

August 2010

# Missouri Press NEWS



St. Louis American is No. 1 Black newspaper in America— AGAIN! **10**



Canton Press-News Journal sold by Steinbeck family. **8**

Missouri newspapers win national awards. **9**



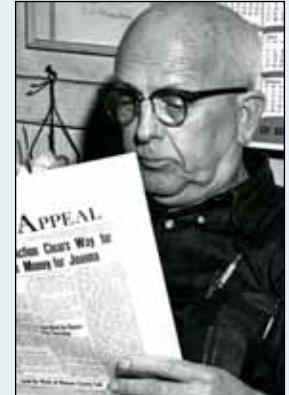
Harold Ellinghouse



Jo Hoffman



Donald Reynolds



Si Colborn



Bob Wilson

*Five will be inducted into Newspaper Hall of Fame at MPA Convention in October*

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# In times of cutbacks, I'm learning ... certain cuts should never be made

**I**t was about eight or nine years ago when I was named to the Missouri Press board. If you didn't know, the full board meets three times per year. My first board meeting, I pretty much smiled and nodded my head — didn't say a word. I was surrounded by veterans Bill Miller, Bill James and others. Second meeting, I think I coughed once and threw in an "aye" here and there.

I went into the third meeting telling myself "say something this time!" I didn't know what I was going to say, but I knew I was going to at least utter one darned sentence. I was just waiting to comment on something, anything.

Well, we started reviewing MPA's annual numbers — revenue, expenses — a lengthy, line-by-line list of everything. Like any responsible organization, we were at the "looking at our costs" phase of the meeting, reviewing expenses and seeing if there was anything we could cut for the financial health of MPA and its members.

I finally spoke up. What did I say?

"What if we cut out the monthly *Missouri Press News* magazine?" (Yes, this magazine that you're reading now). To say that I could hear a pin drop would be an understatement. Everyone around the table went from looking down at the financials to deliberately looking directly at me, almost at half-speed it seemed.

**B**olivar publisher Dave Berry glared at me like a scene in "The Good, the Bad and the Ugly." He was Clint Eastwood, and I had just shot his horse.

Berry squinted and spoke in a calm, raspy voice. "You can't cut the magazine."

Yikes. Sorry I mentioned it. Point well taken, Clint.

Berry talked about how important it is for Missouri Press members to see positive news about themselves and their newspapers, IN PRINT, every month.

At the time, I really didn't get it. I just saw a \$\$\$ number,

and wanted to cut it.

Like most newspapers across the country, my paper has had to make cutbacks. Some were easier than others, of course. Due to drastic increases in newsprint, we had to cut some of our content. After much deliberation, we cut our horoscopes section and a few other items. We had a few calls and emails, which we don't take lightly. However, the number was limited, because we asked for a variety of input and did a lot of research with readers.

If an outside consultant or a major newspaper corporation would have studied our newspaper, it would have insisted that we also eliminate our Religion page. Why? Because if they're looking at the raw, bottom-line numbers, they would immediately note the substantial lack of advertising on that page. Besides our Editorial page — which has 100% copy and 0% advertising — no page in our entire publication earns less than our Religion page.

**N**ow I'm feeling like I'm starting to get what Berry was talking about. While many press associations could do without their monthly magazine, it was important for us to continue it in Missouri. It's what the readers WANT.

Readers of my paper want a Religion page. They want a Bible verse every week. Can they get that information elsewhere? Obviously. But we found they want that from us.

Further, while I used to quickly view the MPA magazine for about five minutes, I now read it from cover to cover. My favorite part — the "Scrapbook." It tells brief success stories of other Missouri newspapers. Last month I learned about a lot of out-of-the-box ideas going on in our state, (which I can use) from papers such as the *Hannibal Courier-Post*, *Lincoln County Journal*, *Versailles Leader-Statesman*, *Rolla Daily News* and many more.



*Cutbacks* (continued on page 8)



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20th induction banquet  
will be during MPA Convention  
at The Lodge of Four Seasons

# 5 will enter Hall of Fame in October



The Missouri Press Association will induct the 20th group into its Newspaper Hall of Fame during the 144th annual MPA Convention this fall at Lake of the Ozarks. Five people, all of whom connected with newspapers in their youth, will enter the Hall of Fame on Friday, Oct. 15, at The Lodge of Four Seasons.

This year's inductees are the late R.I. "Si" Colborn, Paris, Mo.; Harold Ellinghouse, Piedmont; Jo Hoffman, Lee's Summit; the late Donald W. Reynolds, Las Vegas; and Robert M. Wilson, Milan.

They were selected from among nominees submitted to the Missouri Press Hall of Fame Committee. Inductees or their families receive Pinnacle Awards, and plaques with their likenesses will be displayed in the MPA building in Columbia and in the student lounge of Lee Hills Hall on the campus of the Missouri School of Journalism.

Inductees must have made exemplary contributions to the newspaper industry, lived honorably, influenced unselfishly, thought soundly and displayed community involvement.

Among early inductees to the Hall of Fame, whose names are familiar beyond the newspaper industry, are William Rockhill Nelson, Joseph Pulitzer, Samuel Clemens (Mark Twain) and Eugene Field.

Following are brief biographies of each inductee (in alphabetical order).

## Robert Irvin "Si" Colborn

The late "Si" Colborn earned the respect of publishers around the country, who often quoted from his column in the *Monroe County Appeal* in Paris. Colborn used the column and the newspaper to promote and chronicle the community and its people.

Mr. Colborn starting working for *The Appeal* in 1917 as student correspondent in Paris High School. The family of B.F. Blanton owned the newspaper. Mr. Colborn became a partner of the family and worked with them for more than 50

years.

For many of his years with *The Appeal*, Mr. Colborn worked with another Hall of Fame newspaperman, H.J. "Jack" Blanton, the "Country Editor" made

famous by painter Norman Rockwell. Mr. Colborn missed out on being in that painting because he was serving overseas in World War II.

After the war Mr. Colborn pitched headlong into the newspaper business and into service with local and state organizations. He was a founding member of the Mark Twain Lake and Cannon Dam Development Association. In 1983, at the age of 84 and after 20 years of work, he attended the ceremonies marking the closing of the sluices on the dam.

Mr. Colborn sold his interest in *The Appeal* to Carter Blanton in 1979, but he remained a fixture in the office and continued to write his column for seven more years. He died in 1987.

## Harold Thomas Ellinghouse

Harold Ellinghouse has been a community newspaperman for nearly 50 years, all of them in Piedmont, Mo. He is the publisher of the *Wayne County Journal-Banner* in Piedmont and the *Reynolds County Courier* in Ellington.

Mr. Ellinghouse is the son of the late Charles Lee Ellinghouse, a 2005 Hall of Fame inductee and a formidable mentor who "liked to put out a good, big newspaper." Mr. Ellinghouse, his father and his brother, Cletis Ellinghouse, were the first in southeast Missouri to use offset printing.

(continued on next page)

## 2010 Inductees:

"Si" Colborn  
Harold Ellinghouse  
"Jo" Hoffman  
Donald Reynolds  
Robert Wilson

# Retail expert to speak at Convention

**J**eff Greene, a former longtime vice president of the Newspaper Association of America, is a retail advertising specialist who heads his own marketing company, The Greene Group. He will speak during the Friday afternoon general session and a Saturday morning breakout session at the MPA Convention in Lake Ozark.

Greene's general session topic will be "Successful Ad Selling in Hard Times." His Saturday topic will be "60 Ads in 60 Minutes."

Greene spends most of his time conducting customized seminars and inter-

active workshops on retail sales development throughout the U.S. After living in Arizona for 10 years, he relocated to Idaho six years ago.

Greene, who received his degree in marketing from Arizona State University, was a manager and buyer for Macy's in Kansas City, store manager for The May Company in Los Angeles, store manager for Dayton's



Jeff Greene

in St. Paul, and vice-president/director of regional stores for Diamond's in Phoenix.

Greene also has been a consultant to Lee Enterprises, owner of the *St. Louis Post-Dispatch*, the *Suburban Journals* and many other publications. More recently, Greene has worked on internet marketing projects bundling print and online media and providing web optimization to merchants in Idaho, where he lives with his wife, Shirley.

After 20 years as a retailer, Greene served for almost 10 years as a vice-president of NAA.

## Hall of Fame

Mr. Ellinghouse can point to the spot in the back shop of the *Journal-Banner* where as a child he worked as flyboy stacking printed sheets from the press. He learned to set type by hand and helped with grocery ads and headlines.

In 1980 Mr. Ellinghouse served as president of the Southeast Missouri Press Association. Missouri Press Association elected him president for 1996.

He has served and led local and regional organizations, including the school board, Chamber of Commerce, Wayne County Industrial Development Authority, Three Rivers Community College Advisory Board, Ozark Foothills Regional Planning Commission, Black River Electric Co-op Board and Highway 67 Corporation.

### (Mary) Jo Hoffman

**J**o Hoffman determined while attending grade school in Trenton that she wanted to be a newspaper reporter. Needing an outlet, she created a one-page newsletter. She worked on school publications through junior college and talked her way into a non-paying printer's devil position at the *Trenton Republican-Times*. There she learned about photography and newspaper production and how to run a Linotype.

While attending the Missouri School of Journalism, Ms. Hoffman covered her beat on a bicycle and set type for the

(continued on next page)

## Freedom Forum, Newseum executive on October agenda

**C**harles L. Overby is chairman and chief executive officer of the Freedom Forum, an independent, non-partisan foundation dedicated to First Amendment and media issues, and the Diversity Institute, which is dedicated to recruiting, training, mentoring and retaining a diverse newsroom workforce.

Overby has traveled to six continents to promote free press values.

He will speak at the 2 p.m. General Session on Friday, Oct. 15, at the Missouri Press Association Convention at The Lodge of Four Seasons.

Overby is the chief executive officer of the Newseum, the interactive museum of news in Washington, D.C. The Freedom Forum funds the operations of the Newseum and the Diversity Institute.

He was named president and chief executive officer of the Gannett Foundation in 1989. The foundation was renamed the Freedom Forum in 1991.

Overby is a former editor of *The Clarion-Ledger* in Jackson, Miss. Under his leadership, the newspaper won the Pulitzer Prize Public Service Award for news and editorials on education reform

in Mississippi in 1983.

He worked for 16 years as a reporter, editor and corporate executive for Gannett Co., the nation's largest newspaper company. He was vice president for news and communications for Gannett and served on the management committees of Gannett and *USA TODAY*.

As a reporter he covered the White House, presidential campaigns, Congress and the U.S. Supreme Court.

Overby serves on the board of the Horatio Alger Association of Distinguished Americans.

Overby has served two stints in government: He was press assistant to Sen. John Stennis, D-Miss., chairman of the Senate Armed Services Committee, and special assistant for administration to Gov. Lamar Alexander, R-Tenn.



Charles Overby

**Save up to \$75 by registering early!**

**S**ave up to \$75 by signing up early for the MPA Convention in October. See the enclosed registration form to find out how you can get this bonus.

MPA will meet Thursday-Saturday, Oct. 14-16, at The Lodge of Four Seasons, Lake Ozark.

## Hall of Fame

Missourian and the student newspaper. She became a stringer for the United Press bureau in Kansas City and went to work there after graduation.

Ms. Hoffman then became city editor of her hometown *Republican-Times*. She and her husband, Al Hewitt, bought the local *Grundy County Gazette*, a weekly, which they sold to the *Republican-Times* after seven years.

Ms. Hoffman joined the city desk of *The Kansas City Star*, and then became editor for the national VFW Auxiliary in Kansas City. She returned to *The Star* and eventually became assistant city editor.

She now lives in John Knox Village retirement community in Lee's Summit. The first thing she did there was volunteer to deliver, then help edit, the village's weekly newspaper and later its new monthly magazine.

### Donald Worthington Reynolds

During his childhood in Oklahoma City, Donald Reynolds hawked

copies of the *Oklahoma News* at the railroad depot. Later he worked at a meat packing plant while attending the Missouri School of Journalism.

Soon after graduating in 1927, Mr. Reynolds bought and sold his first newspaper. He used the proceeds to launch Donrey Media Group. After serving in World War II, he expanded Donrey Media to include more than 100 newspapers, radio and TV stations, outdoor advertising firms and cable TV systems, mostly in smaller, growing communities.

Mr. Reynolds created the Donald W. Foundation late in his career. Among its notable donations in Missouri were \$9.5 million to the University of Missouri for the Reynolds Alumni Center and \$31 million — the largest private gift ever to the University — for creation and management of the Reynolds Journalism Institute, which opened in 2008.

Mr. Reynolds died in 1993.

His foundation continues to provide funding for programs in journalism, medical research and nonprofit philanthropy all across the country.

### Robert W. "Bob" Wilson

Bob Wilson began working for his father, Robert M. Wilson, at *The Milan Standard* when he was still in grade school. He hauled coal from the back room and swept out the shop.

Wilson graduated from the University of Missouri with a business degree in 1959. Five years later he became partner, editor and publisher of *The Standard*.

Over the years Mr. Wilson has kept up with changes in the community newspaper industry. *The Standard* was among the first weeklies in Missouri to use offset printing and computer typesetting. He believes his paper was the first weekly in the country to earn a postage discount for putting barcodes on address labels. Years ago he had an acquaintance create a computer program for mailing the paper.

Mr. Wilson served on the board of Missouri Press Association for nearly 20 years, and he served as president in 1999. He served as president of the Northeast Missouri Press Association in 1964. He has been active in state, regional and national newspaper organizations for decades.

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# 144th Annual Missouri Press Association Convention

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**Registration  
Fee**

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

Name/Newspaper (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Golf w/ lunch @ Sycamore Creek \$50	'70s Thursday Dinner & Comic \$35	Friday Breakfast \$20	Friday Luncheon \$30	Friday Hall of Fame Banquet \$55	Please sign up for Saturday Breakfast			Saturday Awards Lunch \$30	Total Per Person
						Saturday Weeklies Breakfast \$30	Saturday Dailies Breakfast \$30	Saturday APME Breakfast \$30		

**CONVENTION CANCELLATIONS:** Cancellations received by Friday, September 25, 2010 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after September 25, 2010 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by September 9th.

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

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

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# Channel your disco groove in October!

'70s party will be part of 144th MPA Convention at The Lodge of Four Seasons

**G**uys, now's a good time to start asking your friends if they have a pair of bell-bottoms you can borrow. You know, bell bottoms — those bright, stripey pants with flared legs that you wore in the 1970s when you weren't wearing your leisure suit.

You need to borrow a tie-died or flowery, puffy shirt, too. (Keep in mind that you may not be the same size you were 35 years ago.)

Gals, look around for some hip-huggers and a lacey top, maybe a wide belt and headband for accessorizing. Some platform boots would be cool.

We're going to have a '70s party!

OK, maybe you won't be able to find bell bottoms with a 44 waist. Just put on your groove — in whatever style and size — and join Missouri Press Association on Thursday evening, Oct. 14, at The Lodge of Four Seasons. Far out!

The '70s dinner and party will be part of MPA's 144th annual Convention. Stick around through lunch on Saturday for the rest of the program.

Arrive earlier on Thursday and have lunch and play golf at Sycamore Creek Golf Course.

Friday at breakfast, editorial cartoonist Lee Judge from *The Kansas City Star* will talk about his craft, and May Scheve Reardon, head of The Missouri Lottery, will talk briefly.

Later Friday morning will be Candidate Forums for those running for U.S. Senate and Missouri state auditor. Whoever the candidates are, MPA expects to have them all attend the forums.

Other speakers on the agenda will be Gary Forsee, president of the University of Missouri; Charles L. Overby, director of The Newseum and the Freedom Forum; Jeff Greene, a retail marketing specialist; and Gary Sosniecki, a representative of TownNews.

**F**ive people will be inducted into the Newspaper Hall of Fame Friday evening. That's always an elegant and emotional event that you don't want to miss.

After the Saturday morning sessions, awards will be presented to winners in the Better Newspaper Contest. The awarding of the Gold Cups will conclude the Convention.

A registration form is on page 6. Send it in by Sept. 9 and save \$75 off your

fees. (Retired members can save \$20.)

Here's the agenda for the Convention:

## Thursday, Oct. 14

8 a.m. — Registration opens

8 a.m. — MPA/MPS Boards meet

Noon — Golf Outing/Lunch at Sycamore Creek Golf Course

6 p.m. — That '70s Dinner and Entertainment

Break out your bellbottoms and come prepared to strut your stuff at this '70s theme dinner and dance party! Win prizes for best costume!

## Friday, Oct. 15

8 a.m. — Breakfast. Speaker: Lee Judge, editorial cartoonist for *The Kansas City Star*. Sponsor: Missouri Lottery; May Scheve Reardon, Executive Director of the Lottery, will speak briefly.

9:15 a.m. — State Auditor Candidate Forum.

10:30 a.m. — U.S. Senate Candidate Forum.

11:45 a.m. — MPA Business Meeting and Election of Officers and Directors.

12:30 p.m. — Lunch. Speaker: University of Missouri President Gary Forsee.

2 p.m. — General Session. Speaker: Charles L. Overby, Chief Executive Officer of The Newseum, Washington, D.C.

3:15 p.m. — General Session. Speaker: Jeffrey L. Greene, former Vice President of the Newspaper Association of America and retail advertising specialist, "Successful Ad Selling in Hard Times."

6 p.m. — Newspaper Hall of Fame Reception.

6:30 p.m. — 20th Annual Newspaper Hall of Fame Dinner and Induction Ceremony.

## Saturday, Oct. 16

8 a.m. — Breakfast: Social Networking; Missouri APME awards.

9:30 a.m. — Breakout Sessions.

•Websites: Gary Sosniecki, TownNews — "Web Solutions for Community Newspapers."

•Advertising: Jeffrey L. Greene — "60 Ads in 60 Minutes."

10:30 a.m. — Video for websites.

Noon — Better Newspaper Contest Luncheon.

## K.C. Star editorial cartoonist will be there

**L**ee Judge, the political cartoonist for *The Kansas City Star*, will speak at breakfast Friday, Oct. 15, at the Missouri Press Association Convention at The Lodge of Four Seasons.

A native of California, Judge began drawing political cartoons for the *Sacramento Union* in 1976. He joined the *San Diego Union* as its political cartoonist in 1979 and was hired by *The Star* in 1981.

His cartoons have appeared in hundreds of newspapers and magazines, including *The New York Times*, *The Washington Post*, *The Chicago Sun-Times*, *The Boston Globe*, *Washington Monthly* and *National Review*.

His work also has been featured on Good Morning America, The MacNeil/

Lehrer Newshour and C-Span.

Judge has been a guest lecturer at numerous schools and colleges, including The University of Missouri, The University of Kansas and The John F. Kennedy School of Politics at Harvard University.

His work has been honored with over two dozen awards, including two Fischetti Awards given by Columbia College in Chicago.

He has sold thousands of original cartoons, donating the money to Project Warmth, a Kansas City charity.

From 1989 to 1990 Judge served as president of The Association of American Editorial Cartoonists.



Lee Judge



The new and previous owners of the *Press-News Journal* in Canton pose outside the newspaper office. From left, they are Bob Ely, co-owner; Dan Steinbeck, editor and former owner; Tej Ghosh, technology and accounts manager for the new owners; Jennifer Pegler, manager and former owner; and Phil Calian, co-owner. (*Press-News Journal* photo)

*Cutbacks* (continued from page 2)

## MPA Convention coming; sign-up early for discount

Speaking of “Give the People What They Want” (an old Kinks album, if you don’t get the reference), MPA is giving our members what they want by having a variety of programs at the convention Oct. 14-16 at the Lodge of Four Seasons in Lake Ozark. The agenda is firming up.

Besides the usual and quite important events such as the Hall of Fame Dinner and Reception, and the U.S. Senate candidate forum (which should really be a sight to see this year — get your video equipment out, folks), there will be several breakout sessions. Newspaper advertising guru Jeff Greene has two sessions: “Successful Ad Selling in Hard Times” and “60 Ads in 60 Minutes.”

There will also be at least one session on “Web Solutions for Community Newspapers.” This spring I saw Gary Sosniecki’s presentation in Cape Girardeau at the Southeast Missouri Press meeting. I thought I knew it all, but I tell you, I learned a lot. It’s worth seeing.

(See page 7 for a complete listing of events.)

Sign-up early for a BIG discount!

## Chicago investors buy weekly in Canton

After more than 40 years of ownership by the Steinbeck family, the *Press-News Journal* in Canton has been sold to Chicago-area investors Bob Ely and Phil Calian.

“We’re not going anywhere. We have the same staff. We’ll have the same news product. We’ll carry the same brand name,” said Dan Steinbeck, the *Press-News Journal* Editor.

“Phil and I have been looking to purchase a weekly Midwest newspaper for the past three years. The *Press-News Journal* is our first purchase,” said Ely.

“The *Press-News Journal* is a quality product with exceptional community relationships, a true tribute to the skills and love ... the entire Steinbeck family invested in building the newspaper and

supporting Lewis County the past 42 years.

“We are pleased we are able to work with the Steinbecks to continue their stewardship of the paper,” Calian said.

“Counter to the thoughts of many Wall Street types, we believe small newspapers — especially those who know how to embrace their community and provide relevant news and local information — have great futures. The opportunity for many of these newspapers, including the *Press-News Journal*, is to marry readers and advertisers and their modern on-line habits with a weekly newspaper product,” Calian said.

The print version will continue, but the website will be expanded, the owners said.

Last year the *Press-News Journal* offered on-line as well as print full-issue subscriptions.

The May 30, 1968, *Canton Press-News* and *Lewis County Journal* told of the purchase of those two newspapers by JoAnn Steinbeck and the late David Steinbeck from the late L.L. and Thelma Dimmitt.

All three Steinbeck children — Dan, Deanna Schmidt, and Jennifer Pegler, and their spouses and children — have worked at the paper.

Steinbeck is current editor/publisher. Pegler is office manager. JoAnn Steinbeck has been the bookkeeper.

The sale was coordinated through Julie Bergman of W.B. Grimes & Company Media Mergers and Acquisitions.

—*Press-News Journal*

# Missouri papers win national awards

## Washington Missourian places in General Excellence

The *Washington Missourian* has won a General Excellence award in the National Newspaper Association's Better Newspaper Contest. Several other Missouri papers won awards in the newspaper and advertising competition.

Winners will be recognized at the "Puttin' on the Ritz" award reception on Saturday, Oct. 2, during NNA's 2010 Annual Convention & Trade Show at the Omaha Hilton and Qwest Center in Omaha, Sept. 30 – Oct. 3.

Places won by General Excellence winners will be announced at the awards reception. All of the winners have been posted online at [naweb.org](http://naweb.org).

There were 1,990 entries in the Better Newspaper Contest and 359 entries in the Better Newspaper Advertising

## MPA Bylaws change will be voted on Oct. 15 at annual Convention

**O**fficial Notice:  
Proposed Change to Missouri Press Association Bylaws:

At its June 10, 2010, meeting, the Missouri Press Association Board of Directors discussed a proposed change to the MPA Bylaws, increasing the number of MPA Directors from six to eight. After discussion, the Board voted (there was one dissenting vote) to present the proposal below to the MPA membership. The vote on the bylaws change will be conducted at the MPA Business Meeting, 11:45 a.m. Friday, Oct. 15, during the annual convention at The Lodge of Four Seasons, Lake Ozark.

Old language is in brackets; new language is in bold type.

"Article VI, Section 6. Directors. There shall be [six] **eight** Directors of this Association and each shall serve a term of three years or until his or her successor is chosen. Directors shall take office January 1, following election. Directors' terms shall be staggered so that [two] **no more than three** seats shall be open for election each year."

Contest.

Winners will be recognized in a special contest PDF available at [naweb.org](http://naweb.org) after the award reception this fall. Judges' comments for first-, second- and third-place awards will appear in the PDF.

Awards won by Missouri newspapers were:

- *Focus On Oak Grove*, Non-daily Division
  - HM: Best Use of Local Photography in Ads
- *Lawrence County Record*, Mt. Vernon, Non-daily
  - 2nd: Best Advertising Idea
  - HM: Best Feature Photo, circ. 2,700-4,499
- *Missouri Lawyers Weekly*: Non-daily
  - 1st: Best Headline Writing
  - 1st: Best Health Story, circ. less than 6,000
  - 1st: Best Investigative or In-Depth Story or Series, circ. less than 3,000
  - 1st: Excellence in Typography, circ. less than 6,000
  - 2nd: Best Breaking News Story, circ. less than 3,000
  - 2nd: Best Feature Story, circ. less than 2,700
  - 2nd: Best Obituary, circ. less than 6,000
  - 2nd: Freedom of Information, Daily and Non-daily Division
  - 2nd: Best Multiple Advertiser Section, circ. 10,000 or more
  - HM: Best Business Feature Story, circ. less than 8,000
  - HM: Best Business Story, circ. less than 8,000
  - HM: Best Education/Literacy Story, circ.

less than 6,000

—HM: Best Used of Photographs, circ. less than 6,000

- *Warrensburg Daily Star-Journal*
  - 1st: Best Breaking News Photo
  - 2nd: Best Agricultural Story
  - 2nd: Best Feature Series, circ. Less than 16,000

• *Gasconade County Republican*, Owensville, Non-daily

- 1st: Best Use of Photographs, circ. Less than 6,000
- 2nd: Best Local News Coverage, circ. 3,000-5,999

—2nd: Best Photo Essay, circ. 3,000-5,999

—HM: Best Sports Photo, circ. 3,000-5,999

• *Republic Monitor*, Non-daily

- 2nd: Best Special News, Sports or Feature Section or Edition, circ. less than 3,000

• *Perry County Republic-Monitor*, Perryville, Non-daily

- 2nd: Best Serious Column, circ. 4,500-5,999

• *St. Louis American*, Non-daily

- 1st: Best Feature Story, circ. 15,000 or more
- 2nd: Best Investigative or In-Depth Story or Series, circ. 10,000 or more
- 3rd: Best Special News, Sports or Feature Section or Edition, circ. 10,000 or more
- HM: Best Editorial Page(s), circ. 10,000 or more

• *Versailles Leader-Statesman*, Non-daily

- 1st: Best Serious Column, circ. 2,700-4,499
- HM: Best Serious Column, circ. 2,700-4,499

• *Washington Missourian*, Non-daily

- General Excellence (place will be announced at the awards banquet).



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Dina M. Suggs and Kenya Vaughn of *The St. Louis American* hoist the National Newspaper Publishers' Association's John B. Russwurm award, which was presented by NNPA Chairman Danny Bakewell, right. (Photo provided by the NNPA.)

## Former Monroe Countians meet in Germany; chat over recent issue of *Appeal*

Two former Monroe County men met in Germany June 29 when Dean Sharp helped brief U.S. Air Force Maj. Gen. Blair Hansen in Ramstein.

Sharp, formerly of Holliday and a retired Air Force officer, is a civilian defense department employee in Europe.

Hansen, a native of Independence and a 1977 graduate of the University of Missouri, was editor of the *Monroe County Appeal* in 1979.

Gen. Hansen saw Sharp's University of Missouri coffee cup and wanted to know where he was from. Sharp told him he grew up in Holliday. Gen. Hansen told Sharp he knew the area well.

"I spent a year as editor of the *Monroe County Appeal*," Hansen said. "It was one of the first jobs I had out of college."

Sharp produced a copy of the most recent *Appeal*.

"The general got a big kick out of seeing the *Appeal*," Sharp said. "I had him autograph it." (From *The Appeal*.)

# American again best Black paper

For the seventh time, *The St. Louis American* was named the top African-American newspaper in the country by the National Newspaper Publishers' Association.

The John B. Russwurm Award presentation was the finale of the NNPA's special annual Merit Awards Gala, which was held in New York City in June.

Dr. Donald Suggs, publisher of *The American*, accepted the award.

"Thanks, but it's not my personal achievement," Suggs told the audience.

"Back at home, there is a team of hardworking individuals committed to excellence who are responsible for this award."

African-American media organizations from across the nation were represented at the four-day conference.

Guests included New York Gov. David Paterson and former New York City Mayor David Dinkins. Speakers included the Rev. Al Sharpton, the Rev. Jesse Jackson and NAACP

President Benjamin Todd Jealous, who addressed trying times in the newspaper industry and the enduring promise of the Black Press.

*The American* is the second largest weekly in Missouri. Its COO and senior vice president, Kevin Jones, is president of Missouri Press Association this year.

Other NNPA awards it received were in the categories of General Excellence, Best Layout and Design, Best Lifestyles Section, Best Special Edition ("Diversity, A Business Imperative"), Best Circulation Promotion, Best Original Advertising Idea, Best Business Section and Community Service.

"I couldn't be more proud of our staff and more thankful to our loyal readers and supporters," Dr. Suggs said. "In a challenging environment for media organizations, our business model focuses on value, providing value for both our readers and our advertisers."

"We deeply appreciate this award

and look to continue to be increasingly more in touch with our audience in print, online, social networking, and within the community."

NNPA, also known as the *Black Press of America*, is a 70-year-old federation of more than 200 Black-owned newspapers across the United States.

In an editorial about the award, *The American* said, "...we will continue to work and struggle hard to stay here in St. Louis in what our peers in the Black Press have told us is a position of national leadership. We love this region and its potential, and we intend to do our best to make sure we remain true to our mission: that we work to ensure the African Americans who call St. Louis home are regarded and treated fairly and are included equally in the opportunities to succeed."

On July 22, *The American* published its annual "Diversity, A Business Imperative" special edition. It was the largest edition in the paper's 82-year history.

# Bob Smith retires from Division of Tourism

Former newspaper publisher and 1991 MPA President R.B. "Bob" Smith III, 71, retired July 1 after many years with the Missouri Division of Tourism. He was the interim director, a position he filled once before during his tenure with Tourism.

Smith began his work with the Missouri Division of Tourism in 1988 when he became a member of the tourism commission. He remained on the commission for nine years, spending five of those years as the chairman. After leaving the commission he began working for the Division of Tourism.

"They asked me to come on and do some legislative work, and it kind of

went from there," he told the *Lebanon Daily Record*, his hometown newspaper.



R.B. "Bob" Smith III

Smith continued his association with MPA and newspapers throughout his years with Tourism.

A retirement party was held June 7 in Kansas City to honor him.

"I have some projects I want to do, and I am going to stay involved in tourism," he said. "I'm going to keep my finger in the pie."

He also said he has a pastime that he has missed out on for a number of years

that he will be able to enjoy once again — checking out the local coffee shops.

"I can blow a half a day every morning by just coming into town, going to the coffee shops and visiting with people," Smith said. "I'm looking forward to getting back involved in the community."

Smith grew up in Tennessee and began his newspaper career there. In 1980 he became publisher of the *Branson Beacon* in Missouri. In 1988 he moved to Lebanon to publish *The Lebanon Daily Record* for Dalton Wright. He was inducted into the Missouri Newspaper Hall of Fame in 2005.

—From a story in the *Lebanon Daily Record*

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## On the Move

• **Ozark** — Jess Hamlet, a former news reporter for the *Cedar County Republican* in Stockton, is the new sports editor of the *Christian County Headliner News*. She replaced Jeff Kessinger, who will attend Drury University in the fall to pursue a teaching degree.



Jess Hamlet

Hamlet graduated in July from Southwest Baptist University, Bolivar, with a master's in business administration.

• **Cuba** — Becky Lakaner and Michelle Pearson are working for Three Rivers Publishing as interns this summer.

Lakaner is working for the *Steelville Star*. Pearson is working out of the *Cuba Free Press* office and is writing for both the *Free Press* and the *St. James Press*.

• **Edina** — Echo Lee Menges, who has an extensive background in broadcast news, has joined the *Edina Sentinel* as a reporter.

Menges and her husband arrived in Edina about two years ago from Reno, Nev. She has been managing a local motel since arriving.

• **Malden** — Lorraine Heiser retired in June as editor of the *Delta News-Citizen*, which she joined in 1982.

Heiser joined the Malden weekly as a receptionist, taking classified ads and reading proof. She became a reporter, feature writer, columnist and editor.

A reception was held at the newspaper office on June 11, Heiser's last day.

The *Delta News-Citizen* hired Malden native Courtney Luke to take over the weekly writing duties.

Luke earned a degree in history from Pensacola Christian College in Pensacola, Fla. She has been a teacher and worked in sales.

Bud Hunt is publisher of the Malden paper; Shawn Hudson is general manager.

• **Richmond** — Cristin Hubbard of

Excelsior Springs has joined *The Daily News* as a summer intern.

Hubbard earned a journalism degree at the University of Central Missouri in 2009 and is pursuing a master's in journalism.

She has interned at the *Excelsior Springs Standard* and *The Smithville Herald*. At UCM she was an editor of *The Muleskinner*.

• **Albany** — Brenna McDermott, St. Louis, a Truman State University journalism major, is interning at *The Albany Ledger* this summer.

McDermott, editor in chief of *The Index* at Truman, will graduate next May. She plans a career in entertainment journalism.

• **Stockton** — Adam Stillman has joined the news staff of the *Cedar County Republican*.

Stillman, 22, a St. Louis native, is a recent graduate of the Missouri School of Journalism. He'll focus on sports writing but also will cover board meetings and write features.

• **Maryville** — Blake Toppmeyer is the new sports editor of the *Daily Forum*. He's a native of Virden, Ill., and a May communication graduate of Truman State University, Kirksville.

Toppmeyer has interned at *The State Journal-Register* in Springfield, Ill., and the Madison County Suburban Journals in Collinsville, Ill. He worked the sports desk for three years for *The Index* at Truman.



Blake Toppmeyer

Toppmeyer replaced sports editor Charlie Slenker, who accepted a position at *The Carthage Press*.

• **Festus** — Amir Kurtovic, 25, has joined the news staff of Leader Publications. He's covering city and county government.

Kurtovic graduated in May with a journalism degree from Webster University in St. Louis. He helped edit *The Journal* at Webster and interned at *The Riverfront Times*.

Kurtovic was born in Bosnia. He has lived in the U.S. since age 12 and graduated from Mehlville High School in 2003.

• **New York City** — *The New York Times* in June named Arthur S. Brisbane, former editor and publisher of *The Kansas City Star*, as its new public editor. Brisbane will answer questions or comments from readers and the public and write a Sunday column at least twice a month.

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## Obituaries

Columbia

### Sue Gerard

**S**ue Gerard, 95, Columbia, a columnist for the *Columbia Daily Tribune*, died July 18, 2010.

Mrs. Gerard was born in Boone County. She received master's degrees in physical education and journalism from the University of Missouri. She taught at Christian College (now Columbia College) for 33 years.

Mrs. Gerard wrote her "Granny's Notes" column for the *Tribune*, and two books, "My First 84 Years" and "Just Leave the Dishes."

Survivors are a daughter, a son, a brother, seven grandchildren and four great-grandchildren.

Festus

### Warren Hayes

**W**arren Hayes, 57, sports editor of *Leader Publications* in Jefferson County, died of colon cancer on July 1, 2010.

Mr. Hayes had been sports editor of the *Jefferson County Leader* since it began publication in 1994. He was born and raised in Jefferson County. While a student at Festus High School, he got his start in sports writing as a stringer for the old *Daily News-Democrat*.

Mr. Hayes leaves his wife, Mary "Ellen," a sister, many in-laws, nephews and nieces.

## SPJ grant for Springfield-area programs on ways to restore trust in news media

**S**PRINGFIELD – The Southwest Missouri PRO Chapter of the Society of Professional Journalists has received a \$2,500 grant from the Sigma Delta Chi Foundation to host "Public and the Press" programs during the next nine months.

David Burton, president of the SPJ chapter and civic communication specialist for University of Missouri Extension, wrote the grant application.

Burton said the forum will focus on

## City releases termination agreement made with police officer in private

By ERIC CRUMP, Editor  
*Marshall Democrat-News*

**T**he *Marshall Democrat-News* reported (in February) that the Marshall City Council had agreed to the termination of the employment of police Lt. Brad Bartlett upon "mutually agreeable terms."

The newspaper recently received additional information that specifies the terms under which Bartlett and the city

## County audit shows Sunshine violations

**S**unshine Law noncompliance was among the findings by the Missouri State Auditor's Office in an audit of Mercer County for the two-year period ending Dec. 31, 2009.

According to the auditor's office, the Mercer County Commission held 31 closed meetings during that period and did not comply with various aspects of the Sunshine Law while documenting and conducting those meetings. Open minutes did not disclose the reason for closing 15 meetings, and minutes were not kept for three closed meetings.

Examples of topics discussed during closed meetings that did not meet the law requirements were equipment purchases and sales tax rollback calculations, according to the audit report.

(From a June 25 story in the *Trenton Republican-Times*.)

agreed to end his employment.

The council, meeting in closed session Feb. 16, approved a separation agreement with Bartlett and on Feb. 19 released the minutes of the closed session, as required by the Missouri Sunshine Law.

The agreement is considered confidential by both parties, but after an inquiry by Bartlett's attorney challenging the accuracy of the newspaper story, the *Democrat-News* filed a Sunshine Law request with the city seeking a copy of the agreement.

On June 25 the city complied with the request and released the text of the agreement.

According to the document, the agreement was entered into at the city's request and with the consent of Bartlett to end his employment, and it spells out a number of obligations for both parties.

The agreement requires the city to continue paying Bartlett's salary and benefits through July 31, and to reimburse Bartlett \$6,500 for attorney's fees.

Bartlett and his attorney declined to comment, citing the confidentiality provision of the agreement.

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# Scrapbook

• **Chillicothe** — State Rep. Mike Lair presented the Chillicothe *Constitution-Tribune* with a framed resolution from the Missouri House of Representatives in recognition of the 150th anniversary of the newspaper's founding.

The resolution states in part that the *Constitution-Tribune* has prospered in large measure because of its highly trained, hard-working staff and the loyalty of the entire community.

As part of its observance of the anniversary, the paper published photos and feature stories about its employees. It also ran a 7 a.m.-5 p.m. timeline photo feature about "A Day in the Life of the *Constitution-Tribune*."

Throughout June the paper held weekly hot dog barbecues at businesses around town.

• **Crane** — An employee of the *Crane Chronicle* arrived at work just after 7 a.m. on a day in June to find that the back door of the business had been kicked in.

The burglar stole a small amount of cash.

• **Hannibal** — On June 5 the *Courier-Post* launched its "First In Print" feature as part of an initiative to make its print and online editions two separate products.

In a story about the initiative, the paper said print and online readers are two distinct audiences. "These changes are intended to give you the information when you need it, and how you need it, whether you read the newspaper online or in print," the paper said.

"First In Print" appears on page one. It's an introduction to three stories that are exclusive to that day's printed paper. Readers of the online edition will see teasers for the three stories and information about how they can get a printed copy of the paper.

• **Bethany** — The *Republican-Clipper* awarded a 20-foot flag pole — installed — and a flag to the winner of its Independence Day Essay Contest

for youngsters. This was the third year for the contest, which is co-sponsored by the local American Legion.

The theme is "What the Fourth of July Means to Me."

• **Bolivar** — The *Herald-Free Press* and a local animal clinic held an online Bolivar's Best Pet contest on the newspaper's website.

A local photographer took pictures



## Granddaughter greets governor

Samantha Jo Hathaway, 3-year-old granddaughter of *Monroe City Lake Gazette* publisher Linda Geist, "helped" her grandmother when Gov. and Mrs. Jay Nixon visited Monroe County's covered bridge early in July during the governor's promotion of state historic parks and sites. The covered bridge is one of four in the state. Samantha, whose mother is a nursing student at Columbia College, has been a frequent visitor to *The Gazette* office this summer. (*Lake Gazette* photo)

of pets at the clinic and uploaded the photos. Pet owners could upload their own photos.

Online voting continued for two weeks. Prizes went to the three pets that got the most votes.

• **St. Louis** — The *South County Times* held its first "Celebrate Summer" online video contest in June and July. Readers were invited to post short videos of summer activities on the paper's website.

The videos that received the most votes from readers received prizes of

\$100 cash, and \$75 and \$50 gift certificates from local businesses.

• **Joplin** — Community Newspaper Holdings Inc., the owner of *The Joplin Globe*, is moving its headquarters in Alabama from Birmingham to Montgomery, the state capital.

CNHI will move in late 2011 or in 2012 into an office building being built for Retirement Systems of Alabama, a major investor in CNHI. The newspaper company runs 86 dailies, 46 non-dailies, specialty publications and four TV stations.

It moved its headquarters from Lexington, Ky., to Birmingham in 1998.

• **Eldon** — The June 10 issue of the *Advertiser* included this entry in its "Around the Area" feature: "The Thursday, June 3 issue of the *Eldon Advertiser* included \$379.25 worth of coupons. Note: This calculation does not include sale prices or percentage off sales."

• **Washington** — Missouriian Publishing Co. launched a redesigned website — *Emissourian.com* — on June 23. It has expanded news and content, with user-submitted photos and videos.

Mobile users can get to the site by adding /mobile to the web address. Readers also can register for daily or weekly updates and newsletters.

• **St. Louis** — A team of reporters from the *Post-Dispatch* has won a Gerald Loeb Award for Distinguished Business and Financial Journalism for a series of stories about the after-market auto service-contract industry in the St. Louis area.

Matthew Hathaway, Elizabeth Holland and Jim Gallagher won in the personal finance category. The award was presented June 29 by the Anderson School of Management at the University of California-Los Angeles,

at a reception in New York City.

The reporters won for three stories that each had a hand in reporting and writing in 2009.

• **Columbia** — Steve Weinberg, a professor at the Missouri School of Journalism, received the Curators Award for Scholarly Excellence for his book, "A Journalism of Humanity: A Candid History of the World's First Journalism School."

MU faculty members were honored at a University of Missouri System awards ceremony June 10 at the Reynolds Alumni Center.

The award Weinberg received is given to the faculty member who writes the most outstanding book published by the University of Missouri Press.

• **Raytown** — Randy Battagler, a longtime Missouri newspaperman, started a 4,600 free-distribution newspaper, *The Raytown Times*, on March 24.

Battagler is a former owner of the *Raytown Post*. He also worked at *The Richmond Daily News* and spent some time in Texas after working in Missouri.

• **Marshfield** — At their July 2 candidate forum, *The Marshfield Mail* and *South County Times* raised money for their Newspaper In Education program by selling hot dogs, lemonade and apple pie.

The two papers provide more than 900 copies to Webster County stu-

## Neosho editor recovering from bout with Legionnaires' disease

John Ford, a member of the *Neosho Daily News* staff since 1995 and managing editor since 2007, has been away from the newsroom since May 30 after suffering a severe illness.

Ford contracted Legionnaires' disease, which is caused by a type of bacteria. He spent several weeks in the Intensive Care Unit at Freeman West Hospital in Joplin and nearly seven weeks in the hospital overall during his recovery. He was released from the hospital on July 9 and is recovering at his home in Neosho.

"Throughout this ordeal, our No. 1 concern was the health of John Ford," said Rick Rogers, editor and publisher



John Ford

of the *Daily News*. "John is a very well-respected and well-liked member of our newspaper team, and in the community. We were not surprised to see the amount of cards wishing him a speedy recovery from our readers once word got out that John was severely ill and in the hospital."

Ford is expected to recover from his illness, and doctors may release him for part-time work in August and full-time work in September if his recovery goes well.

Legionnaires' disease got its name in 1976 when many people who went to a Philadelphia convention of the American Legion suffered from an outbreak of this disease, a type of pneumonia. Each year between 8,000 and 18,000 people are hospitalized with Legionnaires' disease in the U.S.

—*Neosho Daily News*

dents each week.

• **Richmond** — *The Daily News* in the two weeks before Independence Day gave away American flags and flag poles with every one-year, in-county subscription.

Members of the VFW were available to install the flags at homes.

• **Joplin** — *Tri-State Business Jour-*

*nal* held its first 15 People to Watch event June 10 at the Downstream Casino Resort pavilion. More than 115 people attended.

• **St. Joseph** — After a year and a half of publishing an online edition only, the *St. Joseph Telegraph* in July resumed printing a weekly edition.

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Here is a quick reference with download codes provided in parenthesis. Keep this listing in your NIE or other content folder for fast access to youth features.



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

- **Serial Stories:** 32 serial stories are available for a fee based on circulation, beginning at \$25 for a story package. Some stories are in color, all have standards correlations and a few are available in Spanish. There are more than 600 downloadable files, including 22 companion teacher guides.

- **For the Kid in You:** 44 a-la-carte features from the popular syndicated "For the Kid in You" created by the Oologah (Okla.) *Lake Leader*. These features are offered for a small fee, based on circulation, beginning at \$5 each.

- **Education Standards-Based Features:** Three series of features provide newspaper activities to teach the skills of the Missouri Grade Level Expectations and MAP Tests: 33-part Map Moments Series (mapmo33), 13-part Communication Arts GLE series (readgle13), and 14-part Numbers and Operations GLE series (gle14math).

- **Career Education Features:** The

series "What's Your Plan?" offers seven career path features (7careers); the "College Road Map" series explores the journey of preparation from middle school to college (collegemap).

- **Civic Education Features:** Six series and many stand-alone features teach foundations of citizenship including "Handbook on Citizenship" series (handbook10), "Vote Missouri" series (votemo), Constitution (constitution), Law Day (lawday1), Bill of Rights (rights), "Judges: Umpires of the Law" series (judges), High School Civics series on landmark Supreme Court cases (courts4), Digital Citizenship series (digital08).

- **Geography Features:** 19 geography features teach topics from migration to maps to Missouri landforms: "My Wonderful World" series (geography06) (geography07), Migration series (migration), Historic Cultures series (people), Geography Habitats series (habitats), All About Maps and Candy Bar Geography (geography08), travel in Missouri (travelmo).

- **Science Features:** Focus on Missouri agriculture in "What's Growing On in Missouri," available as an 8-part in-paper series or a 16-page tabloid (growmo). "Songbirds of Missouri" provides features (mobirds13) and companion teacher pages (birdteach) for 13 birds.

- **History Features:** Teach Missouri history with Great American Lives of 19th Century Missourians series (lives),

Louisiana Purchase series (purchase), "Lewis and Clark's Missouri" series (lcmo), "Lewis and Clark: Exploring Another America" 16-page tabloid and teacher guide (lctab and lcteacher), Celebrate Famous Missouri Journalists (mojournalists).

- **Reading & Student Success Features:** "Tips for Parents: Setting the Foundation for Student Achievement" series helps parents help their children succeed in school (achieve). "Read the Newspaper with your Kids" promotes the value of reading the newspaper with children (reading2). Dr. Seuss Feature has newspaper activities tied to Suess books (read1). Newsbee's Tips for Reading Together provides dozens of tips for sharing reading with children (tips07).

- **Newspaper Resources:** Political Cartoons donated by the *Columbia Daily Tribune's* John Darkow (mocaroon), Newspaper In Education Editorials (nieops), PowerPoint on the history and basis for Newspaper In Education (nnastart).

- **Teacher Guides:** Teaching resources correlated to Missouri's learning standards: "Critical Thinking Through Core Curriculum: Using Print and Digital Newspapers" (niewk10), "Connect to the World" (niewk08), "Keep It Real" (niewk06), "By the Numbers" (math07), "Target Date Scavenger Hunts" (target).

- **Book Columns:** Two monthly book columns are available with new columns posted each month and archives from several years. "Book Buzz" offers recommendations on three children's books. "Novel Ideas" offers recommendations on adult books (contact Dawn for code).

## Paper posting videos for city's anniversary

**T**o mark Sedalia's 150th anniversary, *The Democrat* is posting on its website video clips of residents explaining "Why I am proud to be a Sedalian."

A clip will be posted each day through Oct. 16, which is Founders Weekend.

The interviews will be included on the Sedalia 150 Committee's DVD set, "Share the Journey."

## 'Old timer' story sparks memories for reader

To Missouri Press, Really enjoyed Jim Hamilton's story about "old timers" in the newspaper business (July *Mo. Press News*).

The "pica pole" I still have is a brass one hanging on a wall that probably goes back at least 75 or 80 years or more. It's marked "Turtle's Standard Gauge New York" and originally belonged to my late husband's father at a daily paper in Nyack, N.Y.

His dad, E.J. Maurer, began working there probably before the 1920s and my husband, Joe, worked at the same paper for some 16 years starting in the late 1940s.

I remember, too, the red squares for the pictures and waxing the wrong side of the story. And I still have, too, an X-Acto knife and some rolls of border tape.

Some of that came after we got our first Frieden Justewriter! Joe still set a lot of type on the Linotype for job printing however!

The story was fun to read and brought back a lot of memories.

—Dodie Maurer, Belton, Mo.

## Gary Sosniecki elected

Former Missouri publisher Gary Sosniecki has been elected to a three-year term on the board of directors of the International Society of Weekly Newspaper Editors (ISWNE).

ISWNE, headquartered at Missouri Southern University in Joplin, held its annual conference June 23-26 at Eastern Kentucky University in Richmond.

Sosniecki and his wife, Helen, have been members of ISWNE since the early 1980s. They are former owners of the *Humansville Star-Leader*, *Webster County Citizen* at Seymour and *The Vandalia Leader* and also were publishers of *The Lebanon Daily Record*.

Sosniecki served as MPA president in 2004 and is completing 13 years on the MPA-MPS boards this year.

He is a regional sales manager and general manager of Creative Services for TownNews.com. The Sosnieckis live in LeClaire, Iowa.

## King City publisher recovering

The publisher of the *Tri-County News* in King City, Larry Pearl, 60, continues rehabilitation in King City Manor from car crash injuries. He has been in the Manor for several weeks.

Pearl's brother, Terry Pearl, said it probably will be a few more weeks before Larry can return home. Larry Pearl's son, Matthew, who also was hurt in the accident, has been running the King City paper.

Larry and Matthew were on their way to Gallatin just before noon on June 2 to get the newspaper printed. Matthew, 31, was driving their Ford Escape east on Highway 6.

At Route EE, two miles east of Weatherby, a 1995 Dodge Caravan driven by a 55-year-old Osborn man ran a stop sign and struck Pearl's vehicle, according to

the Highway Patrol report. Witnesses said Pearl's vehicle rolled several times.

Both Pearls were wearing seat belts. Matthew suffered a number of cuts and bruises. He was taken by ambulance to Cameron Regional Medical Center, where he was treated and released.

Larry Pearl was in the passenger seat where the van struck at high speed. He was taken by helicopter to Heartland Regional Medical Center in St. Joseph. He spent 15 days there for treatment of several lacerated organs and broken bones, his brother said.

The other driver wasn't injured.

Terry Pearl received a phone call soon after the accident and went to the scene. He recovered the pages of the newspaper and delivered them to Gallatin for printing.



Missouri Press  
Foundation

## Foundation donations

These individuals and businesses made recent contributions to Missouri Press Foundation.

Donations to the Foundation are tax deductible. Consider a contribution in honor of or in memory of an associate or friend. All donations are greatly appreciated: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

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### In Memory of Les Simpson

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# Electronic public records caught in technical limbo

## *Agencies' computers won't play with ours*

**M**issouri Press Association has tried to get a Sunshine Law provision to require that electronic public records be kept in a format that can be handled with common computer programs. It's not been a proposal that was readily accepted by public bodies.

It's not that public bodies are trying to hide data. Rather, it's a result of the corner that public bodies have boxed themselves into in their efforts to modernize their systems. As we all moved into the computer age, public bodies looked for ways to work with the large number of public records they manage. They needed a method to allow them computerized access to the data they held to make their access to and use of it easier and quicker.

And businesses have jumped to fill that need. Hundreds of companies have invested time and energy in creating programs that they could sell to your county officials, your city officials, your state officials – all public bodies with money to spend and needs to meet. Those programs were highly proprietary. These companies needed to be able to recoup their investment in these programs, so they signed the public bodies to long-term contracts.

**T**hey ensured that the data, in its raw form created by a backup, was not generally adaptable to use in any other program without a significant translation process. It was to their benefit for these customers to face a huge disincentive in any effort to take their data elsewhere.

Of course, that worked to a disadvantage to the public. When someone wanted a copy of the public record

data for use, they were required to pay the computer company a fee for the process of manipulating the data into a format they could use in any other data program, Microsoft Excel for example.

If your newspaper just wanted to see some of the data, you might suffice by getting printouts of the data and working by a hand comparison of the numbers. But if you were involved in a computerized reporting project, the cost of having the data downloaded and manipulated into a useable format was a sizeable hurdle.

**A**nd, of course, enterprising people realized the value of the data. They began requesting copies in order to generate information databases.

They knew some people would pay a slight premium to get the data quickly and easily from them rather than dealing with paper records or paying for the public body to create a digital databank for them.

So, the businesses that created the software programs for public bodies don't want the law changed. Public bodies don't want the law changed because it would require them to buy new programs or new forms of programs in order to meet this basic requirement that the public should have ready access to public information.

Other national groups support the effort to standardize digital records, including Sunlight Labs, a part of the Sunlight Foundation in Washington, D.C. It is a non-profit, non-partisan organization focused on digitization of government data to make it more easily accessible.

Even the courts are doing their part.

Several states now have cases on the books where courts have ruled that metadata in public records is open to the public, most recently a supreme court decision issued in Arizona.

Key to the courts' decisions has been principles including that metadata authenticates the record and may reveal fraud. Indeed, an earlier case from the D.C. Circuit noted that a paper record may not be a complete copy of an electronic record due to information it may not disclose that is evident in the electronic record.

Courts have turned away arguments from public bodies that producing metadata will take significantly longer time, noting that the transfer of electronic data is generally quicker and easier than standing in front of a photocopy machine to make copies in response to a request. At the same time, courts have been

open to arguments that some portions of public records may contain confidential information and that there are times the data must be sorted so as to protect some private data (such as credit card information) from disclosure.

The day is coming when we will see public record data easily available in commonly used formats, either because legislatures have changed the law or because courts have mandated that such data be readily available.

Meanwhile, please ask your candidates leading up to the November election for their position on access to public records. Ask them if they would support a Sunshine Law amendment guaranteeing that right. Ask them if they would support language in the Sunshine Law giving an incentive for public bodies to know and honor the language in the law.

They need to clearly understand how important this right of access is to you, and to their constituents.

Thanks for all you do in supporting our efforts on this front, and in Jefferson City!

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*The businesses that created the software programs don't want the law changed.*

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## Missouri Newspaper Organizations

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

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

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## CALENDAR

### August

**20** — Introduction to InDesign, Russell Viers, Reynolds Journalism Institute, Columbia

### September

**9** — Web Solutions for Community Newspapers, Gary Sosniecki, Drury University, Springfield

**9** — Deadline for early registration discount for MPA Convention

**10** — Web Solutions for Community Newspapers, Gary Sosniecki, Moberly Community College

**10** — Midwest Newspaper Summit 3, Marriott Country Club Plaza, Kansas City

**17-18** — Mid America Newspaper Conference, Resort at Port Arrowhead, Lake Ozark

**18** — Mizzou Football v. San Diego State; Pregame Tailgate Party

**23** — Building Your Newspaper Faster Using InDesign & Photoshop, Russell Viers, Daviess County Library, Gallatin

**30-Oct. 3** — 124th NNA Convention and Trade Show, Hilton, Omaha

### October

**14-16** — 144th MPA Convention, The Lodge of Four Seasons, Lake Ozark

### November

**12** — Missouri Press judges Iowa Newspaper Association Newspaper and Ad Contests, Columbia

## Grant for sunshine

The Missouri Sunshine Coalition has received a \$7,500 grant from the National Freedom of Information Coalition.

With the funding, the Coalition plans to launch a statewide government transparency project and other programs.

The Coalition also will use the money for community meetings around the state to build membership and to raise awareness of the organization's mission.



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