



# Missouri Press News

Your inside story for  
**January 2003**



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Northwest Missouri Press Association will meet in St. Joseph.



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Jim Hamilton taking over management of magazine in Springfield.

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Study shows newspaper advertising returns most bang for the buck.



## **Dave Berry is 2003 MPA President**

The Association's new leader manages seven newspapers in the Springfield area. Read about him and the operation beginning on page 4.

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# You can help association flourish

New President hopes you'll share your experience, expertise, expectations

I am, no doubt, the 132nd incoming president of the Missouri Press Association to use words like "honored," "humbled," and "great humility" in this space at this time.

Well, please know that no one before me could be any more honored or humbled than I.

This much I know about my situation: I'm just damn lucky to be here and to have the benefit of so many good examples to come before me.

I am so much in awe of the tradition within this organization. In looking for people to thank for that, the list begins with my former employers, Jim Sterling and Jac Zimmerman, because their respect for the organization was so apparent from my first day on the job 25 years ago.

Hundreds of others I have met through MPA are also on the list, not the least of whom is retired Executive Director Bill Bray.

I follow Dane Vernon in the president's chair. He is among many multi-generation publishers to also become president of MPA, and he followed yet another one, Wendell Lenhart, who followed Bill Miller, whose brother Tom also served before him. The list goes on to include the Vickerys, Gierkes, Blantons and Whites.

In the second chair in line for his turn is John Spaar. If he keeps his nose clean (tough job, but he can do it), he'll become a third-generation president. Before him were his mother Betty Spaar and grandfather Les Simpson.

So why wouldn't I be humbled by this experience and that tradition. My blood connection to the business, as far as I know, is limited to a grandfather whose initials I carry, and to an aunt. Both wrote country correspondence for newspapers, with his contributions going to papers in Stone and Christian counties. He happened to write for a newspaper in Ozark. I'm now publisher of a newspaper in Ozark, but he died long before I was born and I didn't learn about that part of his "journalism"

background until just last year.

So it's a real stretch to say I have a family history in the business, much less MPA. I have to latch onto the shirttails of Sterling, Zimmerman and T. Ballard Watters to claim a "family" connection, as I become the third Bolivar publisher and second Marshfield publisher to serve as president.

However, I'm going to claim a broader connection. It includes all of the people for and with whom I've had the pleasure to work in this business, beginning with the *Aurora Advertiser* staff as a high school student in 1970, where a veteran ad representative at that time, Jewell Bagby, is still building business for advertisers there today.

It goes beyond supervisors and fellow staff, though, to include the many people with whom I've had the pleasure of communicating at MPA, NNA and NAA events.

One of the many things I've learned is that there will always be plenty of folks around who know more about the newspaper business than I do.

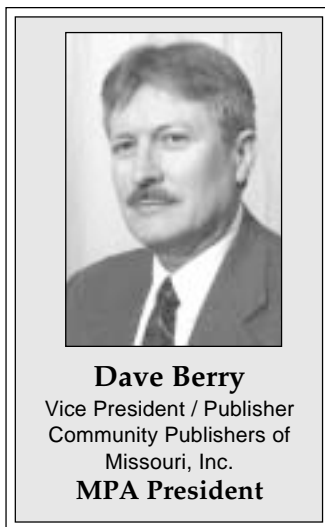
Consequently, I will be a president who clearly knows that a leader is only as good as the people by whom he is surrounded.

I've been blessed all of my life to have extra special people all around me, whether I happened to be leading or following, teaching or learning.

This year will be no exception. It can't be. More than ever, it can't be.

Please know that this is your association and it is only as strong as the sum of all of its parts. As one of its parts, you should never be shy about making suggestions about things you think we should be doing.

By all means, please participate. It pays. □



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# Berry becomes MPA President

## Bolivar weekly serves up third association leader

**D**ave Berry's term as president of Missouri Press Association coincides in time and outcome with an earlier episode in the history of the *Bolivar Herald-Free Press*.

Berry, vice president of Community Publishers of Missouri, Inc., and publisher of seven community newspapers and a shopper, succeeded Dane Vernon on Jan. 1 as president of MPA.

When Berry was promoted to managing editor of the *Herald-Free Press* in 1984, Publisher Jim Sterling was embarking on his term as MPA president. Sterling sold his newspaper company in 1999 and is a professor at the Missouri School of Journalism.

Now, as Berry begins his term, management of the Bolivar paper has been turned over to longtime editor Judy Kallenbach as editor/general manager.

Berry is publisher of the twice-weekly in Bolivar, weeklies in Buffalo, Stockton, Marshfield, Nixa, Ozark, and Rogersville/Fordland and a shopper based in Marshfield. Those papers comprise Community Publishers of Missouri, Inc., affiliated with Community Publishers, Inc., (CPI) in northwest Arkansas.

Berry's term as MPA president comes during a period of significant activity for CPI and Bolivar.

**W**hile expanding its advertising and news presence in the counties around Springfield, the company has opened a new central printing plant in that city, replacing printing operations that were in Bolivar and Marshfield. All CPI /Mo newspaper printing and a lot of commercial printing are done there under the direction of Production Director Charlie Heidelberg and Plant Manager Matt Hale.

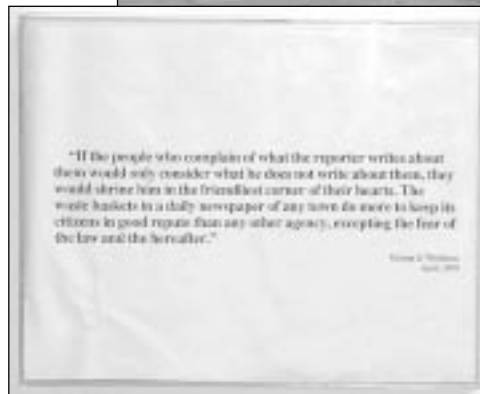
"With the new press in Springfield,

Charlie and crew are doing a great job of recapturing Missouri commercial printing that was being lost to facilities in other states," Berry said. "Their work has also greatly helped the growth of our newspapers."

Meanwhile, in Bolivar the population has nearly doubled to around 9,000 in the past two decades. Much of that growth

years later, the CMH medical organization serves Bolivar and a seven-county area with a hospital rated as one of the top 10 small hospitals in the nation, several medical offices in multiple counties, multiple stages of residential centers and many other public services.

CMH and Southwest Baptist University provide diversity in Bolivar not seen in



This plaque hangs on the wall above Berry's desk in the newspaper building in Bolivar. It's a not-so-tongue-in-cheek reminder of the responsibilities of a community newspaper.

Dave Berry stands outside the newspaper building, which was an automobile dealership and an early home for Teters Floral Products before it was purchased by the newspaper in 1970. Beside the building, just to the left of this scene, is a covered spring, the campsite of the first settlers in Bolivar. With printing operations gone from the building and much less space needed, a building change is on the horizon for the *Herald-Free Press*, although no decision has been made on what it will be. The newspaper is the oldest continuous business in Polk County.

can be attributed to Citizens Memorial Healthcare, an organization created with the help of hard promotion by the newspaper, beginning with Jac Zimmerman, MPA president in 1964 and Bolivar publisher from 1968 to 1979.

The community opened the hospital in 1982 at a time when hospitals in many small communities were closing. Twenty

most communities that size.

**B**erry now serves on a board involved with a \$4.5 million capital campaign to build a YMCA facility after helping launch a Y organization last year.

SBU, in its 125<sup>th</sup> year, doesn't look that old. It has relocated, expanded and rebuilt its campus. It is raising funds now to greatly expand its own recreation facili-

ties with a capital campaign of more than \$7 million.

If the newspaper's business in Bolivar and the other CPI/Mo communities is a gauge, the YMCA and SBU fund-raising efforts will succeed.

"We've had a good year," Berry said of the company's 2002 advertising numbers. "We've expanded our customer base and written bigger ad contracts with the strength of common ad sections. A good election year helped the cause, too."

He gives credit to veteran CPI/Mo Ad Director Beth Chism, a stable sales crew, positive influence from President Steve Trolinger, the new press and solid editorial content for achieving those numbers. But not necessarily in that order.

"We talk a lot about a circle in this company," Berry said. "It starts with editorial product in the 12 o'clock position, circulation at three o'clock, advertising at six o'clock and profit at nine o'clock. And the circle does turn clockwise, with all of the profits rolling back into the products in the form of new technology, payroll and growth. Our stockholders have never taken a dollar of dividend from the company."

CPI bought good newspapers with the Missouri purchases beginning in February 1999. There are 10 MPA Gold Cups and multiple General Excellence Awards distributed among them.

"The commitment is here to keep making them better," Berry said. "But the awards are tougher than ever to come by these days. A lot of Missouri newspapers are doing a great job. But the judges I've always been most interested in pleas-

ing are the ones who read and advertise in our products week after week. The contest hardware is nice, but it doesn't pay any bills for the company or employees."

Managing a string of newspapers around Springfield isn't what Berry anticipated when he became a journalist.

"I got into this business the same way a lot of people did. A high school teacher encouraged me. My English teacher, Connie Aufdembrink — to whom I will always be indebted — told me I ought to look into journalism. My first question was, 'What's journalism?' That's how green I was."



All of the printing equipment and rolls of newsprint are gone, but this ramp holds memories for Berry of his early days at the *Herald-Free Press*. Whenever the pressroom needed paper, Berry was called from his desk in the newsroom. He and another man backed down the ramp in a reverse tug-of-war with a roll of newsprint. A hoist installed through the upper-level wall replaced that death-defying procedure when the pressroom was moved in 1983.

Berry thinks that in high school he may have been the second-highest paid student in Aurora at the time. He was pulling down about \$2.30 an hour, as he recalls, working in a grocery store. The highest paid kid worked at the same store. He had been there longer.

Berry's DECA advisor, knowing of his interest in a newspaper career, sent him over to visit with Bob Lowry at the Aurora newspaper. Lowry was looking for a high school student to help with

school sports coverage and assorted other news.

"He agreed to hire me and I agreed to go to work for him before we ever talked about money," Berry said. "We left his office and approached the desk of Opal Irwin, THE financial department at the newspaper. One of my first assignments would be to take a picture of her on the occasion of her 50<sup>th</sup> anniversary at the



Berry and Community Publishers, Inc., President Steve Trolinger look over a Missouri Press publication commemorating Bill Bray's retirement as Executive Director of MPA at the end of 1989.

newspaper.

"Bob told Opal he was putting me to work, and he asked her how much she thought they should pay me. She said, 'I don't know, Bob. What do you think?' He put his arm around my shoulder and shook me as he proudly said with a big smile, 'We're going to pay him a dollar an hour!' He thought he was being generous — and he was; others there were making as little as eighty-five cents," Berry said.

"Money didn't matter an awful lot to me, but I was wondering how I would explain the job change to my dad, who always lived like every dollar mattered, because throughout most of his life every dollar did."

That drop in pay established a trend. "Every job I've taken in the newspaper

business has been accompanied by a cut in pay," he said, "and I've never regretted taking any of them." Money wasn't his motivator.

"I wanted to be a small-town newspaper editor. My goal was to be with a paper big enough that I didn't have to do every job but small enough I could be involved in all of them.

"I fulfilled that goal the day before I turned 24, when I started at Bolivar. At one time or another I have done every job here, from front desk receptionist to running the press, and every job in between," he said.

Since his management expanded to seven newspapers and a shopper, he admits to having lost touch with some of the daily chores of publishing a newspaper.

"Now there's more to it I don't understand than I do understand," he said. "I'm just glad we have good people in all the right places."

He is pleased with the career progress of those with the company today and with many who have come and gone, which is something else he said he learned from Sterling.

"We take an awful lot of pride in what some people have become after getting their start here," Berry said. "Any community newspaper can be a great place to use as a career launching pad, but many are also great places to build and maintain long careers."

His own start at the Aurora paper while in high school was followed by two years as editor of his college paper at Southwest Missouri State University, then a return to the Aurora paper for about a year.

Then came a stint as manager of a fitness center while also stringing for Tim Williams' paper at Mt. Vernon, followed by a year and a half of servicing bubble gum machines throughout the Midwest.

His boss in the vending business questioned Berry's decision to return to newspaper work, leaving behind the riches of the bubble gum industry. (And Berry says there really are riches there, built one small coin at a time.)

"I told him I thought I had indeed given up on newspaper work, but while working for Tim Williams — who now is executive director of the Pennsylvania Press Association — I was introduced to

the Bolivar paper through a subscription exchange. It didn't take long to learn of the respect Tim and his staff had for the Bolivar paper. I thought I owed myself the chance to give that a try before giving up on myself as a newspaper man."

Sterling hired him to replace Jim



Hamilton, who was returning to school for graduate studies. Hamilton would later go to work for the *Buffalo Reflex* and eventually come back into what would become the Sterling Media Ltd. family when Sterling bought that paper in 1979, before becoming sole owner of the Bolivar and Stockton papers later the same year.

Berry developed an immediate healthy respect for the Missouri Press Association.

"MPA was important to Jim and Jac, and they made that clear," Berry said. "I don't remember missing an annual press convention since I started at Bolivar."

He saw the results of the participation in MPA and the National Newspaper Association.

"Jim would go to meetings all over the country. No matter where he went, he

knew people, and he always brought back from those meetings things we could try at our papers.

"Success in this business really is about who you know, but not for the reasons people say that. The more people you know in this business the better off you are. You've always got someone to help get you through whatever situation may come along."

Berry says the CPI mindset about



Missouri Color Web opened its central plant in Springfield in September 2001. Community Publishers Inc. prints all of its Missouri newspapers and a number of commercial products here. The newspapers all transmit their pages to the plant over T-1 internet lines. Community Publishers' newspapers come off this 14-unit Goss SSC Magnum commercial grade single-width web press. Although smaller, it is the same model press the *St. Joseph News-Press* has in its new printing plant. CPI's may be the last press made at the Goss plant in Cedar Rapids, Iowa, before it closed. Some of the waste newspaper goes to a nearby factory that makes Yesterday's News brand kitty litter.

participation in press organizations is the same. CPI publications belong to their respective state associations, NNA, NAA and others. The next two Arkansas Press



Berry presented this photo to Jim Hamilton during the Dec. 19 reception in Buffalo noting the departure of Hamilton from the *Buffalo Reflex*. The photo was from 1977 when Berry became editor of the Bolivar paper, replacing Hamilton who was headed for graduate school. Berry added the caption: "Veteran Bolivar news man trains one-legged bubble gum vendor to take over duties. Aug. 1, 1977." He was mocking his own pose in the photo. Berry observed that Hamilton looked much happier on the front page of the Dec. 18 *Reflex* while training his more recent replacement than he did in the old photo. Berry's previous job was tending bubble gum vending routes out of Omaha. Hamilton is the new managing editor of *Springfield! Magazine*.

to fit in for a lot of small newspapers," he said. "But that participation, along with newspaper exchanges, are so important to surviving and thriving in this business."

While at Mt. Vernon he saw where they had looked to Bolivar

me who helped show the way," he said. "Things can't be too wrong."

**M**PA's consultant programs — legal hotline, postal help and Newspapers In Education — provide excellent services, Berry said. He wants to see if there are ways to get more newspapers to use them.

"It will also be fun to watch" the progress of two particular committees, he said. Charlie Fisher's legislative committee and Dalton Wright's political advertising committee should provide some excitement.

"I don't have all the answers," he said. "I'm big on teamwork. People in leadership are only as good as the people who surround them. Our board, our staff and our active members will work to make the association better.

"If everyone comes into this position with the idea of leaving it in a little better shape than they found it," he said, "then progress is constant." □

Association presidents are publishers of CPI newspapers, and Trolinger is a past president.

Exploring ways to boost participation in press activities is one of Berry's goals as MPA president. Because he knows exactly what editors and publishers go through every week, he understands why it is difficult for many of them to attend meetings.

"Association participation is real tough

and other papers for ideas.

"At Bolivar, I soon learned to spend a lot of time reading the *Washington Mis-sourian*," he said. "Bill Miller probably has no idea how much help he and his people have been to us over the years."

As MPA president, Berry said he doesn't want to try to fix things that aren't broken, but he does want to be sure all avenues are probed.

"There were 131 (presidents) ahead of

## Family, business, community keep Berry busy

**D**ave Berry's background:

**Hometown:** Aurora — 1971 graduate of Aurora High School.

**College:** Southwest Missouri State University, Springfield — English degree with minor in journalism, 1975. He was editor of *The Southwest Standard*, the student newspaper.

**Wife:** Brenda Berry owns and operates Brenda's Cafe in downtown Bolivar. They will observe their 25th wedding anniversary in March.

**Children:** Heath, 24, is married and has a son, Hunter, 15 months. Heath is in management with Wal-Mart in Washington, Mo.

Son Josh is a junior business major at Southwest Baptist University, where he pitches for the baseball team.

**Civics:** Past President of Bolivar Rotary Club (a Paul Harris Fellow in Rotary).

- Past President of the Bolivar Area Chamber of Commerce.

- Past President of Ozark Press Association.

- Past President of Missouri Advertising Managers' Association.

- Member of YMCA fund-raising committee.

- One-term member of the Bolivar Board of Aldermen.

- Youth sports coach for many years. □



## NIE committee reviews activities

Several members of the MPA Newspapers In Education Committee gathered at the MPA office Dec. 13 to review completed activities and coming events. Attending the meeting were, from the left, Angie Clark, *St. Louis Post-Dispatch*; Don Shire, *Mexico Ledger*; Jim Sterling, School of Journalism; Judy McKerlie, *Independence Examiner*; Marlys Johnson, *Columbia Missourian*; Emily Pohlsander, *Bolivar Herald-Free Press*; Diane Goold, *St. Joseph News-Press*; Craig Kellmann, *Columbia Daily Tribune*; and MPA NIE coordinator Dawn Kitchell, Washington. Doug Crews and Kent Ford of the MPA staff also attended.

# Start MPA year with NW Press

Annual meeting will be Jan. 16-17 at Ramada Inn, St. Joseph

**N**orthwest Missouri Press Association will meet Thursday-Friday, Jan. 16-17, at the Ramada Inn in St. Joseph. The meeting will begin Thursday afternoon and adjourn after Friday's evening meal in the hotel.

Kathy Whipple of *The Kearney Courier* is president of Northwest Press. She will preside at the annual meeting.

The Ramada Inn is at the intersection of highway I-29 (Exit 47) and Frederick Avenue. The program:

### Thursday,

Jan. 16

1 p.m. —  
Registration  
1:30 p.m. —  
Ken Bronson on  
advertising sales.  
Evening —  
President's Party  
at the Albrecht-

Kemper Museum of Art. The museum is about a mile west of the hotel on the south side of Frederick. Guided tours of the museum will be available before the meal.



The hospitality room will be open in the hotel later in the evening. Some guests may opt for a trip to the riverboat casino.

### Friday, Jan. 17

—Breakfast on your own (hotel guests will have breakfast provided.)

—Northwest Press Business Meeting / MPA reports

— Cliff Schiappa, AP, on taking better photos.

— Dick Whipple, *Kearney Courier*, working with photos in Photoshop.

**Friday lunch** — Missouri Department of Conservation presentation on Lewis and Clark in Missouri.

— Bob Merrick, *The Kansas City Star*, on newspaper design.

— Mike Phillips, Blue Sky Technology, on working with PDFs.

— Dinner at the hotel. State Sen. Sa-

rah Steelman will speak; Northwest Press awards; Bluegrass Music.

Cost of the meeting is \$25 for registration for a newspaper, family or business, plus \$80 per person for the President's Party, all sessions, Friday lunch and banquet.

For those attending individual events, cost is \$25 registration, \$25 for the Ken Bronson ad sales session; \$25 for the President's Party; \$15 for Friday seminars and lunch, \$30

for the Friday banquet.

The hotel room rate was \$68 until Dec. 31. You still may be able to get that rate if you ask for it. Call (816) 233-6192 to make reservations.

Register now if you have not yet done so. A registration form is in this magazine. It also is in the MPA *Bulletin* and on the MPA website, [mopress.com](http://mopress.com). □





MEETING REGISTRATION  
**113th Annual Convention  
of the  
Northwest Missouri  
Press Association**

Jan. 16-17, 2003, Ramada Inn, St. Joseph, Mo.

Name: \_\_\_\_\_

Newspaper or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Names of others attending: \_\_\_\_\_

Registration/membership fee is \$25 per newspaper or organization. The cost for all meals, workshops, entertainment, etc. is \$80 per person. Pay one membership fee (\$25) plus \$80 for each person attending. If you do not plan to attend all events listed below, pay \$25 plus the amount of the events you will attend.

	Cost Per Person		No. Attending	Amount
Registration / Membership \$25			_____	_____
ALL ACTIVITIES	\$80	x	_____	_____
OR:				
Thursday, Jan. 16				
Ken Bronson Ad Seminar	\$25	x	_____	_____
President's Party	\$25	x	_____	_____
Friday, Jan. 17				
Luncheon & Seminars	\$15	x	_____	_____
Banquet / Musical Entertainment State Sen. Sarah Steelman	\$30	x	_____	_____
			Total	_____

**HOTEL:** Register with the Ramada Inn, I-29 and Frederick Ave., St. Joseph; (816) 233-6192. Ask for the Convention rate of \$68 per night (may be higher after Dec. 31).  
 Mail this form with your check made to Northwest Missouri Press Association, to: Chris Boultinghouse, Treasurer, Mound City News, P.O. Box 175, Mound City, MO 64470.

# Entire community buzzing over book reading project

This fall at *The Washington Missourian* we created a terrific new youth literacy project. The results have me buzzing with such excitement that I wanted to share the idea.

Oprah made it marketable, and states and communities are trying to get everyone doing it — reading good books.

Yet all of these programs are aimed at adults.

This trend, combined with my dismay over no book stores in my community and limited children's resources at our library, got me thinking about how, as a newspaper, we could expand our mission to get children reading.

I know children who read books are more likely to read newspapers, so promoting quality children's books wasn't a departure from our Newspaper In Education efforts.

I envisioned a project that met four goals: introduce children in our community to books they could get excited about; make sure the books were accessible locally to everyone; offer young people a forum for feedback on their reading, and finally, serve as a resource for parents seeking books with good messages.

After brainstorming the concept with fellow *Missourian*

staffer Chris Stuckenschneider, who writes a literary column for adults, Book Buzz was born.

Our mascot, Newsbee, was in a file just waiting for the perfect project. Now he's on bookmarks, posters, T-shirts and in our newspaper promoting Book Buzz.

Each month Chris, with input from publishers, librarians, teachers, parents and me, selects three books on different reading levels: primary, elementary and

middle school. Newsbee announces the selections in the first *Weekend Missourian* of each month.

Several local merchants are carrying the books for sale, and those merchants, along with *The Missourian*, are donating a set of each month's Book Buzz books to our area libraries.

Young readers have six weeks from the book announcement to read the story on their level and write a review.

One review for each book is published in *The Missourian* and others are posted on our *Missourian* In Education page on our website. The children whose reviews are selected to run in the newspaper are given the next month's Book Buzz title.

The project debuted in September and we've been amazed at the response from the community to

Book Buzz. The librarians can't keep the books on the shelves, the merchants are reordering and teachers are reading the books to their classes and using the review activity to teach writing skills.

Shirley Hillhouse, a fourth-grade teacher at Labadie Elementary School, is so sold on the project's potential that she has made it part of her daily curriculum. Hillhouse said she hears her students discussing the books and their characters among themselves.

"What's really great about Book Buzz," she said, "is the kids have the opportunity to see their book reviews published in the newspaper. That gives them further encouragement, and it also gives ownership to their writing."

As with all of its youth programs, *The*

*Missourian* has put tremendous support behind the project, even designing a float for the 2002 Holiday Parade of Lights around Book Buzz.

Calls are coming in from businesses asking to support the program in some way. And the local Rotary, with the school superintendent leading the way, has asked how it can adopt Book Buzz as its literacy project.

Already we're seeing benefits to our Newspaper In Education program. It's given us credibility in our assertion to be creating a generation of readers. It's pulled parents and teachers into the newspaper seeking out the recommended titles and children following reviews by their peers.

Chris Stuckenschneider has truly been the wind beneath the wings of this bee, and she continues to find new ways to expand the program.

Just as I was pondering how to encourage other community newspapers to create similar literacy projects, an e-mail fell into my in-box.

"Jim Robertson suggested your name in regards to helping me expand my book reviews to more newspapers in Missouri," wrote Holly Newton, whose weekly column is published in the *Columbia Daily Tribune*.

Holly said she writes about two children's books each week, a picture book and a fiction book for older readers.

"I believe that parents and children are always looking for good books to read and I receive a tremendous response from all ages with the help I give them through these reviews," she said.

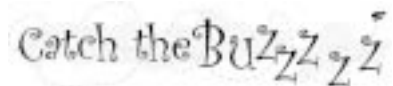
Holly has offered to share her columns free of charge for a few weeks to newspapers interested in testing interest.

And don't discount the honey pot of teachers and librarians in your own community who might be willing to tackle such a sweet idea.

For more information on Holly Newton's columns, visit her website at [geocities.com/newtonsbk](http://geocities.com/newtonsbk). For more information on *The Missourian's* Book Buzz project, visit the *Missourian* In Education page at [emissourian.com](http://emissourian.com). □



**Dawn Kitchell** is MPA's NIE coordinator. Contact her at (636) 390-2821; [kitchell@fidnet.com](mailto:kitchell@fidnet.com).



Actions on complaints noted on website

# Ethics Commission decisions available

**T**here are many state agencies and entities that maintain significant closed records pursuant to special dispensation, but one of the most interesting ones is the Missouri Ethics Commission.

The workings of that commission generally are closed to the public, despite the fact that it investigates matters related to one of the most basic civic obligations we have — that of voting. But a development in the commission in the heat of the Carnahan-Talent campaign has changed the status of that policy.

The commission is composed of six members appointed by the governor with the advice and consent of the Senate, chosen from a list provided by the congressional district committee of the political parties having the two highest number of votes cast for their candidate for governor at the last gubernatorial election. Members serve four-year terms.

**T**he commission receives and reviews complaints alleging violation of the campaign finance and advertising laws, among many other things. Among their duties is the obligation to develop systems to index campaign finance reports and statements to provide public access to such information. The commission on occasion gives advisory opinions which are public records.

The commission, through its executive director, reviews reports and state-

ments filed with the commission. Any investigations of alleged violations are strictly confidential except that the commission and the complainant or the person under investigation are notified.

The complainant is advised of any action the director plans to take on the complaint, or that no action is planned. The executive director then advises a detailed report on the audit or investigation to the commission.

However, previously, no information on the complaints has been

made public. If a candidate claimed an opposing candidate violated some campaign law, as was the case in one complaint filed by Carnahan interests during the last election, and the commission determined no law had been violated, then the entire matter was closed and no public statement on the matter was ever made public.

In this case, the Talent camp wanted information made public. And after further consideration, the commission has decided to make a slight change in its rules.

Now, when it makes a determination

that no action is being taken, the commission's website will show that the commission has voted in regard to a complaint. If a member of the public (or the media, of course) would request a copy of the action taken by the commission, the letter forwarded to the respondent will be released. However, the name of the complainant will not be made public.

This is a significant move in terms of giving the public closure on matters in which often a great announcement is made regarding the initial filing of the complaint, but no information is available as to its outcome. By tracking the commission's actions, the public will now be able to determine this outcome, even if it is not provided by the party making the original complaint.

It is always a good thing when information such as this is made available to the public. □

## Help judge ad contest Feb. 6 in Columbia

**M**PA will judge the Illinois Press Association's Advertising Contest on Thursday, Feb. 6, at the Ramada Inn, Columbia.

Judging will begin at 8:30 a.m. If you cannot arrive at that time to help, you still can participate. Get to the hotel as soon as you can.

To sign up, email or call Lesa Litty at the MPA office. She needs your name, newspaper, phone and email address. Contact Lesa at [litty@socket.net](mailto:litty@socket.net) or (573) 449-4167.

You can sign up online at [mopress.com](http://mopress.com). □



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# On the Move

## Bolivar

Judy Kallenbach begins her 25th year with the *Bolivar Herald-Free Press* as editor/general manager. Those duties will include management responsibilities for all departments of the newspaper.



**Judy Kallenbach** now is managing the paper in Bolivar.

Kallenbach has been editor for 18 years. She joined the paper on Dec. 1, 1978. Dave Berry remains publisher of the Bolivar paper along with the other six Community Publishers of Mo. Inc., publications, and he will continue to

work out of the Bolivar office.

Kallenbach is now the person in charge of the Bolivar paper.

"This advancement for Judy is something I've had in mind for quite awhile and is not directly related to my year as MPA president," Berry said. "She has earned the opportunity to be captain of the entire team."

Charlotte Marsh is associate editor of the *Herald-Free Press*.

Kallenbach is a native of Buffalo and a graduate of the University of Missouri-Columbia. She and her husband, Bill, have three grown children: Robert of Columbia, John of Bolivar and Carrie Gordon of Belmont, Calif., and three grandchildren.

## Eldon

Michael Jones has joined the staff of *The Eldon Advertiser* as a sports reporter. He is a graduate of Jefferson City High School and Tarkio College and previously was a sports reporter for the *Lake Sun*

*Leader* in Camdenton.

Jones also works as a marketing analyst for a Chicago company. He and his wife, Patricia, live in Eldon with their five children.

## Tipton

Patricia Dunn has joined the ad sales staff of *The Tipton Times*.

Dunn grew up in Syracuse and lives there with her husband of 18 years, Clay, and her daughter, Jessica, 12.

She has previously worked at *Arkansas Valley Feather* in California and at the Department of Health in Jefferson City.

Dunn plays the guitar and sings in her family band, the Country Stardusters, with her father, husband and sister.

## Steele

Tiffany Harris has been named editor of the *Steele Enterprise*. She previously worked as a reporter/photographer at the weekly in 2000-2001.

Harris and her family returned to Steele after a brief stay in Tennessee.

Harris has an English and journalism degree from Morehead State University. She has worked as an opinion editor, technical writer, reporter and high school English teacher.

## West Plains

Kimberly Martin has joined the writing staff of the *Daily Quill*.

A native of West Plains, Martin earned a degree at Central Missouri State University, Warrensburg, where she stud-

ied art and ceramics.

Amanda Jones has left the news staff of the *Quill*.

## Mt. Vernon, Ill.

Shannon Woodworth, a former employee of the *Daily Dunklin Democrat* in Kennett and the *Southeast Missourian* in Cape Girardeau, has been named managing editor of the *Mt. Vernon Register-News*.

## Eldon

The *Eldon Advertiser* has added Linda Stonestreet and Jenny Cole to its advertising sales staff, Mia Vogel to its reporting team and Beth Davenport to its front office.

Stonestreet previously worked in management at the Factory Outlet Mall in Osage Beach.

Cole previously worked at the *Tipton Times* for a year.

Vogel has studied singing and theater at Central Missouri State University. She will leave this month to participate in a Christian internship for a year at Garden Valley, Texas. She will travel with a vocal group called Acquire the Fire.

Davenport, a native of Eldon, will begin attending Columbia College this month. She is planning a spring wedding.


## Washington

Karen Cernich, features editor for *The Missourian*, has been named editor of *Senior Life Times*, a free monthly publication of Missouriian Publishing Co.

Cernich replaced Susan Miller, who is devoting more time to her duties as assistant managing editor of *The Missourian*.

Cernich joined the paper in 1996. She remains features editor. □

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# Hamilton leaves *Buffalo Reflex* after 25 years

After about 25 years running the *Buffalo Reflex*, Jim Hamilton has jumped to magazines. He's the new managing editor of *Springfield! Magazine*.

Readers of the *Reflex*, friends, and staffers of the newspaper bade farewell to Hamilton at a reception Dec. 19.

Hamilton will take over the magazine Jan. 6 after 24 years as editor and publisher of the *Reflex*. He will succeed 75-year-old Robert Glazier at the magazine.

Denelle Spear of Halfway succeeds Hamilton at the *Reflex*.

The *Reflex* is owned by Community Publishers of Mo., Inc. MPA's new President, Dave Berry, is vice president of the company.

Another change at the *Reflex* was the promotion of Steve Schibler to webmaster for all of CPI/Mo.'s papers: Buffalo, Bolivar, Marshfield, Nixa, Ozark, Rog-

ersville and Stockton.

Spear previously was construction designer with Empire District Electric Co. in Bolivar. She worked with home owners and commercial customers to design electric services in a four-county area.

Her first foray into newspapers was as managing editor of the *Appleton City Journal* in St. Clair County. Spear worked there just out of Southwest Missouri State University, where she earned a degree in written communications and English.

Spear has written freelance articles for a number of publications in southwest Missouri. □



Jim Hamilton has turned over the rein of the *Buffalo Reflex* to Denelle Spear, who has been working for electric utility companies in southwest Missouri since the late 1980s. Hamilton plans to continue living in Buffalo. (*Buffalo Reflex* photo)

## Bertha Wilson observes 104th anniversary in spite of Nov. 22 tumble at beauty shop

The family of Bertha Wilson, an owner of the *Milan Standard* weekly in Sullivan County, helped her observe her 104<sup>th</sup> birthday on Dec. 24.

Mrs. Wilson's birthday anniversary is the 21<sup>st</sup>, but the family combined the birthday party with a Christmas gathering. She is the mother of *Standard* publisher Robert W. Wilson, ad manager David T. Wilson and business manager Mary Ann Cowgill.

Mrs. Wilson is recovering from a Nov.

22 fall in a beauty shop in Milan that broke her hip. She had surgery the next day in Liberty Hospital.

Mrs. Cowgill said her mother is recuperating at Sullivan County Memorial Hospital's extended care quarters. She is getting around in a wheelchair and going to lunch with other residents.

Those wishing to send cards and letters can address them to the *Milan Standard*, P.O. Box 266, Milan, MO 63556. □

## Rick Plumlee buys Mountain View weekly

Rick Plumlee, editor and publisher of the *Mountain View Standard News*, purchased the Howell County weekly from Quad County Newspapers, effective Dec. 2.

Plumlee held a grand opening the following Saturday at the paper's new location, 104 N. Oak. The office previously was a 212 Elm St. □

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## Political ad subcommittee begins work

MPA's political advertising subcommittee met at the MPA office Dec. 5 to begin discussing ways to get more print advertising for newspapers in the next election cycle. Attending were, clockwise from the left front, 2003 MPA President Dave Berry, Bolivar, Community Publishers of Missouri, Inc.; Sue Heifner, MPA; committee Chairman Dalton Wright, Lebanon Publishing Co.; Vicki Russell, *Columbia Daily Tribune*; Shawn Cockrum, MPA; Mike Sell, MPA; Doug Crews, MPA; Tim Weddle, *St. Joseph News-Press*; 2002 MPA President Dane Vernon, Eldon, Vernon Publishing Co.; John Tucker, *Jefferson City News-Tribune*; and Jack Whitaker, *Hannibal Courier-Post*. Participating by telephone were Gary Rust, Cape Girardeau, Rust Communications, Inc.; Bill Miller, Sr., Washington, Missouriian Publishing Co., and Bob Wilson, *Milan Standard*. Kent Ford, MPA, also attended.

# Scrapbook

### ✍ Buffalo

The Dec. 11 issue of the *Buffalo Reflex* contained a special Newspaper In Education supplement featuring original essays from area middle and high school students.

Students could write in one of three categories: Holiday traditions, Santa Claus, or what I like best about Christmas. Two age division winners were chosen from each category.

### ✍ Washington

Korean War veteran William Miller Sr., editor and publisher of *The Missouriian*, was the guest speaker at the Washington High School Veterans Day Assembly Nov. 11.

### ✍ Kansas City

Former *Kansas City Star* editor Joe McGuff in November received the Johnson County Library Foundation's 2002 Pinnacle Award for Excellence in the Arts.

McGuff served eight years on the library's board of directors and has been on the foundation's board since 1996.

The award was presented during the Booklover's Birthday Party at the Central Resource Library in Overland Park. The party marked the 50<sup>th</sup> anniversary of the library.

### ✍ Joplin

*Joplin Globe* writer Wally Kennedy has

been presented the Missouri Community Service Commission's 2002 Media Award.

Kennedy was honored for his coverage of the Community Clinic of Joplin and for photographs and stories he brought back from Haiti about the Community Clinic's efforts to improve the lives of Haitians.

### ✍ St. Louis

Volunteers worked street corners throughout the St. Louis area one day in November selling special editions of the Suburban Journals for Old Newsboys Day.

The annual event, which started in 1957, raises money for more than 250 children's charities.

This year's special edition contained the 2002 Wendy's Children's Choice Awards. These awards are based on a poll of pre-teens and teen-agers who vote for their favorites in numerous categories.

Other stories and some of the photos in the edition were the work of high school students from the area.

### ✍ McDonald County

After a five-part series of stories it ran on problems on area rivers, McDonald County Newspapers sponsored a public meeting in November for discussion of the problems.

County and state officials, business owners and citizens attended.

Among the problems discussed were drunkenness, fights, nudity, littering and foul language. The group hopes to have a plan to address the problems in place before the 2003 tourism season begins.

### ✍ Independence

*Examiner* employees were evacuated from their offices Nov. 12 after the paper received a bomb threat.

A caller told the receptionist that a bomb had been planted and people had 15 minutes to leave the building.

Police found nothing. Employees were back at their desks a short time later.

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### ✍ St. Louis

The *Times* newspapers — Webster-Kirkwood and South County — donated a portion of proceeds from a Nov. 8 book signing to Educare, a local education program.

Publisher Dwight Bitikofer, editor Don Corrigan, managing editor Kevin Murphy and columnist Cele Cummiskey collaborated on "Favorite Columns From a Hometown Newspaper."

They signed copies at the Des Peres Barnes and Noble store.

### ✍ Kansas City

*The Star* got more than 270 entries from area schools and art clubs in its Teddy Bear Holiday Contest. Six winning schools received checks, and their entries were displayed at shopping areas. Entries will be auctioned, with proceeds going to charity.

### ✍ Pineville

Ralph Pogue, McDonald County Newspapers, received an award from Anderson Elementary School because he is a good representative of honesty, a character trait taught at the school.

Awards were presented Nov. 5 to several people, including a number of students, at a school assembly.

### ✍ Piedmont

The *Wayne County Journal-Banner* honored Dale Jimerson in November for his 25 years of service to the newspaper. Jimerson is the paper's print shop foreman.

Jimerson received a plaque, gift certificate and other gifts during a luncheon. Publisher Harold Ellinghouse presented the plaque.

Jimerson handles commercial printing and the weekly press runs for the *Journal-Banner*, the *Reynolds County Courier* of Ellington and the *Van Buren Current Local*.

### ✍ Hannibal

Students from the Hannibal-



## Bill of Rights Day news conference

Missouri Press Association participated in a news conference Dec. 3 in the state Capitol's House Lounge to focus attention on Bill of Rights Day, which was Dec. 15. Secretary of State Matt Blunt, at the lectern, took a turn speaking, as did Sen. Harry Kennedy, left, and Sen. John Loudon, who worked on the Bill of Rights Day legislation; Kent Ford, MPA editor, and Dale Doerhoff, president of The Missouri Bar. The Bar teamed with MPA to produce and distribute a public notice advertisement about the Dec. 15 observance. (Photo by Gary Toohey of The Missouri Bar.)

LaGrange college student newspaper, *Horizons*, attended the Baptist Press Student Journalism Conference in Nashville in November.

Attending from Hannibal were students Julie West, Jeremy Ide, Amber Yordy and Ana Preus and faculty advisor Audra Johnson.

### ✍ Kansas City

Lionheart Newspapers L.L.C. has changed the name of its corporate holding company to American Community Newspapers, L.L.C.

The name change will not affect the company's publications around Kansas City, which do business as Sun Publications Inc.

In addition to the *Sun* papers, the company operates the *Kansas City Jewish*

*Chronicle*, *The Kansas City Nursing News* and *St. Louis Nursing News*.

### ✍ Houston

The *Houston Herald* has launched a major expansion of its information channel, Texas County Today, which is seen on the local cable network.

The weekly paper will provide photo coverage of breaking news events. Local advertisers also will be able to use the service to show photos from their stores.

The channel has news headlines from the paper, detailed news stories, a community calendar, classified ads and information about public bodies and schools.

Video from sporting events and community activities also is available.

Programming is done in the *Herald's* office. □

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# Housekeeping

## Papers have good news; how to spread the word?

**B**efore you put down this magazine, read the item titled "Advertisers need to know this." You need to know it too.

The story is about research that shows newspaper advertising has the highest "expenditure to sales ratio." In other words, for every dollar spent on advertising, the dollar spent on newspaper advertising delivers the highest return.

The Direct Marketing Association conducted the study.

It compared various advertising media: newspaper, direct mail, magazine, telemarketing, radio, other, and television. (Television is listed last because it has the lowest expenditure to sales ration.)

What is an expenditure to sales ratio? It's simply what an advertiser gets back for the money he spends. According to this study, every 7.1 cents spent on newspaper advertising, \$1 in sales is generated. To get that same dollar with television advertising, the merchant would need to spend 17 cents.

**T**he writer of the article, Chuck Boteler, says it's now our job to convince non-believers. Spend nothing and get nothing, or spend 7 cents and get a buck. That's a handsome return on investment in anyone's terms.

Other factors count too, of course. The advertising has to be good, timely and relevant. With those elements in place, it now becomes our focus to get out the message that we've known all

along — newspaper advertising works, and it works better than all those other media.

MPA's political advertising committee has taken the first step in creating a plan to deliver that message to candidates in the next election cycle.



MPA editor **Kent Ford** can be reached by email at [kford@socket.net](mailto:kford@socket.net).

In spite of generous package deals and repeated sales pitches, newspapers all across the country got only token slivers of the piles and piles of money raised by candidates last fall. The MPA committee, chaired by Dalton Wright of Lebanon, plans to find a way to attract more of that money to newspapers.

A number of those committee people gathered in Columbia Dec. 5 to begin work. If you'd like to help out in that effort, come ahead. You'd be most welcome. Contact Dalton

in Lebanon or call Doug Crews at the MPA office. You'll be added to the group's contact list.

Missouri has a lot of smart, creative newspaper people. A determined group effort should produce results.

Monitor the *MPA Bulletin* for the minutes of the committee's meeting.

Northwest Missouri Press Association has sent out its Bow Wow, the official program of its annual meeting. The association will gather Jan. 16-17 at the Ramada Inn in St. Joseph.

Along with the Bow Wow rode a letter of invitation. President Kathy Whipple

of Kearney and Vice President Dennis Ellsworth of St. Joseph have invited elected officials, community leaders, educators, business people, economic developers and others from Northwest Missouri and the nearby areas of Iowa, Kansas and Nebraska.

They are trying to reverse the trend of declining attendance at regional press meetings. They've crafted an interesting agenda with some changes from recent Northwest Press meetings.

They will meet at the Ramada Inn on I-29 instead of the Holiday Inn Downtown, where they have been meeting for more than 10 years. This year's meeting will adjourn after the Friday evening awards banquet and entertainment. Previous meetings have continued through Saturday morning.

If you're a regular at Northwest Press meetings, note the changes in the location and schedule. If you haven't attended this meeting lately — or ever — give it some thought. Then fill out and send in a registration form. You'll find one in this magazine.

**I**t's January, time for this annual message. Resolve to exit the year 2003 a better newspaper person than you entered it. No matter what you do in your shop, you can do it better.

As mentioned earlier, we're blessed with some smart newspaper people in Missouri. Many of them attend regional and state meetings. One trait of smart people is that they know they can get smarter by attending meetings and listening to and visiting with other smart people. Attend some press meetings this year and smarten yourself up.

That message shouldn't be lost on publishers and general managers, either. You can smarten up your people by giving them the time and paying for their attendance at workshops and seminars.

Just as a pittance spent on newspaper advertising returns plenty for your clients, a few dollars spent on training will return 10-fold to your bottom line. □

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# Advertisers need to know this

## Newspaper ads have best 'expenditure to sales ratio'

By **CHUCK BOTELER**

**O**n the national advertising front, newspapers have it tough. We know advertising in our newspapers works. We have plenty of local success stories about how we've helped our local advertisers grow their businesses. However, we have difficulty conveying this to the young and inexperienced media planners and buyers who have not been brought up reading a newspaper.

They could all bring up circulation losses, dependence on the Internet for content, continued rate increases, and other excuses. Until now.

The Direct Marketing Association (DMA), in its Economic Impact: U.S. Direct Marketing Today 2002 report, provides information that many national agencies and advertisers might not be aware of. In fact, even newspapers might not be familiar with these numbers.

It now becomes your job to put this information into context that will open the eyes of those non-believers, keeping in mind that "direct marketing" can be used for three specific purposes: to solicit a direct-order, to generate a lead or to drive store traffic.

### Expenditure to Sales Ratios

Newspaper advertising "expenditures to sales ratios" for direct marketing advertising in 2002 is ranked first in efficiency. Newspaper advertising has the lowest and most efficient cost to sales ra-

tio of all media in the report, including direct mail, magazines, telemarketing, radio, and television.

In other words, a direct marketing advertiser stretches his advertising budget further in newspapers than any other medium.

The newspaper advertising cost to sales ratio averages 0.071 in 2002 and is predicted to come in at 0.067 in 2006. What does this mean?

For every 7.1 cents spent on newspaper direct marketing, \$1 in sales is generated. By comparison, with magazine space advertising 9.8 cents will yield \$1 in sales, with telephone marketing 11.2 cents will yield \$1 in sales. The numbers are higher with radio at 14.1 cents and with television at 17 cents yielding \$1 in sales.

That's not to say that radio and TV advertising aren't effective. Of course they are, especially when used in a "branding" campaign, creating awareness through sight and sound. But, when it comes to direct marketing and response, newspapers will generate the best return for the money spent.

### Return on Investment

In simpler terms, advertising is an investment. You can extrapolate these ratios to provide an average return on media investment per \$1 spent on direct marketing as such:

- Newspaper returns \$14.13

- Direct mail returns \$12.97
- Magazine returns \$10.20
- Telephone marketing \$8.96
- Radio returns \$7.10
- Other media returns \$5.95
- Television returns \$5.87

In consumer direct marketing, each dollar spent will result in \$11.06 ROI on average.

In business-to-business direct marketing, each dollar spent will result in \$8.67 ROI on average.

To order the full report, contact the Direct Marketing Association at the [dma.org](http://dma.org) or (212) 768-7277 ext. 1651 and ask for its 2002 "Economic Impact: U. S. Direct Marketing Today." Cost is \$495 for members of The Direct Marketing Association, \$995 for non-members.

Boteler is the former advertising manager of the Maryland-Delaware-District of Columbia Press Association and now operates Newspaper Connection, a media buying, planning and consulting service in Frederick, Md. □

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# Conference room name honors Bill Bray

The Missouri Press Association of officers and board of directors, on behalf of the more than 300 member newspapers of the MPA, voted in December to name the conference room in the MPA Central Office in honor of William A. Bray, former executive director.

Bray called the MPA office on Dec. 23, and said he was "absolutely thrilled" and he wants everyone to know how much he appreciates this action.

2002 MPA President Dane Vernon, along with fellow officers and members of the Board of Directors and MPA staff, offered congratulations to Bray.

Plans are to officially mark the desig-

nation — The William A. Bray Conference Room — in the near future.

Bray served MPA from 1953 through 1989. It was in the late-1960s when MPA and its leaders decided to buy a building at 802 Locust Street in Columbia to serve as the association's headquarters. Previously, the MPA offices were located in Walter Williams Hall at the Missouri School of Journalism.

On display in the conference room are the MPA Newspaper Hall of Fame plaques, the Missouri Press Foundation Heritage Paintings by James Burkhart, the newspaper figurine collection of the late Jac and Rheba Zimmerman, the figurine display case in honor of the late W.

Lester Simpson, numerous Norman Rockwell newspaper prints including The Country Editor, and a beautiful typecase cabinet that was donated by the *Louisiana Press-Journal*.

The conference room also contains the archives of the *Missouri Press News* magazine and the *MPA Confidential Bulletin* dating back prior to Bray's tenure. □

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# Obituaries

## Steelville

### Lori Anne Viehman

36 — Ad, circulation manager  
Lori Anne Viehman, who recently purchased the Steelville and Cuba newspapers with her husband, died of leukemia Dec. 5, 2002, at Barnes-Jewish Hospital in St. Louis. She had been admitted to the hospital on Nov. 6 for treatment.



**Lori Viehman** and her husband bought papers Oct. 1.

Mrs. Viehman lived most of her life in Steelville and was a 1985 graduate of Steelville High School. She earned an associate's degree in Applied Science from Crowder College in Neosho in 1995.

She worked for the *Steelville Star-*

*Crawford Mirror* as advertising manager until Oct. 1, when she and her husband, Rob, purchased that newspaper and the *Cuba Free Press*.

Survivors include her husband, two daughters, one son, her parents and a sister.

The family suggests memorials to Hoppe Spring Park playground equipment, Education Fund for the children or Presbyterian Church, in care of Cuba Free Press, PO Box 568, Cuba, MO 65453 or Steelville Star, PO Box BG, Steelville, MO 65565.

## St. Louis

### John Angelides

65 — Former editor, reporter  
John Angelides, Clayton, a former reporter and editor at the *St. Louis Globe-Democrat*, died Nov. 8, 2002, of complications from a heart attack at Barnes-Jewish Hospital.

Mr. Angelides joined the *Globe* in 1962. When he left to join radio station KMOX he was the night city editor.

He retired from the radion station in

1995 and founded a public relations firm with a partner.

Survivors include two sons, his mother, and a sister.

## St. Louis

### Ruth Coleman Bell

92 — Retired librarian  
Ruth Coleman Bell, a retired reference librarian at the *Post-Dispatch* for 33 years, died Nov. 9, 2002, at Des Peres Health Care Center.

Mrs. Bell went to work for the *Post-Dispatch* in 1942 and continued there until she retired in 1975.

Survivors are her stepson, two step-grandchildren and two step-great-grandchildren.

## St. Louis

### John 'Jack' Signorelli

65 — Retired pressman  
John Signorelli, who retired from the *Post-Dispatch* in 1996 as production manager, died Nov. 9, 2002, at Lake Re-

gional Health System in Osage Beach.

Mr. Signorelli began as a flyboy at the *Post-Dispatch*.

Survivors include his wife, Rosemarie; a daughter, a son, and a sister.

## Fayette

### Cordell Tindall

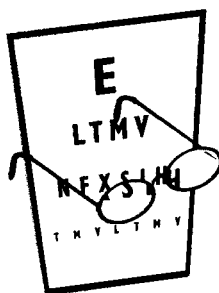
88—Museum printer  
Cordell Tindall, who volunteered as a printer at the Missouri Press Foundation's Print Shop Museum in Arrow Rock for many years, died Nov. 23, 2002, at Colonial Manor in Glasgow.

Mr. Tindall was active in agricultural journalism throughout his life. He was the editor of the *Missouri Ruralist* magazine from 1938 until he retired in 1979.

He was a great supporter of MU and its agriculture and alumni programs. He served as president of the Alumni Association in the early 1970s.

Mr. Tindall is survived by his wife, Marie of Fayette; a daughter, three grandchildren and six great-grandchildren. □

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# Nostalgia

January  
1943

Missouri  
Press News

✍ The University of Missouri School of Journalism moved to alleviate the labor shortage facing publishers of the state by adopting a speed-up educational plan last month designed to prepare students for employment on newspapers in half the time it would take under the pre-war arrangement.

The plan, as announced by Dr. Frank L. Mott, dean of the school, will allow students to enter the School for professional training upon completion of only 12 hours of preparatory college work. Sixty hours of underclass work was formerly required for entrance to the School.

✍ Lt. Alan Wolpers, member of the *Poplar Bluff Daily American Republic* advertising staff before he joined the Army,

has been awarded the Order of Purple Heart for "singularly meritorious action" in connection with the landing of American forces on the African coast in November.

His leg was torn by a piece of shrapnel while fighting with invasion forces wresting a foothold in Morocco.

Wolpers is the first Missouri newspaper man to be decorated for service to his country during World War II.

Lt. Wolpers is the son of the publisher of the *American Republic*, John H. Wolpers, who serves as a member of the University of Missouri Board of Curators.

While home on leave in October, Lt. Wolpers married the former Bonnie Gray of Poplar Bluff.

✍ *The Ft. Wood News*, post newspaper for Ft. Leonard Wood, is printed each week in the *Sedalia Times* plant. Stanton Hudson, co-owner of the *Times*, transports the soldier-editors from the fort to

Sedalia every Thursday so they can make up the paper.

✍ The *Bow-Wow* is the once-a-year publication which announces the meeting of the Northwest Missouri Press Association. It is published by the first vice-president of the organization.

"If he puts out a good *Bow-Wow* he gets to be president," Louis Bowman of the King City *Tri-County News* writes in his column.

"If he gets it mailed before the date the annual meeting convenes he proves himself somewhat a genius."

Stanley Fike of Fairmount had the responsibility this year. He made the grade.

✍ The *Paris Appeal* recently laid claim to printing the best editorial of the year just past in the following manner:

"Bildad Botts, our eminent research expert, reported Monday on a survey his nationwide organization had just completed. The object was to discover the editorial that had brought the most comfort to the men of America. By a happy coincidence it was an *Appeal* editorial, which read as follows:

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"When Gabriel stands with one foot on the land and the other on the seas to proclaim that time shall be no more, every woman in the world will hoist her boudoir window and shout, 'I'm not ready Gabriel; you will just have to wait.'"

"Twenty-seven million men said they were comforted by this special observation, because, not being prepared for the final judgment it enabled them to realize that at least some preparation might be made while Gabriel was waiting on the women. We consider this a very helpful piece of research."

✍ Joseph E. Deupree, editor of the West Plains *Howell County Gazette*, has become a tire manufacture enthusiast in his spare time.

His first attempt in this line resulted in a bulky-looking but otherwise presentable product. The tire was compounded of thin layers of wood, such as those used in egg cases, and layers of heavy roll roofing.

Deupree says the tar edges gather a tread of gravel and have a tendency to build rather than to wear out. And no one doubts his assertion that the tire is

"absolutely puncture proof."

"Go ahead and make one," he advises. "It very definitely makes a spare tire that will bring you in. With four tires like this you can rumble over the country without fear of wasting rubber."

✍ Ralph Goghlan, chief of the editorial staff of the *St. Louis Post-Dispatch*, last month waived preliminary hearing on a charge of inciting the theft of an old and title-less cannon on the state Capitol grounds. He was bound over to circuit court to appear at the February term.

✍ The Cape Girardeau *Southeast Missourian* printed 884 pictures of local servicemen during the first year of United States armed participation.

✍ Many weekly newspapers lacking the photographic and engraving equipment necessary to produce pictures were nevertheless able to process their own pictures for one of last month's best stories — the blackout. The *Crane Chronicle* put it this way:

"The *Chronicle* plant is not equipped

to make cuts or engravings, else we would be producing and printing pictures of our soldiers, sailors, and marines in the service. We are prepared, however, to produce and print a perfect picture of Crane as it would have looked to an enemy bomber from 10 to 10:20 Monday night." A perfectly black square space followed.

✍ A Southwestern Bell Telephone Co. ad in the magazine read as follows:

Headline: "If it's not a war call."

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**EDITOR / PHOTOGRAPHER:** The Waynesville Daily Guide, a Liberty Publishing Group newspaper located near Fort Leonard Wood, is accepting applications for two Editor/Photojournalists. Must be capable of producing section layout, writing stories and taking photographs. Journalism degree or equivalent experience preferred. Benefits package includes medical, dental and life insurance plans, 401K, vacation and sick days. Apply in person, fax us (573-336-4640), e-mail us goodridgepub@earthlink.net, or send your

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## CALENDAR

### January 2003

**16** — MPA/MPS Board meeting, 1:30 p.m., Ramada Inn, St. Joseph

**16-17** — Northwest Missouri Press Association annual meeting, Ramada Inn, St. Joseph

### February

**6** — Missouri Press judges Illinois Press Association Ad Contest

### March

**3-7** — Newspapers In Education Week

**19-22** — National Newspaper Association Government Affairs Conference, Washington, D.C.

### April

**10-11** — Missouri Ad Managers' Association annual meeting, Quality Inn, Columbia

**11** — Southeast Missouri Press meeting, UM Delta Research Center, Portageville

**11-12** — Missouri College Media Association Spring Convention, Southwest Missouri State University, Springfield

### May

**1-2** — Missouri Society of Newspaper Editors / AP Managing Editors meeting, Quality Inn, Columbia

**8** — MPA Past Presidents Dinner, Reynolds Alumni Center, UMC

### June

**13** — Ozark Press Association meeting, Springfield

**13** — MPA Porter Fisher Golf Classic, Sycamore Creek Golf Course, Osage Beach

**13-14** — Show-Me Press meeting, Holiday Inn, Lake Ozark

### September

**24-27** — National Newspaper Association Convention and Trade Show, Hyatt Regency Crown Center Hotel, Kansas City

**26-28** — MPA Convention, Hyatt Regency Crown Center Hotel, Kansas City



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