

September 2010

Missouri Press NEWS



The Missouri Press Association will gather for its 144th Annual Convention & Trade Show Oct. 14-16 at The Lodge of Four Seasons, Lake Ozark. Information about the meeting and a registration form are inside.

3-5



Convention activities will include a round of golf on Thursday, Oct. 14, at Sycamore Creek.



Farmers buy Tarkio, Fairfax papers from Johnsons.

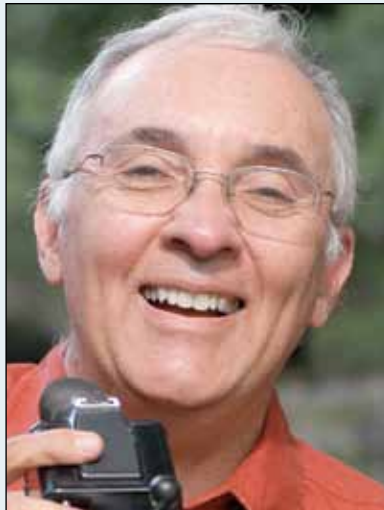
8



Scott Dine



Bob Foos



Roy Inman



Tim Jaynes

Photojournalism Hall of Fame Inductees

These four men will be inducted into the Missouri Photojournalism Hall of Fame on Oct. 21 in Washington. Read about them on page 7.

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Papers reaching younger people

as readers, online viewers and employees

Recently my newspaper's publisher turned 78 years old. Those of you who know the prankster side of me know that a traditional reaction would be my sending him a pack of Depends to celebrate.

But I didn't. His number of years might be up there, but his energy doesn't reflect that. My boss remains the most energetic person I've ever met, much more energetic than anyone on our staff, by far.

Equally important for our organization, he also remains the most progressive. More than two years ago, he insisted we start a Facebook page for him. He read a lot about Facebook, and wanted to learn more about how this could fit into our overall strategies.

Not long after that, it was Twitter. Next it was mobile marketing. Next it was an iPhone. Last week's conversation — yes, Skype. You get the point.

We're all looking for ways that allow our companies to continue to be relevant and prosper in an ever-changing media environment. This is especially true with our 18-35-year-old readers, more specifically young professionals.

I hope this doesn't sound too gloomy, but these young professionals are replacing some of our loyal readers who pass away. You know, the ones whose day couldn't begin without "their" newspaper.

From the news standpoint, here's one of the best quotes I found when researching the subject: "News needs to be designed with an awareness of HOW and WHY the audience experiences it." Further, "journalism needs to focus on young audiences and experiment with new approaches to engaging them."

I spent an entire Saturday going through the Missouri Press Newspaper Directory and visiting every single one of the websites listed for member newspapers. I must say, there are plenty of examples of newspapers in our state, community newspapers in big towns and small towns, that truly are

engaging younger readers.

A prime example is the *Houston Herald*. Publisher Brad Gentry may give me an evil eye the next time I see him for sharing any of his secrets, but please visit houstonherald.com.

Immediately notice a bar AT THE TOP of the site, not hidden. There are six items, each to attract younger viewers, across that bar: eEdition, Mobile Updates, Text Alerts, RSS, Facebook, and Twitter.

Click on the Facebook link and you'll notice that one of the *Herald's* "Favorite Pages" is a link to the Houston Tigers baseball team. Click on "Your Photos" and you'll find that half of the reader-submitted photos are from young people.

Another Missouri newspaper, the *Bolivar Herald-Free Press*, has an excellent section on its website about Friday

Night Football. Yes, many newspapers cover football games on Friday nights, but the *H-FP* site lists the game schedules of all 13 area high schools, information about the teams and several of the teams' individual blogs.

Here's another kicker (and please feel free to send all complaints to kjones@stlamerican.com).

According to a pertinent article titled "The Appeal of Different News to Younger Audiences," "the print industry can make more strides in attracting younger readers by including more stories that apply to their lives and are written by people

There are plenty of examples of newspapers in our state that truly are engaging younger readers.



Kevin Jones
St. Louis American
MPA President

Reaching younger people (continued on page 10)



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Plenty for all at Convention!

Annual MPA meeting includes sessions on advertising sales

About all newspaper people hear these days is “website this and Facebook that.” If you read or hear anything about newspapering, it’s more than likely about some aspect of “going digital.”

But you’ve still got a newspaper to produce and bills to pay. What about those things?

Missouri Press understands that. That’s why the program for the annual Convention in October includes Jeff Greene, a retail advertising expert and former vice president of the Newspaper Association of America. He’ll speak at two sessions.

Greene’s topic at 3:15 p.m. on Friday will be “Successful Ad Selling in Hard Times.” His program at 9:30 a.m. Saturday will be “90 Ads in 90 Minutes.”

Attend those two sessions and get some ideas you can use to recoup your Convention costs in a matter of weeks. After that your newfound revenue will go straight to profit.

MPA will hold its 144th Annual Convention Oct. 14-16 at The Lodge of Four Seasons, Lake Ozark. A registration form is on page 5.

Have you assembled a disco outfit yet? Round up some statement-making bell-bottoms, a big, loud shirt and a pair of tall shoes, because we’re going to have a ’70s party! That will be Thursday evening, Oct. 14, at The Lodge.

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

More-serious business starts Friday, but not until after breakfast. Editorial cartoonist Lee Judge from *The Kansas City Star* will start the day. May Scheve Reardon, head of The Missouri Lottery, also will speak at Friday’s breakfast.

After breakfast Friday will be Can-

didate Forums for those running for U.S. Senate and Missouri state auditor. MPA has invited seven candidates to participate.

A Trade Show and silent auction will be open from 11 a.m. to 5 p.m. on Friday in The Lodge Annex.

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; Gary Sosniecki, a representative of TownNews; Darren Heckman of High 5 Communications; and Rebecca Rivas, a reporter and videographer for *The St. Louis American*.

Five people will be inducted into the Newspaper Hall of Fame Friday evening.

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.

Register by Sept. 9 and save up to \$75 off your fees. (Retired members can save \$20.)

Here’s the agenda for the Convention:

Thursday, Oct. 14

8:00 a.m. — Registration Open.

8:00 a.m. — MPA/MPS Boards meet.

Noon — Golf Outing/Lunch at Sycamore Creek Golf Course.

6:00 p.m. — That ’70s Dinner with Comedian Rahn Ramey.

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

7:30 a.m. — Registration open

8:00 a.m. — Breakfast. Speaker: Lee Judge, editorial cartoonist for *The Kansas*

Don’t miss the U.S. Senate Candidate Forum, a session with national political significance, featuring Roy Blunt, Robin Carnahan and others seeking the seat of retiring Sen. Kit Bond.

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.

11:00 a.m.-5:00 p.m. — Trade Show / Silent Auction open.

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.

2:00 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.”

6:00 p.m. — Newspaper Hall of Fame Reception.

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

Saturday, Oct. 16

7:30 a.m. — Breakfast. Using Social Networking to Your Newspaper’s Advantage; APME Awards.

9:30 a.m. — Breakout Sessions.

- Websites: Gary Sosniecki — “Web Solutions for Community Newspapers.”
- Advertising: Jeffrey L. Greene — “90 Ads in 90 Minutes.”

11:00 a.m. — Video Production for Newspaper Websites, Rebecca S. Rivas, *St. Louis American*.

Noon — Better Newspaper Contest/ Awards Luncheon.



Social networks are tools for promoting newspaper

Newspapers are finding ways to use Facebook, Twitter and other social networks. Is your newspaper among them?

The Saturday breakfast program at the MPA Convention in October will address the subject.

Darren Heckman, president of High 5 Communications in Jefferson City, will discuss "Using Social Networking to Your Newspaper's Advantage."

High 5 Communications is a marketing, public relations and planning firm serving clients in the retail,



Darren Heckman

health care, education and association industries.

Heckman received his degree in public relations from the University of Central Missouri, Warrensburg. Before starting High 5 in July of 2006, he spent nine years in marketing/public relations at Capital Region Medical Center in Jefferson City.

Heckman is the board chair of the Jefferson City YMCA and is active with the Special Olympics of Missouri and St. Francis Xavier Catholic Church.

St. Louis American reporter will demonstrate video work

Rebecca S. Rivas is a staff reporter and video producer for the *St. Louis American* newspaper.

As a documentary-filmmaker, she has produced two documentaries: "Knock Knock, America: A Story of Refugee Teens in St. Louis" (2008) and "At Highest Risk: Maternal Health Care" in the Peruvian Andes (2006). "Knock Knock" aired on the Higher Education Channel in St. Louis. "Highest Risk" was



Rebecca Rivas

produced as part of a year-long Fulbright Scholar program and is now in university libraries nationwide through the work of distributor Documentary Educational Resources.

Rivas has been producing 3- to 10-minute news podcasts for *The American's* website since August 2009. She will talk about that work during a Saturday morning, Oct. 16, session at the MPA Convention at The Lodge of Four Seasons.

Comedian Rahn Ramey will entertain during '70s party on Oct. 14

You've likely seen Rahn Ramey before. His television appearances include HBO Comedy Relief, An Evening at the Improv, and the Comedy Club Network.

You'll see him again at the MPA Convention in October. Ramey will entertain on Thursday evening, Oct. 14, at the '70s Dinner and party.



Rahn Ramey

Ramey, a St. Louis native, has appeared in the movies *Planes, Trains, & Automobiles* and *Escape From New York*. He has opened for many

musical acts, including Al Jarreau, Luther Vandross, Aretha Franklin, B.B. King, Randy Travis, Hall & Oates and Smoky Robinson.

He plays clubs around the world. He'll soon play for you and the Missouri Press Association at The Lodge of Four Seasons, Lake Ozark.

These candidates invited to forums

Missouri Press Association has invited these candidates to participate in the U.S. Senate and State Auditor Candidate Forums on Friday, Oct. 15. The event is part of the 144th Annual MPA Convention to be held Oct. 14-16 at The Lodge of Four Seasons, Lake Ozark.

State Auditor:

- Charles W. Baum, Libertarian
- Susan Montee, Democrat
- Tom Schweich, Republican

U.S. Senator

- Jerry Beck, Constitution
- Roy Blunt, Republican
- Robin Carnahan, Democrat
- Jonathan Dine, Libertarian

The State Auditor Forum will begin at 9:15 a.m. followed by the U.S. Senate Forum at 10:30. A moderator and panel of journalists will question the candidates. No questions will be taken from the audience.

Quality items needed for auctions

Missouri Press Association asks its members to provide quality items to be auctioned at the Convention in October. All proceeds from live and silent auctions will benefit Missouri Press Foundation.

The Silent Auction will be held 11 a.m.-5 p.m. on Friday, Oct. 15, in the Trade Show in The Lodge of Four Seasons Annex. A live auction will be held Friday evening during the Hall of Fame Banquet.

Many retailers right now are clearing out summer merchandise to make room for fall items. Check out what's in their clearance sales and pick up something nice for the Foundation auctions. Your contributions are tax deductible.

If you will provide something, contact Kristie Williams at MPA so your item can be promoted and acknowledged: (573) 449-4167; kwilliams@socket.net.



144th Annual Missouri Press Association Convention

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For Hotel Reservations Call 888-265-5500 by Sept. 9, 2010
Ask for Missouri Press Association Rate of \$114 per night

Registration Fee

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

Active Member
Newspaper
\$175

MPA Associate or
Friend Member \$185

Non-
Member
\$200

Retired
Member
\$50

**Registration
Fee**
\$ _____

Name/Newspaper (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Golf w/ lunch @ Sycamore Creek \$50	'70s Thursday Dinner & Comic \$35	Friday Breakfast \$20	Friday Luncheon \$30	Friday Hall of Fame Banquet \$55	Saturday Breakfast \$30	Saturday Awards Lunch \$30	Saturday Only Sessions & Lunch \$40	Total Per Person

Saturday Only - **Skip Registration Fee** and pay only \$40 per person to attend sessions and lunch

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: _____

Please Return this form along with check or credit card information to
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MPA members on NNA's 125th agenda

Kevin Jones, Jon Rust will be in Omaha for Convention sessions

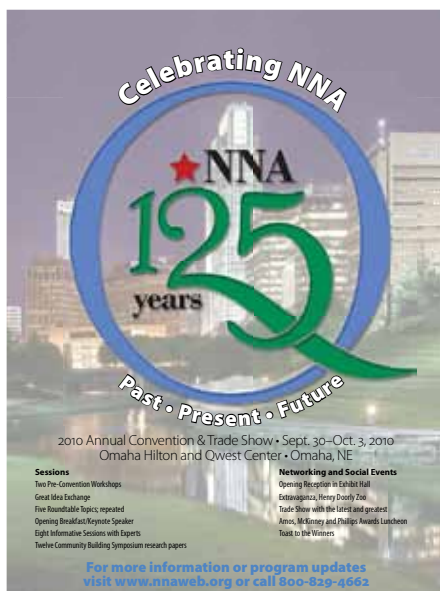
The National Newspaper Association will celebrate 125 years of community newspapering at its annual Convention Sept. 30-Oct. 3 in Omaha. You're invited!

Don't miss this great program. You can get the complete agenda and a registration form at nnaweb.org.

The educational sessions will kick off Friday morning, Oct. 1, with the Opening Breakfast and Flag Ceremony. This moving program is a sight to behold, and NNA hopes to have representatives from every state to carry their state flags. The keynote speaker will be NASA astronaut Clayton C. Anderson.

Two Missouri newspaper people — MPA President Kevin Jones and Cape Girardeau publisher Jon Rust — will participate in Saturday sessions.

During the Great Idea Exchange, Jones and others will share their press associations' efforts to promote news-



papers.

Three concurrent sessions will be held after the Great Idea Exchange.

Rust will talk about Digital Deliverance, What Works (and What Doesn't) for Community Newspapers.

Saturday afternoon, Rust will speak during one of five community newspaper sessions. His topic will be Profitable Websites.

Many more activities are scheduled for NNA's 125th Annual Convention. Check out the complete agenda and get registered.

6 p.m. kickoff on Sept. 18; party in Hearnest at 4 p.m.

The University of Missouri's home football game against San Diego State on Sept. 18 — the Missouri Press advertising trade-out game — will kick off at 6 p.m.

The Missouri Press pregame party in the Hearnest Fieldhouse will begin at 4 p.m.

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Photojournalism Hall of Fame will induct 4

Scott Dine, Bob Foos,
Roy Inman, Tim Jaynes
will join Hall on Oct. 21



WASHINGTON — Two big-city photographers and two from rural communities will be inducted into the Missouri Photojournalism Hall of Fame in Washington on Thursday, Oct. 21.

This will be the sixth annual induction ceremony. It will begin at 4 p.m. in the Hall of Fame building, with a reception to follow.

This year's inductees are Scott Dine, retired director of photography for the *St. Louis Post-Dispatch*; Bob Foos, editor and publisher of the *Webb City Sentinel*; Roy Inman, a longtime photographer for *The Kansas City Star*; and the late Tim Jaynes, photographer for the *Sikeston Standard Democrat*.

Examples of each inductee's work will be displayed in the Hall of Fame during the induction program. Inductees or their families or representatives will receive plaques.



Scott Dine

Scott Dine had a darkroom when he was 12 years old growing up in Amarillo, Texas. He began working in the darkroom of the *Amarillo Globe News* in the early 1950s.

Dine attended the University of Texas, went to work for United Press in the Dallas bureau, then moved to the UP bureau in Austin. In 1964 he joined the staff of the *St. Louis Post-Dispatch*, where

he remained for 35 years.

He worked as a Sunday Pictures Magazine photographer, a photo editor and then director of photography before retiring in 1999.



Bob Foos

Bob Foos got his start with *The Carthage Press*. He attended Cliff Edom's Missouri Photojournalism Workshop in 1975 and 1976.

While attending the Missouri School of Journalism Foos worked at the *Columbia Missourian* and later for Charlie Hedberg at the *Centralia Fireside Guard*. Upon graduation from MU in 1979, Foos bought into the flagging *Webb City Sentinel*. The revived weekly now has 2,000 subscribers, and it is known for its excellent local photography and outstanding design.

Roy Inman began shooting freelance for the *Kansas City Kansan* while he was in junior high school. Later, freelance work for clients such as the AP, the *Topeka Capital-Journal*, *The Kansas City Star* and commercial accounts helped pay for his



Roy Inman

studies at the University of Kansas.

After attending the Missouri School of Journalism, Inman worked for 17 years at *The Star* and became director of photography for "Star Magazine."

In the mid-1980s Inman began his full-time freelance photography business, and in the 1990s documented the restoration of Union Station in Kansas City. He spent more than 20,000 hours and shot more than 70,000 pictures of that project, mostly as a volunteer.

Tim Jaynes

Jaynes died of a heart attack in 2008 at the age of 38. He had been a photographer since 1989 at the *Sikeston Standard Democrat* and owned Jaynes Photography.

Mr. Jaynes had a close relationship with his community, including the Department of Public Safety. He carried one of the Department's pagers and was called out at all hours to photograph accidents, fires and special operations. He contributed countless hours of his time and all of his photographic talents to helping a local children's center and the Jaycees Bootheel Rodeo.

He also revived and expanded the *Standard Democrat's* annual Community Christmas Campaign, becoming Santa Claus to thousands of needy Sikeston families.



Tim Jaynes

Farmers buy Tarkio, Fairfax weeklies

Johnsons plan to work for their son in Mound City

The *Tarkio Avalanche* and *Fairfax Forum* newspapers in Atchison County were under new ownership effective with the issue of July 29.

W.C. Farmer and Mike Farmer of Rock Port purchased the papers from Joy and Will Johnson of Tarkio. After nearly 30 years of publishing the *Tarkio Avalanche*, the Johnsons are making a change. However, the businesses are staying in the family.

In 1978 Bill and Marilyn Farmer purchased the *St. Clair County Courier* in Osceola and the *Appleton City Journal*. That purchase started an era of newspaper publishing in the Farmer/Johnson families.

Bill Farmer's dream of working in the newspaper industry started when he worked for the *St. Clair County Courier* in his early years. He worked with hot metal and linotype, setting copy by hand at the newspaper.

The year the Farmers bought the *Courier* and *Journal* was the same year their nephew, Will Johnson, moved in with them to continue his education as an architect in Springfield.

"Bill needed some help with the remodeling of the two newspaper offices in Osceola and Appleton City. He and Marilyn asked me to help with the move and help with the photography duties at the newspapers," Johnson said.

"It was a family affair with my dad and I doing a lot of the grunt work while Bill and Marilyn worked late hours trying to put out two newspapers in the mess," he added.

In 1979, at the age of 21, Johnson started as publisher of the *Appleton City Journal*.

"One thing that stands out in my



Left to right are Mike Farmer, Holden Farmer, Lisa Farmer, McKenna Farmer, Shauna Farmer, Chandler Farmer, Kaleigh Farmer and W.C. Farmer. (Atchison County Mail photo)

mind was that Bill made me count all 315 rolls of border tape at the newspaper office in Appleton when he leased the *Journal* to me," Johnson said.

Mike and W.C. Farmer were in elementary school at that time.

Johnson and hometown girl Joy Eldridge were married in 1980. She graduated from SMSU in Springfield in December, 1980, and the couple began looking for a newspaper in Missouri to purchase. They acquired the *Tarkio Avalanche* in June 1981 from Annette Secor.

In 1984, John Henry Cox of Rock Port approached the Johnsons about purchasing his *Atchison County Mail*. The Johnsons didn't have the money.

In the meantime, the Farmers had sold the *St. Clair* and *Appleton City* newspapers in 1982 and were teaching school.

Johnson called Farmer, who called Cox and negotiated the sale. The Farmers moved to Rock Port in 1984.

W.C. Farmer was 15 years old and Mike was 13 at that time.

The brothers graduated from Rock Port High School and attended Doane College in Crete, Neb. They earned degrees in communications with the publishing business in mind.

After college, W.C. and Mike continued to work at the *Atchison County Mail*.

W.C. has taken over the duties as publisher and has added a photography business, W.C. Farmer Photography. He and his wife, Shauna, have three children.

Mike worked for Pella Windows in Pella, Iowa, for three years, then moved to North Carolina where he managed the insulated glass division for Alside Windows.

In 2000, when Bill Farmer announced his retirement, Mike returned to work at the *Mail*. He and his wife, Lisa, have two sons.

Will and Joy Johnson will be working part-time in Mound City for their son, Adam, at the *Mound City News*. Adam has just started a web printing plant where *The News* and the Farmers' papers are printed. The plant is a state-of-the-art pre-press operation with the newest technologies being integrated in the web printing operation.

"Bill made me count all 315 rolls of border tape at the newspaper office."

Lessons from a visitor down the hall

By Jeanne Abbott, Managing Editor
Columbia Missourian

Perhaps you've noticed Washington Gikunju's name attached to a list of prominent stories published recently in the *Columbia Missourian*.

- On April 19, he wrote about a government report that pointed to inadequate sterilization procedures at the Harry S. Truman Memorial Veterans Hospital.

- On May 19, he shed light on the incentives the city had offered IBM to lure the company to town, despite a clause that could derail the project if the city didn't meet its own obligations.

- In late May, he traveled to Dubuque, Iowa, to produce a series of stories on the impact of a similar IBM deal on that community.

- Then, last week, Gikunju secured an interview with Eric Staley, the departing CEO of the Missouri Theatre, who told him that only a substantial injection of cash and an organizational overhaul could keep the theater afloat.

Before he wrote that first story, Gikunju had been in Columbia little more than a month. Indeed, he had never set foot in the United States before he arrived in March from his native Kenya.

And yet, his grasp of corporate behavior and business nuance in American culture is impressive. His understanding of human nature is even more remarkable.

Gikunju came to Missouri's School of Journalism to learn from us. Instead, with all due respect, we are learning a great deal from him.

He came to us on an Alfred Friendly Press Fellowship, granted to reporters

Gikunju came to Missouri's School of Journalism to learn from us.

Instead, with all due respect, we are learning a great deal from him.



Washington Gikunju

in developing countries who wish to be exposed to the way journalism is practiced in America.

In Nairobi, Gikunju writes for the *Business Daily*, a publication owned by the largest media company in East Africa. He is to spend nearly six months in Columbia.

With his quiet, refined manner and elegant way of speaking, we — or perhaps I should speak only for myself — initially thought he would be daunted by the blunt reception he was likely to encounter as a reporter in America.

Not at all, as it turns out. His elegant speech and quiet manner are precisely why Gikunju is able to collect impor-

tant information from even the most reluctant source.

He tells the story of a forklift driver in Dubuque, a motorcycle-riding, hard-hat-wearing guy guarding the way to a warehouse Gikunju wanted to inspect.

He talks about the man's initial hostility to an African reporter asking questions about a big employer on his home turf. When Gikunju said he was working for a newspaper in Columbia, Mo., the forklift driver sneered.

Yet, by the end of a long conversation, Gikunju told me, the two had reached more than a truce. They had become friends.

Thoughtfully, he answered the obvious question: How does he do it?

Grace, he said, and patience. Building trust. Showing sensitivity and respect.

"Treat everyone as a gentleman or a lady," he said. "Believe there is goodness in each person, until you are persuaded otherwise."

More often than not, Gikunju said, he is seeking information that might make sources uncomfortable, that could threaten their livelihood, even as it serves the public interest.

But he almost cannot bear the words, "The source declined to comment." It may show effort, he said, and it may achieve fairness, but it adds no real value.

So he looks for a way to succeed, but he does not look to prevail at any cost.

He applies the basic rules of kindness and decency to his work. He conducts his interviews with dignity and compassion.

He makes a point to walk in someone else's shoes.

Shouldn't we all?

Post-Dispatch staffer among Reynolds Fellows

Will Sullivan of the *St. Louis Post-Dispatch* is among six journalists and newspaper professionals who will spend the 2010-2011 academic year at the Reynolds Journalism Institute (RJI) at the Missouri School of Journalism. They will work to develop new revenue and technology strategies for the future of journalism.

The Fellows include entrepreneurs, digital game and Smartphone developers, and leaders in civic and print journalism who will work to develop new ways to gather, process and deliver news, information and advertising.

The Fellows spend an academic year at RJI working with other journalists, scholars and students on programs

aimed at improving journalism in democratic societies.

Sullivan is interactive director at the *Post-Dispatch*. His fellowship project is Mobile Development Opportunities: Developing strategies for news organizations to use mobile technology to report deeper, faster and more accurately for and with their audiences.

Summit 3 offers plans for newspapers' future Sept. 10 in Kansas City

Attend the Midwest Newspaper Summit 3 and work with a group of like-minded newspaper leaders to develop a procedure to invigorate your newspaper.

The Midwest Newspaper Summit 3, Newspaper Evolution: Make Change Happen, will be held Friday, Sept. 10, at the Marriott Country Club Plaza in Kansas City. Using Midwest Newspaper Summits held in September and February as its springboard, Summit 3 will feature a hands-on, learn-by-doing platform.

Registration for the summit is \$95 (\$35 for students). Registration and accommodation information is available at www.newspaperevolution.com.

Summit sponsors are Missouri Press Association, Iowa Newspaper Foundation, Illinois Press Association, Kansas Press Association and others.

If you have questions, contact Jennifer Asa at the Iowa Newspaper Association, (515) 422-9070 or jasa@inaneews.com.

Reaching younger people

(continued from page 2)

their own age.”

I'm not advocating that we get rid of veteran reporters or ignore other readers. (In fact, there's a large contingent that notes the 60-year+ demographic audience is healthier than ever, living longer, wealthier, and should not be ignored. I couldn't agree more).

I'm not suggesting that this younger coverage/outreach replace any other coverage, only enhance it. I'm not saying to get rid of "Hints by Heloise" or "Gertrude's Corner." I'm saying maybe add something like "Heather's Hints for Fun Events this Weekend" or "Jenna's Take on last Weekend." The most-hit item on our newspaper's website is Partyline Gallery, a collection of out-and-about photos from the previous weekend.

We might not agree with all the likes and media habits of the younger generation, but it seems our industry has a choice: ignore them or embrace them.

This slate of candidates offered for 2011 Association leadership

The Missouri Press Association Nominating Committee met Aug. 12 in Columbia to select a slate of officers and directors for 2011, terms beginning Jan. 1.

The election will be held during the annual MPA business meeting on Friday morning, Oct. 15, at the MPA Convention and Trade Show, The Lodge of Four Seasons, Lake Ozark.

Also during the business meeting, MPA members will vote on a proposed change in the Bylaws to increase the number of directors on the MPA Board from six to eight.

Here is the slate of officers and directors offered by the nominating committee: 2011 President, Joe May, *Mexico Ledger*; First Vice President, Phil Conger, *Bethany Republican-Clipper*; Second Vice President, Mark Maassen, *The Kansas City Star*; Secretary, Bill Miller, Jr., *Washington Missourian*; Treasurer, Jeff Schrag, *Springfield Daily Events*.

Directors for three year terms: Jon

Rust, Cape Girardeau *Southeast Missourian*; Dennis Warden, Owensville *Gasconade County Republican*.

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

If the MPA Bylaws are amended Oct. 15 to add two directors, those nominated for the two new positions are Jim Robertson, *Columbia Daily Tribune*, and Linda Geist, *Monroe City Lake Gazette*.

Continuing on the MPA Board in 2011 will be directors Brad Gentry, *Houston Herald*; Kate Martin, Perryville *Perry County Republic-Monitor*; Richard Gard, *St. Louis Daily Record*; and Joe Spaar, *The Odessa Odessan*.

Kevin Jones, *St. Louis American*, will serve as immediate past president in 2011.

The nominating committee is made up of past presidents of the MPA.

The committee members thank everyone who submitted nominations.

Official Bylaws 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 following proposal to the MPA membership (vote on the bylaws change to 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. Director's terms shall be staggered so that [two] **no more than three** seats shall be open for election each year."

Native of Bosnia sees importance of free press

A refugee from war-torn Bosnia, Amir Kurtovic, has joined the news staff of Leader Publications in Festus.

Kurtovic was born in Bosnia in 1984. His family fled the war there in the 1990s and settled in Germany. After the war ended the family emigrated to the U.S. Kurtovic was 12.

When his publisher, Patrick Martin, took a vacation in June, Kurtovic wrote a column introducing himself. Here's an excerpt.

"As is common with most new immigrants, we started our American journey at the lowest levels of society.



Amir Kurtovic

My parents worked minimum wage jobs in a downtown hotel, and I went to an inner-city school where even in the seventh grade you were more likely to be in a gang than on a sports team.

"But the great thing about America is the almost unlimited potential for growth and prosperity for individuals, no matter your background. Ten years after coming here, with nothing more than the clothes we brought on the plane ride over, my parents own a house in a St. Louis suburb, have decent jobs, one child with a college degree and another halfway

through at the University of Missouri in St. Louis.

"Like many immigrants before me I claim a personal appreciation of America. It truly is a land of opportunity. I have a sincere admiration for the principles this country was built upon, the freedoms spelled out in the Constitution.

"A free and vibrant press is one way to protect those freedoms, and I intend to be the kind of journalist who keeps in mind why newspapers are needed. I'm as cynical as the next guy, but when it comes to democracy, I truly believe it could not function without fair and honest reporting and an informed populace."



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 Director of Communications
 Managing Editor, Missouri Medicine
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Gallatin Publishing scraps News King that arrived in 1964

Gallatin Publishing Co., publisher of the *North Missourian*, removed a four-unit News King press in June from its building just off the Gallatin square.

GPC had moved its printing operation to a larger building more than two years ago to accommodate a six-unit press that previously was used to print the *Columbia Missourian* at the Missouri

School of Journalism.

The press arrived in Gallatin when Joe Snyder formed a printing partnership.

Buyers from as far away as India and Mexico expressed an interest in the old press, the *North Missourian* reported. When a deal with a Colorado printer fell through, the publishers decided to scrap the press for parts.

Workers from Joplin spent two days taking the press apart.

The News King arrived in Gallatin in 1964 when Joe Snyder formed a printing partnership with M.O. Ridings at Hamilton and Don Sheridan in Princeton. They operated the printing plant as a separate corporation until it was taken over by Darryl and Liz Wilkinson, current publishers of the *North Missourian*.

Pressman Junior Evans helped install the News King in 1964, and he was there when the press left on June 24.

Mizzou seniors receive Gusewelle scholarships

Alex Ruppenthal of Naperville, Ill., and Shane Hoffman of Ruidoso, N.M., both seniors at the University of Missouri-Columbia, have been selected to receive the 2010 C.W. Gusewelle Journalism scholarships.

The award, named for longtime *Kansas City Star* reporter, foreign editor and columnist Charles Gusewell, was established in 2005 to encourage excellence in journalism.

The award rotates annually to students preparing for news careers at UMKC, UMC, KU and Kansas State.

Former publisher's son has memories of MPA meetings

MPA: Please accept this check for the MPA Foundation in memory of J.J. Graf.

As "newspaper brats" growing up in the 1960s, twin brother David and I were fortunate that Jac and Rheba (Zimmerman) would take us to Missouri Press conventions.

It was much fun rubbing elbows with all those important publishers dressed in suits and tuxedos, not to mention "elevator racing" Jean and Mary Brown up and down those big hotels in St. Louis and Kansas City.

We also learned a lot about our parents' wonderful newspaper colleagues and friends, and the contributions they all made in their communities, the state and the nation. I was so impressed that I chose to follow not only the publishing footsteps of Jac and Rheba, but the thousands of footsteps of their fellow

Fourth Estate associates in Missouri Press and the National Newspaper Assn., even in Kansas!

Jay and Eunice Graf were two of my personal favorites. They always took time to visit with David and me, and I developed a deep respect for their hard

work and leadership as publishers of the *Hermann Advertiser*.

But there was another reason I was impressed with Jay and Eunice Graf.

Back then, annual conventions ended with a big floor show, dance and live band. Jay and Eunice were such graceful and polished dancers that I am sure their toes never touched the floor. I'm sure they are back together, dancing on a cloud with Jac and Rheba.

Sincerely yours,
Dan Zimmerman
Petaluma, Calif.

Letter to the Editor



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.

Photojournalism Hall of Fame

Mr. and Mrs. William L. Miller, Washington

"Give It Another 25" Program

The Lake Gazette, Monroe City

In Memory of J.J. Graf

Dan Zimmerman, Petaluma, Calif.

St. Louis Post-Dispatch Newspaper In Education Program

Marketing Solutions Group, Oklahoma

William H. Danforth, St. Louis

Andrew Taylor, St. Louis

Scrapbook

• **Buffalo** — *The Reflex* invited teachers to contact the paper if they wanted to learn how they could get and use weekly copies of the paper in their classrooms.

The Reflex delivers free newspapers to teachers in the Dallas County, Skyline, Fair Groves and Macks Creek schools.

• **Kansas City** — *Kansas City Star* outdoors writer Brent Frazee has won three awards in the Outdoor Writers Association of America Excellence in Craft contest.

He won second in the Fishing category for a story about an autistic boy getting to fish with his hero, third place in Small Game for a story of the parents of a teenager killed in a hunting accident who are striving to see that some good comes out of the tragedy, and third place in Boating/Paddlesports for a story about a guide who delights in being on the river in the fall.

• **Warrenton** — The *Warren County Record* sponsored a Newspaper In Education training program for area teachers on Aug. 4 in Warrenton.

The Living Textbook workshop showed teachers how to integrate the newspaper into the classroom at all age levels and across all subjects.

• **Warrenton** — Debbie Toebben, a lifelong resident of Warren County and media specialist at Black Hawk Middle School in Warrenton, has joined the *Warrenton Record* In Education team to help the newspaper's literacy outreach program.

Toebben is the *Record* In Education sponsorship coordinator. She will help

find partners to work with the *Record* to provide classroom newspapers to Warren County schools.

• **Springfield** — The Alliance of Area Business Publications recognized the *Springfield Business Journal* during its annual conference in Indianapolis on June 26.

SBJ editor Eric Olson accepted the national award for Best Online Scoop and the Silver Award — behind the *Los Angeles Business Journal* — for breaking the news of Bass Pro Shops' plan to build a hotel.

Faculty from the Missouri School of Journalism judged the competition.

• **Macon** — On July 30 the *Chronicle-Herald* held a party from 11 a.m. to 1 p.m. in its parking lot to celebrate its 100th anniversary, which it observed during July. Hot dogs, chips and soft drinks were served to the public, and souvenir coffee cups were given away.

The paper was founded on July 11, 1910, by Tom Cunningham, who published an advertising circular called *The Daily Chronicle*.

The paper published information about its history in a special edition.

• **Kansas City** — Three *Kansas City Star* staffers won awards in the annual American Association of Sunday and Feature Editors' Excellence-in-Feature-Writing Contest.

Kady McMaster, editor of the mom-2mom website, won first place in the social media enterprise category.

Reporter Lee Hill Kavanaugh placed second in the short feature category.

National Newspaper Week Oct. 3-9

National Newspaper Week, sponsored annually by Newspaper Association Managers, will be Oct. 3-9.

Beginning in mid-September newspapers can download material from the Newspaper Week website to promote newspapers. Material will include editorials, columns, logos and cartoons.

Newspapers can log on to download the items at no charge. Missouri Press Association is sponsoring access for all of its member newspapers so they can download all of the material they want.

The Newspaper Week website is: <http://www.nationalnewspaperweek.com/nnw/>.

"Star Magazine" writer Cindy Hoedel took third place in the arts/entertainment feature category.

The Star competed in the category of newspapers with circulations over 200,000.

Winners will be honored Oct. 8 during a national conference at the Poynter Institute in St. Petersburg, Fla.

• **Canton** — The fifth annual *Press-News Journal* Photojournalism Retrospective opened with an evening reception on July 16 at the Canton Area Arts Council Gallery.

Each year editor Dan Steinbeck and his staff choose photos from the newspaper archives that tell the stories of their times. This year's topic was the forces of nature.

This year's show included the wildlife woodcarvings of Canton artist Donald Raines.

• **Macon** — Cele Gilbert, editor and publisher of the *Shelbina Democrat*, gave the Commencement address at the GED graduation ceremony in Macon on July 22.

Gilbert told the graduates that she had earned her GED a few years earlier.

(continued on next page)

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Scrapbook

(continued from previous page)

• **Boonville** — The *Daily News* held a book sale this summer to raise money for its Newspaper In Education program.

The paper asked its readers to donate books, DVDs and video games for the sale.

• **Moberly** — The *Monitor-Index* will sponsor a Taste of Home Cooking School on Sept. 23 at Moberly Area Community College Activity Center.

• **Hannibal** — The *Courier-Post* in its July 3 issue printed the Declaration of Independence and the signatures of 300 people who went to the newspaper office and signed their names to the document.

• **Washington** — *Missourian* columnist Chris Stuckenschneider asked readers who met or fell in love at the Washington Town and Country Fair to contact her so she could write about them in her column.

• **Elsberry** — The *Democrat* is offering readers two memory books.

The 10th Annual Classics on Wheels Car Show Memory Book has photos and information about each vehicle registered for the show.

The second Memory Book displays highlights from the 2009-2010 Elsberry High School sports programs.

Each of the full-color books can be purchased at the newspaper office for \$5.

• **Joplin** — *The Globe* sponsored a forum on July 15 for candidates running for the 7th Congressional District seat being vacated by Rep. Roy Blunt. All 10 of the candidates attended the forum at Missouri Southern State University.

In Ironton, the *Mountain Echo* sponsored a forum July 22 on the courthouse grounds for all candidates on the primary ballot in Iron County.

• **Puxico** — “What I Love About Homecoming” was the theme for this year’s Homecoming story contest sponsored by *The Puxico Press*.

The winning story was featured on the front page of the Homecoming edition on Aug. 11 along with a story about

the author. The winner received a \$100 cash prize.

All entries were printed in the Homecoming edition.

• **LaPlata** — The *Home Press* invited readers to come by and meet Lady Dorthea of Greenwood (Dottie to her family and friends), the paper’s new mascot.

Visitors should keep their distance, the paper warned, because the Miniature Schnauzer is old, arthritic and “a tad grumpy!”

• **Kansas City** — The three-day “Murder Factory” series by *Star* reporter Tony Rizzo has won a national Clarion Award from the Association for Women in Communications.

The series, published in early 2009, focused on Kansas City ZIP code 64130, home to more convicted killers in Missouri prisons than any other ZIP code in the state.

• **Washington** — The *Missourian*’s Reader Recognition Night was held Aug. 5 in the Family Fun Center at the Washington Town and Country Fair. Local residents, including the new Fair Queen, read stories. The books they read were given away as door prizes.

Children who participated in the paper’s Summer Reading Program were recognized, and a drawing was held for the Grand Prize Reader Reward Basket.

It contained books, fair memorabilia, a \$50 saving bond and a season pass to next year’s fair.

• **Harrisonville** — Three area newspaper people served as judges for the Cass County Fair Queen Pageant in July.

Selecting the queen were Kirk Powell, publisher of the *Pleasant Hill Times*; Ashley Freburg of *The Cass County Democrat-Missourian*, Harrisonville; and Allen Edmonds of *The Star Herald*, Belton.

• **Springfield** — The *Springfield Business Journal* observed the 30th anniversary of its founding in July. The paper’s original name was *Top’s Executive Journal*.

Dianne Elizabeth Osis, the paper’s first publisher, continues in that position.

• **Stover** — The *Morgan County Press* Aug. 18 issue included “Stover Magazine.”

The magazine is a glossy, full-color combination visitors/newcomers guide, business and service directory, entertainment and dining guide and community resource.

• **Glenwood** — The *Schuyler County Times* sponsored a forum on July 27 for candidates running for associate circuit judge.

Herb Austin of the *Times* moderated the forum.

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Obituaries

Cape Girardeau

Wally Lage

Wally Lage, 66, vice president and chief operating officer of Rust Communications, Cape Girardeau, died Aug. 19, 2010, in Maine after slipping off a wharf.

The Associated Press reported that Lage and friends were unloading a boat after an outing to Portland, Maine, when Lage fell into the water and failed to surface. Emergency workers found him and performed CPR but could not revive him.

Mr. Lage, a 2008 inductee into the Missouri Newspaper Hall of Fame, earned a master's degree from the University of Missouri and published a number of newspapers, including the *Boonville Daily News*, before joining Rust in 1993.

He also had worked for Winsor Newspapers in Canton, Ill., and was president of Paxton Media Group and general manager of the *Paducah Sun*. He was associated for more than 20 years with the PAGE cooperative, a newspaper supplies co-op. With Rust he oversaw the acquisition or startup of about 50 newspapers in eight states.

Mr. Lage is survived by his wife, Dori, four children and eight grandchildren.

Eminence

Mitch Jayne

Mitch Jayne, 82, Eminence, an author, musician, Ozark humorist and newspaper columnist, died Aug. 2, 2010, in Columbia.

Mr. Jayne wrote and performed bluegrass songs for The Dillard's, a group that appeared occasionally on "The Andy Griffith Show" on television. He hosted a radio show out of Salem that included reports of the market price for Hoo-Boy White Dot Crushproof Dry Valley Wonder Ticks and various snakes of the region.

One of his books, "Fiddler's Ghost," won the 2008 Governor's Humanities Book Award. His weekly column "Driftwood" appeared in a number of community newspapers in the Ozarks.

Mr. Jayne occasionally shared his stories at Missouri Press Association and Ozark Press Association meetings.

He is survived by his wife, Diana; a brother and two daughters.

St. Louis

Dick Ramage

Richard B. "Dick" Ramage, 76, Ballwin, a former reporter, editor and executive of the old *St. Louis Globe-Democrat* and a former public relations executive, died July 24, 2010.

Mr. Ramage worked at the *Globe-Democrat* for 25 years until the newspaper was sold in 1984. In 1965 he received the St. Louis chapter of Sigma Delta Chi's Kelliher Award for "general excellence in news reporting."

Early in his career he worked at the *Lincoln Journal* in Nebraska, *The St. Louis American* and the Suburban Journal's North County publications.

Mr. Ramage is survived by a son, a sister, four grandchildren and three great-grandsons.

Carthage

Clyde Phillips

William "Clyde" Phillips Sr., 75, Carthage, a former circulation manager and cooking columnist for *The Carthage Press*, died July 23, 2010.

Survivors are his wife, Darlene; three sons, a brother, a sister, five grandchildren and one great-grandchild.

Columbia

George Mazurak

George Mazurak, 56, a reporter and editor of the *Columbia Daily Tribune*, died from complications of Lou Gehrig's disease on July 31, 2010.

Mr. Mazurak spent about five years as the *Tribune's* assistant city editor and about 15 years as crime and courthouse reporter. He started at the *Tribune* in the late 1980s after working as a sports reporter for *The Fulton Sun* and a brief period working in Iowa.

Mr. Mazurak leaves his wife, Maureen, and a daughter.

West Plains

Allene Chapin

Allene Chapin, a former city editor of the *West Plains Daily Quill*, died June 27, 2010, at a hospital in West Hills, Calif., two weeks short of her 95th birthday.

She is survived by a daughter, a son, six grandchildren and three great-grandchildren.

Mexico

Darlene Sparks

Wanda Darlene Sparks, 73, Mexico, a 40-year employee of *The Mexico Ledger*, died July 18, 2010.

Mrs. Sparks was the personal secretary of former *Ledger* publisher Bob White from 1986 to 1997.

She is survived by her husband, John; two daughters, a sister, a brother, four grandchildren and two great-grandchildren.

Carthage

Marvin VanGilder

Marvin VanGilder, 83, a local historian, author, minister, musician and former editor of *The Carthage Press*, died July 11, 2010.

Mr. VanGilder wrote about the history of Jasper County and its communities. His column "The New City" appeared in *The Carthage Press* for many years.

He is survived by his wife, Irene; four daughters, a son, a brother, nine grandchildren and two great-grandchildren.

'Feast' in St. Louis

Lee Enterprises in August began producing a new food publication — "Feast" — for the St. Louis area. The free magazine has a circulation of 70,000 distributed at more than 500 locations.

Lee, publisher of the *St. Louis Post-Dispatch*, Suburban Journals, *Ladue News* and "St. Louis' Best Bridal" magazine, described "Feast" as "a culinary magazine that celebrates St. Louis' food culture."

Lots of material for young reader efforts

Plan now to use these features through school year

Children are back in school – is your newspaper in the classroom with them? Missouri Press has a calendar of youth features to support your efforts to reach young readers.

Missouri Press will partner with The Missouri Bar, Missouri Geographic Alliance, LIFT (Missouri's Literacy Resource Center) and *The Joplin Globe* to create features to teach about our November elections, fresh water and the human impact on it, family health literacy, the Civil War and three generals from Missouri.

All features are at mnie.com. Simply download, promote and publish. All but one of the features

are available at no cost. Our fall serial, like all of the stories from the Missouri Press Foundation, costs only \$25 for most Missouri community newspapers.

Our recommended fall serial, "Hannah's Dairy: A Tale of the Pony Express," is the perfect feature to commemorate the 150th anniversary of the Pony Express.

It tells the story of a young girl who makes history by sending one of the first letters by Pony Express. New this year is a teacher guide you can post on your website or copy and distribute.

In January, join the Reading Across Missouri campaign with a new story by Kay Hively. It will introduce readers to three famous American generals, John J. Pershing, Maxwell D. Taylor and Omar N. Bradley, and will celebrate hard work and personal aspirations. Thanks to Hively and the Foundation, this story will be available free for two months to Missouri newspapers.

Following the statewide reading project, Missouri Press will release a series of 10 features about the Civil War just as the sesquicentennial commemoration begins. The features were donated by *The Joplin Globe's* Newspaper In Education program.

Other projects are outlined below. We'll alert you to updates.

• SEPTEMBER

Hannah's Dairy: A Tale of the Pony Express – Commemorate the 150th anniversary of the Pony Express with this MPF serial story set in St. Joseph. (http://www.mopress.com/_lib/files/General_Contract2_2.pdf).

Constitution Day –

Sept. 17 — Federal law requires schools to observe Constitution Day. MPA has four features available in varying sizes. Download code: constitution.

NAA Serial Story – The Newspaper Association of America is offering a new six-chapter serial story, *The Brass Bell*. The serial is designed to launch in conjunction with International Literacy Day (Sept. 8) and Hispanic Heritage Month (Sept. 15-Oct. 15), but can be used any time before Nov. 30, 2011. (<http://www.naafoundation.org/Curriculum/NIE/The-Brass-Bell.aspx>)

• OCTOBER

—**National Newspaper Week** – Oct. 3-9

—**Vote Missouri** – To educate voters on elected offices on the ballot this November, five of the Vote Missouri features will be updated – State Auditor, Representative, Senator, County Commissioner and Voting in Missouri.

• NOVEMBER

—**Family Literacy Day** – Nov. 1

—**Read the Newspaper with your Kids** – Feature includes an essay by Jim Trelease on the importance of reading with kids. Download code: reading2.

—**Geography Action Week Features** (Nov. 14-20) — Missouri Geographic Alliance will provide a series on fresh water.

• DECEMBER

—**Family Health Literacy** – LIFT, Missouri's Literacy Resource Center, will provide three features on important reading skills – deciphering medicine labels, nutrition and exercise.

—**Bill of Rights Day** – Dec. 15. MPA has two features available, quarter page and half page, to teach about the Bill of Rights. Download code: rights.

• JANUARY

—**Reading Across Missouri 2011 Project**

This story will introduce young readers to three Missourians, John J. Pershing, Maxwell D. Taylor and Omar N. Bradley, who had significant roles in two world wars. Inspired by these three generals, Eddie Barnes and his friend Michael learn that no matter where they live, boys and girls can achieve great success through hard work and a belief in their own dreams.

• MARCH

—**National Newspaper In Education Week** – March 6-12

—**2011 Newspaper In Education Week Teacher Guide** from NAA Foundation

—**A Nation Divided: The American Civil War** – As the sesquicentennial of the Civil War begins in 2011, plan to publish one or all of the 10-part series.

• APRIL

—**Earth Day** – April 22

—**Super Citizen Cartoon Contest** – A contest for young artists to create the next superhero – Super Citizen!

—**Citizenship Handbook** – Six-part series focusing on the rights and responsibilities of citizenship.

• MAY

—**Law Day** – May 1. A great feature on the reason behind this special day.

—**Teacher Appreciation Week** – May 3-7

• JULY

—**Living Textbook Seminar at University of Missouri**



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

On the Move



Geoff Pickle

• **Springfield** — Geoff Pickle has joined SBJ Publishing Inc., publisher of the *Springfield Business Journal*, as web editor. A Missouri State University graduate, Pickle is responsible for the content and management of sbj.net.

• **Belton** — Taylor Freburg has joined the *Star Herald* as sports editor. He's a graduate of Baker University, Baldwin City, Kan.



Taylor Freburg

Freburg most recently served as a para-professional in the Sherwood Cass R-8 School District. He is married to *Cass County Democrat-Missourian* reporter Ashley Freburg and lives in Harrisonville.

• **Boonville** — Anna May Martin has retired after 19 years working for the *Boonville Daily News*. An afternoon reception in her honor was held July 16.

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



Adam Stillman

Republican as a reporter. He'll focus on sports and school news. Stillman, 22, a St. Louis native, graduated recently from the Missouri School of Journalism. While in J School, Stillman took the community newspaper class taught by Jim Sterling and served a week-long internship at the *Webster-Kirkwood Times*.



Elle Moxley

Sterling is a former owner of the Stockton weekly.

• **Independence** — Elle Moxley has joined the *Independence Examiner* as news editor.



Charlie Slenker

The Lee's Summit native has a bachelor's degree from the Missouri School of Journalism and has worked on her master's for the past year.

Charlie Slenker of Carthage is the new assistant sports editor for *The Examiner*.



Karl Zenke

Former sports editor Karl Zenke has been named managing editor for news and sports.

• **Joplin** — Rich Brown retired Aug. 7 after 32 years as a reporter, editor, columnist and paginator with *The Globe* and 40 years in the newspaper business.

• **Piedmont** — Susan Elayer Eaton of Patterson has been named office manager of the *Wayne County Journal-Banner*. She replaced Debbie Lilly, who retired after 16 years with the weekly.



Susan Eaton

Eaton, a graduate of Southeast Missouri State University, worked in the 1980s and 90s in the ad sales department of the *Southeast Missourian* in Cape Girardeau. From 1997 to 2009 she was the media director for Red Letter Communications, a marketing/communications agency.

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Several member newspapers have called the hotline recently wanting to talk about handling comments to their stories on websites. The biggest concern was how to handle the risk that a person posting a comment will make a defamatory statement and whether to require those posting to use their real names.

It's an issue that is of concern to publishers large and small all across the country as newspapers attempt to engage their readers in discussion of important issues that are covered by their reporters. Many smaller publishers have seen this feature on larger newspaper websites and are working to bring it to their communities.

The format being used for such sections varies, depending on how the paper sets up this feature. The issues that most publishers want to talk about are defamatory comments being put up on the website without the newspaper's knowledge, and abusive language that ends up being posted by people who hide behind anonymity.

As we've talked about many times, it is a general rule that you as a publisher are responsible for the content of everything in your newspaper and on your website, whether you create it or not. However, the Communications Decency Act of 1996 provides you with a defense for **online** comments posted by third parties. (It is important to note that this provision applies only to your online comment section and not to any other statements in a print publication.)

This is because your online comment sections put you into the category of an "interactive service provider," and Sec-

tion 230 of the act protects those in this category from the liability created by comments made by third parties.

However, there are a number of issues that still trouble publishers. Primary among them is the fact that if you have those interacting with you through such comments register in order to participate in the online discussion, you are the holder of information about them through this registration process.

You may be requiring them to register with their actual names in order to encourage them to take responsibility for their comments.

But some posters will feel constrained about what they say in order to protect their jobs, their positions in

the community or other attributes that would be harmed if their identities were known. Union members at times have commented that they cannot freely speak about union activities that are troubling if they cannot speak anonymously, as have employees at companies who wish to speak about improper activities where they work. Government employees who wish to disclose illegal actions by elected officials are hindered if they cannot speak behind a pseudonym.

And, of course, the arguments for this position hark back to "The Federalist Papers," many of which were written under false names by our nation's forefathers.

However, even if you allow posting under a pseudonym, many computer systems collect the IP address of the poster. If your system does that, then you will at some time possibly receive a subpoena demanding that you release the poster's real name or his IP informa-

tion so he can be held accountable for his comments.

Your terms of use should address all of these issues, especially the ones regarding what your responsibilities are to the user if you receive such a subpoena. Will you notify them before releasing the information? Will you simply release it or will you litigate the issue on their behalf until a court orders you to release it? Are you willing to go to jail rather than release that information?

And while, under Section 230, you may have no liability for the comments, do you want to create a way for readers of the comments to notify you if a comment is abusive? Many newspapers have such mechanisms in place, so they can actually take down any comments they feel are improper. This mechanism encourages your readers to assist you in monitoring comments.

Other papers encourage their staff members to read the comments and interact with posters on stories they have written in an effort to keep the dialogue civil and to add to the stories they have produced.

Some papers have a system to eliminate commenting totally on certain stories that are deemed to be high risk for abusive comments.

I do have available several "Terms of Use" examples that I will be happy to share with you if you are re-evaluating your system or if you are creating one for the first time. And there's a wonderful discussion of this issue on the podcasts that Missouri Press Association has available to you online and on iTunes (<http://www.mopress.com/Podcasts.php>).

Whether or not you deem such a feature to be important to your paper is an editorial function that's in your hands. But from a legal standpoint, know that you do have protections in place that should limit your liability for this feature of your website.



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Some posters will feel constrained about what they say in order to protect their jobs.

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CALENDAR

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

23-24 — Little Brown Jug Golf Tournament, Excelsion Springs

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

October

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

21 — Missouri Photojournalism Hall of Fame Induction, Washington

November

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

Star reporter in U.N.

Kansas City Star reporter Mike McGraw was among the panelists at a U.N. discussion in June on the media's role in exposing human trafficking.

McGraw was among a team of journalists that last year published an award-winning, five-part series on human trafficking. *The Star* found that the U.S. government was failing to find and help thousands of human trafficking victims.



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