

February 2011

Missouri Press NEWS



Northwest Missouri Press Association officers

The Northwest Missouri Press Association held its annual meeting Jan. 20-21 at the Holiday Inn Riverfront in St. Joseph. During the business meeting, members re-elected officers and directors for additional one-year terms. Matt Daugherty, seated center, remains president. He is the publisher of the News-Press & Gazette Co.'s *Smithville Herald* and *Kearney Courier*. Among the other association leaders are, from left, Director Jim McPherson, Weston; Director Dennis Ellsworth,

St. Joseph; Secretary Kathy Conger, Bethany; Director Steve Booher, St. Joseph; Director Steve Tinnen, Plattsburg; Director Jim Fall, Maryville; Director Adam Johnson, Mound City; and Director D'Anna Balliett, Cameron. Unavailable for the photo were Vice-President Phil Cobb, Maryville; Treasurer W.C. Farmer, Rock Port; and Directors Chuck Haney, Chillicothe; and Kay Wilson, Maryville.

*National Sunshine Week
will be March 13-19*

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*Day at the Capitol
will be Feb. 9-10*

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'To do' list offers ways to improve

How we do things needs to be evaluated constantly

I recently went through an exercise that challenged publishers to come up with a 2011 "TO DO" list. Not the same old tired "to-dos" like "hold regular department head meetings" or "monitor rack theft" that we should be doing anyway, but a list of things we need to do to be successful in 2011 and position the newspaper for the future.

Kind of like New Year's resolutions that should have been in the January column, but a little late is better than not at all.

Here are a few things I need to do. I hope it provokes a little thought.

- Create new innovative circulation promotions that drive new starts without sacrificing revenue.

- Challenge my news teams to create a product that is the must-read in the community. Create ways the newspaper can become a more visible active presence in the community. Get my readers talking about what was in last night's paper.

- Give customer service more than lip service. Make sure EVERYONE on my staff knows that customer service is a top priority. Everyone in my community is a customer — as a news subject, news source, subscriber, advertiser or parent of an honor roll student.

- Demand more accountability from every employee, but especially those in revenue-producing positions. Make sure each employee has clear goals and expectations.

- Continue to upgrade the website and create better advertising packages for multimedia sales.

- Constantly look for areas of efficiency in every department. How can we do it better. Are we cross-trained?

- Take advantage of training opportunities provided by Missouri Press Association at the regional associations.

- Stay abreast of what's going on in our business. Read at least one book a month about marketing, advertising or management. Read *Editor & Publisher*, *Presstime*, the

Missouri Press bulletins and share with the staff information that will help them do their jobs better and improve the newspaper.

- Send more hand-written thank-you notes to advertisers and others who support the newspaper. Write at least two notes per week to the subjects of news stories or those who did some small thing of note.

- Extend an offer to local civic organizations and other groups to speak at their meetings about the newspaper, the newspaper industry and the role the newspaper plays in the community. We need to tell our story over and over that community newspapers are here to stay and what an important role we play, whether it be as a chronicler of the community's history, as an observer, a watchdog or an



Joe May
The Mexico Ledger
MPA President

When I started in this business ... you could drive down Main Street and merchants would run out ... and throw advertising in your car window. We thought we were great salesmen.

archivist.

Our business is changing. We have to change with it. When I started in this business 40 years ago you could drive down Main Street and merchants would run out to the curb and throw display advertising in your car window. We thought we were great salesmen, but it wasn't all that tough.

Today we have to be better trained because there is much more competition for the advertising dollar. We have to give advertisers a variety of options from the sales rep's toolkit.

We are still the best news and advertising source in our communities, and we need to bang that drum loudly and often.



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Day(s) at Capitol Feb. 9-10

Missouri Press Association encourages all of its members to go to Jefferson City to visit with their legislators about issues of concern to newspapers. A special event is scheduled for Feb. 9-10 giving them an excellent opportunity to make that visit.

MPA/AP Day at the Capitol will be Wednesday-Thursday, Feb. 9-10. A registration form for the event is on the next page. You need to sign up immediately, because the deadline is Feb. 4.

The program MPA members are familiar with will be on Thursday, Feb. 10. It will include a morning session in the Senate Lounge, lunch in the Governor's Mansion and sessions with the governor and legislative leaders.

Morning speakers will be State Auditor Tom Schweich, Deputy Commissioner Ron Lankford of the Department of Elementary and Secondary Education, and (invited) Lt. Gov. Peter Kinder.

Invited to participate in the legisla-

Familiar Thursday program will be preceded by reception with legislators Wednesday evening

**Registration
deadline is
Friday, Feb. 4.**

tive panel after lunch are Senate President Pro Tem Rob Mayer, Speaker of the House Steve Tilley, Senate Minority Leader Victor Callahan and House Minority Leader Mike Talbot.

In the next few months the governor and legislature will have to figure a way to balance the budget when revenue is expected to fall at least \$500 million short of current spending.

On Wednesday, Feb. 9, the new

MPA/MPS boards of directors will meet at 1:30 p.m. in the Supreme Court building in Jefferson City.

That evening, a reception with legislators will be held in the DoubleTree Hotel in Jefferson City. This 5-7 p.m. gathering will give you a chance to visit informally with legislators and talk about issues that are important to newspapers.

MPA hopes you will attend the reception and invite your senator and representative to stop in for some refreshments and conversation.

Missouri Press will provide you with information sheets with "talking points" on the issues.

The registration form (page 4) has an agenda and contact information for the DoubleTree Hotel if you wish to stay there the night of Feb. 9.



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

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Missouri Press Association and The Associated Press Day at the Capitol • Jefferson City • February 9-10

The Missouri Press Association and The Associated Press invite you to be their guests on February 9-10, 2011 at the Missouri State Capitol in Jefferson City for MPA/AP Day at the Capitol.



Register Today! It's FREE!*

Deadline to Register: February 4, 2011

Wednesday, February 9

5 - 7 p.m. - Reception with Legislators
Bella Vista Room at the DoubleTree Hotel

Thursday, February 10

Breakfast on own

10 a.m. - Noon - Program in the Senate Lounge (Third Floor)

10 a.m. - Tom Schweich, State Auditor

10:45 a.m. - Deputy Commissioner of Elementary and Secondary Education,
Dr. Ron Lankford

11:15 a.m. - Lt. Gov. Peter Kinder (Invited)

12 Noon - Lunch with Governor Jay Nixon in the Governor's
Mansion, program ending at 2:30 p.m.

After Lunch Panel Discussion With:
Speaker Tilley, Sen. Mayer, Sen. Callahan, Rep. Talboy (Invited)

*Registration for this event is free. However, if you register and do not attend, your newspaper will be billed \$25 per person to help cover costs of food and materials.

Need a sleeping room?

MPA is holding a block of rooms for Wednesday, Feb. 9th at the DoubleTree Hotel; call 573-636-5101 by **January 21st** and ask for Missouri Press Association's \$109 room rate. DoubleTree's Address is:
422 Monroe Street, Jefferson City



Name(s): _____

How many people for reception: _____ How many for lunch: _____

Newspaper or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please send this registration form to Kristie Williams at Missouri Press Association
802 Locust Street • Columbia, MO 65201 • Fax: 573-874-5894 • kwilliams@socket.net

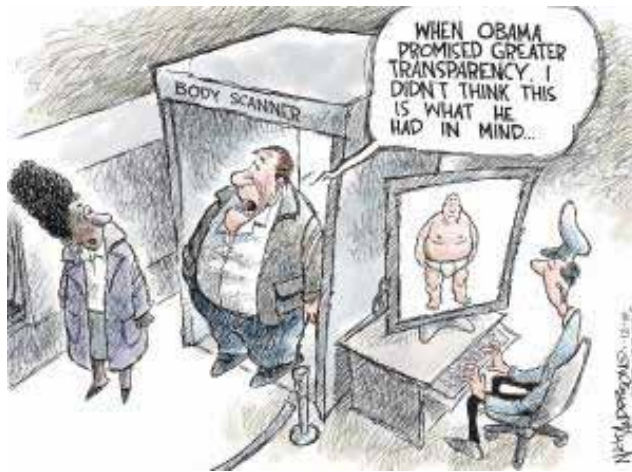
Sunshine Week will honor 'Local Heroes'

RESTON, Va. - Sunshine Week 2011 (March 13-19) will highlight "Local Heroes" across America who have played significant roles in fighting for open government, the American Society of News Editors has announced.

Sunshine Week is a national initiative to promote a dialogue about the importance of open government and freedom of information. Free materials that individuals and organizations can use to participate in Sunshine Week are available on the project's website.

The winner of the Local Heroes contest will receive an expenses-paid trip in April to San Diego to be honored by the nation's newsroom leaders at the 2011 ASNE convention. Second- and third-place winners will receive \$500 and \$250 prizes.

To nominate a 2011 local hero, visit SunshineWeek.org to fill out a nomination form. All nominations must be received by Friday, Feb. 18. The winner



will be announced by March 1.

In addition, two new Sunshine Week 2011 initiatives will premier soon:

- The "Ray of Sunshine" game on SunshineWeek.org in which players can test their knowledge of open government and the history of FOIA via multiple-choice questions.

- Sample proclamations that will be available for individuals and organizations to use to urge them to approach their local and state government officials to support transparency in government.

For more information about Sunshine Week, visit: www.sunshineweek.org or contact Cristal Williams Chancellor at cwilliams@asne.org or 703-453-1138.

Newspaper notice alerts resident to sale of home

(Editor's note: Another reason why public notices belong in newspapers.)

A foreclosure has left dozens of apartment residents with more questions than answers.

Terrence Harrington heard about it from a neighbor — that his home of five years would be auctioned off on the Buchanan County Courthouse steps.

"No one was aware of it until they saw it in the legal notices, in the *News-Press*," he said.

"What we're wanting to know is, if, when it's sold, do we still have a place to live?" Mr. Harrington said.

The trustee of the sale said this foreclosure was because of a default on the loan. (*St. Joseph News-Press*)

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Waters family at Columbia Daily Tribune

As reported in the January issue of *Missouri Press News*, the ownership of the *Columbia Daily Tribune* has changed hands within the Waters family. Former publisher Henry J. "Hank" Waters III, right, now has the title publisher emeritus. He continues writing daily columns, which he's done for decades. Hank's wife, Vicki Russell, second from right, formerly associate publisher, is the new publisher. Andy Waters, second from left, and his sister, Elizabeth, who lives in Atlanta and is not in the photo, now own the company. Hank's son, Jack Waters, left, formerly general manager of the *Tribune*, has left the company, as has Hank's daughter, former vice president Mary Waters, center. She headed the *Tribune's* circulation and human resources departments. The *Tribune* remains one of fewer than eight Missouri daily newspapers that are not part of a chain. This photo was taken at an informal reception at the *Tribune* on Dec. 29 to commemorate the change in company ownership. (*Tribune* photo by Scott Rinehart)

Show-Me Press proposes June 9-11 meeting at Hannibal

Show-Me Press Association has tentative plans to hold its annual meeting in Hannibal this year instead of at Lake Ozark.

Show-Me President Linda Geist of Monroe City proposes holding the meeting Thursday-Saturday, June 9-11, at Hannibal Quality Inn.

Tentative plans include golf on Thursday afternoon at Mosswood Meadows in Monroe City, with dinner that evening at Lulabelle's in downtown Hannibal.

Geist proposes having sessions on technology on Friday, with an evening wine and cheese reception and barbecue dinner at the Mark Twain Lake Visitor Center.

Proposed Saturday morning sessions would focus on news/editorial topics, and the meeting would adjourn by early afternoon.

The Show-Me board will meet soon to discuss proposals and firm up the details.

Archiving news content topic of summit

The "Newspaper Archive Summit: Rescuing orphaned and digital content," will be held April 10-12 at the Reynolds Journalism Institute at the Missouri School of Journalism.

Publishers, editors and general managers of Missouri newspapers are invited to attend the summit. Registration is free.

Attendees will explore ways to make sure a community's history and cultural record does not cease to exist if its newspaper closes. It also will address how digital news products currently being created by online news organizations are preserved and accessible for citizens and scholars in the future.

In 2010, a Blue Ribbon Task Force on Sustainable Digital Preservation and Access, created and funded by the Library of Congress, NSF, Mellon Foundation, National Archives and a few other orga-

Newspaper leaders invited to attend

nizations, published its final report. It recommended that experts convene to discuss archiving issues and encourage creation of partnerships to finance and administer procedures for maintaining information.

These issues will be addressed at the April conference. We will be bringing six groups of stakeholders together to have a conversation about how we can create public/private partnerships and define incentives for commercial entities to hand off public interest content to stewardship organizations for preservation.

Stakeholders in this process include libraries, museums, news content publishers and organizations, experts in news copyright, academic and community scholars who depend on news

content for their research, the genealogy community, commercial vendors and content aggregators.

On the first day of the summit, panelists will talk about how it is in the public interest to preserve and provide access to news content, about copyright and third party vendor issues, about the need for preservation and access of this content and about the needs and concerns of news content creators and publishers.

On the second day, attendees will work together in diverse groups developing a plan for creating partnerships and incentives to preserve and provide access to analog and digital news content.

The regularly updated conference website is <http://tinyurl.com/4ex6csx>. Registration is free.

If you have questions, contact Dorothy Carner of the Newspaper Archive Summit Planning Team, carnerd@missouri.edu, 573-882-6591.



Bill and Myrtle Taft observe 70 years together

Dr. William H. Taft and his wife, Myrtle, were honored on Jan. 16 in Columbia with a reception in observance of their 70th wedding anniversary. Dr. Taft is a retired professor of the Missouri School of Journalism and is the historian of the Missouri Press Association. He has written a number of books about the history of Missouri newspapers. His most recent book, "A Love Story," chronicles the Tafts' years together. Family members behind the couple were introduced by their son, Bill Taft Jr., left. The Tafts were married on Jan. 18, 1941. Cards may be sent to them at Dr. and Mrs. William H. Taft, 3300 New Haven Road, Apt. 1408, Columbia, MO 65201. Dr. Taft was inducted into the Missouri Newspaper Hall of Fame in 2001, and he is a recipient of the University of Missouri Honor Medal for Distinguished Service in Journalism.

Hannibal editor tops among SNA dailies

Mary Lou Montgomery, *Hannibal Courier-Post*, has been named Editor of the Year for daily newspapers by the Suburban Newspaper Association.

Each year the SNA Editorial Contest showcases the Editor and Journalist of the Year honors. The Editor of the Year award recognizes an editor who has made outstanding contributions to his or her publishing company through strong management skills, readership initiatives, community involvement, innovation and a commitment to quality journalism.

In selecting the winner, the judges said Montgomery "understands editors should do more than sit at their desks. She is an advocate for her community."

Placing second was Mitch Pugh, *Sioux City (Iowa) Journal*, and third, Gersh Kuntzman, *Brooklyn Paper* of New York.

SNA, based in Traverse City, Mich., is a professional trade association specifically serving the suburban and community newspaper industry in the U.S. and Canada.

Carol Stark, Joplin editor, to be Pulitzer juror

Carol Stark, editor of *The Joplin Globe*, has been invited to serve as a member of the Pulitzer Prize nominating juries in journalism for 2011. Jury meetings will take place March 7-9 at Columbia University in New York City.

"The invitation is an honor and the experience is one that will put me in touch with editors and journalism professors from across the United States," Stark said. "I look forward to judging some of the best writing our industry has to offer to readers."

Stark was a writer for 25 years before being named the *Globe's* metro editor nine years ago. She has been editor for four years. Her publisher nominated Stark to be a Pulitzer juror.

In 2010, 77 jurors gathered at Columbia's Graduate School of Journalism to judge 1,103 entries in the journalism competition and nominate three finalists in 14 categories.

A jury consists of three to seven members, depending on the number of entries. Each jury sends its top three choices to the Pulitzer Board, which consists of 20 leading journalists, authors and scholars, who select the ultimate winners.

The Pulitzer Prize, considered the most prestigious literary prize in America, was created in 1904 by Joseph Pulitzer (pronounced "pull-it-sir") the Hungarian-born publisher of the *New York World* and the *St. Louis Post-Dispatch*.

Schools get free cable for 99 years

The St. Joseph School District will have free cable television for 99 years, thanks to an agreement with News-Press & Gazette Co. to extend a deal for use of the company's fiber optic network.

The new agreement ensured that the new owner of NPG's St. Joseph Cablevision would have to honor the existing contract. News-Press is selling its cable division to Suddenlink Communications of St. Louis.

The original agreement began 17 years ago, when the school district and

St. Joseph Cablevision built the school's fiber optic network. The network allows the district to have broadband connection among all of its buildings and roughly 6,000 computers.

The district paid \$482,000 for the construction of the network. The school district and St. Joseph Cablevision agreed that the school could use a portion of the network at no cost. Hank Bradley, one of the owners of NPG, wanted to make sure that agreement continued after the sale of St. Joseph Cablevision. (*St. Joseph News-Press*)

Teacher encourages reading in bathtub

You can tell that Joan Obermark thinks and works outside the box the moment you walk into her fourth-grade classroom at Clearview Elementary School in Washington, Mo., and see the clawfoot bathtub, flanked by bookshelves.

"The kids like to read in it," Obermark said of the tub.

A teacher for 23 years, Obermark said she believes in using teaching methods that get kids excited about learning. That's exactly why she has been using the newspaper in her classroom for as long as she can remember.

The students want to do activities using the newspaper, said Obermark. They don't waste any time getting down to work when the assignment includes the newspaper and, even better, all of the lessons meet grade level expectations.

"They'll have papers flying all over the place. It's different than always using the textbook," she said.

Obermark received the 2010 *Missou-*

rian In Education Teacher of the Year Award from the *Washington Missourian*.

"Joan has consistently used the newspaper in her classroom for more than the 10 years I've been involved," said Dawn Kitchell, education services director for *The Missourian*. Kitchell sees Obermark's continued use of the newspaper year after year as a testament to the value of the *Missourian* in Education program.

"There has been an evolution in education with more and more work being placed on the teachers to show how lessons meet grade level expectations," said Kitchell.

"The *Missourian* In Education program has evolved with education. Every

time I learn from educators that there is a new requirement placed on teachers, I try to figure out how we can help them meet that requirement... It's never a question of IF the newspaper fits into the curriculum, it's helping show how it does," she said.

As the Teacher of the Year, Obermark received a \$100 award, a one-year home subscription to *The Missourian* and a framed copy of the feature story about her selection.

The Missourian has been recognizing a *Missourian* In Education Teacher of the Year since 2003.

(From a story by Karen Cernich, *Missourian* features editor.)

Editorial: Online fee explained by *Tribune*

For a brief moment, one of the big stories of the day was this newspaper's decision to begin charging for online access to what we call "premium" content.

It's a simple concept. The *Tribune* provides a unique news and information product. Now that the Internet is part of our lives, some people want to read the *Tribune* online. We want to provide the content. We can't do it for free.

For newspaper subscribers, we are making online content available for only a dollar a month. Those who want to read online instead of subscribing will pay a larger fee. Of course, many thousands will simply want to keep getting their newspaper without fooling with online access at all.

...Our primary allegiance always will be to our newspaper subscribers, who love the feel and look of the familiar product rustling in their hands, where readers will find content not available anywhere else in the universe. (Henry J. Waters III, *Columbia Daily Tribune*)

Get to know RJI at MU

You're invited to March 4 program in Columbia

So, what is this entity known as the Donald W. Reynolds Journalism Institute at the University of Missouri in Columbia?

MPA members will have the opportunity for an up-close look at what's happening at the Institute and its new facilities on Friday, March 4, when Dean R. Dean Mills hosts MPA Day at RJI.

Dean Mills and RJI Executive Director Pam Johnson are inviting all MPA members to attend the day's activities. Come and see what's new at RJI and the Missouri School of Journalism.

There is no charge to attend, but you must register.

Registration should be made with Missouri Press member services director Kristie Williams, kwilliams@socket.net. Deadline for registering is Feb. 25.

Lunch will be hosted by Prof. Jim Sterling, the Community Newspaper Management chair.

Here's the tentative agenda:

Friday, March 4

9:30 a.m. Registration, coffee, tour of the Reynolds Journalism Institute facilities.

10 a.m. Opening session, welcome by Dean Mills, Pam Johnson.

10:15 a.m. Online paywalls: Mike Jenner, Andy Waters, *Columbia Daily*

Tribune; and Jane Haslag from the *Jefferson City News Tribune*.

11:15 a.m. Roger Fidler, iPads and tablets update.

Noon Lunch. RJI Fellows are invited to explain projects.

1 p.m. Overview on mobile/cell phone hardware and software for journalists.

1:40 p.m. Joy Mayer and Jen Reeves, engagement and social media.

2:30 p.m. Mike McKean, Futures Lab projects with a focus on revenue opportunities.

3:00 p.m. Adjourn.

A more detailed agenda will be provided to persons as they register.

Don't miss this opportunity to visit with RJI Fellows and discuss their research with them.

RJI exists to develop and test ways to improve journalism through new technology and improved processes.

RJI's work crosses diverse specialties within journalism, including media convergence, editorial content and methods, the evolution of advertising, innovation in management and the impact of new technologies. It also includes varied fields on campus such as law, computer science, marketing, education and other disciplines.

Project aims to itemize public records

By ALECIA SWASY
School of Journalism

If you take David Herzog's computer-assisted reporting class at the Missouri School of Journalism, get ready to exhume the grit buried inside state agencies – highway accidents, missing persons and registered pesticide users.

Herzog is creating a website where anyone can dig around and learn about Missouri data on everything from amusement park rides to revocation of teacher certifications. "Open Missouri" is the focus of his 2010-11 Donald W. Reynolds Fellowship at the Reynolds Journalism Institute.

The main domain, openmissouri.org, will be the gateway for people to see what databases are maintained offline by the state of Missouri.

"Many people will benefit from this: Citizens who are interested in the operations of government, journalists, Realtors or librarians," Herzog said.

Open Missouri is an outgrowth of

his work teaching Computer Assisted Reporting classes at Mizzou and at week-long boot camps for members of Investigative Reporters and Editors.

He's also the academic adviser for the National Institute for Computer Assisted Reporting at the School of Journalism. NICAR's database library maintains 40 federal databases, such as campaign contributions.

"IRE and NICAR help journalists short cut the process with federal data," Herzog said. "Open Missouri will help do the same for citizens and journalists here in Missouri."

The initial phase of Open Missouri will be a sort of card catalog, or a guide, to what the state of Missouri keeps in offline databases. The site will also feature a swap section where users can share what they've obtained from state agencies.

"It helps to have more context on what's out there," said Herzog, a Temple University graduate who worked as a

reporter at the *Providence Journal* before joining Mizzou's faculty.

Initially, Open Missouri is focused on state agencies, which maintain a myriad of data such as an inventory of the state's dams and the Attorney General's office list of major prosecutions.

"The potential for the future could include city or county branches," Herzog said. One issue, especially in smaller cities and counties, however, is whether they've moved beyond a paper ledger. "A lot might not keep many records in computers," he said.

Herzog also plans to have a symposium during Sunshine Week in March to showcase the benefits of government transparency. And there's potential for an e-book that would serve as a guide for others to set up their own websites in the other 49 states.

"I want to build a community of people who are interested in government data and have a community of people contributing," he said.

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Scrapbook

• **Webster Groves** — Don Corrigan, editor of the *Webster-Kirkwood Times* and the *South County Times*, received a Lewis C. Green Environmental Service Award in December from the Great Rivers Environmental Law Center.

Great Rivers honored Corrigan for his extensive reporting on environmental issues ranging from transport of hazardous wastes to dioxin contamination at Times Beach.

Great Rivers is a nonprofit public interest law firm in St. Louis that provides free or reduced fee services to those seeking to protect the environment and public health.

• **Fairfax** — The *Forum* has relocated up the street to the KG Buds store on Main Street. The mailing address now is 119 Main St.

• **Houston** — Texas County Memorial Hospital plays “Brahms Lullaby” over its paging system when a baby is born there. Early in December, the classical melody was followed by “Fight Tiger,” the MU fight song, when Landrum McNeill was born.

Landrum weighed in at 9 pounds, 4 ounces. His dad, Jeff McNeill, is a graduate of the Missouri School of Journalism and editor of the *Houston Herald*. His mom, Brittney, works in the hospital’s business office.

• **Springfield** — Students in southwest Missouri high schools are invited to enter an essay contest sponsored by the Southwest Missouri Pro Chapter of the Society of Professional Journalists. The theme is “Why is free expression through independent media important?”

Entries are due by March 4.

The contest winner will be forwarded to the national competition, where students can earn scholarships.

• **St. Louis** — Debra Bass, fashion editor of the *Post-Dispatch*, received a Sheer Elegance Award to recognize civic and community contributions during the American Family Insurance Foxtrot Reception in December.

Award presentations were part of the Mathews-Dickey Boys & Girls Club’s “Fabulous Foxtrot of Fashions” event at Chase Park Plaza. The fashion show and entertainment event are a fund-raiser for the Girls Program. Members of that program modeled fashions.

• **Norborne** — The *Democrat* lost track of its bound volumes of newspapers for the years 2006-2008. It asked readers that if anyone had borrowed the volumes to return them.

• **St. James** — *St. James Press*, a weekly publication of Three Rivers Publishing, Cuba, was named the Business of the Month for December by the St. James Chamber of Commerce. Publisher Rob Viehman launched the *Press* in April.

• **Cuba** — Three Rivers Publishing has launched Facebook pages for its papers in Cuba, Steelville and St. James. Publisher Rob Viehman said the papers use the pages for breaking news and subscription offers.

Another feature automatically posts stories from the papers’ websites to their Facebook pages using RSS feeds. Clicking on the Facebook link takes readers to the story on the website.

Viehman also is experimenting with apps that will connect from Facebook to mobile versions of his papers.

• **Springfield** — The media interview room at John Q. Hammons Arena in Springfield was dedicated to longtime *News-Leader* sports editor and columnist Marty Eddlemon during the Missouri State-Arkansas State basketball game on Dec. 22.

Eddlemon, who covered Ozarks sports from 1949 until he retired in 1989, died in 2005. He is a member of the Springfield Area Sports Hall of Fame and the Missouri Sports Hall of Fame.

Eddlemon’s widow and children received a plaque during a timeout at the game.

• **Dexter** — For its Home Decorating Contest during the holidays, the *Daily*

Statesman required photos of the entries to be submitted online. They were posted to the paper’s website.

Subscription packages were awarded to the top three homes selected by the newspaper staff.

• **St. Louis** — The St. Louis American Foundation will hold its first Salute to Young Leaders Networking Awards Reception on Feb. 24 at the Chase Park Plaza. The event will salute excellence in performance and service by 20 African-American professionals age 40 and younger.

Readers were invited to nominate people for the honor.

• **Sedalia** — Area veterans in December presented *The Democrat’s* Latisha Koetting with a U.S. flag that flew over the Capitol in Washington. A local VFW post member asked then-Rep. Ike Skelton during the State Fair about getting a flag that had flown over the Capitol.

Koetting, a newsroom assistant and veterans reporter, has chronicled more than 300 veterans’ stories for *The Democrat’s* Veterans Page, a project that began as a Veterans Day project in 2000. Her stories appear the last Wednesday of each month.

• **Marshfield** — A Niangua woman won the MarshfieldMail.com’s Upickem Auto Racing Challenge. She received a \$500 NASCAR Collectibles package from Ron’s Racing Collectibles in Springfield. *Marshfield Mail* editor Mark Lile presented the prize.

Players chose the drivers they predicted would finish first through 10th for each NASCAR race. Their best 15 races for the season counted as their score.

• **Nixa** — *The Xpress*, a descendant of the *Nixa Enterprise* and the *Nixa News-Enterprise*, observed the 50th anniversary of its launch on Dec. 22.

The Xpress has been published in its present form for four years.

• **Odessa** — During its annual Christmas awards luncheon, the Odessa Chamber of Commerce presented its Lifetime Achievement Award to Betty Spaar, who recently observed 50 years as owner of *The Odessan*.

Spaar's son, John, a co-publisher with his mother and brother, Joe, is a member of the Chamber board of directors. Betty and John are past presidents of the Missouri Press Association. Joe is a member of the MPA board of directors.

• **St. Louis** — *The American's* health reporter, Sandra Jordan, received the 2010 "Newspaper-Weekly Feature" award from the American Cancer Society during its annual High Plains Media Awards Ceremony in December.

Jordan was cited for "focusing on the topic of cancer and the importance of research, early detection, how to get help, and what it feels like to be a cancer survivor."

• **Vandalia** — *The Leader* in De-

cember had a buy-one, get-one-free subscription promotion. It encouraged readers to give a subscription as a gift.

Neighbor Newspapers in southwest Missouri had a similar promotion. People who renewed subscriptions could give a free subscription to someone, provided the gift went to someone who wasn't already a subscriber.

• **Eldon** — Vernon Publishing late in January published the second edition of the Central Missouri Professional Services Guide. The glossy, color magazine highlighting businesses in central Missouri was inserted in the weeklies in Eldon, Versailles, Tipton, Tuscumbia and Stover.

Advertising in the guide was part of a package that included 10 copies of the

guide, a free index listing and 1/8- and 1/4-page ads in the newspapers.

• **West Plains** — Subscribers to *The Daily Quill's* online publication found a video filmed during National Junior College Athletic Association (NJCAA) Division I National Volleyball Tournament championship game last fall.

Earlier, tournament co-chair Rick Frazier told *The Quill* videotaping was not allowed because of a three-year contract that gives the NJCAA and Panhandle Sports Broadcasting (PSB) Live exclusive rights to film the games.

Prior to the final contest, Frazier contacted the *Quill* and said tournament officials granted it permission to video up to five minutes of the final game for use on the newspaper's website.



Missouri State Medical Association


For information about health care, contact:

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

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Grant for report on museum's condition

The Friends of Arrow Rock Inc. has been awarded a \$25,000 grant for preparing historic structure reports on five 19th century Arrow Rock properties, among them the I.O.O.F. Lodge Hall that houses the Missouri Press Foundation's Print Shop Museum. The matching grant came from the Midwest Office of the National Trust for Historic Preservation from the Jeffris Heartland Fund.

The historic structure reports will provide full condition assessments of the properties including the sites as well as research and analysis of the historical significance of the property. Historic structure reports are considered the most

comprehensive planning documents of their kind and will guide the Friends in preserving and developing the properties long-term.

"These detailed reports will be some of the most important documents in the 51-year history of the Friends of Arrow Rock, so we are extremely grateful to the Jeffris Heartland Fund for making this project possible," said Friends president Tom Hall.

For over 10 years the Jeffris Family Foundation has supported historic preservation by making challenge grants to community-based projects, beginning in Wisconsin and expanding in 2008 to the entire Midwest.



This is the I.O.O.F. Lodge building in Arrow Rock that houses the Missouri Press Foundation's Print Shop Museum. The Odd Fellows met upstairs. This is one of 13 buildings in the historic community that are preserved by the Friends of Arrow Rock.

The mission of the Friends of Arrow Rock is to share the Missouri frontier experience. It preserves 13 buildings, many furnished with period artifacts. The Friends use exhibits and programs to convey the history of the area.

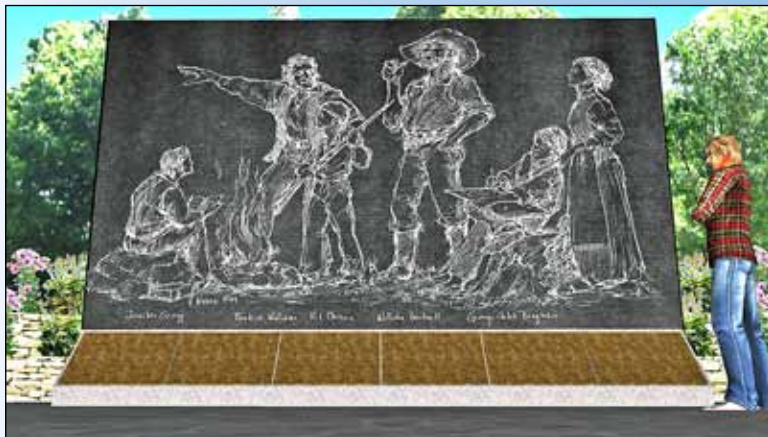
Missouri Press Association established the Print Shop Museum in 1966, during the observance of the Association's 100th anniversary. On its 125th anniversary in 1991, the Press Association buried a time capsule beside the building in which the *Saline County Herald* and later the *Arrow Rock Enterprise* were printed in the 1800s.

Missouri Press Foundation is the primary supporter of the museum. It has helped pay for upkeep, including roofing and tuckpointing.

Liberty Tribune archives donated to county library

William Jewell College has transferred its collection of microfilm and bound copies of every issue of the *Liberty Tribune* beginning with the first publication on April 4, 1846, to the Clay County Archives and Historical Library in Liberty.

"Visitors to the Clay County Archives and Historical Library will now be able to access this valuable record of the unfolding history of Liberty and Clay County," said Stephanie DeClue, director of the Curry Library at William Jewell. (*Liberty Tribune*)



This is an artist's rendering of the proposed Santa Fe Trail monument at the Katy Trail and Highway 5 south of New Franklin. (Photo submitted by the South Howard County Historical Society)

Monument fund receives \$10,000 gift

The South Howard County Historical Society/Outdoor Arts Project announced recently that it had received a \$10,000 anonymous donation in honor of the late Denny Davis, former editor and publisher of the *Fayette Advertiser* and *Democrat Leader*.

The funds are in support of a major Santa Fe Trail project that aims to construct a large monument at the intersection of Highway 5 and the Katy Trail south of New Franklin.

Davis, a former UPI Latin America correspondent, began the effort to establish the Santa Fe trailhead nearly two decades ago. He was a founder of Franklin or Bust, a non-profit civic group that gained federal and state recognition of Old Franklin in Howard County as the authentic birthplace of the Santa Fe Trail, now the Santa Fe National Historic Trail.

Contributions in Davis' memory will be accepted by the South Howard County Historical Society c/o Joe Chitwood, P.O. 81, Boonville, MO 65233. Donations of \$150 or more will be noted on a bronze plaque of donors.

AG's office scolds Hallsville aldermen

The Hallsville board of aldermen received a reprimand in December from the Missouri Attorney General's Office for approving meeting minutes that misrepresented action at a closed meeting in September when the board voted to hire a new city administrator.

The original minutes of the board's closed session Sept. 27 said "no vote was taken" by the board. The board approved those minutes Oct. 11.

After the *Columbia Daily Tribune* requested a copy of the record detailing when the board voted to extend a job offer, an e-mailed response from the city of Hallsville said that on Sept. 27 the board voted 3-1 to hire the person, one of more than 20 applicants.

The attorney general's office agreed to review the discrepancy in the two official accounts as a possible violation of the state's Open Meetings and Records Law.

Patricia Churchill, chief counsel of the attorney general's governmental affairs division, responded with a letter to Hallsville city attorney John Whiteside.

"It's never appropriate to misrepresent what occurred," Churchill said in a phone interview, adding that the attorney general's office will not take any further action on the complaint. (*Columbia Daily Tribune*)

Truman Lake leader thanks Clinton paper

To the Entire Staff of the *Clinton Daily Democrat*:

On behalf of the Board of Directors of Truman Lake Community Foundation, I would like to express deep appreciation to Dan Miles and *The Clinton Daily Democrat* staff for all the newspaper coverage you have provided.

It is wonderful to have a local news staff who publishes news of our grant opportunities, grant presentations, Recognition Banquet and news of our affiliation with Community Foundation of the Ozarks.

Thank you all!
Sandie Sorbo, President
Truman Lake
Community Foundation



Missouri Press Foundation

These individuals and businesses made recent contributions to Missouri Press Foundation. Donations to the Foundation are tax deductible, and they are tangible tributes in honor of or in memory of an associate or friend. Donations advance the journalism training and historical preservation projects of Missouri Press. All are greatly appreciated.

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.

Missouri Press Foundation

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Kent and Sharon Ford, Columbia

In Honor of Dr. William H. and Myrtle Taft

Kent and Sharon Ford, Columbia

Missouri Photojournalism Hall of Fame

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

Kenneth and Christine Feldmann, Washington, Mo.

St. Louis Post-Dispatch Newspaper In Education Program

Marketing Solutions Group, Waurika, Okla.

On the Move

• **Cuba** — Hillary Temple has joined the *Free Press* as a part-time writer and photographer. She is a 2010 graduate of Cuba High School and a student at East Central College in Union. She hopes to study photography at the University of Missouri.

• **Lebanon** — Beth Durreman, classified ad manager for *The Daily Record*, has left Lebanon Publishing Co. after 22 years for a position with Chism Consulting, Inc.

Anita Van Hooser has taken over as front office and classified ad manager in Lebanon.

Durreman is a past president of the Missouri Advertising Managers' Association and received that group's Old Pro Award in 2010.

In 2008 she began managing Ozark Digital Media, which is Lebanon Publishing's website division. Caleb Clark replaced Durreman there.

She also managed *The Daily Record's* Newspaper In Education program. Van Hooser, Dawn Henry and Helen Davis have taken over that program.

Van Hooser joined *The Daily Record* in 2009. Before that she worked in food service, which included six years in the cafeteria of a local elementary school. She and her husband, Myron, have two children.

Clark began working for Ozark Digital Media as webmaster in September. He's a native of Le Roy, Kan., and earned degrees in May 2009 in cross cultural studies and intercultural studies at Ozark Christian College in Joplin.

• **Ladue** — Justin Nangle, publisher of *St. Louis Seasons* magazine for five years, has been named publisher of the *Ladue News*.

Dave Bundy, publisher of the Suburban Journals of Greater St. Louis and interim publisher of *Ladue News*, announced the appointment.

Lee Enterprises of Davenport, Iowa, owns the *Ladue News* and the Suburban Journals, in addition to the *Post-Dispatch*.

Lauren Rechan, the former publisher of the *Ladue News* for about 15 years,

resigned in November. She and the magazine's former editor in chief of 20 years, Dorothy Weiner, announced plans to launch a new publication, *Town & Style*, on Feb. 9.

Trish Muyoo-Tobin, formerly a senior writer for *Ladue News*, is now the editor. (*St. Louis Post-Dispatch*)

• **Joplin** — Mark Williams was named director of operations on Dec. 1 for *Joplin Tri-State Business Journal*. Williams spent the last year in downtown Joplin development projects, most recently opening the Hive, a business center that houses 13 small businesses.

Tri-State Business Journal, entering its fifth year of publication, is an affiliate of the *Springfield Business Journal*.

Obituaries

St. Louis

Ronald Jones

Ronald L. Jones, 70, a longtime teacher, coach and principal at Mehlville Senior High School, and the father of 2010 MPA President Kevin Jones, died Dec. 21, 2010.

When he retired in 1996, Mr. Jones had served the Mehlville School District for more than 30 years. The school and district honored him in 1997 by renaming the gym at Mehlville Senior High School the Ronald L. Jones Gymnasium.

Other survivors are his wife, Nancy, another son and five grandchildren.

St. Louis

Glenn Christopher

Glenn A. Christopher, 89, who started at the *St. Louis Post-Dispatch* as a messenger and worked his way up to president and CEO, died of pneumonia on Dec. 19, 2010.

During his half century at the *Post-Dispatch*, Mr. Christopher became Joseph Pulitzer's right-hand man. In 1986 he helped Pulitzer keep control of the newspaper during a fight with family members who wanted to sell the

company. He retired in 1993.

Mr. Christopher leaves Betty, his wife of 67 years; two daughters, four grandchildren and 10 great-grandchildren.

Webster Groves

John Archibald

John M. Archibald, 85, Webster Groves, who wrote for the *St. Louis Post-Dispatch* for more than four decades, died Jan. 3, 2011. He had suffered a stroke about two years ago.

Mr. Archibald was a sportswriter, features writer and the paper's first television critic. He earned a journalism degree at the University of Missouri in 1949 and landed a job as a sportswriter at the *Post-Dispatch*.

• **Buffalo** — Reporter Michelle Bell has left the staff of *The Buffalo Reflex*.

A lifelong bowler and bowling writer, Mr. Archibald was a member of the Professional Bowling Association's Hall of Fame.

Mr. Archibald once wrote about what he wanted engraved on his tombstone: "Why don't you guys ever get anything in the newspapers about bowling?"

Survivors are his wife, Georgia; a son, two stepsons, a daughter, a sister, two brothers and 14 grandchildren. (*St. Louis Post-Dispatch*)

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.

Serial story nominated for 'prestigious' award

Children will choose Show Me Readers winner

Chris Stuckenschneider is a columnist and book editor for *The Washington Missourian*. For the past eight years she and I have been partners in projects to get children in Washington and the surrounding communities excited about reading. Many of you may have heard about our Book Buzz project.

A few years ago Chris called me on her way home from an interview for a column she was writing about the birth of a colt whose mother had been involved in a tragic tractor-trailer accident on Interstate 44 near St. Clair.

"This would make a terrific serial story," she told me, sure that children would enjoy learning about the surviving animals and the work at Longmeadow Rescue Ranch. We went to work on the project, and Chris wrote a terrific serial story that we published in *The Missourian* and offered to newspapers nationwide through the Missouri Press Foundation's serial story catalog.

"Twist of Fate, The Miracle Colt and His Friends," serial story was published in more than 100 newspapers in 35 states, including many Missouri newspapers. The story was offered through the National Newspaper Association's Reading Across the Nation project in 2009.

Chris had long dreamed of writing a children's book, and "Twist of Fate" was so enthusiastically received by

young readers that she decided to turn the newspaper serial into a picture book.

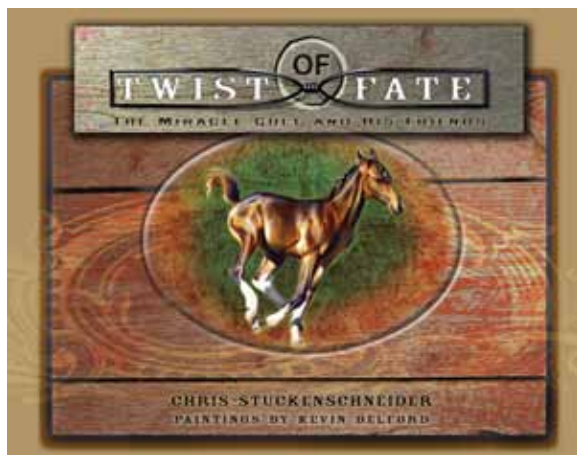
With the help of co-publisher Reedy Press and a talented painter from St. Louis, Kevin Belford, Chris's dream of the book "Twist of Fate: The Miracle Colt and His Friends," was realized. The book was a great regional success, and Chris traveled to schools, libraries and bookstores for more than a year sharing the story with readers.



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

The horse tale might end there, but an exciting "Twist of Fate" has this newspaper story that became a children's book galloping on.

Each year the Missouri Association of School Librarians, MASL, selects 25 books as Show Me Award preliminary titles.



The picture books are for students in first through third grades. A selection committee of adult readers across the state then narrows the list to 10 books.

Just before Christmas, Chris was no-

tified that "Twist of Fate" was one of the 10 Show Me Readers Award nominees for 2011-2012.

In March, students across Missouri will begin reading these Show Me Nominee books. They will vote for their favorite book in March 2012. Children may only vote if they have read, or have had read to them, at least six books on the list. Schools design their own ballots, and each student gets one vote.

Here are a few comments from folks about just how exciting this is for Chris and "Twist of Fate:"

•Christy Schink, children's librarian for the Scenic Regional Libraries, based in Union, said for Chris to have made it

to the final 10 nominees for the Show Me Award is prestigious. "This award is not chosen from a small pool of Missouri authors," Schink said, "but from a larger pool of national, award-winning authors."

This sentiment was echoed by Margaret Holtmeier, a long-time librarian in Washington. "There are huge names on these lists every year, really well-known, national authors," Holtmeier said.

And Show Me Readers Award committee member Pam Callahan, Prairie Branch Library media specialist in Centerville, said all the teachers who were readers/selectors for this year's nominees commented on how much their students loved "Twist of Fate." "The author drew them into the book to where they wanted to hear more," she said.

"Twist of Fate," the 2011-2012 Show Me Award Nominee, will be read in schools across Missouri over the next year beginning in March. It would be terrific to see Missouri's newspapers publish "Twist of Fate," the serial story, during that time. Visit our serial story page at mopress.com/NIE_Serial_Story.php for information on the newspaper feature.

You can learn more about Chris at www.cstuckenschneider.com.

It would be terrific to see Missouri newspapers publish 'Twist of Fate' during that time.

Column on secrecy generates chatter

BRYAN E. JONES

Versailles Leader Statesman

It was almost like I had a plate of fresh, homemade, hot, buttered bread just fractions of an inch out of reach of a starving man with my column last week in which I composed a letter from a concerned citizen to a Mr. Government Representative and pointed out the importance of public transparency and freedom of information.

I ended the letter from the fictitious citizen with the following words: "If information is power, then the power should belong to the people, through a free press, with unfettered access to consistent, accurate, reliable public information. I do not want, Mr. Government Representative, to ever again wonder why something isn't in my local paper."

I was asked nearly everywhere I went following the publication of the column something like, "Who were you talking about in your column? Are you going to tell us?"

I fielded several phone calls and received numerous e-mail communications on the topic from various people.

More than one and less than three were from government representatives themselves.

...There were reports of people talking and debating amongst themselves trying to deduce the identity of Mr. Government Representative and to attribute him/her with a particular corruption, cover-up, deception, negligence, or outright criminal action.

One respondent wrote, "I think that each (government) entity that reads that article is going to feel like it is directed at them and take offense to it. But maybe that is what makes good journalism, when you can get the people stirred up and talking!"

An e-mail I received contained this thoughtful reminder: "If there is any chance to expose corruption by government officials, I sincerely hope it gets done. If my hometown newspaper knows the truth and can inform the people of the facts then I hope it does just that."

That is one charge the editor of this paper will always take seriously and execute faithfully.

William Allen White, publisher of *The Daily Gazette* in Emporia, Kan., and one of the most famous editorial writers of the 20th century, said (from an editorial written in 1901), "Nothing fails so rapidly as a cowardly newspaper, unless it is a paper that confuses courage with noise."

My column of last week was not written merely to make noise but to spur those in public service to take seriously their responsibilities and obligations to the very public they serve.

Some of the speculation about Mr. Government Representative spilled over into quite imaginative territory. Ultimately, however, the column was written as a general reminder that the people deserve to be informed, honestly and thoroughly, by anyone on the taxpayers' dime.

If my efforts have pushed that plate of hot, buttered bread within reach and the hunger of the citizenry for truth and transparency is satiated, then I have succeeded.

As to the actual identity of "Mr. Government Representative?"

If the shoe fits...

Letter writer congratulates Lee's Summit Journal, staff

To the *Lee's Summit Journal*:

As a resident and business owner, I am very proud of our hometown newspaper, the *Lee's Summit Journal*.

On Oct. 16, the *Journal* staff received 11 awards from its group of peers at the annual Missouri Press Association Convention.

It was only a short time ago, prior to the arrival of current publisher John Beaudoin, that all the paper had to offer was coupons and articles from national publications irrelevant to the citizens and residents of Lee's Summit.

Today, we can now look forward to two publications per week to keep us informed on what is happening all over town.

Given the current political and economic environment, it is critical that we stay informed of what is happening

nationally. Equally as important is what is occurring locally.

The *Journal* has done a comprehensive and diligent job of keeping us informed about what is going on with our city council, school district, economic development, community events, local sports, etc.

Congratulations to Mr. Beaudoin, Linda Thompson, Miranda Wycoff, Emily Jarrett, Julie Scheidegger and Stephen Bubalo and others who have contributed to the success of this publication.

You represent another reason why Lee's Summit serves as an example to other cities as to what it takes to be a great place to live.

Steve Tominia
Lee's Summit

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Blogs, Facebook pages have potential for libel

Be sure writers understand danger

Some of you probably saw the movie “The Social Network” about the founding of Facebook over the holidays.

None of us would argue that Facebook isn't a modern phenomenon. Time Magazine, naming Facebook founder Mark Zuckerberg its “Person of the Year,” claims that Facebook now has 550 million members, creating a “country” that is the third-largest in the world, ranking right behind China and India.

One of the most amazing things about it to me is how it has changed the discussion of privacy issues. Personal privacy is a value most folks hold dear.

Lawsuits for invasion of privacy are a concern for all in the media. But on Facebook, privacy sometimes takes a back seat to connections and to telling folks what is happening in one's life. For many on Facebook, privacy is forgotten amid the desire to show and tell everyone about what happened last night.

And it's not just Facebook. Folks are “tweeting” about their every activity, whether it's going to the dentist for a root canal a few weeks ago (Mo. Rep. Jason Kander) to what music is playing at the moment (Jason Rosenbaum).

CNN.com recently noted, “Virtually any information posted online can become public in an instant. An info-thief easily could take a screen grab of a private Facebook message and post it on a public blog. Private twitter feeds ... can be retweeted.” One tech expert a few years ago opined that privacy was dead and that “social media hold the smoking gun.”

In 2009, a political consultant accused of taking bribes not only raised a defense

and commented in traditional media about the unfairness of the charges, but he began using Twitter and Facebook to comment about his case.

Eventually, the judge became angered over his comments and urged his attorneys to tell him to “keep his fingers off the keyboard as well as his mouth closed.” The judge was unsuccessful in accomplishing this task, however. Even a protective order was unsuccessful in shutting him down.

It creates interesting issues. Lawyers involved in litigation are finding that sometimes they can find out a lot about opposing parties in lawsuits by looking at their Facebook pages. But then, at the same time, lawyers realized they could find out about potential jurors on jury panels by hunting

them up on Facebook.

That has concerned some judges. It has broadened the inquiry about potential jurors beyond the courtroom, although the truth is that lawyers have been searching out every detail about potential jurors for a long time, and I assume most judges don't really believe they can contain this process to the courtroom voir dire activity.

And in truth, I am not certain that this is a valid concern. If a person chooses to put that information out on the web, then I think it's fair game. But this clearly is a developing area of the law, and we haven't seen the end of litigation over it.

Reporters also realize that they can find out about people they are writing about by checking Facebook for their pages. Granted, the information gleaned there is not necessarily reliable as source material.



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

The reporter needs to realize the person's page they are looking at may or may not be the person they are writing about and may or may not contain truthful statements. Caution needs to be exercised.

However, it's the first angle that I want to talk to you a little about in this column.

As I mentioned, lawyers realize that there may be a world of information to be gained from Facebook. And it's not just plaintiffs that lawyers seek to find on Facebook. Lawyers thinking about filing libel suits or similar media torts are going to be checking the Facebook sites of journalists, too.

If you have a reporter working for you who is a big Facebook fan, you probably need to talk to that reporter about concerns over what they write about their job.

A reporter who chooses to write about how she sourced a story, about what she wanted to accomplish in writing a story, or who makes fun about the person who is the subject of a story as part of her Facebook wall may find that very material coming back to haunt her if she is sued for libel.

While employers all over are realizing that Facebook references can be a problem, it's perhaps even a bigger problem for publishers, because the folks we hire tend to like to write, and having a detailed Facebook page comes naturally to folks at newspapers.

We've been warned about the potential for emails being harmful in the past. But tweets and Facebook postings are no different and need to be watched, too, because of the potential for harm they can cause.

Finally, before I close, let me add a quick note. Last summer I talked about web content and comments on websites for a media group. I wrote about it for you last September (see the September law column on MPA's website at http://www.mopress.com/_lib/files/Man-Law_1009.pdf).

By the time you read this, I'll have presented that talk to the folks at the Northwest Press Association meeting in St. Joseph. I'm hoping to have a chance to present it at other meetings in coming months. Give me a call if you are interested.

Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Matt Daugherty, Smithville/Kearney; 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, Sharon Vaughn, Summersville; Vice President, Regina Wynn, Gainesville; Secretary-Treasurer, Dala Whittaker, Cabool. Directors: Roger Dillon, Eminence; Brad Gentry, Houston; Jeff Schrag, Springfield; Keith Moore, Ava; Chris Case, Cuba; Tianna Brooks, Mountain View.

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.

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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.

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CALENDAR

February

- 1-15** — Missouri Press judges Virginia Press Association Newspaper Contest (online judging)
- 9** — MPA/MPS Board meeting, Supreme Court Building, Jefferson City
- 9** — MPA Reception with Legislators, DoubleTree Hotel, Jefferson City
- 10** — Missouri Press Association Day at the Capitol, Jefferson City

March

- 4** — Missouri Press Day at the Reynolds Journalism Institute, Missouri School of Journalism
- 13-19** — National Sunshine Week
- 17-18** — Ozark Press Association, Chateau on the Lake, Branson

April

- 14-15** — Missouri Advertising Managers' Association, Sheraton Sports Complex Hotel, Kansas City

June

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

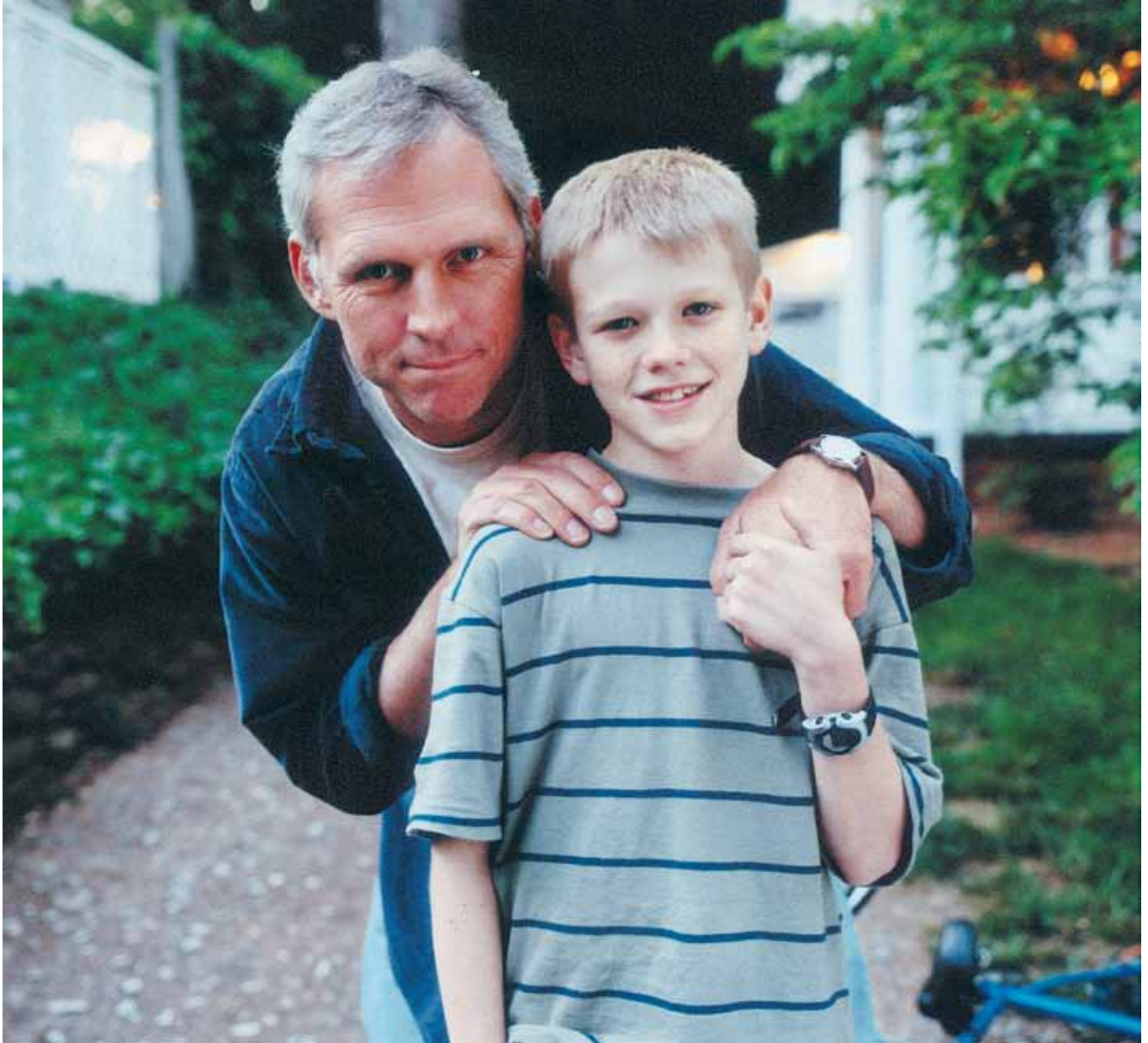
July

- 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).**



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