

August 2011

# Missouri Press NEWS



A special outing for spouses will be held on Friday, Sept. 9, at the Convention in Branson. Guests will tour the Stone Hill Winery (below) and have lunch at The Gardens Restaurant (above). Sign up for the outing on the Convention registration form.

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## Regular Features

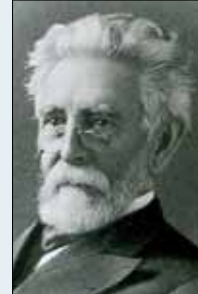
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- Jean Maneke **18**



Ron Jennings



Don Warden



Norman J. Colman

## 2011 Newspaper Hall of Fame Inductees



Doug Davis



Melba and Nathaniel Sweets



Golfers, sign up for the Convention outing on Thursday, Sept. 8, at the Payne Stewart Golf Club in Branson. Tee-off is at noon. Sign up on the Convention registration form.

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NAA launches a new industry promotion.

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# Krauthammer speech entertaining

## Great lineup of speakers awaits you at MPA Convention

Phyllis and I had the privilege of representing Missouri Press at the National Newspaper Association Government Affairs Conference July 20-22.

It was hot. It was really hot. It was also a hot time on the Hill with the debate over the debt ceiling, but we were fortunate to have the opportunity to visit with Congressman Blaine Luetkemeyer, Sen. Claire McCaskill and Sen. Roy Blunt.

We were able to discuss the six-day postal delivery issue and felt we had support from all three. We also discussed the public notices of forfeited property issue.

We had an hour meeting with Postmaster General Pat Donahoe. He discussed the financial challenges of the postal service and the steps they are taking to cut their expenses, which include: closing post offices, reducing personnel and elimination of Saturday service. Obviously NNA is opposed to the elimination of Saturday service, and a survey from the NNA members who visited Capitol Hill found a majority of their congressmen are also opposed. There could be a real battle over this issue, and that's a headache the newspaper industry does not need.

One of the tours offered was the Voice of America. VOA journalists provide a continuous stream of accurate, balanced and comprehensive news and analysis on key issues, U.S. government policies and cultural developments to an estimated weekly global audience of 123 million people in 44 languages. Interesting tour.

One of the highlights of the trip was dinner at the National Press Club that featured speaker Dr. Charles Krauthammer. He is a Pulitzer Prize-winning columnist and appears nightly on Fox TV's news. He did a fast-paced 30 minutes on the nation's debt ceiling and allowed ample time for questions and answers from the audience. Very entertaining regardless of your political views.

The trip was interesting and informative. I hope we can

attend again and encourage you to do so too.

Make plans today to attend MPA's 145<sup>th</sup> Annual Convention in Branson, Sept. 8-10. We have one of the best line-ups of speakers we've ever had for a Convention, and the benefits you'll receive far outweigh the cost.

We will have a technology discussion panel with Jane Haslag, Jeff McNiell, Jon Rust and Andy Waters moderated by Mike Jenner. They'll discuss social media, paid content and deals-of-the-day programs to maximize profit and gain more subscribers.

Ken Blum will do a breakout session on 101 easy ways to boost your bottom line.

Tim Smith will do a breakout session on sales by the numbers. I saw this in Kansas City, and it is excellent.

Jean Maneke and Jay Dade will do a session on intellectual property issues.

Sammy Papert will be the luncheon speaker and talk about "The things I believe about newspapers."

If you can't find a money-making idea from this group of speakers, you're in the wrong business. And all this is before noon on Friday.

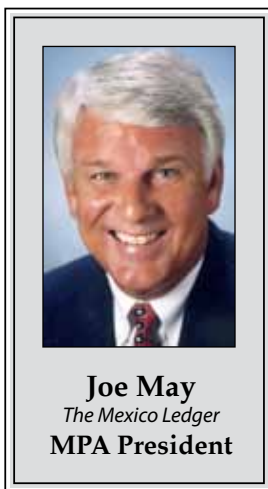
Phyllis is hosting a spouse's event, a tour of Stone Hill Winery and lunch at the Gardens Restaurant Friday from 10-2.

The Hall of Fame banquet is Friday night followed by a Mizzou Football Watch Party with MU and Arizona State.

Saturday morning Ken Blum will present "Group Therapy for Community Newspapers," and there will be a session on best advertising ideas.

The Missouri Press Better Newspaper Contest Awards Luncheon will end this Convention. Don't forget, your staff can attend Saturday's sessions and lunch for just \$45.

Please join us!!!



VOL. 79, NO. 8  
AUGUST 2011  
Official Publication of  
Missouri Press  
Association, Inc.

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Linda Geist, *Monroe City Lake Gazette*  
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*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 65201-9998. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.



# 145th Annual Missouri Press Association Convention

SEPTEMBER 8 - 10, 2011  
 HILTON BRANSON CONVENTION CENTER  
 200 EAST MAIN STREET  
 BRANSON, MO 65616  
 417-336-5400

Newspaper or Company \_\_\_\_\_

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## Register Today! — Bring Your Staff!

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE

**For Hotel Reservations Call 417-336-5400 by August 5, 2011**

**Ask for Missouri Press Association Rate of \$109 per night**

### Registration Fee

Select One Category for your Group  
 (pay registration fee once per group)

Active Member  
 Newspaper  
 \$175

MPA Associate or  
 Friend Member \$185

Non-  
 Member  
 \$200

Retired  
 Member  
 \$50

**Registration  
 Fee**

\$ \_\_\_\_\_

Name/Newspaper (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Golf Payne Stewart \$90	Thursday Viva Las Vegas Reception \$35	Friday Breakfast with Tech Panel \$25	Friday Spouses Stone Hill Lunch Outing \$35	Friday Luncheon with Sammy Papert \$35	Friday Hall of Fame Banquet \$60	Saturday Breakfast Weeklies or Dailies \$25	Saturday Awards Lunch \$35	Saturday Only Sessions & Lunch \$45	Total Per Person

**Saturday Only - Skip Registration Fee** and pay only \$45 per person to attend sessions and lunch

CONVENTION CANCELLATIONS: Cancellations received by Friday, August 26, 2011 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 26, 2011 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by August 5th.

Spouses are welcome with no additional registration fee, just pay for meals and events.

Grand Total Due: \_\_\_\_\_

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

# Convention fast approaching

## Spouses will tour Stone Hill Winery, dine at The Gardens

**T**he Missouri Press Association's Annual Convention will be here before you know it. Don't delay getting your registration in and your hotel room reserved. Do those things now.

The Convention will be Thursday, Sept. 8, through noon on Saturday, Sept. 10, in the Hilton Branson Convention Hotel in historic downtown Branson.

You can register for a hotel room here: <http://tinyurl.com/5v5wge2>, or you can call the number on the Convention registration form.

An agenda and registration form are enclosed, and they are in the July 15 Bulletin and on the Current Forms page of the website ([mopress.com/CURRENT\\_FORMS.php](http://mopress.com/CURRENT_FORMS.php)).

The registration form has an entry for "Saturday Only Sessions & Lunch."

Cost for that is \$45. If you and members of your staff cannot get away for the entire meeting, you and they can attend on Saturday for just \$45 per person (registration fee waived).

Your staffers who have won awards can attend the morning sessions and then the Awards Luncheon to be recognized in person and have their picture taken receiving their awards. That \$45 fee includes all of the Saturday program except breakfast.

Thursday's activities will include a golf outing at Payne Stewart Golf Club. That evening, Dave "Elvis" Ehlert will entertain during the reception party.

A Friday event for spouses will feature a tour of Stone Hill Winery and lunch at The Gardens Restaurant.

Friday evening's Newspaper Hall of Fame banquet will be followed by a Mizzou football watch party (the Tigers

will play at Arizona State that evening). A hotel meeting room will be decked out in black and gold and equipped



with monitors so you can watch the game, beginning at 9:30.

The Newspaper Contest Awards Luncheon, the final event at the convention, will be held Saturday.

The Convention agenda includes sessions on technology, ad sales, ad design, business/newspaper management, increasing revenue and photography. A solid lineup of sessions will help you and your staffers enhance your skills, work more effectively and improve your newspaper. Editors, reporters, photographers, ad reps and circulation managers will learn from experts and their peers.

Register for the Convention today! The \$75 discount for early registration and the hold on hotel rooms will expire on Aug. 5.



## Nominees chosen for Sept. 9 election

### Bethany publisher offered as President

**T**he Missouri Press Association Nominating Committee met July 14, in Columbia to select a slate of MPA officers and directors for 2012, effective Jan. 1.

The election will be held during the annual MPA business meeting on Friday, Sept. 9, at the MPA Convention in Branson at the Hilton Convention Hotel.

Here is the slate of officers and directors proposed by the committee:

- 2011 President, Phil Conger, *Bethany Republican-Clipper*.
- First Vice President, Mark Maas-

sen, *The Kansas City Star*.

- Second Vice President, Kate Martin, Perryville *Perry County Republican-Monitor*.

- Secretary, Shelly Arth, *Marshall Democrat-News*.

- Treasurer, Steve Curd, *The Examiner*, Independence.

Directors for three-year terms: Brad Gentry, *Houston Herald*; and Bill Miller, Jr., *Washington Missourian*.

Director for one-year term: Jeff Schrag, *Springfield Daily Events*.

Trevor Vernon, *Eldon Advertiser*, is being nominated as the National Newspaper Association state chairman.

Continuing on the MPA Board in 2012 will be directors Richard Gard,

*St. Louis Daily Record*; Joe Spaar, *The Odessa Odessan*; Jon Rust, *Cape Girardeau Southeast Missourian*; Dennis Warden, Owensville *Gasconade County Republican*; and Jim Robertson, *Columbia Daily Tribune*.

Joe May, *Mexico Ledger*, will serve as immediate past president in 2012.

MPA Director Linda Geist, *Monroe City Lake Gazette*, has sold her newspaper and will retire from the Board at the end of 2011, with one year remaining in her term of office. Jeff Schrag was nominated to fill that one-year term.

The nominating committee is made up of past presidents of the MPA. The committee members thank everyone who submitted nominations.



# Missouri Press Association 145th Annual Convention Schedule

*Hilton Branson Convention Center  
200 East Main Street, Branson, MO*

## Thursday, Sept. 8

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**7:30-11:30 a.m.** Registration open

**8:00-11:00 a.m.** Missouri Press Association and Missouri Press Service Boards meet

**Noon** Golf at Payne Stewart Golf Club, a tribute course honoring the life and legacy of golf legend Payne Stewart

**6:00-8:00 p.m.** Registration open

**8:00 p.m.** Viva Las Vegas! Reception and Live Entertainment with Dave "Elvis" Ehlert

## Friday, Sept. 9

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**7:30 a.m. - 4:00 p.m.** Registration open

**8:00-9:30 a.m.** Breakfast Program "Technology Discussion" Panel, (Jane Haslag, Jeff McNiell, Jon Rust, Andy Waters; moderator Mike Jenner) discussing cutting edge issues involving social media, paid content, Deals of the Day, to maximize profits and gain more clients and subscribers

**9:45-10:45 a.m.** Breakout Session 1: "The Ins and Outs of Non-Compete Agreements," Attorney Jay Dade

Breakout Session 2: "Avoiding Advertising Scams," Better Business Bureau of St. Louis

Breakout Session 3: "101 Easy Ways to Boost Your Bottom Line," Ken Blum

**10:00 a.m. - 2:00 p.m.** Spouses Event: Tour Stone Hill Winery, then enjoy lunch at The Gardens Restaurant

**10:45-11:00 a.m.** Refreshment break

**11:00 a.m. - Noon** Breakout Session 4: "Sales by Numbers," Tim Smith

Breakout Session 5: "Intellectual Property Issues," Attorneys Jean Maneke and Jay Dade

**Noon - 12:30 p.m.** MPA Business Meeting and Election of Officers and Directors

**12:30-1:45 p.m.** Luncheon. "The Things I Believe About Newspapers," Sammy Papert

**2:00-3:45 p.m.** Breakout Session 6: "Sales Time and Territory Management," Tim Smith

Breakout Session 7: "You're on the Jury: Is Print a Dead Duck?," Ken Blum and Bill Miller, Jr.

**4:30-6:00 p.m.** Registration open

**6:00 p.m.** MPA Newspaper Hall of Fame Reception

**6:30 p.m.** Hall of Fame Banquet, 21st Annual Induction Ceremony

**9:30 p.m.** Mizzou Football Watch Party, University of Missouri Tigers vs. Arizona State

## Saturday, Sept. 10

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**8:00 a.m. - Noon** Registration open

**8:00-9:30 a.m.** Missouri Associated Dailies Breakfast. Discussion led by Sammy Papert

Weekly Newspapers Breakfast. "Dr. Blum's Group Therapy for Community Newspapers," Ken Blum

**9:40-11:00 a.m.** Breakout Session 8: "Best Advertising Ideas" Panel. Marty Goodnight, Springfield News-Leader;

Jane Haberberger, Washington Missourian; Scott Grissom, The Monett Times.

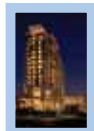
Bring samples of your Best Ad Ideas for a chance to win \$\$\$!

Breakout Session 9: "Get Close, Shoot Fast and Don't be Afraid to Bite the Dust," Ken Blum

(Reporter/photographer multi-taskers, bring your cameras to this session!)

**11:00 a.m.** Missouri Press Better Newspaper Contest Awards Luncheon

Tornado: Through the Eyes of The Joplin Globe, Michael Beatty, publisher. Outstanding Young Journalists of the Year Awards, College Media Association Awards, Scholarship Presentations, BNC Awards Presentation



# Panel topic on using new tools to make money

As the Houston Harte Endowed Chair at the Missouri School of Journalism, Mike Jenner's focus is on innovation.

Jenner will moderate a Convention panel discussion on issues such as social media, paid content and Deals of the Day that newspapers are using to generate profit.

Jenner joined the faculty one year ago, coming from *The Bakersfield Californian*, the family-owned newspaper he helped lead for almost 17 years.

A graduate of the journalism school, Jenner also was managing editor of *The Hartford Courant* and served in key roles at *The Philadelphia Inquirer*, *Columbia Daily Tribune*, *Coffeyville (Kan.) Journal*

and *Hattiesburg (Miss.) American*.

Jenner talked about some of his research findings at the Show-Me Press meeting in Hannibal in June.



Mike Jenner

At the Convention, his session will be Friday morning with panelists Jane Haslag of the *Jefferson City News Tribune* and Central Missouri Newspapers, Inc., Jon Rust of the Cape Girardeau *Southeast Missourian* and Rust Communications, Andy Waters of the *Columbia Daily Tribune*, and Jeff Mc-

Niell of the *Houston Herald*.

Haslag is the marketing director for Central Missouri Newspapers, Inc. This includes the *Jefferson City News Tribune*, *Fulton Sun*, *California Democrat* and the *Lake Today*.

She has been with the *News Tribune* since 1980 holding a variety of positions.

Earlier this year Haslag participated in a panel discussion at the Reynolds



Jane Haslag

Journalism Institute about newspaper website paywalls and the *News Tribune's* experience with charging for access.

Waters participated on the same panel with Haslag at the RJI program. Waters is the general manager of the *Tribune* and one of its owners. He's been instrumental in the implementation of technology applications at

the *Tribune*.

Rust and McNiell likewise have been involved closely with the technology initiatives at their newspapers, Rust as co-president of the Rust company and McNiell as editor of the *Herald*.

## Getting to Convention hotel

MPA's Convention headquarters, the Hilton Branson Convention Hotel, couldn't be easier to reach.

It's in downtown Branson near Branson Landing and Lake Taneycomo. You can't miss it approaching from either Business 65 or 76 Country Music Boulevard.

If you take Business 65, turn east toward downtown Branson (opposite direction as the theater/entertainment strip), take the round-about onto five-lane Branson Landing Boulevard. You'll see the parking entrances as you approach the hotel.

If you exit Highway 65 at 76 Country Boulevard, just turn east. You'll come to Branson Landing Boulevard and the hotel.

The hotel is connected to the Branson Convention Center and within walking distance to Branson Landing retail and entertainment district, Lake Taneycomo, historic downtown Branson and minutes from Branson Theatres, outlet malls and numerous Branson attractions.



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# Consultant will share ideas on strength of newspapers

Newspaper consultant Sammy Papert is a native of Dallas, a graduate of St. Mark's School of Texas and of Stanford University.

Papert recognized an opportunity recently and started Wormhole, LLC to connect organizations with their business and consumer audiences in unique, fast ways by leveraging new technology and the internet.

Papert will speak twice during the MPA Convention in Branson. At lunch Friday, Sept. 9, he'll talk about "Things I Believe About Newspapers."



Sammy Papert

Saturday, he'll lead the discussion at the breakfast for daily newspapers.

Papert has been an entrepreneur his entire life. In his first venture, Papert founded and operated The Executive Toy Store. From 1981 to 1997 he joined the Papert Companies, a newspaper marketing solutions firm. His efforts helped the organization grow to 450 middle- and small-market newspapers across the country.

In July 1998, Papert became chairman and CEO of Belden Associates, a leading newspaper research and consultancy firm in North America.

# Coincidence or karma brings keys back to Gallatin woman

Bertie Stith, a Gallatin Publishing Co. employee, lost her car keys on a Thursday. She'd gone outside with her hands full and stopped to help her husband, Chris, fill the lawnmower with gas. She laid the keys on the back bumper of his pickup and forgot about them.

On Friday, Chris drove the truck to work in Cameron. The poor keys rode the bumper nearly all the way. They finally fell at the top of a hill on Highway 69 just north of Cameron.

That same Friday morning, Bertie needed her keys but couldn't find them. She knew instantly what she had done with them and walked along the road for more than a mile looking for the keys.

There's more to this story.

LaVeta Hale of Gallatin and a friend had been in Cameron on Saturday morning and bought some supplies, which she was carrying in the back of a pickup. As she left town on Highway 69 just north of Cameron, some of her supplies blew out of the truck.

LaVeta hopped out to secure the load.

She decided to walk to the top of the hill behind them to make sure she hadn't lost anything.

She looked down and saw a set of keys. "Those are my keys!" she thought.

It turns out about a month before, LaVeta was shopping in Liberty and lost her keys. The ones she spied on the ground looked just like them. Then she realized that her keys were lost in Liberty.

LaVeta examined the keys more closely. The key ring had the same style of car key, but it also had a Dungey's Market card and a Daviess County Library card. LaVeta figured they most likely belonged to someone who lived in or near Gallatin.

When Bertie went to work at the *North Missourian* on Monday, she put a "lost" classified ad in the paper.

LaVeta called a few moments later to put in a "found" classified.

LaVeta had found Bertie's keys! The keys had taken a trip of over 20 miles. And the rest is — well, just weird. (*Gallatin North Missourian*)

# Attorneys will discuss intellectual property

Jay M. Dade, a graduate of the Missouri School of Journalism and the School of Law at MU, is an experienced labor and employment lawyer who counsels clients on labor/management issues.



Jay Dade

Dade has represented employers before the EEOC, National Labor Relations Board, U.S. Department of Labor, Missouri State Board of Mediation and numerous state and local human rights agencies nationwide and has also represented employers in federal and state courts.

He also provides management training programs in the areas of personnel administration, as well as in electronic information theft and tampering issues.

At the Convention, Dade will speak at 9:45 a.m. Friday on non-compete agreements, and he will join MPA hotline counselor Jean Maneke in a discussion of intellectual property issues at 11 a.m. Friday.

# More than 800 tickets ordered for football game

More than 800 tickets were ordered for this year's Missouri Press tickets-for-advertising Mizzou football game.

Members of the Missouri Press Association and their guests will see the Nov. 19 game against Texas Tech. In the past, the event has involved an early-season non-conference game.

A tailgate party will be held in the Hearn Fieldhouse beginning two hours before kickoff, which has not been scheduled.

Newspapers were eligible to receive up to 20 tickets to the game in exchange for Athletic Department advertising.



## New group forms for family-owned papers

Owners and editors from 30 Missouri newspapers have joined forces via Facebook to share ideas, help each other with problems and provide general support for the group that has become known as the Missouri Family-Owned Newspaper Association.

Spawned by Rob Viehman, who owns the *Cuba Free Press*, *Steelville Star-Crawford Mirror* and *Saint James Press*, the Facebook group is meeting in cyberspace now, but may plan future gatherings at an MPA convention. The idea behind the group is to provide support for each other and to promote the importance of local, family ownership of community newspapers.

Thus far the group has shared circulation ideas, tech tips, feature stories and more. Viehman hopes members can get together to learn about other topics that are important to family-owned newspapers, such as estate planning, newspaper valuation and group purchasing.

"Family-owned newspapers often don't have the resources and support system that other large media companies benefit from," said Viehman. "The Missouri Family-Owned Newspaper Association was created so that our family-owned newspapers can help each other whenever problems arise. It's important that we stand together and support each other as much as possible. And, it's important that we promote local, family ownership of our papers to the readers in our communities."

Viehman's publications were recently helped by one of the group's members. In the last week of June, Viehman was unable to print his papers at his usual location, the *Salem News*, due to a problem with its platemaker. Through his group contacts, he was able to print at the *Washington Missourian* that week without any delay.

If you operate a family-owned newspaper and would like to become part of the group, search for Missouri Family-Owned Newspaper Association on Facebook or e-mail Viehman at rviehman@cubafreepress.com. The group has around 30 members on Facebook and six others who receive e-mail updates.

## MPA members visit senators in Washington

Missouri delegates to the National Newspaper Association's Government Affairs Conference July 20-23 in Washington, D.C., met with Missouri's U.S. Senators, Roy Blunt and Claire McCaskill. In the top photo, from the left, are NNA editor Stan Schwartz, Columbia; MPA President Joe May of *The Mexico Ledger*, Sen. Blunt, Molly and Trevor Vernon, *Eldon Advertiser*; and Bill Miller Sr. of the *Washington Missourian*. Shown with Sen. McCaskill is Molly Vernon. Others from Missouri attending the GAC meeting were May's wife, Phyllis, Miller's wife, Jackie, and Missouri Press Executive Director Doug Crews, who took the pictures, and his wife, Tricia.

# Helen Sosniecki will get NNA's McKinney Award

COLUMBIA—Helen Sosniecki, a former co-publisher of newspapers in Missouri with her husband, Gary, will be honored during the National Newspaper Association's 125<sup>th</sup> Annual Convention & Trade Show when she will be presented with the 2011 Emma C. McKinney Award.



Helen Sosniecki

Recognized as the highest and most dignified tributes in community journalism, the Amos and McKinney Awards are presented to a working or retired newspaperman and woman who have provided

distinguished service and leadership to the community press and their community. The awards will be presented at the business luncheon Sept. 24, 2011, which will be held during NNA's convention in Albuquerque.

Sosniecki, LeClair, Iowa, now a vendor to the newspaper industry, will receive the 2011 Emma C. McKinney Award. This award was established in 1966 to honor the co-publisher and editor of the *Hillsboro Argus* in Oregon for 58 years. McKinney was dean of Oregon newspapermen and women in 1954 and was inducted into the Oregon Journalism Hall of Fame in 1982.

Sosniecki will be featured in the November issue of *Publishers' Auxiliary*.

## On the Move



Gay Hagan-Donaldson

• **Wellsville** — Gay Hagan-Donaldson retired June 30 after 31 years as editor of the *Wellsville Optic-News*.

Employees and former staffers of the *Optic-News* hosted a retirement party for Donaldson on June 29.

Before becoming editor of the *Optic-News*, Donaldson taught in the Montgomery R-II School District for 11 years. She and her husband, Fred, live in Mexico.

Tracy Hoffman, who worked at the *Optic-News* from 1994-1998 and returned in 2010, took over as editor.

The *Optic-News* is owned by *The Montgomery Standard* in Montgomery City.

• **Cameron** — Former staff writer Chris Johnson has been named editor of *The Citizen-Observer*. He has been with the paper since 2008.



Chris Johnson

Johnson is a graduate of Northwest Missouri State University. He and his wife, Ann, have lived in Cameron since 2004. They have three daughters.

• **Caruthersville** — Jane Ellen Markey-Lazenby has joined the *Democrat*

as proofreader and office assistant.

Christina Williams, who joined the staff in December, has been promoted to assistant editor. She writes news and a column.

Williams previously worked for the Caruthersville Chamber of Commerce.

• **Springfield** — Allen Jones has been named senior advertising manager at News-Leader Media Group.

Formerly classified advertising manager, Jones is responsible for management of the key accounts

team for classified and retail advertising clients.

Jones was named 2009 Manager of the Year for the *News-Leader* and was recognized for exceptional performance in 2010 with the Gannett Chairman's Award.

Jones, a Missouri State University graduate, started his career with Gannett in Visalia, Calif., in 2005. He eventually assumed responsibility for the 25-member sales team and was the interim advertising director.

Jones moved back to Springfield in 2008 to lead the automotive and real estate teams for the *News-Leader*.

• **Lee's Summit** — Staff writer Emily Jarrett left the *Lee's Summit Journal* in June after nearly three years to pursue other interests.

Rob Roberts, a 30-year journalism veteran, replaced Jarrett on the newspaper staff. He's covering the *Journal's* education, business and police and courts beats.



Rob Roberts

Roberts grew up in Jackson County and graduated from Raytown High School.

Roberts recently worked at the *Kansas City Business Journal*. He owned the *Journal Herald* in Shawnee, Kan., from 1983 to 1993.

• **Hannibal** — David Stringer became publisher of the *Hannibal Courier-Post* on June 11, succeeding Jack Whitaker, who retired.

Stringer went to Hannibal from the Norman, Okla., *Transcript*. He served as president of the Oklahoma Press Association in 2006.

He's been the publisher of the *Pauls Valley Democrat* in Oklahoma and at newspapers in Lompoc, Calif., Vallejo, Calif., and Norman. He's worked as editor of the *NW Arkansas Morning News*.

Stringer has bachelor's and master's degrees in journalism from the University of Oklahoma. He's been a member of Rotary Clubs wherever he's lived and has been involved with United Way, Red Cross, Chamber of Commerce and other similar organizations.

## Shelbina Democrat ceases publication after 144 years

The 144-year-old *Shelbina Democrat*, founded in 1866, the year after the Civil War ended, ceased publication in July.

The newspaper was owned by the Blanton family until 1979 when H. Michael Sell of Monroe City bought it. At that time Walter Gilbert was named the editor and his wife, Cecilia Gilbert, started her newspaper career as a proofreader. The Gilberts bought the paper in 1985.

In August of 1990 the couple divorced, and the *Democrat* was turned over to Cecilia. She has published the paper for the past 21 years.

The *Democrat* began using computers after the Gilberts bought it. It had its own press before that, but the Gilberts soon began having the paper printed elsewhere. It has been printed in Shelbina, Macon, Louisiana, Moberly and in the past year at the *Hannibal Courier-Post*.

Gilbert plans to pursue opportunities in graphics and design.

# Linda Geist sells Monroe City paper

*Lake Gazette* joins other Lakeway newspapers in Missouri

**T**he *Lake Gazette* in Monroe City has been sold to Lakeway Publishers of Missouri, effective June 30.

The weekly was founded in April 1997 by Linda Whelan Geist, a graduate of Monroe City R-1 High School and the University of Missouri School of Journalism. She serves on the board of directors of the Missouri Press Association and recently completed a term as president of Show-Me Press Association.

Geist started the *Lake Gazette* in a rented back room of her sister's beauty shop building with a \$20,000 loan and one part-time employee. In 2000, Geist purchased the building at 217 N. Main St. In 2006, monroecity.net went on-line, giving readers a free electronic news version.

*Geist launched the paper in 1997 in back of sister's building with \$20,000 loan and one part-time helper.*

In 2006, a tornado destroyed the *Lake Gazette* building and the staff moved operations back to the beauty shop.

Geist purchased the building at 304 S. Main St. It was renovated into a modern facility with new furniture and equipment and operations were moved there in May 2007.

Geist will remain with Lakeway as a full-time employee during a transition. John Verser, recently named editor of the *Gazette*, will be the paper's general manager. He has worked at newspapers in Texas and Kentucky.

R. Jack Fishman is president of Lakeway Publishers, Inc., which is based in Morristown, Tenn.

*The Lake Gazette* joins other newspapers and publications within Lakeway Publishers of Missouri. They are: *The Louisiana Press-Journal*, *The Bowling Green Times*, *The Vandalia Leader*, *The Centralia Fire-side Guard*, *The Lincoln County Journal*, *The Troy Free Press*, *The Elsberry Democrat*, *The Hermann Advertiser-Courier*, *The New Haven Leader*, and *Zoom* magazine. The group also includes Press Journal Printing.

Lakeway also owns and operates publications and operations in Tennessee and Virginia.

Ed Anderson of National Media Associates, Branson, was the broker for the transaction.

## Follow Missouri Press on Facebook

**F**ollow the Missouri Press Association on Facebook. Go to Facebook and check the "like" button: <http://www.facebook.com/pages/Missouri-Press-Association/154375874617599?sk=wall&filter=2>.



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Linda Geist, Founder/former owner  
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### Storm forces weekly staff to move

The office of the *Shelbina Weekly* moved to the home of its ad manager, David Werr, center, in Shelbyville after a June 27 storm knocked out power in Shelbina. Mark Requet, right, of the *Weekly* said many trees were damaged and many of the power lines in Shelbina and many utility poles were snapped or knocked to the ground. A crew from the National Weather Service found two tornado tracks in Shelbina, Requet said. At left working at Werr's dining table is Thad Requet. (*Shelbina Weekly* photo)

## St. Louis journalist among J School's Honor Medalists

The Missouri School of Journalism has awarded its Missouri Honor Medal for Distinguished Service in Journalism since 1930. Medalists are selected by the faculty of the School on the basis of lifetime or superior achievement.

This year's recipients of the Missouri Honor Medal will receive their medal during an evening banquet on Monday, Oct. 3, on the MU campus.

This year's honorees include Margaret Wolf Freivogel, an award-winning journalist and founding editor of the *St. Louis Beacon*, a non-profit regional news organization that is known for combining journalistic excellence with innovation in community engagement and business strategy.

Other honorees are:

"Frontline," which debuted in 1983 and remains America's longest-running investigative documentary series on television.

Mario R. Garcia, CEO and founder of Garcia Media, an organization that helps media houses worldwide rethink their products to survive and thrive in a multiplatform world.

David Granger, editor-in-chief of *Es-*

*quire* magazine since 1997.

Robert S. Leaf, chairman of Robert S. Leaf Consultants, and one of the world's most knowledgeable counselors on international public relations.

Photographer, filmmaker and writer Danny Lyon, whose work epitomizes a countercultural spirit and focuses on those who live outside of mainstream society.

Mark Russell, editor of the *Orlando Sentinel*, who serves as a director of the Florida Society of News Editors, the American Society of News Editors' Awards Board, the Central Florida chapter of the National Association of Black Journalists and the Institute for Advanced Journalism Studies.

*Süddeutsche Zeitung*, literally "South German Newspaper," is the largest and most-respected national quality daily newspaper in Germany. The cross-media publication reaches 2.42 million readers each day through the nearly 437,000 print copies sold and the Internet.

Contact the school if you are interested in attending the banquet, journalism@missouri.edu.

### New state law inspired by *Post-Dispatch* series on doctor discipline

Gov. Jay Nixon on July 13 signed House Bill 265, giving the Missouri Board of Registration for the Healing Arts more leverage to respond more quickly to doctors deemed a threat to public health.

The bill was inspired by the 2010 *St. Louis Post-Dispatch* series "Who Protects the Patients," an investigation into the state's lax and secretive system of doctor discipline. The new law takes effect Aug. 28.

Missouri law already allows the board to immediately suspend dangerous doctors, but the *Post-Dispatch* investigation found it had not done so in at least 25 years.

The law will also allow the release of information about doctors that has been kept confidential. A doctor's educational background, specialty certifications, disciplinary record in other states and pending discipline cases will become public information. Now, only a doctor's address, license date and previous discipline record are made available. (from the *St. Louis Post-Dispatch*)

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# Papers sending content to FTP site

**M**issouri Press Association is urging its member newspapers to send PDFs of each issue to the Missouri Press website [mopublicnotices.com](http://mopublicnotices.com). NewzGroup, a press clipping service based in Columbia, administers the site.

A large number of newspapers already are doing this.

Electronic files sent to [mopublicnotices.com](http://mopublicnotices.com) allow public notices to be posted on [mopublicnotices.com](http://mopublicnotices.com) almost immediately. With public notices already available online, local and

state governments have less incentive to set up government-controlled public notice websites.

A timely, 100%-participation public notice website will help Missouri Press preserve public notices in newspapers.

Newspapers can transmit content to the Missouri Press database in two ways. The preferred way is the same way newspapers send their pages to a printer, through an FTP (file transfer protocol) site.

The advantage of this method is that after the initial set-up is completed,

the process is automatic. When a paper sends its pages to the printer, they also go to the public notice site.

Digital editions of newspapers also can be sent to NewzGroup through a website. With this method, someone has to send the file for each issue.

If you have concerns about this request, or if you want more information or instructions on sending your files to NewzGroup, contact Doug Crews, [dcrews@socket.net](mailto:dcrews@socket.net), or Greg Baker, [gbaker@socket.net](mailto:gbaker@socket.net), at Missouri Press, (573) 449-4167.

## Sources and Resources for Missouri Newspapers



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# Scrapbook

• **Kansas City** — *The Kansas City Star* is among the finalists in the Associated Press Managing Editors' annual Innovator of the Year contest. Finalists will present their work at the annual APME conference Sept. 14-16 in Denver. The audience will choose the winner.

*The Star* was chosen for the Midwest Democracy Project, a collaborative experiment to find new and better ways for Kansas and Missouri citizens to get informed and engage in civic debate. The newspaper's partners include the University of Kansas William Allen White School of Journalism and Mass Communications, and the University of Missouri School of Journalism and its Donald W. Reynolds Journalism Institute.

The winner will receive \$2,000 from the contest sponsors, GateHouse Media and the Reynolds Journalism Institute at the University of Missouri.

• **Rolla** — *The Rolla Daily News* eliminated its Monday edition, effective Aug. 1. It continues to publish Tuesday through Saturday.

The *Neosho Daily News* also has eliminated its Monday edition. It continues to publish Tuesday through Friday and has a weekend edition.

In Waynesville, *The Daily Guide* has eliminated its Saturday edition. It now publishes Tuesday through Friday.

GateHouse Media owns the three newspapers.

• **Caruthersville** — *The Democrat Argus* has moved its office to 1011C Truman Ave.

• **Cuba** — Everyone who became a Facebook fan of the *Cuba Free Press*, *Steelville Star* or *St. James Press* was entered into a drawing for three weekend trips to Branson, two of them for two nights and one for three nights.

The three weeklies are published by Three Rivers Publishing, owned by Rob Viehman.

• **Ozark** — The Ozark Chamber of

Commerce held its monthly first Friday coffee at the office of the *Headliner News* on June 3.

• **Richmond** — *The Richmond News* on July 1 began charging for access to its digital version. Subscribers to the printed paper continue to get free access to the web page.

• **St. Louis** — *The St. Louis American* won four awards, including two first places, in the Suburban Newspapers of America 2010 Editorial Contest. *The American* competed in the division of weekly newspapers in the U.S. and Canada with circulation of 36,000 or more.

Photographer Wiley Price won in the Best News Photo category, and the staff won first for its coverage of the November elections by reporters Rebecca S. Rivas and Chris King, photographer Price and page designer Mike Terhaar.

*The American* and The St. Louis American Foundation won second place for Community Service in a category that combined entries from all circulation classes.

*The American* won third place in its class for Best Entertainment/Lifestyle Section, reported primarily by Kenya Vaughn with page design by Melvin Moore.

• **St. Louis** — *The Post-Dispatch* laid off 23 employees in June from the production, information technology and marketing departments. No newsroom positions were cut.

Lee Enterprises, based in Davenport, Iowa, owns the *Post-Dispatch*.

• **Hannibal** — Beginning June 29 the *Courier-Post* began charging for some of its online content. Access remains free for breaking news, obituaries, weather, blogs and multi-media offerings.

Readers are asked to pay a fee for access to "premium service" after they have read 20 premium service articles.

• **Warrensburg** — Gov. Jay Nixon has appointed William E. James, publisher of the *Warrensburg Daily Star-Journal*, to the State Military Preparedness & Enhancement Commission.

The commission advises the governor and legislature on military issues and economic and industrial development related to the armed services.

James' term will end May 27, 2012.

• **Lamar** — State Rep. Mike Kelley asked the Missouri House to pass a resolution recognizing *The Lamar Democrat* for its 141 years of publication without missing an issue.

Doug and Rayma Davis have operated the paper for 31 years and owned it for 26.

The House resolution recognizes family businesses that "broaden and

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- **Springfield** — The *News-Leader* in June launched a “School Supplies for Joplin Kids” fundraising campaign. It will benefit the 1,100 elementary students affected by the May 22 tornado in Joplin.

The goal of the campaign is to provide students with complete, pre-packaged kits with all of the school supplies on the Joplin Schools list. A \$20 donation will provide all supplies for the school year along with a backpack.

Donations can be made at [news-leader.com](http://news-leader.com).

- **Platte City** — The *Platte County Citizen* will move its office effective Oct. 1 to 1100 Branch St., in the High Pointe Shoppes center, in Platte City.

Michael Stubbs bought the paper in 1998 and moved it to its current location at 331 Main St., across from the Courthouse.

- **Boonville** — The *Boonville Daily News* staff held a subscriber appreciation barbecue party at the Hail Ridge Golf Course on June 15.

Publisher Deborah Marshall and Lynn Kellner made hamburger patties; ad manager Mike Kellner grilled them.

- **Trenton** — The Missouri Hospital Association presented a 2011 Excellence in Governance Award to Wendell Lenhart, publisher of the *Trenton Republican-Times*. Lenhart is board chairman of Wright Memorial Hospital in Trenton. He was one of seven board members statewide honored during a June 9 presentation at MHA’s annual Leadership Forum in Lake Ozark.

Lenhart has served on the hospital board since 1997 and has been chair since 2006. He was president of Missouri Press Association in 2001.

- **Springfield** — The News-Leader Media Group in June laid off 18 em-



### Sweet corn bandits nabbed

*Buffalo Reflex* writer Jim Hamilton trapped this pair of young raccoons in his corn patch. These were numbers five and six Hamilton captured in a couple of weeks. (He caught two more after this pair.) He released all of the critters in woodland areas outside of town after luring them into captivity with peanut butter. (*Buffalo Reflex* photo by Joy Beamer)

ployees, and it is leaving a dozen more positions unfilled as part of the latest round of 700 layoffs company-wide by its owner, Gannett Co.

Among those who lost jobs were sports editor Pam Clark and local news editor Everett Kennell. Both wrote regular columns.

- **Camdenton** — The *Lake Sun* and [LakeNewsOnline.com](http://LakeNewsOnline.com) in July launched a new online product called Local Loop.

Local Loop allows readers to share their photographs online ([LakeNewsOnline.com/LocalLoop](http://LakeNewsOnline.com/LocalLoop)).

- **St. Joseph** — St. Joseph’s Landmark Commission presented its Lifetime Achievement Award to Marshall White, a reporter for the *St. Joseph*

*News-Press* for the past 15 years. White has written 12 books on St. Joseph history.

- **St. Louis** — *Post-Dispatch* reporter Tim Logan and columnist David Nicklaus won a Gerald Loeb Award for Distinguished Business and Financial Journalism for a series of stories and columns last year on the economic competitiveness of the St. Louis region. They won in the explanatory category, which is for stories that provide in-depth analysis and clear presentation of complex business subjects.

Logan and Nicklaus received the award June 28 from UCLA’s Anderson School of Management at a reception in New York.

- **Macon** — To help it observe its 101st birthday anniversary, the *Macon Chronicle-Herald* is asking readers to take the paper along with them on vacation and send photos of someone holding the paper to the newspaper.

- **Festus** — Megan Senseney of Imperial is spending this summer as the newsroom intern for Leader Publications. After graduating from culinary school she is studying journalism at Webster University with hopes of becoming a food

writer.

Among her duties as intern, Senseney is writing stories for the *Leader’s* Great Eats section.

- **Perryville** — The *Republic-Monitor’s* new book club, R-M Readers, read “Saving CeeCee Honeycutt” for its debut book. Members met at Tower Rock winery in Altenburg for discussion of the story.

The paper’s Girls Night Out will host the 2011 ChariTree Christmas Tree Auction for charitable and service organizations to raise money. Twenty spaces are available for groups to rent.

Members of the public will bid on trees, and vote with pennies for the Best In Show Award. The organizations will keep all proceeds from the auction and Best in Show voting.

# Obituaries

Kirksville

## David Fortney

**D**avid Lee Fortney, 69, Kirksville, a former newspaperman and university instructor, died June 20, 2011.

Mr. Fortney was a graduate of Macon High School. He earned a bachelor's degree in journalism from Truman State University and a master's from the Missouri School of Journalism, where he was a Frank Luther Mott Fellow in magazine journalism.

He worked at the *Kirksville Daily Express*, *The Washington Post*, *The Chicago Tribune* and later for Truman State, where he advised the student newspaper, *The Index*.

Mr. Fortney is survived by a son, his parents and a brother.

Harrisonville

## Charles George

**C**harles M. George, 77, Harrisonville, a former vice president of production at the *Kansas City Times and Star*, died June 23, 2011.

Mr. George worked as production manager for *The Times* in Florence, Ala., and was vice president of production for the *Clearwater Sun* and the Fort Worth *Star Telegram*. He worked at the *Star* and *Times* from 1977 to 1982. He oversaw production at the *Bellefonte News Democrat* in Illinois until he retired in 1996.

Mr. George was a pioneer in converting printing operations from hot to cold methods and from letterpress

## Mayor hires writer

**S**t. Louis Mayor Francis Slay has hired *Post-Dispatch* editorial writer Eddie Roth as chief performance officer to work with branches of the city's criminal justice system. He starts Aug. 8.

Roth, 53, an attorney, was president of the city's police board before becoming an editorial writer, first for the *Dayton Daily News* in Ohio, then with the *Post-Dispatch*. (*St. Louis Post-Dispatch*)

to offset.

Since 1982 Mr. George was the owner of Mid America Graphics, a manufacturer and remanufacturer of packaging equipment for the newspaper industry.

Surviving are his wife of 59 years, Carol; six children, 12 grandchildren, three great-grandchildren and five sisters.

Fair Play

## Bea Neill

**B**erniece "Bea" Neill, 102, Fair Play, died June 24, 2011.

Mrs. Neill was a homemaker who for more than 70 years wrote community news for several newspapers in the area, including *The Greenfield Vedette*, *Bolivar Herald-Free Press*, *Cedar County*

*Republican* and *The Humansville Star Leader*.

She leaves two children, a sister, four grandchildren, five great-grandchildren and five great-great-grandchildren.

Farmington

## Marie Stewart

**M**arie E. Stewart, 93, a former editor and publisher of the *Farmington Press*, died after a brief illness on July 3, 2011.

Mrs. Stewart was married to Jesse D. Stewart. She published the newspaper from the time of his death in 1967 until 1973.

After she sold the *Press* to Wit Ledbetter in 1973, she returned to her chosen profession as a registered nurse at Farmington State Hospital.

Survivors are two sons and four daughters, a sister, 10 grandchildren, six step-grandchildren and 14 great-grandchildren.



## Missouri Press Foundation

**T**hese individuals and organizations made recent contributions to Missouri Press Foundation. Donations advance the journalism training and historical preservation projects of Missouri Press. All are greatly appreciated.

Donations to the Foundation are wonderful tributes to Missouri newspaper people, and they make excellent memorials to friends and associates who made careers out of working at newspapers.

To make a donation with a credit card, call (573) 449-4167, or send checks to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

### Give It Another 25! Program

*The Labor Tribune*, St. Louis

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

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Andrew C. Taylor, St. Louis

Regional Business Council, St. Louis

Edward Jones, St. Louis

### Missouri Photojournalism Hall of Fame

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

# Publish 'Civil War,' 'Ladybug' before new fall features arrive

## Exciting new stories coming soon

School will be getting under way again in most of our communities this month, which means it's time to start thinking about ways you can engage young people with your newspaper.

By mid-August we will have the MPA Newspaper In Education calendar posted, highlighting the programs we're offering our newspapers this year to help in that effort. Our MPA Newspaper In Education committee came up with some terrific ideas when it met in May to discuss new programs. Below is a snapshot of some of those projects.

In the spring we introduced two series that you should publish if you haven't already: "A Nation Divided: The American Civil War" and "The Lost Ladybug."

The Civil War sesquicentennial commemoration began in 2011 and runs into 2015. So far, 377 newspapers from Missouri and across the country have downloaded the Civil War series – the most in the history of our MPA FTP site. To get these features, visit [www.mo-nie.com](http://www.mo-nie.com) and use download code: [civilwar](http://civilwar).

This series was donated by *The Joplin Globe*, and we reformatted it into 10 in-paper features and 10 educational pages that can be downloaded by teachers and parents.

The Lost Ladybug series includes two features that encourage young readers to be citizen scientists and help locate nearly extinct domestic ladybug species. So far, 96 newspapers have downloaded that series. May through October are the best times to look for

ladybugs, so if you haven't taken advantage of these features, plan to this fall. (Download code: [lostlady](http://lostlady))

Just in time for Constitution Day on Sept. 17, The Missouri Bar will partner with MPA to produce a feature on the Missouri Constitution. According to the Missouri Department of Elementary and Secondary Education, resources on our state constitution are one of the most requested materials by teachers. YOUR newspaper can be that resource by publishing this feature the week before. This year's commemoration falls on Saturday, so schools will recognize the day on Friday, Sept. 16.



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

The long-awaited Health Literacy series should be available this fall for publication. The series, a partnership with LIFT, Missouri's Literacy Resource Center, includes four features on "Reading Drug Labels," "Reading Food Labels," "Walking with Words" (promoting conversation with kids while exercising), and "When Should I..." (addressing sick children).

We have two new serial stories we're working on – neither is titled, but both are shaping up to be outstanding!

The first is a story on the founding of the Girl Scouts written by Kanetra Kopp, a longtime Girl Scout volunteer who lives in Odessa. Renee Spaar of *The Odessan* has facilitated this project and the story is terrific. The Girl Scouts celebrate their centennial in 2012.

Our Reading Across Missouri story next year will be about dogs of the Civil War – narrated by Chuck, a Missouri Border Collie. Chris Stuckenschneider,

author of "Twist of Fate: The Miracle Colt and His Friends," is writing this story that will be available at no cost to all Missouri newspapers in January.

Twist of Fate is another Missouri Press-produced serial story that is still available to newspapers nationwide. The story was published as a children's book in 2009 and has been nominated for the Missouri Association of School Librarian's Show Me Reader Awards. Children across Missouri in grades 1-3 will read the book and the nine other nominees, and will begin voting March 1 to select their favorite.

Just finished is a companion educational guide to the MPA documentary "Trustees for the Public: 200 Years of Missouri Newspapers." The guide will now be distributed with the DVD.

I encourage every Missouri newspaper to buy copies of this DVD from MPA and donate them to your middle and high school libraries. It's a tremendous resource in itself, and with the educational guide will now allow educators to share the rich history of Missouri journalism and meet their state educational mandates at the same time. The guide includes the Show Me Standards and GLE correlations.

One last thing to share this month – the Missouri Newspaper Quilt is now on display at the MPA office in Columbia. Missouri Press is raffling the quilt to raise money for the Foundation and its good work, which includes our Newspapers In Education program.

Tickets are tax-deductible and can be purchased for \$10 until the Awards Luncheon on Saturday, Sept. 10, at the MPA Convention in Branson. Ten tickets were mailed to each Missouri newspaper. Just call MPA if you need more!

*I encourage every newspaper to buy copies of this DVD and donate them to school libraries.*



Missouri Press Association staffer Karen Philp, left, and MPA's education director Dawn Kitchell show the quilt that is being raffled to raise money for the Missouri Press Foundation. Kitchell's mother, Linda Kay, an avid quilter who lives in Abita Springs, La., across the lake from New Orleans, made the quilt. Kay also spearheaded an effort in her community with her quilting club to get handmade quilts for employees of *The Joplin Globe* who lost their residences in the May 22 tornado. They also sewed pillow cases for children. A second box filled with quilts was being prepared for delivery to Joplin. A note from *The Globe* employees to Kay's group thanked them for their gifts. "The quilts were promptly snatched up, especially the things for children," wrote Carol Stark, editor of *The Globe*. "We have a single mom with four children who lost her home."

## Savannah Reporter observes anniversary with party for readers

State Sen. Brad Lager was among the speakers as *The Savannah Reporter* threw a reader appreciation party to observe the 135th anniversary of its founding.

Publishers Guy and Leslie Speckman, who have owned the *Reporter* since 2002, invited readers to have burgers, hot dogs and drinks and to listen to live music and speeches in the parking lot of the newspaper. About 125 people attended.

Guy Speckman welcomed the crowd, thanked the paper's readers, advertisers and staff, and then introduced the first speaker, Eric Zahnd, Platte County prosecuting attorney.

Later, Lager read proclamations from the city of Savannah declaring July 7 as "Savannah Reporter Day." He also read a proclamation from the Missouri Senate that recognized the paper for its service to the community and a proclamation from U.S. Rep. Sam Graves that had been entered into the Congressional Record.

The final speaker was Sarah Steelman, a candidate for the U.S. Senate.

Stelman noted the *Reporter's* role in keeping citizens informed, a key component of democracy.

"Papers like the *Savannah Reporter* capture the very heart and soul of Americans," Steelman said.

## 'Flag' quilt ticket sales benefit Foundation

Nameplates of member newspapers on one-of-a-kind collectors item

Missouri Press Association has created a one-of-a-kind handmade collectible quilt that features the flags of Missouri Press newspaper members. Newspapers' nameplates are grouped in 11 blocks around a block that features the Missouri Press Association and Missouri Press Foundation logos.

Pictures of the individual blocks are at [mopress.com/med\\_form\\_test.php](http://mopress.com/med_form_test.php).

A photo of the entire quilt can be seen at [mopress.com/foundation](http://mopress.com/foundation).

[php?blog\\_id=124](http://mopress.com/blog?blog_id=124).

The quilt is being raffled to raise money for the Foundation to support its projects, which benefit all newspapers represented on the quilt. Raffle tickets are on sale for \$10 each.

Tickets will be sold until the Awards Luncheon on Sept. 10 at the MPA Convention in Branson. The drawing will be held during the luncheon.

The winner will not have to be present to get the quilt.

Missouri Press has mailed 10 tick-

ets to each member newspaper. These can be sold to employees or the public or purchased by the newspaper. More tickets are available by contacting Missouri Press.

The newspapers will return the ticket stubs with the donations, and the stubs will be included in the drawing at the convention. Tickets also will be sold at the Convention.

Purchased tickets are donations to the Foundation, so they are tax-deductible.

# Reporters' tweets give instant narrative of trial

*'I saw the future on my computer screen'*

Several days back, on a Friday afternoon, I sat in my office near the Plaza in Kansas City and had an amazing experience. There was a significant rape trial going on downtown at the Jackson County Courthouse. It was getting close to 4:30. The trial had been ongoing all week and was the subject of much news coverage.

All of the television stations in town wanted to cover the trial because the rapes had occurred many years ago, and it was evident that the conviction would depend on the DNA evidence that had been recovered, preserved and only recently had led police to the alleged rapist. There was little other significant evidence.

As I sat in my office, what was amazing was not what was happening in the courtroom, but what was happening OUTSIDE the courtroom, and that is what has affected me so profoundly.

But let me take you back to January.

Those of you who know me know that I tend to be a technology nut. I'm not an overboard nut, but I love my smart phone, have lived through my laptop for years ("have laptop, will travel") and insisted that Missouri Press install wireless in its office for the benefit of its traveling hotline attorney.

I sat in a session at that time listening to folks from the *St. Joseph News-Press* talk about their technology. Some of you have heard me talk about this before. That session stunned me. Those reporters began talking about using their sports department software to cover trials. My jaw dropped.

I cringed as I thought about the idea that we'd begin covering trials like

sporting events. I could just imagine the response we'd get from the judiciary.

A few months later, I sat in a conference room with Beth Riggert, communications counsel of the Supreme Court, and other folks you know (including Doug Crews, MPA's executive director) and we talked about the current Cameras in the Courtroom rule and whether it needed to be updated.

As I sat and pondered potential changes, I thought about this idea of electronic communication of courtroom happenings, and the fact that I had in the meantime read a blog entry by someone – a blogger who some classify as a "fringe" journalist – who was clearly blogging from his smartphone in the courtroom, and realized that this was the time to bring all those issues to

the table.

I'm now hard at work with a committee of other dedicated folks who are looking at the rule as it now exists, looking at what works and what doesn't work in the rule and how we should make sure it will continue to work in future years as technology changes. It's an exciting challenge.

And, as I sat in my office that Friday afternoon, I saw the future on my computer screen. I have TweetDeck software running all the time on my computer. There are a few individuals whose "tweets" I regularly follow.

As I did that during the trial, I realized that I would be able to read all the tweets about the trial if I followed the "#jacksontrial" thread. And so I did. (Bear with me, those of you who are far ahead of your hotline attorney in tech competency.) And there, on my screen, I



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had the play-by-play coverage of the trial.

No special software required. I knew when the defendant arrived in court, what he wore, who testified when, at what time the court broke for lunch and at what time it started again, the points made by the attorneys in their closing arguments and when the jury left to deliberate, just by catching all the tweets the various reporters were making.

And when the jury returned just before 5 p.m., I knew what the verdict was before it made the evening news. Had I wanted it, there was "live feed" available from the courtroom to where I could have actually heard the jury foreman read the verdict. Amazing!

Later, Donna McGuire from *The Kansas City Star* and I interviewed the Hon. Charles Atwell, the judge who presided over the rape trial. Hearing him talk about dealing with the media was fascinating.

This was a textbook example of a trial in which social media worked.

The future is here, folks! Now we just need to focus on how to use these tools well, how to get the news to those who look to us to provide it to them, and how to do this in a professional manner.

It's really not much different than the days when I would go cover the morning half of a trial for the afternoon paper, read my story over the phone to the desk during the lunch break, and then go back for the rest of the afternoon, filing a story for the morning paper before I quit for the day.

It's just a lot easier for the reporters than it was in those days. And a lot more exciting for those of us who are on the end receiving the information!

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## CALENDAR

### September

- 8 — MPA/MPS Board meeting, Hilton Convention Center, Branson
- 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.

### October

- 20 — Missouri Photojournalism Hall of Fame Induction Program, Washington, Mo.

### November

- 19 — Mizzou football v. Texas Tech, Columbia; MPA Tailgate party in Hearnes Fieldhouse two hours before kickoff (time not yet set)

## Who doesn't want to be seen as smart and sexy?

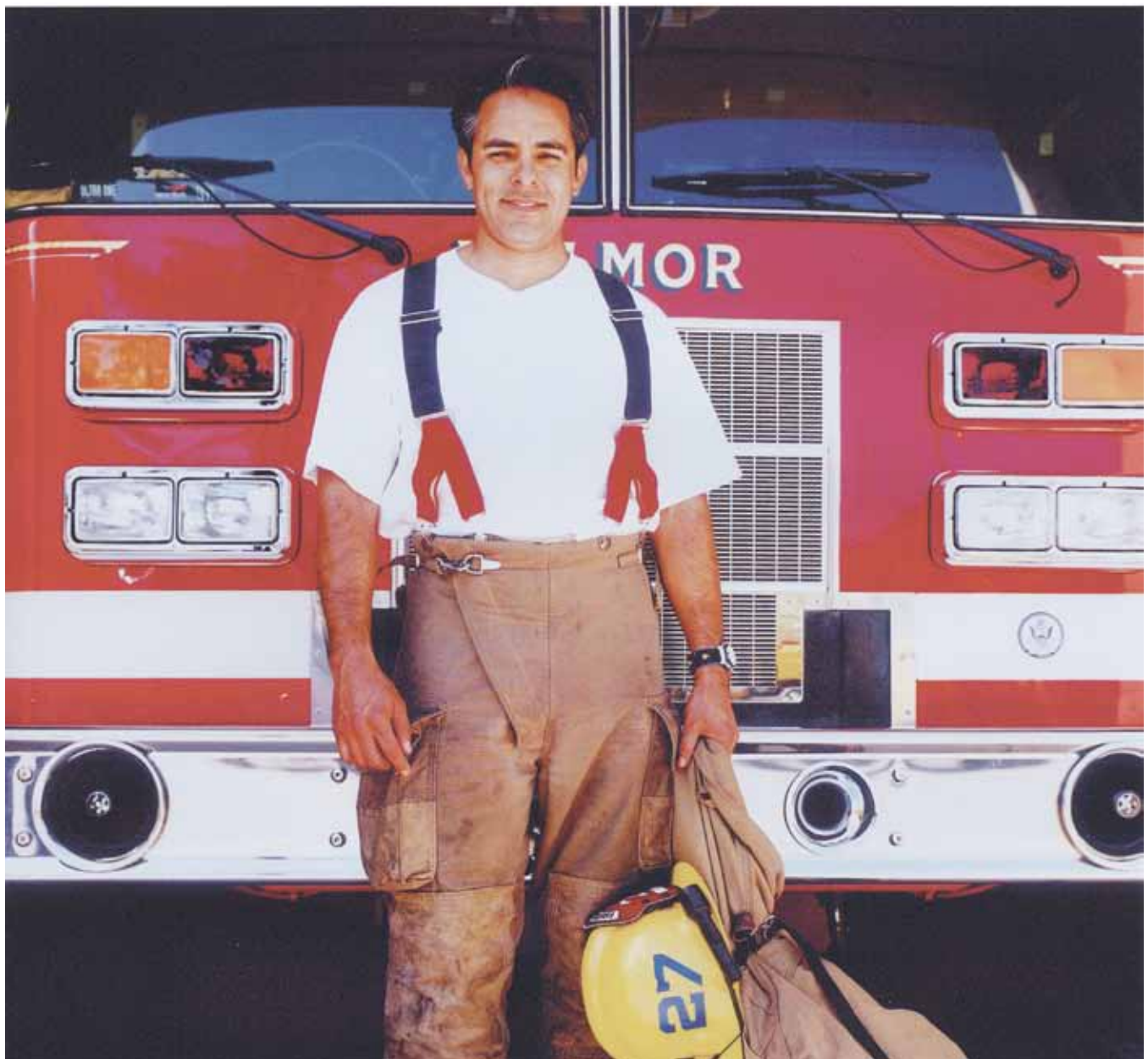
The Newspaper Association of America has enlisted the services of The Martin Agency, based in Richmond, to create a newspaper promotion based on a new industry motto: "Smart is the new sexy."

"Literally, everyone at the agency, everyone on our committee, and then everyone on the board had a 100 percent positive reaction to that headline," said Donna Barrett, president and CEO of Community Newspaper Holdings, Inc., of Birmingham, and an NAA board member. "It sets a fun new tone. Who doesn't want to be perceived as both smart and sexy? And if you can tie the two together? All the better!"

"We got unanimous agreement from every company represented on the board to run this campaign," said Mark Contreras, a former NAA board chair.

The campaign will comprise print and electronic ads and social media.

"We're expecting it to appear in every daily newspaper — and weeklies," Barrett said. (*Editor & Publisher*)



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