such our copyrighted property. The following are the URLs for our articles that have been copied to your client's site: (omitting URLs). Copyright of the above material has been infringed upon in the entry by (screenname) at the following URLs of the offending site: (omitting URLs).

"Permission was neither asked nor granted to reproduce our Work and your Work therefore constitutes infringement of our rights. In terms of the Copyright Statutes, we are entitled to an injunction against your continued infringement, as well as to recover damages from you for the loss we have suffered as a result of your infringing conduct. Under these circumstances, I demand that you immediately remove all aforesaid infringing material and notify me in writing that you have done so.... I have a good faith belief that use of the copyrighted materials described above is not authorized by the copyright owner, its agent, or the law. I swear, under penalty of perjury,

that the information in the notification is accurate and that I am the copyright owner or am authorized to act on behalf of the owner of an exclusive right that is allegedly infringed..."

This letter is a classic example of what is called a Take Down Notice. Under the provision of this act, if you are providing a website on which the public may upload material (a lot of your community pages/public forum pages constitute such websites), then if someone uploads material that violates another's copyright, you may not be liable for that infringing content if you follow the rules set out here.

First, it is required that you don't have knowledge that the content which is at issue is a violation of someone's copyright.

The person owning the copyright is required to send you a Take Down Notice similar to the one above. (There are possible issues here because the Take Down Notice was sent by email rather than by fax or by regular mail. Partly the answer to that may depend on what you have in your policy statement online – more on that later. For our purposes here, however, we aren't going to address that issue.)

**O**nce you receive it, your initial response should be to REMOVE THE POTENTIALLY OFFENSIVE MATERIAL. Then, you follow that act by sending notice to the person who posted the material that you have taken down the material, including with it the Take Down Notice that you received.

The original poster has the ability to follow up with a Counter Notice claiming that they have ownership rights or copyright user rights to the material. That Counter Notice must meet cer-

tain requirements under the law. If you receive a valid counter-notice, then you may re-post the material.

Obviously, the Counter-Notice issue has lots of legal issues and I won't detail them here. If you get a Counter-Notice, we need to talk. All I want you to know, for purposes of this article, are two things. One is to recognize a Take Down notice when you receive it.

The other important thing is that you **MUST** have designated an agent at your business to receive such notices. Information about that agent **MUST** be filed with the U.S. Copyright Office (use the suggested form at <http://www.copyright.gov/onlinesp/agent.pdf> or use something similar and pay the filing fee). Then, post on your website/forum the SAME INFORMATION.

You may also want to include information on your website about the process to give you Take Down notices. You may want to advise that such notices **MUST** be presented by fax or by mail. You may also wish to advise your registered users of the forum that repeated violations of copyright law may result in their being terminated from using the forum.

Obviously, if you receive a Take Down Notice, feel free to call me. But the most important thing is that if you have complied with the notice requirements set out above, and you receive a Take Down Notice, **AND** you remove the content, then you are **NOT** liable for any damages for copyright infringement under the law.

This law was designed to protect you from those posting on your forums who may violate others' copyrights. If you go through the steps set out above, you should be protected.



Jean Maneke, MPA's Legal Hotline attorney, can be reached at (816) 753-9000, [jmaneke@manekelaw.com](mailto:jmaneke@manekelaw.com).

---

---

***If someone uploads material that violates another's copyright, you may not be liable for that infringing content if you follow the rules set out here.***

---

---

## Missouri Newspaper Organizations

**NORTHWEST MISSOURI PRESS ASSOCIATION:** President, Matt Daugherty, Smithville/Kearney/Liberty; Vice President, Phil Cobb, Maryville; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President Jim Fall, Maryville; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Chuck Haney, Chillicothe; Adam Johnson, Mound City; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; Steve Booher, St. Joseph; D'Anna Balliett, Cameron.

**SHOW-ME PRESS ASSOCIATION:** President, Linda Geist, Monroe City; First Vice President, David Eales, Paris; Secretary-Treasurer, Sandy Nelson, News-Press & Gazette Co. Directors: Dennis Warden, Owensville; Stacy Rice, Drexel; Past President/Director, Judy Spaar, Odessa.

**OZARK PRESS ASSOCIATION:** President, Keith Moore, Ava; Vice President, Whitney Anderson, Crane; Secretary-Treasurer, Dala Whittaker, Cabool. Directors: Roger Dillon, Eminence; Brad Gentry, Houston; Jeff Schrag, Springfield; Chris Case, Cuba; Tianna Brooks, Mountain View; Sharon Vaughn, Summersville.

**SOUTHEAST MISSOURI PRESS ASSOCIATION:** President, Betty Watkins, Dexter; First Vice President, Sherry Greminger, Park Hills; Second Vice President, Donna Denson, Cape Girardeau; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Executive Secretary, Ann Hayes, Southeast Missouri State University; Historian, Peggy Scott, Festus. Directors: Gera LeGrand, Cape Girardeau; Kim Combs, Piedmont; Judy Schaaf-Wheeler, Ironton; H. Scott Seal, Portageville; Kate Martin, Perryville; Deanna Nelson, Sikeston.

**DEMOCRATIC EDITORS OF MISSOURI:** President, Richard Fredrick, Paris; First Vice President, Bob Cunningham, Moberly; Secretary, Beth McPherson, Weston; Treasurer, Linda Geist, Monroe City.

**MISSOURI CIRCULATION MANAGEMENT ASSOCIATION:** President, Brenda Carney, Harrisonville; First Vice President, Jack Kaminsky, Joplin; Second Vice President, Steve Edwards, St. Joseph; Secretary, David Pine, Kansas City; Treasurer, Doug Crews, Columbia. Directors: Jim Kennedy, Bolivar; Ken Carpenter, Kansas City; Rob Siebeneck, Jefferson City.

**MISSOURI ADVERTISING MANAGERS' ASSOCIATION:** President, Stacy Rice, Drexel; First Vice President, Dennis Warden, Owensville; Second Vice President, Jane Haslag, Jefferson City; Secretary, Jeanine York, Washington; Treasurer, Doug Crews, Columbia. Directors: Bruce Wallace, Ashland; Joe Jordan, Poplar Bluff; Lisa Miller, Camdenton; Jana Todd, Warrenton. Past President, Suzie Wilson, Milan.

**MISSOURI ASSOCIATED DAILIES:** President, Joe May, Mexico; Vice President, vacant; Secretary, Shelly Arth, Marshall; Treasurer, Doug Crews, Columbia; Past President, Larry Freels, Kirksville. Directors: Jack Whitaker, Hannibal; Arnie Robbins, St. Louis; Don Wyatt, Springfield; Dan Potter, Columbia.

**MISSOURI PROFESSIONAL COMMUNICATORS:** President, Colene McEntee, St. Charles; President-Elect, vacant; Secretary, Peggy Koch, Barnhart; Treasurer, Roxanne Miller, Ballwin; Public Relations Officer, Suzanne Corbett, St. Louis; Membership Officer, Linda Briggs-Harty, St. Louis; Contest Director, Janice Denham, Kirkwood; Quest Awards Directors, Susan Fadern, St. Louis, and Marge Polcyn, St. Louis; Conference Director, vacant; Archivist, Dee Rabey, Granite City, Ill.; Past President, Fran Mannino, Kirkwood.

**MISSOURI PRESS SERVICE:** President, Vicki Russell, Columbia; Vice President, Jack Whitaker, Hannibal; Secretary-Treasurer, Dave Bradley, St. Joseph. Directors: Steve Oldfield, Adrian, John Spaar, Odessa.

**MISSOURI PRESS FOUNDATION, INC.:** President, Mrs. Betty Spaar, Odessa; First Vice President, Wendell Lenhart, Trenton; Second Vice President, Kirk Powell, Pleasant Hill; Secretary-Treasurer, Doug Crews, Columbia. Directors: R.B. Smith III, Lebanon; Rogers Hewitt, Shelbyville; James Sterling, Columbia; Edward Steele, Columbia; Robert Wilson, Milan; Dane Vernon, Eldon; Vicki Russell, Columbia; Bill James, Harrisonville; Bill Miller Sr., Washington, Tom Miller, Washington; Chuck Haney, Chillicothe. Directors Emeritus: Mrs. Wanda Brown, Harrisonville; Wallace Vernon, Eldon.

**MISSOURI-KANSAS AP PUBLISHERS AND EDITORS:** Chairman, Susan Lynn, Iola, Kan. Missouri AP Managing Editors: Chairman, vacant; Past Chairman, Carol Stark, Joplin.

**MISSOURI COLLEGE MEDIA ASSOCIATION:** President, Leah Randazzo, Missouri State University; Vice President, Lyndsie Manusos, University of Missouri; Secretary, Alexandra Nicolas, Missouri Southern State University; MPALiaison, T.R. Hanrahan, Missouri Southern State University; Adviser, Jack Dimond, Missouri State University.

## CALENDAR

### April

- 1 — Russell Viers InDesign and Photoshop Workshop in Lamar
- 10-12 — Newspaper Archive Summit, RJL, Columbia
- 14-15 — Missouri Advertising Managers' Association, Sheraton Sports Complex Hotel, Kansas City
- 28 — Missouri Press Foundation Board meeting, MPA office
- 28 — MPA Past Presidents and Spouses Dinner, Grand Cru Restaurant, Columbia
- 29 — Social Media Workshop, Holiday Inn Express, Warrensburg

### May

- 6 — Social Media Workshop, Kenneth Cowan Civic Center, Lebanon

### June

- 3 — Southeast Missouri Press Association, Southeast Missouri State University, Cape Girardeau
- 9-11 — Show-Me Press Association, Hannibal Quality Inn, Hannibal

### July

- 20-23 — 50th Annual National Newspaper Association Government Affairs Conference, Washington, D.C.

### September

- 8-10 — 145th Annual MPA Convention, Hilton Convention Center at Branson Landing, Branson
- 22-25 — National Newspaper Association Annual Convention and Trade Show, Albuquerque, N.M.

**Nomination forms  
for the  
Missouri Newspaper  
Hall of Fame,  
Missouri  
Photojournalism  
Hall of Fame, and  
Outstanding Young  
Journalist are at  
[mopress.com/  
current\\_forms.php](http://mopress.com/current_forms.php).**



**Factory managers are part of our electric co-op.**



**Missouri's Electric Cooperatives**

Touchstone Energy®

