

May 2011

Missouri Press NEWS



MPA Porter Fisher Golf Classic will be June 9 in Monroe City.

3-4



Show-Me Press Association will meet in Mark Twain's town.

4



Ad group elects officers

The Missouri Advertising Managers' Association elected officers when it met in Kansas City April 14-15. From the left they are Dennis Warden, Owensville, President; Jane Haslag, Jefferson City, First Vice President; Brian Rice, Excelsior Springs, Director; Jeanine York, Washington, Secretary; Stacy Rice, Drexel, Past President; Jana Todd, Warrenton, Second Vice President; Kevin Jones, St. Louis, Director; and Lisa Miller, Camdenton, Director. Other Directors are Bruce Wallace, Ashland, and Suzie Wilson, Milan. Treasurer Kristie Williams, MPA, took the picture. The association presented its Old Pro Award to Rosalie Heislen, right, of the *Jefferson City News Tribune*.



8-9

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Do your reps make 24 calls a day?

Ad Managers' speaker suggests 3 types of visits to clients

One of the joys of being president of Missouri Press Association is traveling to the various press association meetings.

Phyllis and I attended the annual Missouri Advertising Managers' Association meeting in Kansas City April 14 and 15.

Tim Smith spoke Thursday afternoon. He has been in the publishing business or a newspaper trainer for more than 17 years. He did a fast-paced, entertaining and informative sales seminar.

He talked about things we all know or should know, but it was a great refresher for publishers and ad managers and a good primer for the sales staff.

Smith asked if we demand 24 calls a day from your sales staff: Eight "selling" calls, where you ask for the order and ask for money; eight "servicing" calls where you help existing customers; and eight "prospecting" calls where you interview new customers to find out their goals, demographics, buying patterns, advertising budgets, and to create marketing plans with a minimum campaign of eight exposures.

Have you ever turned down an ad when the customer expected too much?

I assure that doesn't happen in Mexico, but Smith says maybe it should when the customer expects too much.

If a Realtor wants 12 houses in a 2X5 with full descriptions, it's the sales rep's job to tell the customer the ad won't be effective and to counsel the client on the size necessary to be effective or guide him toward featuring fewer houses.

It would be hard for any of us to turn down advertising in this economy, and that wasn't the point. But you are not there just to sell an ad, but to build a lasting relationship with the customer and have the customer rely on the salesperson's expertise. With that comes more consistent ad dollars in the future.

Russell Viers was the speaker on Friday morning at the Ad Managers' meeting. He demonstrated the tools you need to guide your newspaper into the future of publishing.

Viers is a certified Adobe trainer, and he discussed InDesign, Illustrator and Photoshop. He taught short cuts and created "spec" ads, literally in seconds. This saves hours of production time and arms the sales staff with something to sell. Viers is a newspaper transition expert who has helped newspapers across the country keep up with the current trends. He is presently helping newspapers transition to electronic media, whether it be Internet, tablets or other electronic devices.



Joe May
The Mexico Ledger
MPA President

He will be at Show-Me Press in Hannibal June 9-11. He can save your paper time and money and give advertising a fresh new

look. You owe it to your paper to hear what he has to say.

Congratulations and a big hats off to Rosalie Heislen, the 2011 Dee Hamilton Old Pro Award winner.

I've known Rosie for more than 40 years and cannot think of a more deserving person for this award. She started at the *News Tribune* in Jefferson City in 1945 in accounting, but has been selling advertising for more than 50 years and has been at the paper more than 66 years. I'm told she's at her desk every morning by 7, and she still attends many community functions.

Rosalie epitomizes the term old pro. I congratulate her and wish her many more years.

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Do Overs!

Mulligans: \$10 per player (1 mulligan per side).

All proceeds above costs will go to Missouri Press Foundation.

Mulligans will be sold at the course before teeing off. Prizes awarded after golf.



2011 Missouri Press Foundation

Porter Fisher Golf Classic

**Thursday, June 9;
1:30 p.m. Shotgun;
4-Person Scramble.
Mosswood Meadows
Golf Course, Monroe City**

\$35

**Greens Fee, Cart,
Prizes for Longest Putt,
Longest Drive, Top Teams**

Be at the golf course by NOON for free lunch provided by the Monroe City Chamber of Commerce. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. Send your registration and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.

Golf = \$35 per golfer _____

Mulligans \$10 per player _____

Prize Fund _____

TOTAL _____

Name(s): _____

Co. / Newspaper: _____

Phone: _____

Please Consider a Contribution to the Prize Fund

Would you personally or your company consider a contribution to the tournament prize/expense fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications. Thank you.

Directions: Mosswood Meadows Golf Course is on Highway 36 at the west edge of Monroe City.

Show-Me Press will meet in June

Learn a lot, have some fun in Hannibal June 9-11

Show-Me Press Association will offer a variety of sessions at its annual meeting Thursday-Saturday, June 9-11, in Hannibal. Sessions will be held in the Quality Inn and Suites Hotel. Show-Me President Linda Geist, publisher of the *Lake Gazette* in Monroe City, will be the host.

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

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

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

Here's the agenda for the entire meeting:

Thursday, June 9

8 a.m. - MPA Board Meeting (with breakfast)

Noon - Lunch for golfers provided by the Monroe City Chamber of Commerce at Mosswood Meadows Golf Course, Monroe City. Mosswood is directly off of Highway 36 at the western edge of Monroe City.

1:30 - Tee-off at Mosswood Meadows

3-7 p.m. - Hospitably Suite at the Quality Inn, dinner on your own.



Friday, June 10

8 a.m. - Breakfast, Callypso Room (Hotel guests FREE, \$8 for non-guests.)

9 - 11:30 - Russell Viers on InDesign

Noon - Lunch: Speaker Ryan Murray, marketing director at Mark Twain Home and Museum

1:15 p.m. - Russell Viers

6:30 - Wine and cheese on deck at Mark Twain Lake Visitor Center

followed by barbecue dinner and entertainment by '50s and '60s band BC & the Gang, sponsored by *The Lake Gazette*.

Saturday, June 11

8 a.m. - Breakfast and Show-Me business meeting and election of 2012 officers

Breakout sessions:

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

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

9:15-11:30 - Russell Viers.

10:30 - Nancy Stone, What you can find in your courthouse.

10:30 - Greg Baker (repeat)

Quality Inn and Suites is on U.S. 36 at the western edge of Hannibal.

Call the hotel at (573) 221-4001 to reserve a room; \$91.63, including breakfast.

Tee-it up June 9 in Monroe City!

Mark Twain is credited with this definition of golf: A good walk spoiled. You're invited to spoil a good walk in Monroe City on Thursday, June 9. The MPA Porter Fisher Golf Classic will be held on that day at Mosswood Meadows Golf Course in Monroe City. Cost is \$35; tee-off will be at 1:30 for the four-person scramble.

The Monroe City Chamber of Commerce will provide lunch for golfers beginning at noon.

A registration form is on page 3 of this magazine and is at http://www.mopress.com/CURRENT_FORMS.php.

Mulligans (do-overs) will be sold at the golf course for \$10 per player for two swings. This money will be used to help pay for the golf prizes.

Players are invited to make separate contributions to the prize fund as well. You may pay for mulligans and add any donation to your check for golf registration, or you can register and pay with a credit card by calling the Missouri Press office in Columbia, (573) 449-4167.

All contributors will be acknowledged during the golf outing.





Annual Convention

June 9-11, 2011
Quality Inn, Hannibal, Mo.

REGISTRATION: Write names of EVERYONE who will attend from your newspaper or business and the meals they will attend. Pay \$100 for conference registration for TWO attendees. That covers all meals and sessions for those two people. Each additional attendee is \$25 for registration plus the cost of meals. **EVERYONE: Please indicate the number of people to attend each meal. This is critical for meal planning.** Sponsorships help pay for guest speakers and the hospitality suite. Thank you.

	Number Attending	Cost
Conference Fee		
1 Fee per Newspaper or Company (\$100 for 2 people)		\$100
Additional attendees	# ____ x \$25	\$ ____

Thursday, June 9

- 8 a.m.-1 p.m. — MPA/MPS Board Meeting, Coral Room
- Noon — Lunch at Mosswood Meadows Golf Course (included)
- 1:30 p.m. Porter Fisher Golf Classic at Mosswood Meadows
- 3-7 p.m. — Hospitality Suite, Coral Room, Quality Inn

Friday, June 10

- 8 a.m. — Breakfast, (FREE to hotel guests, \$8 non-guests): No. of non-guests ____ x \$8 \$ ____
- 9 a.m. — Russell Viers on InDesign
- Noon — Lunch: Ryan Murray, Mark Twain Home and Museum # ____ x \$15 \$ ____
- 1:15 p.m. — Russell Viers on InDesign
- 6:30 p.m. — Wine and cheese at Mark Twain Visitor Center and barbeque dinner # ____ x \$15 \$ ____

Saturday, June 11

- 8 a.m. — Breakfast, Show-Me Business Meeting (FREE to hotel guests, \$8 non-guests) No. of non-guests ____ x \$8 \$ ____
- 9:15 a.m. — Breakout Sessions: Russell Viers; Mike Jenner, Missouri School of Journalism; Greg Baker, Missouri Press Ad Director
- 10:30 a.m. — Breakout Sessions: Russell Viers, Nancy Stone, Researching Public Data; Greg Baker, MPS Ad Director
- Meeting Sponsorship Donation** \$ ____

TOTAL \$ _____

Name(s) _____

 Affiliation _____
 Address / Phone / email _____



Mail your registration form and check to Sandy Nelson, Sun Publications, 4370 West 109th St., Ste. 210, Overland Park, KS. Make hotel reservations with the Hannibal Quality Inn, (573) 221-4001. Mention the Show-Me Press meeting to get the meeting rate of \$91.63. If you have questions call Sandy, the Show-Press Secretary / Treasurer, at (913) 952-2049 or (913) 385-6046.

SEMO Press will meet June 3 in Cape

Sessions will be on newspaper and advertising design, Google tools and copyright

Southeast Missouri Press Association will offer sessions on newspaper design, advertising design, Google business tools and copyright law at its meeting in June.

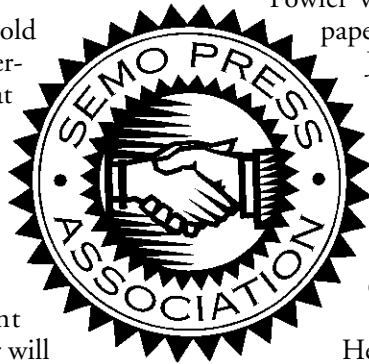
The association will hold its 118th Annual Conference on Friday, June 3, at Southeast Missouri State University in Cape Girardeau. A registration form is on the facing page. The registration deadline is May 25.

Association President Betty Watkins of Dexter will preside at the meeting.

Newspaper advertising consultant David Fowler will open the meeting at 10 a.m. with a session on getting new customers.

Fowler also will present during one of the concurrent sessions after lunch. He'll teach you the purpose for news-

paper advertising and how to create advertisements that will sell for clients and that will attract new advertisers to your newspaper.



Fowler wrote the book "Newspaper Ads That Make Sales Jump!," and he has worked with many advertising agencies and newspapers, including *The New York Times*, *The Seattle Times* and *The San Francisco Chronicle*.

Design consultant Ed Henninger, who is familiar to many Missourians through his workshops and his column and blog, will speak at lunch. Henninger also will present during an afternoon concurrent session.

Henninger's column on newspaper design appears in many newspaper association newsletters and bulletins,


including the "Missouri Press Bulletin" on occasion. He also has a blog he uses to critique submitted pages and discuss newspaper design.

The second pair of concurrent sessions will feature Dana Schwieger, who will talk about using Google tools, and Missouri Press legal hotline counselor Jean Maneke, whose topic will be the Digital Millennium Copyright Act.

Your newspaper or business can register to attend the conference for \$75, plus \$15 per person to cover the cost of lunch.

MPA on Facebook, Twitter

Missouri Press Association is on Facebook and Twitter. Get updates by "liking" MPA on Facebook and signing up for Tweets: <http://www.facebook.com/pages/Missouri-Press-Association/154375874617599>, and <http://twitter.com/#!/MissouriPress>.



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

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

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Kansas City, MO 64112
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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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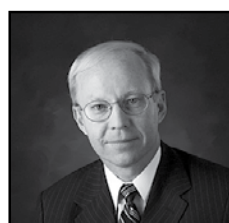
A tradition of service to community newspapers

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



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EXPERIENCE | KNOWLEDGE | INTEGRITY



Southeast Missouri Press Association

118th Annual Conference

Friday, June 3, 2011

Southeast Missouri State University

Deadline to Register is May 25

Agenda:

10 a.m. David Fowler (see bio below)
Customer acquisition for businesses/advertisers

11 a.m. Registration

11:30 Lunch with keynote address from Ed Henninger

Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC. His column on newspaper design appears regularly in Publishers' Auxiliary, the publication of the National Newspaper Assn. His column also appears in the bulletin of the Southern Newspaper Publishers Assn. as well as newsletters of press organizations throughout the US and Canada. It is also distributed free to more than 1,600 subscribers worldwide. A new venture, Ed Henninger's Blog, is followed by newspaper design professionals worldwide and updated weekly with design evaluations and other newspaper design reports and opinions.

1:15 -2:45 p.m. Concurrent sessions

Ed Henninger: Negative space and why it is important

David Fowler: Author of the best selling book, "Newspaper Ads That Make Sales Jump!"

David Fowler is considered the "newspaper ads guy." Fowler creates customer templates for newspapers and businesses alike. He has consulted numerous advertising agencies and media clients including the The New York Times, The San Jose Mercury News, The Seattle Times, The San Francisco Chronicle and The San Diego Union Tribune. At this conference, Fowler will:

- Reveal what a print ad really is and the purpose of a print ad in growing the advertiser's business.
- Analyze the strengths and weaknesses of ads brought to the session.
- How to choose ad content and how to "amp" the desirability of everyday products and services.
- How to develop the ad's "irresistible" offer.
- How to write effective headlines.
- How to determine and use "proof elements" to support the offer made in the ad.
- How to create the Call to Action phrase and use "tracking mechanisms" to ensure higher response.
- How to create effective ad layouts that ensure correct "eye-tracking."
- How to promote the newspaper to attract new advertisers.

3 p.m. Concurrent sessions

Dana Schwieger: Using Google Business Tools to Enhance Your Business

Jean Maneke: Digital Millennium Copyright Act

Register Today!

- SEMO Press Registration for your newspaper — \$75
- Registration per person, includes lunch — \$15 x _____ = \$ _____
- Total enclosed — \$ _____

• Names of those attending: _____

• Newspaper: _____

• Address: _____

• Phone/Email _____

Please send registration and payment by May 25 to

Michelle Friedrich, Daily American Republic, PO Box 7, Poplar Bluff, MO 63902

Phone: 573-785-1414 Fax: 573-785-0476



Rosalie Heislen, center, of the *Jefferson City News Tribune*, won the Dee Hamilton Old Pro Award from the Missouri Advertising Managers' Association. The award was presented during the annual Ad Managers' meeting in April. With Heislen are Mike Vivion and Jane Haslag of the *News Tribune*.

Best Ad awards presented at meeting in Kansas City

The Missouri Advertising Managers' Association met in April at the Holiday Inn SE Water Park Hotel in Kansas City. During the annual meeting awards were presented in the annual Better Ad Contest.

Here are the newspapers and their awards (numbers indicate place won):

Bolivar Herald-Free Press

1, Ad Smaller than a full page, Billie Marsh; 1, Shared/Signature Page, Billie Marsh; 2, Classified ad, staff; 3, Shared/Signature page, Billie Marsh.

Buffalo Reflex (Shannon Ferrell)

2, Ad smaller than a full page; 2, One time special section; 3, Most creative use of full color; 3, Ad designer; HM, Ad smaller than a full page; HM, One time special section.

Cassville Democrat

1, Single house ad, Veronica Zucca; 1, Advertising sales tool, Veronica Zucca; 2, One time special section, staff; 3, Shared/signature page, Veronica Zucca; HM, Regularly scheduled section, Kelly Logan.

Chillicothe, Ad Pages

2, Ad content entire publication, Katy Brown.

Columbia Daily Tribune

1, Full page, Vicky Gibson and pre-press dept.; 1, Ad series, Leslie Winn and

Joe Pendergrass; 1, Single house ad, Linda Hays and Elizabeth King; 1, Creative use of full color, Leslie Winn and Joe Pendergrass; 1, Newspaper promotion, Linda Hays and Elizabeth King; 1, Online ad, Joe Pendergrass; 2, One time special section; 2, Classified section, Pati McDonald; 2, Newspaper promotion, Linda Hays and Elizabeth King; HM, Shared/signature page, Pati McDonald.

Concord Call

2, Newspaper promotion, staff.

Dexter Daily Statesman

1, One time special section, group; 2, Full page, Betty Watkins and Dorothy Ellism; 2, Shared/signature page, group; 3, Full page, Betty Watkins and Dorothy Ellism.

Excelsior Springs Standard

2, Ad series, Brian Rice; 3, One time special section, staff.

Jefferson County Leader, Festus

1, One time special section, Michelle Engelhardt, Debbie Skaggs, Jeff Adams, Glenda Potts and Rob Schneider; 2, Single house ad, Debbie Skaggs; 2, Shared/signature page, Debbie Skaggs and Glenda Potts; 2, Newspaper produced insert, Debbie Skaggs and Glenda Potts; 3, Single classified ad, Debbie Skaggs and Glenda Potts; 3, Shared/signature page, Michelle Engelhardt, Debbie Skaggs, Jeff Adams, Glenda Potts and Rob Schneider; 3, Advertising sales tool, Michelle Engelhardt,

Debbie Skaggs, Jeff Adams, Glenda Potts and Rob Schneider; HM, Creative use of full color, Michelle Engelhardt and Rob Schneider.

Focus on Oak Grove

1, Full page, Nancy Mathis.

Fulton Sun (Jeremy Patton)

1, Ad smaller than a full page; 1, Ad designer; 3, Single house ad; 3, Shared/signature page.

Gasconade County Republican, Owensville

1, Full page, Dennis Warden; 1, Ad series, Tammy Curtis; 1, Creative use of color, Tammy Curtis; 1, One time special section, staff; 2, Effective use of small space, Dennis Warden; 2, Single classified ad, Dennis Warden; 2, One time special section, staff; HM, Full page, Dennis Warden; HM, Ad designer, Tammy Curtis.

The Pointe, Grain Valley

2, Online ad, Becky Geromo.

Green Park Call (staff)

1, Creative use of one spot color; 3, Full page; 3, Classified section; HM, Shared/signature page.

Jefferson City News Tribune

1, Regularly scheduled section, ad dept.; 1, Classified section, Brenda Perkins; 1, Shared/signature page, ad dept.; 1, Ad content entire publication, ad dept.; 2, Full page, Rosy Heislen and Colleen Collins; 2, Effective use of small space, Denise McMillen; 2, Creative use of full color, Denise McMillen; 2, Newspaper produced insert, Janet Ousley and Vickie Catalina; 3, Full page, Trish Mistler; 3, Single house ad, Adam Moss; 3, Effective use of small space, John Benke and Vickie Catalina; 3, Regularly scheduled section, classified; 3, Newspaper promotion, Monica Rackers; HM, Single house ad, Brenda Perkins.

Daily Dunklin Democrat, Kennett

1, Most effective use of small space, Terri Coleman and Sandy Jarboe; 1, Single classified ad, Terri Coleman and Monica Gettings; 1, Shared signature page, Terri Coleman and Sandy Jarboe; 1, Newspaper produced insert, Terri Coleman, Donnie Shelton, Monica Gettings, Tammy Brown and Sandy Jarboe; 3, One time special section, Terri Coleman, Donnie Shelton, Monica Gettings, Tammy Brown and Sandy Jarboe.

Laurence County Record,

Mount Vernon (staff)

1, Regularly scheduled section; 2, Regularly scheduled section; HM, Full page; HM, Shared/signature page.

Lebanon Daily Record

1, Advertising sales tool, Rene Barker; 2, Ad series, Rene Barker; 2, Single house ad, Rene Barker; 2, Regularly scheduled section, staff; 2, Single classified ad, classified dept.; 2, Shared/signature page, Shelly Bayrid; 2, Advertising sales tool, Rene Barker; 3, Ad smaller than a full page, Jennifer Early; 3, Single classified ad, classified dept.; 3, Shared/signature page, Shelly Bayrid; HM, Most effective use of small space, Shelly Bayrid; HM, Most effective use of small space, Shelly Bayrid; HM, One time special section, staff; HM, Shared/signature page, Beth Durreman and Carole Sagle; HM, Full page

ad, Jennifer Early; HM, Ad smaller than a full page, Shelly Bayrid.

Marshall Democrat-News

1, Full page, Joicy Pannell; 1, Creative use of one spot color, Shelly Arth; 2, Single house ad, Leah Townsend; 2, Creative use of spot color, Joicy Pannell; 2, One time special section, ad staff; 3, Ad series, Shelly Arth.

Marshfield Mail

2, Shared/signature page, Chantz Cravens and Adam Letterman; 3, Ad smaller than a full page, Chantz Cravens; HM, Ad smaller than a full page, Chantz Cravens.

Monett Times (Scott Grissom)

1, Single house ad; 2, Ad smaller than a full page; 2, Ad designer; 3, Ad smaller than a full page; HM, Ad series.

Nixa Xpress

1, Ad content entire publication, Adam Letterman and Carrie Luttrell; 2, Creative use of one spot color, Carrie Luttrell.

Oakville Call (staff)

3, Ad series; 3, Creative use of one spot color.

Christian County Headliner News, Ozark

1, Single house ad, Carrie Luttrell; 1, Newspaper produced insert, staff; 1, Ad designer, Carrie Luttrell; 2, Full page, Carrie Luttrell; 3, Single house ad, Adam Letterman; 3, Effective use of small space, Carrie Luttrell; 3, Newspaper produced insert, staff; HM, Single house ad, Adam Letterman; HM, One time special section, staff.

Palmyra Spectator (Christina DeLaRosa)

3, Online ad; HM, One time special section; HM, Shared/signature page.

Park Hills Daily Journal

3, Creative use of full color, Rob Barnes; 3, Classified ad, Laura Maize.

Daily American Republic,

Poplar Bluff (Christy Pierce)

1, One time special section; 3, One time special section.

Richmond News (Karen Payne)

1, Shared/signature page; 2, Single house ad; 3, Full page; 3, Ad smaller than a full page; 3, Newspaper promotion; HM, Ad smaller than a full page.

St. Louis American

1, Single house ad, Angelita Jackson; 1, Newspaper promotion, Kevin Jones; 2, Creative use of full color, Angelita Jackson; 3, Single house ad, Angelita Jackson and Kevin Jones; 3, One time special section, staff; HM, One time special section, staff.

The Mountain Echo, Ironton

1, One time special section, Brina Eakins and Ashley Fox; 1, Online ad, Brina Eakins and Ashley Fox; 2, Ad designer, Ashley Fox; 3, Regularly scheduled section; HM, Ad series, Brina Eakins and Ashley Fox.

The Vandalia Leader

3, Ad content entire publication, Crystal Beatty and Ron Schott.

Warren County Record, Warrenton

2, Single house ad, Jana Todd.

Washington Missourian

1, Full page ad, Mindy Heidmann; 1, Ad smaller than a full page, Mindy Heidmann; 1, Effective use of small space, Mindy Heidmann;

Candidates take note: ads in newspapers 'most helpful!'

Between the general elections of 2002 and 2010, newspapers significantly increased their perception as providing Missouri voters with the "most helpful" and "most believable" political advertising.

During that period, Missouri voters who were surveyed said political advertising on television is much more "offensive" than ads in any other medium.

Those are some of the findings of post-election surveys commissioned by the Missouri Press Association (MPA) and conducted by Pulse Research, Inc., of Portland, Oregon. Surveys of Missourians who voted were conducted after the November elections in 2002, 2006 and 2010.

"The results of these surveys show that in spite of the volume of political advertising on television, radio and the internet, Missourians see newspapers as the best place to look when they want information to help them decide how to vote," said Doug Crews, executive director of MPA.

While the "most helpful" perception of advertising in newspapers rose from 12 percent in 2002 to 21 percent in 2010, the same rating for television advertising went from 9 percent to 13.5 percent and for radio advertising from 0.5 percent to 3.8 percent.

"Most helpful" ratings for social media advertising were 1.3 percent in 2010 after not registering in the earlier surveys. Websites for candidates and issues actually fell on the "most helpful"

question, from 15.5 percent in 2002 to 6 percent in 2010.

"Candidates and issue advocates would do well to take note of these findings," Crews said. "When people are looking for information to help them decide how to vote, they look to advertising in newspapers."

Missouri voters also perceive political ads in newspapers to be much less offensive than advertisements on television. In the 2010 survey, only 2.5 percent of the respondents said newspaper ads were the most offensive, while 53.8 percent said political ads on television were the most offensive.

When asked what medium had the "most believable" political ads, newspapers polled 19 percent, television got 7 percent and radio 3.8 percent.

This research shows that few Missouri voters are offended by political ads in newspapers, and many find them to be very helpful and believable, Crews said. At the same time, about 71 percent of the people surveyed "agreed" (15.4 percent) or "strongly agreed" (55.7 percent) that negative ads on television made them less likely to vote for that candidate or issue.

Other media choices in the surveys included live speeches, candidate brochures, telephone calls, websites, social media, several other mediums, "other" and "don't know."

For the 2010 survey, Pulse Research polled 400 Missourians who voted in November from all counties in the state.

1, Single classified ad, Jeanine York; 1, Classified ad, Jeanine York and staff; 1, Shared/signature page, Ann Vogel; 2, Full page ad, Mindy Heidmann; 2, Ad smaller than a full page, Mindy Heidmann; 2, One time special section, staff; 2, Advertising sales tool, Jane Haberberger; 2, Ad content entire publication, staff; 3, Full page ad, Chris Chipman; 3, Ad smaller than a full page, Michelle Charles; HM, Ad series, staff.

Webster County Citizen, Seymour

1, Ad smaller than a full page, Dan Wehmer; 2, Full page, Beverly Hannum and Anna Sturdefant; 2, Ad smaller than a full page, Beverly Hannum and Dan Wehmer; 2, Shared signature page, Beverly Hannum, Anna

Sturdefant and Dan Wehmer; 3, Single house ad, Anna Sturdefant and Dan Wehmer; HM, Full page, Beverly Hannum and Dan Wehmer; HM, One time special section, Beverly Hannum, Anna Sturdefant and Dan Wehmer.

West Plains Daily Quill

1, Ad smaller than a full page, Vicky Rutter; 2, Ad smaller than a full page, Darla Evins; 3, Advertising sales tool, Shawna Hammon, Sharon Essary, Carla Bean, Vicki Johnson, Darla Evins and Vicky Rutter; 3, Newspaper produced insert, Shawna Hammon, Carla Bean, Vicki Johnson, Darla Evins and Vicky Rutter; 3, Ad designer, Vicky Rutter and Dan Wilson; HM, Ad smaller than a full page, Vicki Johnson.

Hannibal publisher retiring May 20

Jack Whitaker, publisher of the *Hannibal Courier-Post* for the past 14 years, has announced that he will retire effective May 20.

"I'm looking forward to having less stress and pressure on me, and more time to do what I would like to do," Whitaker said in a *Courier-Post* story.

Whitaker was president of Missouri Press Association in 2008.

He and his wife, Sarah, will likely be on the go a good deal of the time, visiting their five children and 14 grandchildren who are "scattered over Texas and Nebraska."

The Whitakers will continue to call Hannibal home.

Whitaker, 65, moved to Hannibal in May 1997 from Lubbock, Texas, where he had been the circulation director for five years. Before coming to Missouri, Whitaker also had worked at newspapers in Houston and Dallas.

During his years as *Courier-Post* publisher, Whitaker said, "We have dedicated ourselves to being the local source for news and information. Editor Mary Lou Montgomery has done an excellent job of making this

the community's newspaper, not our newspaper. We will continue to work and strive to incorporate local information and continue to highlight local people — not movers and shakers, politicians and all that — but local people who have an interesting story."

Whitaker expressed his appreciation for the people who work at the newspaper.

"There is a dedicated group of people here that will do whatever it takes, whenever it takes it, to make sure we get a product produced and distributed to our readers every day that we publish. I applaud them all for just fabulous work and for supporting me and making me look good," he said.

Whitaker's message to readers is a simple one.

"We are doing everything in our power in challenging economic times to make sure we continue to provide a viable product to our readers, and I assure you we will continue to do that."

There has been no indication yet from GateHouse Media, Inc., which owns the *Courier-Post*, regarding Whitaker's successor.



Jack Whitaker

Springfield publisher turning on taps

SPRINGFIELD—Springfield's only full-scale packaging brewery, created by a member of the Missouri Press board of directors, is creating lots of buzz in the community, according to a story by KY3 News.

Mother's Brewery took over an old Butternut bread factory.

This project on Grant Avenue between Walnut and College streets has been in the works for about two and a half years. Other businesses are getting excited about what it will do for downtown Springfield.

"Every time I see the glasses come in or the kegs come in, or there are signs up at Patton Alley Pub, it's crazy," said business owner Jeff Schrag.

Schrag, publisher of the *Springfield Daily Events* newspaper and Missouri Press Association treasurer, had a dream.

"Financing in this economy was an enormous hurdle. It was turned down by multiple institutions," Schrag said.

Finally the money came through and the ball started rolling. A brewmaster has been on the payroll for the last year.

The big question Schrag asked himself was whether

people would actually want his product. It turns out they do.

"I thought I'd be tripping around with samples, begging people. That was a very nice surprise," Schrag said.

Mother's is Springfield's only full-scale packaging brewery. Springfield Brewing Company also produces and packages beer to limited locations.

"I had some tasting knowledge, but in terms of production I had no knowledge, and I probably still don't really," Schrag laughed, "It's been quite the journey for me."

On May 14 Mother's will have its "First Ever Mother's Day Festival" from 2 to 8 p.m. at Mother's Brewing, 215 S. Grant Ave. It will bring together local bands, local food, local art

and local beer.

Schrag plans to start distributing beer to bars and restaurants in the city first and then start bottling beer in June.

(From a story by KY3-TV. The video story can be seen at <http://www.ky3.com/videobeta/?watchId=0440cf12-09fd-4651-9cfe-f6bbb8bc0443>.)



Jeff Schrag

St. Joseph News-Press

News-Press restructures 'for growth'

The News-Press & Gazette Co. in St. Joseph has announced a management restructuring to position the company for growth.

With the recent sale of the company's cable television assets, Hank Bradley, current chairman, has stepped back from day-to-day management and has taken a role on the board of directors. David Bradley has shifted from president to chairman and chief executive officer. Brian Bradley, Hank Bradley's son, has assumed the title and responsibilities of president.

David Bradley, who was president of Missouri Press Association in 2007, continues as publisher and editor of the *News-Press*. He currently serves on the University of Missouri Board of Curators. Bradley told employees in a message in March that the changes are intended to move the company forward.

"... We are extremely well positioned in all markets in which we compete and will continue to reinvest in technology and people to maintain our competitive edge. Our family bond is stronger than at any point in history, and we are committed to growing the company for future generations," he said.

Brian Bradley, as the new president, will direct a five-member senior leadership team:

Bill Severn, previously chief operating officer for NPG Cable, now executive vice president and chief organizational effectiveness officer; Liam Catherall, previously information services manager for NPG Cable, now executive vice president and chief technol-

ogy officer; John Kueneker, executive vice president and chief operating officer - NPG Broadcast; Lee Sawyer, executive vice president and chief operating officer - NPG Newspapers; and Lyle Leimkuhler, executive vice president and chief financial officer - NPG Co.

News-Press & Gazette traces its roots to the publication of the first *Gazette* in 1845. Headquartered in St. Joseph, the company has been owned and operated since the 1950s by the Bradley family, now in its fourth generation of active management.

In addition to Brian Bradley, other fourth-generation family members working for the company are Eric Bradley in Bend, Oregon, and Kit Bradley in St. Joseph. They are joining the company board of directors in addition to fulfilling their regular duties.

The recent sale of NPG Cable to Suddenlink Communications, a cable operator based in St. Louis, included St. Joseph Cablevision and cable systems in Arizona and California.

The company's ongoing operations include the daily newspapers in St. Joseph and Warrensburg, 10 weekly newspapers serving communities in eastern Kansas and along the northern boundary of Kansas City, broadcast television and radio stations in six western states, and digital media properties in each of the communities it serves. These holdings include *newspressnow.com*, the community news and information website serving St. Joseph and the surrounding region.

Ownership of News-Press 3 NOW, the weather and news channel on St. Joseph Cablevision, is passing to Suddenlink Communications, but the companies intend to collaborate closely on its operations. The on-air staff will continue to work from a studio in the *News-Press* newsroom.

Hank Bradley
stepping back;
Brian Bradley
stepping up;
David Bradley
continues as
publisher;
leadership
team set



Brian Bradley



Hank Bradley



Dave Bradley

Students elect officers, choose top journalist, photojournalist

Missouri State hosts annual meeting in Springfield

David Hon, a student at Missouri Western State University in St. Joseph, was elected president in April of the Missouri College Media Association.

The association elected officers at its annual convention, which was held in Springfield. This year's president, Leah Randazzo, and the staff of *The Standard* at Missouri State University, were hosts for the meeting.

Others elected are Andrea Sisney of Webster University in St. Louis, vice president; and Janaca Scherer, a student at the University of Missouri, St. Louis, secretary.

The new MCMA liaison to Missouri Press is Jack Dimond, who served as MCMA

adviser the previous year. This year's adviser is Dr. Robert Bergland of Missouri Western.

Brennan Stebbins, a senior at Missouri Southern State University in Joplin, was named Journalist of the Year at the April 2 convention.

Stebbins has written for nine newspapers, including the *Springfield News-Leader*, *The Joplin Globe* and the *Pittsburg Morning Sun* in Kansas. He is editor in chief of *The Chart* newspaper at Missouri Southern.

Joshua Maassen, a student at Webster University in St. Louis, was named Photojournalist of the Year.

In the association's annual newspaper contest, *The Index* of Truman State University in Kirksville was named Best in State.

Other newspapers competing for that honor were the winners of the Best Overall Newspaper category in their classes. They were *The Standard* from MSU, *Stephens Life* from Stephens College in Columbia, and *The Montage* from St. Louis Community College at Meramec.

The competition is divided into four classes: Large four-year schools, medium four-year schools, small four-year schools and two-year schools.

Papers that win the most contest points in their classes win Sweepstakes awards. Those papers were *The Standard* from MSU, *The Chart* from Missouri Southern, *Stephens Life* and *The Montage*.

A complete list of the contest winners in each category is on the Missouri Press website at <http://www.mopress.com/contests.php>.



Dave Hon



Brennan Stebbins

Webster-Kirkwood Times Inc. buys West End Word

The *West End Word* newspaper in St. Louis has been acquired by the Webster-Kirkwood Times Inc. publishing company. *The Word*, one of the city's oldest independent newspapers, becomes the third newspaper in the portfolio of Webster-Kirkwood Times Inc., joining the *Webster-Kirkwood Times* and the *South County Times*.

"We are pleased that Jeff Fister and his family, owners of the *West End Word*, came to us with the idea that we are the best fit for taking up the 39-year legacy of the *West End Word*," said Dwight Bitikofer, president of Webster-Kirkwood Times Inc. and publisher of its papers.

The Times took over publishing *West End Word* in late April.

According to *West End Word* former publisher Fister, the *Word* was started as part of a "back-to-the-city movement" by neighborhood volunteers in the Central West End area of St. Louis in 1972.

Jeff and Richard Fister's Virginia Publishing Co. bought the publication in 1989 and expanded the circulation to midtown St. Louis and parts of University City, Clayton and Maplewood.

"We are pleased that our coverage area now takes in world-class museums, bustling arts and entertainment venues, premiere health care centers and Washington University, St. Louis University, Fontbonne University and much more," said Don Corrigan, editor of Webster-Kirkwood Times Inc.

Times publisher Bitikofer said Fister, a long-time Central West End resident, will serve as a consultant for the *Word* and to the management of Webster-Kirkwood Times Inc. Fister will also continue doing book and special event publishing as Virginia Publishing Co.

The *Webster-Kirkwood Times* began in 1978. The *South County Times* has roots reaching back to 1947. The two papers have a combined distribution of over 77,000 each week. The *West End Word* adds 20,000 papers on an every-two-week schedule, with about 7,000 of those home delivered with the rest rack sales.

The Pitch sold to Nashville company

The *Pitch*, a free weekly alternative newspaper in Kansas City, has been sold by Village Voice Media Holdings to SouthComm Inc. of Nashville.

The Pitch was founded in 1980, and Village Voice bought it in 1999.

SouthComm, which was founded in 2007, operates weekly and monthly publications in Nashville and Louisville. Most of its business does not involve

alternative newspapers.

Pitch managing editor Scott Wilson has been named acting editor, replacing Joe Tone, who joined *The Pitch* in June.

Tone previously worked for Village Voice Media in Denver and Cleveland and said he plans to stay with the company.

The Kansas City Star prints *The Pitch*. (from *The K.C. Star*)

Scrapbook

• **Columbia** — The *Daily Tribune* presented its 10th annual Hero Awards to volunteers who work with local nonprofit agencies. Nearly 250 people attended the April 12 afternoon program at the Stoney Creek Inn.

Landmark Bank joined the newspaper in sponsoring the event. They donated \$400 each to the seven award winners' organizations.

• **Ashland** — The *Boone County Journal* in Ashland and Boone Hospital Center in Columbia have partnered for marketing on the newspaper's website.

The hospital will provide content about new health information and about the hospital.

Publisher Bruce Wallace said the partnership is part of his paper's web business plan.

"We looked at putting a pay wall for readers at bocojo.com, however, I think we can create revenue by partnering with other content providers and keep our website free," Wallace said.

• **Tarkio** — Northwest Missouri newspapers sponsored the Annual 275 Conference All-Senior Basketball Classic on March 21 at Tarkio High School. Boys and girls games were played.

Sponsors were *The Tarkio Avalanche*, *Mound City News*, *Atchison County Mail* of Rock Port and *The Fairfax Forum*.

All proceeds went to help pay for breast cancer detection equipment at Community Hospital-Fairfax. In keeping with that mission, the team colors for the classic were pink and black.

• **Branson** — The Lake Taneycomo Elks Lodge invited *Taney County Times* editor Craig Donze and his daughter to a steak dinner recently. The Lodge presented Donze with a certificate of appreciation for publishing the Lodge's news and helping it earn recognition as the number one Lodge in the state in publicity for 2010-2011.

• **St. Louis** — The *Post-Dispatch* partnered with a local TV station in April to provide the latest news, photos, video,

commentary and tweets from a murder trial. The coverage was at STLtoday.com/coleman.

• **Columbia** — During Sunshine Week in March, the *Columbia Missourian* began publishing short pieces telling readers where to look for online information about the community, state and country.

Local information online ranges from demographics about the city to the daily



Young leaders honored

St. Louis American publisher Donald M. Suggs with Young Leader awardees Anisha Morrell-Charles of St. Louis Community College and Zundra Bryant of MasterCard. They were among 20 professionals under the age of 40 honored at the American's recent Salute to Young Leaders Networking Awards Reception. (*St. Louis American* photo.)

roster of inmates in the local jail.

• **Nevada** — At the Home and Leisure Show at Nevada Middle School in March, the *Nevada Daily Mail* held a photo contest drawing. Visitors to the show voted on their favorite from among five photos displayed by the newspaper. Everyone who voted was entered in drawings for a \$50 gift certificate to a local supermarket and subscriptions to the paper.

• **Park Hills** — Forty of the top senior high school basketball players from area schools participated March 26 in the 10th annual Mineral Area Athletic Association All-Star Game. *The Daily Journal*, with help from local sponsors, has hosted the All-Star Game annually since 2002.

This year's game was held in the Fieldhouse at Mineral Area College. Four teams competed, two girls teams and two boys. Players were placed on the north or south team.

More than 500 people attended the event. All proceeds went to the Mineral Area College Athletic Fund. Each player received awards and medals for participating.

• **Joplin** — A number of Missouri newspapers, including *The Joplin Globe*, were hosts for regional spelling bees in March and April. The Joplin bee was held at Missouri Southern State University.

Some of the other newspapers that hosted spelling bees were the *Washington Missourian*, *Columbia Daily Tribune*, *Independence Examiner* and *St. Joseph News-Press*.

Students from 34 area schools competed in The Bee organized by *The Missourian* at East Central College in Union on April 2. In January the paper published the 2,600 word spelling list in a "Get Word Wise Study Guide to The Bee."

The Missourian also published a 10-week series titled "Get Word Wise" that featured 10 study words each week along with other classroom activities.

In Independence, 77 students from schools across Jackson County participated in the bee sponsored by *The Examiner*. The winner will travel to the nationally televised Scripps National Spelling Bee in Washington, D.C., in June.

• **Kansas City** — The morning of Greater Kansas City Day on March 31, more than 1,500 volunteers on street corners sold copies of *The Kansas City Star*. The annual event raises funds for more than a dozen children's charities in the metro area.

The papers were wrapped in a Greater Kansas City Day special section featuring information not published in *The Star* that day.

- **Jefferson City** — Central Missouri Newspapers Inc., a subsidiary of WEHCO Media, publisher of the *News Tribune*, has launched a magazine for women titled “HER Magazine.”

HER will be published six times a year, and will “give women of all ages and backgrounds a fresh perspective on the place that we call home,” according to a *News Tribune* story about the March 3 Chamber of Commerce ribbon cutting.

Ashton Leslie and Porcshe Moran are the editors of HER.

- **Cape Girardeau** — The *Southeast Missourian* received several awards in the Suburban Newspapers of America 2010 Editorial Contest. Its awards included first place for best local election coverage in its circulation class.

Other awards were: First for best sports section among all circulation classes; third for best photojournalism in its class; third for best young people’s coverage in its class; third for best arts and entertainment writing in its class; and honorable mention for best continuing coverage in its class.

- **St. Louis** — The *Post-Dispatch* has set up separate sections on stltoday.com for 47 communities in the suburban area.

Residents can read the latest neighborhood news, find events nearby, browse the local business directory, find helpful community resources and see who’s tweeting, or they can submit story ideas and photos to their community website.

The new sites combine locally relevant news from the Suburban Journals, the *Post-Dispatch*, stlhighschoolsports.com and other online sources.

- **Sikeston** — The *Standard Democrat* has started offering free text and email alerts. Those who sign up for the service receive alerts about breaking news, community events, severe weather, school closings, local sports scores and other bulletins.

Readers receive only the alerts they sign up for when they register for the TextCasting service.

- **Versailles** — The *Leader-Statesman* is running a “Find a Phrase” contest. Readers who find the phrase of the week — for instance “10% Off Tux Rental” — have

their names entered in a drawing to win four movie passes.

- **Portageville** — Scott Seal, general manager of *The Missourian-News*, presented a \$1,000 donation to the Portageville School District in March. The newspaper donated the money for allowing Delta North Publishing to print the Class 2 District 1 Basketball Tournament program.

- **Park Hills** — The *Daily Journal* partnered with local radio stations in organizing a job fair on March 23 at the Farmington Centene Center. About 20 employers participated in the event, which was the second job fair organized by the newspaper.

- **Lee’s Summit** — The *Journal* and its sister paper, *The Star-Herald* in Belton, received three McClatchy President’s Awards for community newspapers. The awards recognize the best journalism at McClatchy’s 43 non-daily newspapers across the country.

Star-Herald reporter Allen Edmonds and *Journal* sports reporter Stephen Bubalo won first- and second-place awards in photography. *Journal* reporter Julie Scheidegger received second place in sports writing.

The *Journal* also received an honorable mention in the Special Projects category for its 2010 Guide to Lee’s Summit.

- **Washington** — Washington police officers had children and parents laughing out loud when they acted out the story of “The Three Little Pigs” during the 11th annual Family Reading Night on March 4 at Washington Middle School.

Community and business leaders read stories to families, children’s author Candace Fleming spoke, and children worked at craft tables hosted by parent-teacher organizations from various schools.

The *Washington Missourian* sponsored the event along with the Washington School District, Washington Kiwanis Club and Missouri Humanities Council. Other organizations provided additional support.

- **Perryville** — More than 200 business people attended a client appreciation dinner held on March 10 by the *Perry County Republic-Monitor*.

Publisher Kate Martin told the crowd, “Community newspapers like ours are thriving. They remain a relevant force in small cities across America. Community newspapers tell the stories of the people who live in those communities... And the only reason we have a community newspaper is because of you, our advertisers.”

- **Boonville** — The *Daily News* introduced a redesigned newspaper to its readers in mid-March. It features more

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METRO Visit www.timelyfeatures.com to view demos or call 1-800-223-1600 for more information.

compact regular features like the index, scoreboard and weather and a more structured records page.

Each edition now features more content contributed by readers, including a “4 Things We Want to See Happen Next Week” forum taken from reader emails.

More profiles of mid-Missourians who work in highly visible industries like healthcare, public safety and education will be published.

- **Brookfield** — During Sunshine Week in March, the *Linn County Leader* published a series of in-depth stories by Chris Houston explaining the concept and history of Freedom of Information

and its impact at the state and local levels.

- **Joplin** — *The Joplin Globe* sponsored a Taste of Home Cooking School on April 1 and 2 at the Holiday Inn Convention Center. More than 40 area food and food-related vendors had booths at the school.

- **Springfield** — The Writers Hall of Fame honored longtime Springfield reporter Kathleen O’Dell with the 2011 Quill Award. O’Dell worked at the *Springfield News-Leader* from 1977-1982 and 1984-2009. She helped launch *USA Today* in 1982.

The *News-Leader* and *USA Today* are Gannett newspapers.

After leaving the *News-Leader*, O’Dell became the community relations director for the Springfield-Greene County Library District.

- **Grain Valley** — *The Pointe* has redesigned its website, grainvalleypointe.com. It contains more features from the print edition, staff blogs and easier-to-use archives.

- **Boonville** — The *Daily News* has begun charging for “premium” access to its website. The GateHouse newspaper already charges for its e-edition.

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Access to the paper's homepage, breaking news, obits, weather, blogs and multimedia offerings remains free. Premium content includes most of the locally written articles on the website, including sports, columns, editorials and letters to the editor.

After people read 12 premium articles, they will be asked to pay a monthly subscription for unlimited access.

- **Washington** — *The Missourian* on March 19 presented its 2011 Washingtonian Award to Grover "Jock" Crismon, who was recognized for more than 40 years of service to American Legion Post 218 and the community.

Bill Miller Jr., general manager of *The Missourian*, presented the award during the annual Washington Area Chamber of Commerce Banquet.

- **Eldon** — MPA editor Kent Ford joined Trevor Vernon, publisher of the *Eldon Advertiser*, talking about the newspaper business to classes at Eldon schools in March.

Tammy Witherspoon of the *Advertiser* staff organized the Democracy Day program as part of her Newspaper In Education program for the paper.

Elected officials, business people, firefighters, law enforcement officers and representatives of service organizations spoke to the students throughout the day.

- **Bolivar** — The *Herald-Free Press* and the Bolivar Community Betterment Association sponsored a Citywide Garage Sale on April 30.

Those registering for the sale could buy classified ads, starting at \$9 for three lines, listing their items. Each ad buyer received three free garage sale signs. All ads were grouped in *The Edge*, which is distributed to 95,000 households in southwest Missouri.

The *Seneca News-Dispatch* sponsored the annual Citywide Yard Sale there, also on April 30. It charged \$5 for ads of unlimited words. The *News-Dispatch* published a map of sale locations in its April 28 issue.

In Salem, *The News* has joined the city to sponsor the 10th annual Community-Wide Yard Sale to be held May 7. Participation costs \$10, which buys

ads in *The News* and *The Extra* and on salemnews.com and a listing on the map that will run in *The Extra* and online.

- **Malden** — The *Delta News Citizen* chose the theme "A glimpse into the homes of yesterday" for its annual progress edition, which will be published this spring.

- **Webster Groves** — College Media Advisers honored Don Corrigan with its Lifetime Adviser Award at its recent national convention in New York City. Corrigan, editor of the *Webster-Kirkwood Times* and *South County Times*, teaches in the School of Communications at Webster University.



Don Corrigan

Corrigan developed the print journalism program at Webster and advised the campus weekly, *The Webster Journal*, for many years.

- **Hannibal** — The *Courier-Post* sponsored a free concert by the U.S. Army Jazz Ambassadors March 19 in the Hannibal High School auditorium. Publisher Jack Whitaker welcomed the musicians and the audience.

- **Branson** — The *Tri-Lakes News* on April 13 distributed 59,670 copies of a special edition sampling of all of Taney County, most of Stone County and a bit of northwest Arkansas. 75 percent of the papers, which kicked off the tourist season for the popular travel destination, were mailed.

In its March 30 edition, *Tri-Lakes News* inserted a full-color, 40-page guide to the medical services providers in the area. Publisher Michael Schuver suggested that readers keep the guide as a handy resource.

- **St. Louis** — The *Webster-Kirkwood Times* and *South County Times* have launched a deep-discount coupon program called TimesClick.

Each week, emails offering two or more special discount vouchers are sent

to residents who sign up for TimesClick. Limited numbers of vouchers will be available for purchase during a brief period of time at discounts of 50 percent or more.

The newspapers partnered with Buzz-Kutt, an area company, to create and deliver TimesClick.

- **Mexico** — The *Ledger* and Presser Performing Arts Center this spring sponsored a National Poetry Month Poetry Contest, with a \$100 cash prize to the winner.

- **Steelville** — Publisher Rob Viehman presented a check for \$937 to the senior class of Steelville High School for its participation in a subscription sales fundraiser.

- **Sedalia** — Lori Larimore, a Green Ridge art teacher and volleyball coach, has been named *The Sedalia Democrat's* Newspaper In Education program teacher of the year. Circulation director Brandon Grose presented Larimore with a marble apple and gift cards to local discount stores.

The Democrat bases its award on how teachers use the newspaper in the classroom, what impact the program has on the students and how active the teacher is in the program.

- **Rolla** — The *Daily News* sponsored a Formal Dress Swap & Shop event in March at the Comfort Suites. The event offered a selection of reasonably priced dresses, shoes and accessories for proms, galas, homecoming and other events.

Extra copies of the section were printed and distributed in the region.

- **Ironton** — Beginning with the April 6 edition, *The Mountain Echo* and *The Mountain Echo X-tra* became separate publications. Subscribers of *The Mountain Echo* no longer receive *The X-tra* as part of their weekly paper.

The X-tra now is 100 percent advertising and is mailed to non-subscribers of *The Mountain Echo*.

Classified ads from *The X-tra* are included in *The Mountain Echo*.

Financial statement an important report for county taxpayers

EDITORIAL / THE HERMITAGE INDEX

The 2010 Hickory County Financial Statement is published in this issue of *The Index*. You are holding in your hands at this moment a very important business report from the business managers of the county to the business owners.

Government is a business. The taxpayers are the owners. The elected officials are the employees. The financial statement is the annual report for you to review as a way of determining how the business of government is being run.

Some people in government want to do away with the publishing of this statement as an economizing measure. Others want to limit its distribution to a posting on an electronic site where interested people can go look for it.

But state law requires it to be published, not just made available. Information in the statement is already available through provisions of the Sunshine Law, but that accessibility would require each citizen to go to the courthouse and request it.

... Keep the statement; look through it; study it. See where the county's money comes from. See where the money goes. Educate yourself about county finances.

... That's the type of information you can use when you discuss county business with your elected commissioners.

Don't let the columns of boring numbers cause you to glance at the pages and then move on. If you're really interested in county government and county finances, you have a tremendous asset in your hands right now. Analyze it; appreciate it; use it.

You didn't even have to go looking for this important information or have to go to the courthouse to request it. It was delivered directly to you, the taxpayer and owner of the business of county government — just as our state law provides.

That's why this published financial statement is such an important public document and such an important process.

Like food comes from farms, news comes from newspapers

By DOUG ANSTAETT / Executive Director
Kansas Press Association

A few weeks ago I hosted a leadership class from Sherman and Wallace counties in northwest Kansas. They represented a cross-section of that rural area, ranging from businessmen and women to elected officials, attorneys, educators and others.

I talked about what the Kansas Press Association does, then decided to do a straw poll about newspaper readership among the group.

No sooner had the question left my lips than it dawned on me that it was about like the prosecuting attorney asking O.J. Simpson to try on the famous glove at his murder trial in the 1990s.

If you don't know the answer you're going to get, it can backfire on you.

But I asked it anyway.

"How many of you subscribe to a newspaper?" I asked.

A quick count indicated just over half of them did. "OK," I continued, "how many of you regularly visit a newspaper website?"

All but one of the remaining class members held



Doug Anstaett

up their hands.

"Last question," I said. "How many of you read news on the Internet?"

That last hand finally went up.

"The point of my questions," I then told the group, "is to point out something that not everyone understands: Most news — at least most authoritative news — on the Internet is written by newspaper reporters and editors around the nation. You may not all buy a newspaper every day, but you all rely on newspapers to keep you informed about what is happening in your communities."

Now, I'm not so naive as to say that all news comes from newspaper journalists.

Of course it doesn't.

But just like farmers who often spend their time explaining that milk, eggs, cheese and bread come from farms, not the supermarket, we in the newspaper business need to make sure we tell our story to a world that increasingly believes news comes magically from the Internet, mobile devices, iPads and YouTube.

We don't have to tell those from our rural communities that milk comes from cows or that a slab of bacon comes from an animal that walks on four legs. And we don't have to tell our long-time readers and subscribers that news comes from reporters.

But we do have to keep telling everyone else.

KPA has been working with New Boston Creative of Manhattan the past few months on ... an image campaign to remind our readers — and ourselves, too — that what we do is important to our communities.

... We all need to be reminded that despite all the negativity about our industry, we still are an unbreakable habit in some 50 million American households.

And that's something for our industry to crow about.

On the Move

• **Marshfield Mail** — Emily Griffeth is the new general manager of the *Marshfield Mail* and *South County Mail* in Rogersville. She also is editor of the *Mail*.

Griffeth succeeds Grant Overstake, who left recently to take a job in Alabama.

Griffeth previously was design editor of the *Harrison Daily Times* and the *Newton County Times* in Arkansas. Those two papers and the Webster County papers are part of Neighbor Newspapers.

In addition to the newspapers, Griffeth will manage their websites and the new N2Marshfield.com website.

Griffeth began with Neighbor Newspapers as an editorial assistant and then editor of the *Cedar County Republican* in Stockton. She then became associate editor at the *Bolivar Herald-Free Press*. She was promoted to working for the Arkansas newspapers in April 2009.

Griffeth is a graduate of the Missouri School of Journalism.

Also at the *Mail*, reporter Nicholas Inman has left the staff to work in the ministry.

Missy Pickel, a customer service representative at the *Mail*, has moved to the news staff. She also is the *Mail's* Newspaper In Education coordinator.

Pickel lives in Elkland with her husband, James, and two children.

• **Joplin** — Dave Woods, new media and marketing manager at *The Joplin Globe*, has been named digital market development manager for The Joplin Globe Media Co.

Woods joined *The Globe* in 2005 as its first new media editor. A native of Miami, Okla., and graduate of the University of Tulsa, Woods is a two-time Knight Center for Digital Media

fellowship recipient at the University of California, Berkeley.

In 2009 he was named a Donald W. Reynolds Fellow through the Maynard Institute for Journalism Education at the University of Nevada-Reno.

• **Versailles** — *Leader-Statesman* editor Bryan Jones has been named managing editor of the Versailles paper and the *Highway Five Beacon*. Vernon Publishing owns the papers. Jones has been with the company for more than six years.

Jones lives in Versailles with his wife, Angela, two stepdaughters, a son and a daughter. He has taken over the day-to-day management of the two publications.

• **Lee's Summit** — Miranda Wycoff has been named assistant editor of the *Lee's Summit Journal*. She has been a reporter and columnist with the *Journal* for nearly four years.

Wycoff is a political science and journalism graduate of the University of Central Missouri. She and her husband, Matt, live in Greenwood.

• **Neosho** — Rick Rogers, publisher of the *Daily News*, has left to become director of product development with American Consolidated Media in Dallas. His last day at the *Daily News* was April 22.

Rogers has been with GateHouse Media for most of the past 13 years and worked at the *Daily News* for the past six years. He also was regional manager for the *Carthage Press*, *Aurora Advertiser* and *Greenfield Vedette*.

• **Elsberry** — Shane Rice, a former news editor for *The Montage* student newspaper at St. Louis Community College-Meramec, has joined the news staff of *The Elsberry Democrat*.

Joe Varrone left the news/editorial staff of *The Democrat* on April 1.

Beginning last summer Rice wrote features and took pictures for Zoom Magazine. He became feature editor of Zoom in November.

• **Ellington** — Susan Eaton has been named advertising manager of the *Reynolds County Courier*.

Eaton worked at the *Wayne County Journal-Banner* in Piedmont for a time after high school, then moved to Cape Girardeau and worked for the *South-east Missourian* as a classified sales rep and manager. From 1997 to 2009 she worked as the media director for Red Letter Communications.

Eaton is a graduate of Southeast Missouri State University with a degree in interdisciplinary studies. She and her husband, Steve, live in Patterson.

• **Stover** — Jeremy Hulshof, a writer for the *Eldon Advertiser*, has been named managing editor of the *Morgan County Press* in Stover. Both papers are part of the Vernon Publishing group.

Hulshof, 31, is single and a communications graduate of Lincoln University, where he was editor of the *Lincoln Clarion*.

• **Versailles** — Jennifer Gunn of Versailles has joined Vernon Publishing Inc. as an ad sales rep. She works out of the office of the *Versailles Leader-Statesman*.

Gunn is a graduate of Morgan County R-II High School and earned a degree in education from Missouri State in Springfield.

• **Boonville** — Edward Lang, a Boonville native, has been named the *Daily News* circulation manager. He joined the paper two years ago as a part-time reporter and photographer. He continues to take photos of weekend events.

• **Ironton** — Kevin Jenkins has left the staff of *The Mountain Echo* in a cost-cutting measure.

Publisher Steve Russell wrote that he hoped Jenkins could be rehired soon. Russell has assumed the editing chores.



Emily Griffeth



Miranda Wycoff



Missy Pickel



Jennifer Gunn

Is it time to bring back Blue Stickers?

By GREG BAKER / Advertising Director,
Missouri Press Service

This item appeared in the Confidential Bulletin of the Missouri Press Association, Jan. 10, 1935.

PUBLICITY CONTROL

As the first step in establishing publicity control in Missouri your Executive Committee instructed the Central Office to purchase a supply of the enclosed stickers. If you agree with the idea, you are to attach one of these stickers to every request coming to your office for "free publicity" which in your mind should be run as paid advertising and mail it back to the agency or the advertiser.

These stickers have cost you money and the postage on the mail going back to the advertiser is going to cost you money, but if half of our membership will cooperate in this movement we will soon be known as the state to stay out of with "free publicity." This plan has worked in other states. It will work in Missouri if you use enough stickers.

We will be glad to furnish you with another supply of stickers upon request.

I just got more spam from a PR training company wanting me to join it in a far-away place for a conference where they'll teach me the secrets to getting press releases printed in newspapers.

I don't need to go. State officials, campaign consultants and marketers have already taught me that all I need is an email address for the editor.

In recent weeks, I've seen news releases printed for various state departments, divisions and agencies in Missouri newspapers that should

have been space sold. Instead, the newspaper ran a press release almost word-for-word. But that newspaper's salesperson will have a very hard time selling space to those agencies if the newspaper is giving away the space.

Are you being taken advantage of?

A letter in the April issue of *Missouri Press News* from publisher Pat Martin

of Festus points out that many newspapers dutifully run the Lottery numbers weekly and publish stories of local Lottery winners. Yet newspapers are considered *irrelevant* to the Lottery's advertising budget.

Martin's letter was spurred by an email I sent to everyone stating that decisions for advertising the State Parks Youth Corps job fairs are made locally.

Know how I knew about the job fairs happening in far reaches of our state? I

How can
you expect
your sales
people to
sell space to
candidates
who are
getting it
free?

read about them in press releases published by the newspapers.

Why is a job fair by a state agency news?

If your local manufacturer were hosting a job fair to hire a half dozen teens, would you run it as news or give them rates for an employment ad? Why treat the state any differently? Is it hurting your bottom line?

Don't get me started on how easy it is for political and issue campaigns to get newspapers to parrot what they pay to say on radio and TV. We know newspapers play a large role in providing election information to voters, but the fact is, their run for office is only newsworthy when they first announce their candidacy. After that, it's an effort to "sell" their platform.

And sales appeals, whether from a local grocery store or a political candidate, should be made through paid advertising. Newspapers should limit their coverage of individual candidates to the opening of campaigns, Election Day coverage, and anything substantial that happens (which rarely does).

The back-and-forth banter I read in newspapers is simply a regurgitation of the accusations they've put in their paid television ads. But too many newspapers dutifully report it as if they are doing the voters some service. It's more of a disservice, in my opinion, and you should stop.

The recent U.S. Senate campaign was the worst I've ever seen for newspapers taking a quarter page or more to print an article about what I had already seen in a campaign commercial. Those candidates' campaign managers had ZERO reason to buy newspaper advertising.

How can you expect your sales people to sell space to candidates who are getting it free?

If it was good for newspapers in 1935, it's good for us now. Pay attention to what you are printing. Send back all "free publicity" appeals, not just from commercial businesses, but also from state agencies and political campaigns.

Educate them about your rate card. Implement a Blue Sticker policy at your newspaper today!

Thieves call *Joplin Globe* subscribers

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

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

"We encourage people to verify who they're speaking with before giving out any personal information," said police Sgt. Bob Higginbotham. He suggested people call the business to verify that the call is legitimate.

Free features to get young readers through summer

Don't forget to find those ladybugs!

Summer is a good time to reach out to young readers through your local library and summer school programs. And this summer there are many terrific resources to help you keep kids engaged with your newspaper.

Each year, the Collaborative Summer Library Program (CSLP) sets a theme that most libraries across the country use to promote reading over the summer. CSLP is a consortium of states working together to provide summer reading program materials for public libraries. This year's theme is "One World, Many Stories" for young readers, and "You are Here," for teen readers.



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

The North Carolina Press Foundation's Newspapers In Education (NIE) program has created great newspaper features around these themes, and this year they have 26 to share, all at no cost!

Each feature is in a two-column by 9.5-inch format and has an activity that pulls kids into your newspaper. There is room to add your logo at the bottom. Publish one or all, in color or black and white, in print, on your website, at the library, or via email to teachers or families. To download the features, visit: www.ncpress.com/ncpf/ncnie/summerreading2011/summer2011.html.

Thanks to our libraries, readers of all ages are focused on books during the summer. Did you know Missouri Press offers two monthly book columns for newspapers to use at no cost? "Novel Ideas" offers a monthly recommendation of three new adult books, and "Book Buzz" offers suggestions on three books for children on different reading levels,

preschool through middle school.

Each month we post the text for the columns and the book jackets on www.mo-nie.com. Your newspaper can download the information and use it in any format. Publish one recommendation a week, or all three together – whatever works.

The download codes for both "Novel Ideas" and "Book Buzz" change each month, but the format is the same: "novel" plus the first three letters of the month, plus the last two numbers of the year, for example: novelmay11.com. It's the same for Book Buzz: buzzmay11.com. The April columns were: novelapr11.com and buzzapr11.com.

The Novel Ideas and Book Buzz columns are written by Chris Stuckenschneider, book editor for the *Washington Missourian*. Stuckenschneider has become very respected in the book publishing industry and excerpts from her reviews can be found on the back covers of many well-known books.

Help send young readers on a quest this summer, net in hand, looking for ladybugs. Missouri Press has just released two features to get them started.

The Foundation received a grant from The Lost Ladybug Project to help in its mission to enlist citizen scientists, especially children, to look for three domestic ladybug species thought to be nearly extinct.

The two features, "In Search of Ladybugs," invite readers to participate in the research project by locating, photographing and submitting the pictures



One World, Many Stories

A Community's Roots and Branches

Write members of your immediate family on your tree. Include any brothers, sisters, parents or grandparents.

Create a family tree for your community. Write the name of your community on the trunk. From your newspaper, choose important people and places to write on your tree. What enables your community to grow and thrive? What serves as the base or root for your community tree?

Visit Your Library!

Discover more about the history of your community! Add to your tree.

READ

to Cornell University.

May to October is prime ladybug season, so these features are a great resource to publish during the spring or summer. Teachers and parents will welcome the science connection.

To download the two "In Search of Ladybugs" features, visit www.mo-nie.com and use download code: lostladybug.org. For more information on The Lost Ladybug Project, visit www.lostladybug.org.

Our Missouri Press NIE Committee will meet at 10:30 a.m. Thursday, May 5 in Columbia to plan more programs for Missouri newspapers to use during the next school year.

If you would like to attend, or have ideas on programs or features to help you reach out to young readers in your community, just let me know.

Press Foundation offers to save Missouri's historic 'Blue Book'

St. Louis

Sam Shelton

Sam J. Shelton, 86, a retired reporter and editor for the *St. Louis Post-Dispatch*, died after a long illness on March 18, 2011. He lived in a retirement community in Santa Barbara, Calif.

Mr. Shelton went to work in the news department of the *Post-Dispatch* after World War II. He worked as a reporter, rewrite man, assistant city editor, city editor and for his last 10 years as senior news editor. He retired in 1983.

Survivors are his wife, Betty; two daughters, two stepdaughters and five grandchildren.

Wellsville

Agnes Fennewald

Agnes Fennewald, who wrote the *Martinsburg Memos* column for the *Wellsville Optic-News* for 40 years, died March 6, 2011.

Mrs. Fennewald also wrote a book, "From a Georgia Peach to a Missouri Mule."

Ste. Genevieve

Ray Melcher

Raymond D. "Ray" Melcher, 77, who worked in the newspaper business for more than 60 years, died April 1, 2011.

Mr. Melcher had retired several years ago, but he continued to work in the *Ste. Genevieve Herald* office part-time until he became ill a week before he died.

Steelville

Ava Viehman

Ava Leora Viehman, 80, longtime editor of the *Steelville Star*, died on April 9, 2011.

Mrs. Viehman helped launch the *Star* in 1980 and worked at the paper for 28 years, most of that time as the editor. She retired in 2008.

She was also an avid bowler for many years and traveled with her bowling team to events throughout Missouri and the United States. She was chair-

BY BILL MILLER SR.
WASHINGTON MISSOURIAN

The average Missourian could care less about the Blue Book, officially known as the Official Manual of the State of Missouri. Last year the General Assembly eliminated the printed book as a money-saving gesture. That's laughable since the cost of printing the book was a minuscule item in the state's more than \$21 billion annual budget.

To the rescue is the Missouri Press Foundation, print-believers who know that putting the data only online was a mistake. ...

If you want an example of openness, read the Blue Book, which makes open government an open book. The data in the Blue Book informs you of just about everything about state government, including the salaries of people on the Missouri payroll.

The Press Foundation has volunteered to be the nonprofit organization to lead the charge of printing the 2011 Blue Book. House Bill 714 would revive the Blue Book in printed form at no cost to the state. It would have no fiscal impact on state revenue.

What House Bill 714 does through enabling language is to allow the secre-

tary of state to work with a nonprofit organization to accept orders and print the Blue Book in 2011. Payments for the book in advance would cover the cost of printing and distribution. The Missouri Press Foundation would take orders and collect payment for the Blue Book.

The secretary of state's office is required by law to compile information for an online version of the Blue Book. The online version would be used for the printed book.

The Press Foundation has received verbal support from House and Senate leaders, along with other legislators. ...

The Blue Book has been published for more than 100 years. It is an archive of Missouri history, a valuable research book. The Press Foundation believes it is vital to keep this data in book form for generations of Missourians to come.

... By continuing to have the printed book and the data online — the book at no cost to taxpayers — why would anybody oppose this legislation? It should have a speedy and safe cruise through the General Assembly.

The Missouri Press Foundation deserves applause for its actions!

(Bill Miller Sr. is a member of the board of directors of Missouri Press Foundation.)

man of the Steelville Betterment Committee for 15 years. She was a 4-H leader for 60 years.

She leaves her husband, Bud; a daughter, a son and five grandchildren. Her son, Rob, is the publisher of the *Star* and papers in Cuba and St. James.

Mound City

Roy Sims Jr.

Lawrence "Roy" Sims Jr., 89, former editor and publisher of the *Mound City News-Independent*, died April 21, 2011, after a brief illness.

Mr. Sims was the fourth child of L. Roy and Imogene Sims, longtime Missouri weekly newspaper publishers. He graduated from Fairfax High School

and attended Northwest Missouri State University and the University of Missouri School of Journalism.

He was associated with his parents and brother, Earle Sims, in the publication of the *Fairfax Forum* for 23 years. Mr. Sims purchased the Mound City paper in 1959, and retired in 1990.

Mr. Sims served as president of the Northwest Missouri Press Association, which awarded him the Merrill Chilcote Award in 1992.

Mr. Sims' wife, Vada, died in 1983. In 1986 he married Evelyn Vest. She survives along with three children, nine grandchildren and one great-grandson, two stepchildren and four step-grandchildren.

Should state decide who are journalists?

Bill would close photos of dead people

About a year ago, the board of aldermen in the city of Ozark, just south of Springfield, debated adopting an ordinance banning photography of juveniles in any municipal facility, except photographs taken by family members. Many people, especially at the local newspaper, raised a complaint about the proposal, noting that the public cannot expect privacy while in public places.

Earlier this year, a woman in the Kansas City area began attempting to stir up support for a federal law banning offensive comments or pictures on memorial pages to deceased persons posted on the Internet. She acknowledged that there might be First Amendment issues in her effort, but said that she was shocked at the vicious comments she saw posted on a page of a person who died after an auto accident that also killed passengers in the car. This was before the U.S. Supreme Court ruled recently that the Fred Phelps clan is within its rights in protesting at the funerals of military victims.

Now the Missouri legislature is pondering getting into the act of limiting speech by closing records created by a state or local entity, or a suspect, at a crime scene. Photographs or video recordings that depict or describe a dead person "in a state of dismemberment, decapitation, or similar mutilation, including ... where the deceased person's genitalia are exposed," would be a closed record.

Opening this record to the public would require a judge ruling that the disclosure was in the public interest, and that this interest outweighed the privacy interest of the dead person's family. (See House Bill 883, introduced by Rep.

Scott Largent of Clinton.)

What is especially troubling about this bill is that the last section of the proposal provides that the director of the Department of Public Safety is to be in charge of creating rules and regulations that would allow "bona fide credentialed members of the press" to view the closed materials.

I am, of course, opposed to closing records that otherwise are open to the public, and these records would be closed initially, but eventually open to the public after the finality of the conviction of any party charged with a crime as a result of the matter.

But what is even more troubling to me is the idea that we are going to start "credentialing" members of the press. First, of course, I suspect the non-print, non-paper members of the media will object to the use of the word "press." Second, what this bill proposes is to allow the government to start regulating who is and who isn't an official member of the Fourth Estate.

Would you want the Department of Public Safety making decisions about



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

what standards to use to recognize you as a member of the media? Would they base it on the size of circulation of your publication? The time it had been in print? The size of your staff? Whether you were online or print (right now, it is clear that is part of the definition), how much education you have? (And during the next budget pinch, would they charge a fee for these credentials?)

You may dislike bloggers, special interest journalists and others who write about crime scenes or deaths. I would bet, though, that none of you would agree to gain rights to closed documents under a law that required us to meet state requirements and get licensed by state officials in the process.

What is especially troubling to me about this is that other states have already adopted similar laws. Georgia passed a similar bill in haste last year when "Hustler" magazine requested photos of a slain hiker. Florida passed a similar law restricting access to photographs of Dale Earnhardt after his death. But, one needs to realize that public discussions of the photographs of Earnhardt after that crash eventually resulted in development of a device to protect drivers in similar race accidents.

Photos taken at scenes like this are strong, graphic images. They do generate a strong response. But they also can generate a call for changes in the situation that led to the tragedy. They motivate the public. They educate those seeking to prevent the deaths of others. There is good that can come from such photographs.

But no good can come from the government determining who shall be considered an official member of the media.



Missouri Press Foundation

These individuals made recent contributions to Missouri Press Foundation. 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 Photojournalism Hall of Fame

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

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CALENDAR

May

- 5 — MPA Newspaper In Education Committee meeting, 10:30 a.m., MPA office, Columbia
- 6 — Social Media Workshop, Kenneth Cowan Civic Center, Lebanon

June

- 3 — Southeast Missouri Press Association, Southeast Missouri State University, Cape Girardeau
- 9 — MPA/MPS Board of Directors meeting, 8 a.m., Hannibal Quality Inn
- 9 — MPA Porter Fisher Golf Classic, Mosswood Meadows Golf Course, Monroe City
- 9-11 — Show-Me Press Association, Hannibal Quality Inn, Hannibal

July

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

September

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

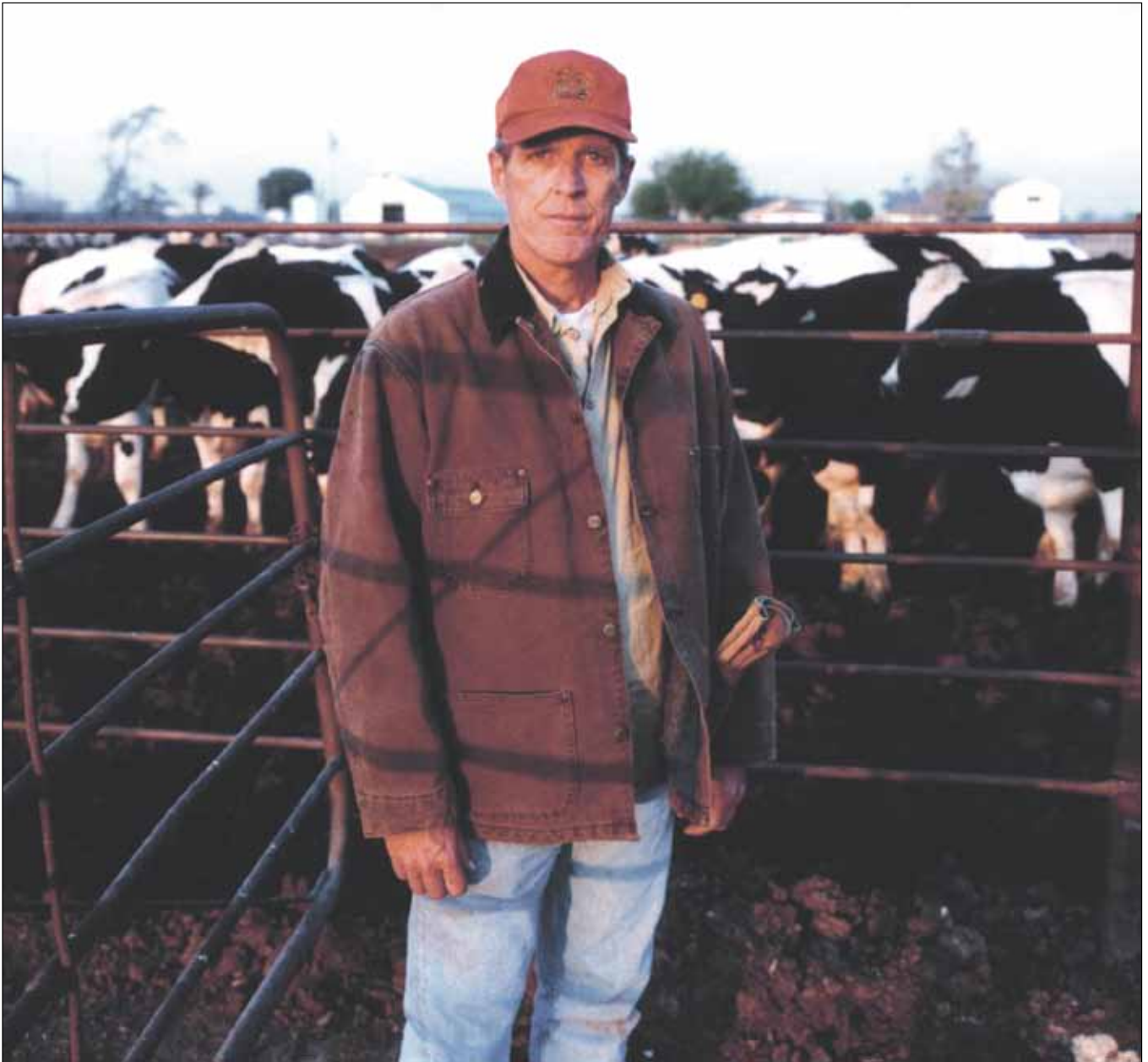
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