

July 2012

Missouri Press NEWS



Among the presenters at the Southeast Missouri Press Association meeting in Cape Girardeau was Stephanie Padgett of the School of Journalism.

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In what has become a tradition, area legislators spoke at the Northwest Missouri Press Association meeting in St. Joseph.

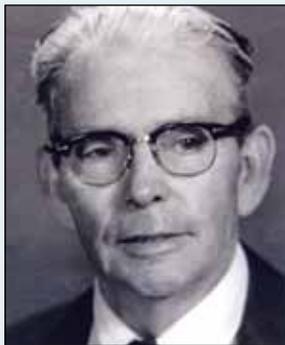
10-11



Tom Miller Sr.



Dave Berry



Bill French

2012 Missouri Newspaper Hall of Fame Inductees



Steve and Linda Oldfield



Dean Mills

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USPS goes from partner to competitor

MPA staff putting final touches on September Convention

With several local events to cover and the regional press meetings, the summer has been passing along quickly. Kathy and I enjoyed meeting the folks at the Southeast Missouri Press Association at the beginning of June. There was good attendance and a lot of good information at the meeting, and we enjoyed checking out the restaurants and the landmarks on the riverfront while we were at Cape Girardeau.

The Missouri Press Board met in the middle of the month at the Reynolds Journalism Institute in Columbia. What a fantastic place the RJI is. The School of Journalism certainly is on the cutting edge of the new technology that will take our industry into the next era. The center also is going to become the new headquarters of the American Society of News Editors.

We were sorry that the Show-Me Press had to cancel its meeting, but several of our newspaper folks stayed in Columbia to play in the Porter Fisher Classic on the University's course.

Later in the month, the Northwest Missouri Press Association held its first beginning-of-the-summer press convention in St. Joseph. We were able to brush shoulders with several politicians and picked up even more ideas on reporting and design while attending the meeting. This is the first summer meeting in the long history of Northwest Press, a change from January gatherings.

Congratulations to Nancy Elmore, who is celebrating her 65th year as a member of the staff of the *Excelsior Springs Standard*. She was honored at a surprise reception on June 23.

It's hard to imagine the changes that Nancy has seen during the years she has been on the newspaper's staff. According to publisher Brian Rice, Nancy has been involved in the publication for more than 14,460 issues of the *Standard* since joining the staff in 1947.

Through our newspaper associations comes more disturbing news about the United States Postal Service. This time, rather than trying to reduce mail service, the folks at USPS are trying to take away our business by dealing directly with our advertisers. The biggest plum for the postal service apparently is Valassis, a company that places inserts in many of our newspapers. Apparently we are going to have another fight on our hands with USPS.

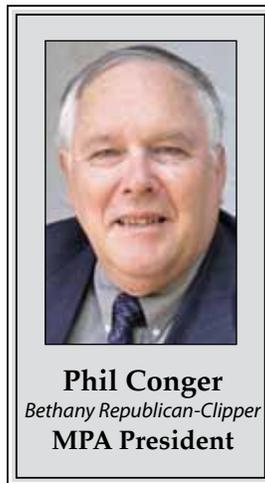
And other papers are reporting that their local postmasters are selling Every Door Direct advertising mail to their advertising customers.

On another note, the folks at the MPA office are putting the finishing touches on our convention, which will be Sept. 20-22 in Columbia. An exciting addition to the agenda will be a visit to Columbia's downtown arts district on Thursday evening.

There will be a couple of high-profile forums featuring candidates for governor and U.S. Senate during the convention.

At the same time as our convention will be the annual blues and barbecue festival underway in downtown Columbia.

Keep watching for further developments as the convention approaches.



Rather than trying to reduce mail service, the folks at USPS are trying to take away our business by dealing directly with our advertisers.



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Missouri Press Association 146th Annual Convention Schedule

Holiday Inn Executive Center
2200 I-70 Drive S.W., Columbia, Missouri

Thursday, Sept. 20

- 12:30 p.m.** MPA and MPS Board Luncheon
1:30 p.m. MPA and MPS Board Meeting
6:30 p.m. Reception and Gallery Hop in the North Village Arts District. Bus to Orr Street Studios (food and beverages), visit Perlow-Stevens Art Gallery (wine), and enjoy music (dessert and beverages) at The Bridge, all in The District (downtown Columbia).
9 p.m. Bus returns to the hotel.

Friday, Sept. 21

- 8 a.m.** Breakfast with speaker: **Bryna Krauth**. "Inspirational Leadership Starts with You!"
9:15 a.m. Forum, Missouri Gubernatorial Candidates
10:45 a.m. Forum, U.S. Senate Candidates
12:15 p.m. Annual MPA Business Meeting and Election of Officers
12:30 p.m. Luncheon with speaker **Paul Steinle**. "Who Needs Newspapers?"
2:00 p.m. Breakout: **Max Heath**, NNA Postal Guru
2:00 p.m. Breakout: **Bryna Krauth**. "Become a Brand Expert for your Advertisers"
3:15 p.m. Documentary Film Screening: "Deadline in Disaster," Featuring The Joplin Globe
6 p.m. MPA Newspaper Hall of Fame Reception
6:30 p.m. MPA Newspaper Hall of Fame Banquet

Saturday, Sept. 22

- 8 a.m.** Breakfast by Regions. Enjoy visiting over breakfast with MPA members from your area.
Speaker: TBA
9:30 a.m. Breakout: **Rudi Keller**, Columbia Daily Tribune. "Covering the Civil War: Quick Tricks to Find Good Stories for the Sesquicentennial"
Breakout: Digital Innovations Panel. Hear from **Mike Jenner, Jon Rust, Andy Waters, Jeff McNiell** and **Jane Haslag** about the latest cutting-edge ideas they are using at their newspapers.
10:45 a.m. Lightning Round Roundtables. All in one room, six "stations" with discussion leaders at each station, various newspaper and social media topics. Fifteen minutes each, then switch. Discussion leaders and topics:
- **Jean Maneke**, *Maneke Law Group* -- Talk legal issues with your Media Attorney
- **Jim Robertson**, *Columbia Daily Tribune* -- Newspaper Coverage and Policies on Sensitive Editorial Issues
- **Mike Beatty**, *The Joplin Globe* -- Does your Newspaper have a Disaster Plan?
- **Greg Baker**, *Missouri Press Service* -- Selling Political Ads and Newspaper Network Ads to Make Money
- **Phill Brooks**, *Missouri School of Journalism* -- Covering the Statehouse
- Using Social Media to Enhance your Newspaper Product
12 noon Better Newspaper Contest Awards Luncheon



Meet candidates at Convention

Gather with Missouri Press Sept. 20-22 in Columbia

Candidates for Missouri governor and U.S. senator will participate in forums on Sept. 21 at the 146th annual Convention of the Missouri Press Association. Gubernatorial candidates will take the stage at 9:15 a.m., Senate candidates at 10:45 at the Holiday Inn Executive Center in Columbia.

A Convention agenda and registration form are on pages 3 and 20.

The Convention will begin with an evening of entertainment and food in downtown Columbia. Guests will tour some of the galleries in the North Village Arts District, have food and drinks at Orr Street Studios and P.S. Gallery and have dessert and beverages at The Bridge, a music venue.

Buses will take guests from the Holiday Inn to downtown and back.

Before the candidate forums on Friday morning, marketing expert Bryna Krauth will speak at breakfast. Krauth was the featured presenter this spring at the annual meeting of the Missouri Advertising Managers' Association. She is president of Organic Marketing and

has spent the past 15 years working in media and marketing. She has been the publisher of a number of publications in Colorado, where she lives.

After the candidate forums, members of MPA will hold their business meeting and elect officers for 2013.

The luncheon speaker will be Paul Steinle. His topic, "Who Needs Newspapers?" Don't miss it!

Friday afternoon, Krauth will present one of two breakout sessions. NNA postal expert Max Heath will be the speaker for a concurrent session.

After the breakout sessions, the documentary film "Deadline In Disaster" featuring *The Joplin Globe* will be shown.

That will be followed by the Newspaper Hall of Fame reception and banquet, always a classy event.

Missouri Press is awaiting confirmation from Saturday's breakfast speaker.

Columbia Daily Tribune reporter Rudi Keller is writing a daily feature story about what was happening each day in Missouri during the Civil War. Keller will talk Saturday morning

about documenting the Civil War and how and where to get material.

During a concurrent session, a panel of Missouri publishers, ad directors and editors will talk about the technology they are using at their papers.

Those breakout sessions will be followed by Lightning Roundtables. Five experts will lead discussions on five different topics. You may visit each roundtable for 15 minutes, then move on.

The Better Newspaper Contest Awards Luncheon will conclude the annual Convention. All newspapers that win awards are encouraged to have staff members at the luncheon.

If you register by Aug. 5 you can save \$75 on registration (\$20 for retired MPA members).

Members can attend only the Saturday sessions and Awards Luncheon for \$45 (does not include breakfast).

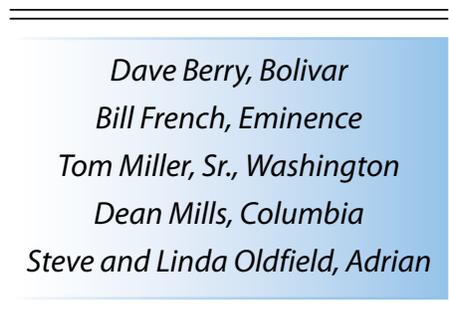
Guests may wish to remain in Columbia Saturday afternoon and evening and take in some of the 2012 Roots 'n Blues 'n BBQ Festival downtown. Check out this annual music and food event at <http://rootsnbluesnbbq.com/>.

6 will be inducted into Hall of Fame

Six people, including a small-town husband and wife publishing team and the dean of the Missouri School of Journalism, will be inducted in September into the Missouri Newspaper Hall of Fame. The induction program will be Sept. 21 during the 146th annual Convention of the Missouri Press Association (MPA) at the Holiday Inn Executive Center in Columbia.

This year's inductees are Dave Berry of Bolivar, the late Bill French of Eminence, Tom Miller Sr. of Washington, Dean Mills of Columbia and Steve and Linda Oldfield of Adrian.

Inductees are chosen from among people nominated by friends, associates and family members. Induction is based on a long career of sound, ethical



journalism and service to the Missouri newspaper industry and the community.

This will be the 22nd group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

Inductees or members of their families receive Pinnacle Awards. Plaques

with their likenesses are on permanent display in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

Following are brief biographies of the inductees, in alphabetical order.

Dave Berry

Dave Berry serves as vice president of Neighbor News of Missouri and is publisher of the *Bolivar Herald-Free Press* and several other weekly newspapers in southwest Missouri. A native of Aurora, he's a 1975 graduate of Southwest Missouri State University, where he edited the student newspaper for two years and successfully challenged administration censorship. He worked for the *Aurora*

Advertiser and the Mt. Vernon *Lawrence County Record* before and after college.

Berry became editor of the *Herald-Free Press* in 1977 and was named publisher in 1987. He was named executive vice president of Sterling Media Ltd. in 1989. The company owned weeklies in Bolivar, Buffalo and Stockton and a printing company until selling to the current owners in 1999.

Berry served as president of the Missouri Press Association in 2003, and has been active in press organizations, serving as president of the Ozark Press Association, Missouri Advertising Managers' Association and Missouri Press Service, Inc. He was a regional director for the National Newspaper Association and has lobbied on legislative issues affecting the newspaper industry.

Berry's civic involvement includes leading the Bolivar Area Chamber of Commerce and the Bolivar Rotary Club and serving on numerous local boards, including the Bolivar Board of Aldermen.

William Aden "Bill" French (1892-1980)

Bill French owned the *Current Wave* in Eminence, the *Winona Shannon County Democrat* and the *Birch Tree Shannon County Herald*.

He was editor and publisher of the *Current Wave* from 1937 to 1962. He became one of the Ozarks' most prolific writers with distinguished careers in journalism and education. French taught school a few years, continued to write and mastered the printing trade.

His diaries and journals reveal a love of life in the Ozarks and a lifelong enthusiasm for hunting, fishing, farming and writing—from newspapers to novels. He wrote serial stories and four books: "Drift-

wood of the Current," "Straight of the Hills," "Oakley of the Ozarks," and "Wrestling the Wilderness." A *St. Louis Post-Dispatch*

account noted the unique situation in which French "wrote the novels, edited them, set them in type, proofread, printed and bound them, then promoted and published them."

Later in life he recalled "the thrill that came to me when I saw one of my brain children displayed on the printed page with my name as author."

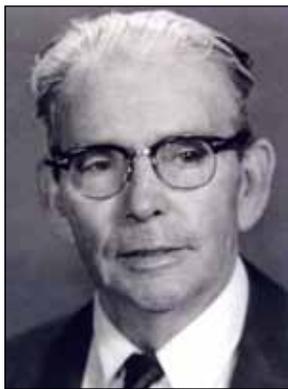
Thomas L. Miller, Sr.

Former co-publisher of *The Washington Missourian*, Tom Miller, Sr. has been around newspapers most of his life. At kindergarten age he was catching newspapers off the press of his father's newspaper in Milford, Iowa. His father, James L. Miller, Sr., sold *The Milford Mail* and bought *The Missourian* in 1937.

Tom started in the circulation department in 1957 after returning from military service in Korea. Then he assumed the post of advertising manager, leading that department into the mid-1990s. Upon his father's death in 1989, Tom assumed the role of co-publisher with his brother, William L. Miller, Sr., until Tom retired in 1996.

Under his leadership, the *Missourian's* advertising department won many awards, including some 20 first-place awards in Best Advertising from the Missouri Press Association.

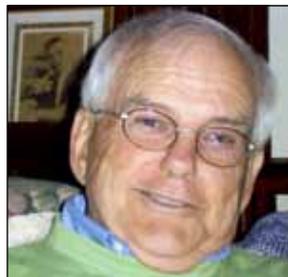
He served as president of the Missouri Press Association in 1992, president



Bill French



Dave Berry



Tom Miller Sr.

of the Missouri Advertising Managers' Association in 1971, received the University of Missouri Honor Medal for Distinguished Service in Journalism in 1992, and he's served on the board of advisors for the *Columbia Missourian*.

Other board memberships include the Missouri Press Foundation, the State Historical Society of Missouri, Downtown Washington, and president of the Washington Historical Society.

R. Dean Mills

Dean of the University of Missouri School of Journalism since 1989, Dean Mills' tenure in that job is exceeded only by Walter Williams, the first dean of the school. He has raised more money for the School than all seven previous deans combined.

Mills is the senior dean on campus, and he has the ear of the University's chancellor and provost, who regularly seek his advice and counsel. He has chaired important strategic planning groups that have helped the campus weather the loss of millions of dollars in state appropriations.

During his tenure as dean, the School of Journalism has ranked No. 1 in the nation in "U.S. News and World Report" rankings of journalism schools.

Mills grew up in a farming community in Iowa. After college he became a newspaper reporter and a foreign correspondent. In the early 1970s he was a *Baltimore Sun* correspondent in Washington, DC, covering the Watergate scandal, the resignation of Vice President Spiro T. Agnew and the *Roe v. Wade* Supreme Court decision.

Mills helped restore the community newspaper and management classes to the curriculum, established the Chair in

(continued on next page)

Community Newspaper Management and hired several faculty members with interests in and/or strong backgrounds in the newspaper industry.

He took the lead in bringing the National Newspaper Association to the University campus, where it got back on its feet after nearly failing 12 years ago in the Washington, DC, area. His crowning achievement may be developing and launching the nationally known Reynolds Journalism Institute during the 100th anniversary of the School in 2008.



Steve and Linda Oldfield

Steve and Linda Oldfield

Steve and Linda Oldfield, publishers of *The Adrian Journal* and *The Drexel Star*, are loved and admired by residents in their communities. For many years they have worked as a team to provide Adrian and the surrounding area with a newspaper every week having news and features that can be relied upon.

One avid subscriber said, “Their dogged reliability to keep this newspaper going is a very crucial part of who they are. They have an old-fashioned perseverance and stick-to-itiveness and come

hell or high water, they intend to ‘put out the *Journal*’ no matter what.”

Steve was president of the Missouri Press Association in 2006, president of the Central Missouri Press Association in 1989-90, served 12 years on the local Board of Education, and has been active in the local Lions Club and Chamber of Commerce. Linda was secretary of the

Show-Me Press Association for years, secretary of the Adrian Chamber of Commerce, secretary of the Adrian United Methodist Church and served on the local Park Board.

Linda’s parents, Lila Gunn and the late Bob Gunn — both MPA Hall of Fame members — began publishing *The Journal* when Linda was 15 months old.

Sweethearts since junior high, Steve and Linda married in 1974. Steve joined *The Journal* staff in 1982. He and Linda have been partners in the newspaper business for 30 years.

One of Steve’s legacies is the MPA President’s Gavel that he designed in 2006. It is used each year as a new president takes office.

Missouri Press seeks veto of bill that would close old crime records

The Missouri Press Association is calling on Gov. Jay Nixon to veto a bill that would allow people to seal the records of their convictions for crimes such as credit card fraud and illegally tapping into utility services.

In a letter sent to Nixon, the press association’s executive director, Doug Crews, said the bill violates the Missouri Constitution by combining too many subjects. The language on expunging criminal records, Crews said, is especially troubling because it closes records that are important when employers and the public need to learn about someone’s character.

“Our position has been that records of courts should be open, and that would include what happened last year and what happened 20 years ago,” Crews told the *Columbia Daily Tribune*.

The bill began its life as a measure to extend a fee collected from hazardous waste haulers. When it was finished, it covered subjects ranging from expunging criminal records to allowing some people younger than 21 to obtain a permit to carry a concealed weapon.

... Nixon has until mid-July to complete action on bills passed during this year’s session. (*Columbia Daily Tribune*)

Library pays Truman paperboy

The Truman Library and Museum made an unusual payment on May 23 in Overland Park, Kan.

During its “We’re Just Wild About Harry” celebration, about 300 residents of Tallgrass Creek retirement community witnessed the official payoff of Harry Truman’s delinquent, decades-old newspaper bill, amounting today to \$56.63, including interest. That went to Tallgrass Creek resident George Lund, now 80, who was Truman’s paperboy in Independence, delivering *The Independence Examiner*.

In 1947, when Truman was president, Lund was a 15-year-old paperboy who had the Truman home in Independence on his route for about six months. He remembers the amount owed was about \$7.50, and when Lund handed the route over to the next paperboy, he told him that if he ever collected that amount, Lund wanted it.

The May 23 event included an overview of the Truman presidency presented by Jim Peters, director of Osher Lifelong Learning Institute at the University of Kansas, and other activities. (*Independence Examiner*)

Letter

Thanks from Oklahoma

Dear MPA: We finished publishing the Patriotic Pals a month or so ago. I appreciate the chance to bring young readers such a great series of stories and encourage them to become newspaper readers.

I think series like this are key to bringing a new generation into the newspaper world and encourage them to have the chance to hold a story in their hands and not rely on a computer for all their enjoyment of the printed word.

Thanks for such a wonderful series!
Gracie Montgomery
The Purcell (Okla.) Register

After 65 years with paper, Nancy Elmore runs show

Nancy Elmore stepped into the offices of *The Daily Standard* in Excelsior Springs on June 23, 1947. At the age of 19, Nancy picked up her pencil and began proofreading a newspaper that shared the news of a major flood from the Fishing River and the damage it caused to downtown Excelsior Springs businesses. Today, 65 years later, Nancy is still proofreading pages — along with a few other duties — for the same newspaper, in the same building, for the same community. The job suited her!



Nancy Elmore with *Daily Standard* publisher Brian Rice, left, and Paul Stevens, former Associated Press bureau chief and son of Walter Stevens, who hired Elmore in 1947. (Excelsior Springs Standard photo)

More importantly, Nancy suited the newspaper. Founded in 1889, *The Daily Standard* has covered the stories and events of Excelsior Springs for the past 123 years. Nancy has been a part of that for over half of those years. Starting with a major flood that had rolls of newsprint floating in the basement, to the history-making visits of people like Harry Truman, Nancy has quietly poured her

heart and soul into this humble small-town Missouri newspaper. Walter Stevens, publisher and editor of *The Standard* in 1947, can be credited for what is inarguably the best hire of this newspaper's history.

A celebration of Nancy's accomplishment took place June 23 at the First United Methodist Church in Excelsior Springs. From 2 to 4 p.m., Nancy was greeted by more than 150 family members, friends and surprise guests in an emotional tribute to the well-deserving lady.

One of the many surprise guests was Paul Stevens, son of Walter Stevens, bringing well-wishes from Nancy's first employer, who was unable to attend.

Other surprises included presentations of awards from current publisher Brian Rice, and from Missouri Press Association Executive Director Doug Crews and MPA President Philip Conger, publisher of the *Bethany Republican-Clipper*, both personal friends of Nancy and her family from days past.

Missouri Rep. Bob Nance presented Nancy with a special proclamation from the state.

Guests spent the afternoon laughing, hugging and sharing warm memories with Nancy around cake, punch, and a video slideshow of Nancy through the years.

Nancy has left more than just proofreader marks on this newspaper. Her professionalism, intelligence, charm and humor have galvanized themselves into the "character" of *The Standard* and *Town & Country Leader*. It is rare to enter the building and not see Nancy's warm smile greet you at the front counter. She knows almost everyone by name and will stop at nothing to satisfy every customer and subscriber. (*Excelsior Springs Standard*)

Ball field named after Joplin Globe's late sports editor

Before the home baseball opener for the Joplin Outlaws on June 5, more than 20 members of the late Wendell Redden's family gathered on the field. They listened as Joplin Mayor Melodee Colbert-Kean read a proclamation naming the new field Wendell Redden Stadium.

Redden was *The Joplin Globe's* sports editor for 44 years before retiring in 1995. He died on Feb. 17, 2011. Redden's wife, Susan, a reporter for *The Globe*, participated in the stadium dedication. "He did so much to help people get recognition throughout the area," she said.

The Reddens' great-grandson, Noah, 3, threw the ceremonial first pitch of the June 5 game to Outlaws catcher Ben Smith. Noah then received an autographed team ball.

Tim Redden, Wendell's son and Noah's father, said, "His name will live on in something that he loved, and that's young people playing baseball."

The field in the Joplin Athletic Complex is the home of the Outlaws, many area youth and school teams and national tournaments.

Mark Rains, general manager of the Outlaws, said, "Wendell was a prince of a gentleman. Everyone in town knew him and nobody had a bad word to say about him. ... The city of Joplin did a good thing by doing this." (*The Joplin Globe*)

Tribune has iPad app

The *Columbia Daily Tribune* in April launched a version of the newspaper for use on an iPad. Readers can access the app for free at www.columbiatribune.com/webapp. Readers can flip from one story to the next rather than returning to the home page to select another story.

Online subscribers can pay \$3.59 a week for access to the *Tribune's* app and online versions. More than 9,000 people are paying for online access to the *Tribune* through one of its subscription options. (*Columbia Daily Tribune*)



Past Presidents hold annual dinner in Columbia

Past Presidents of the Missouri Press Association and their spouses gathered in Columbia on April 26 for their annual dinner. Those attending and the year of their service as president were, front row from the left: Steve Oldfield, Adrian (2006); Bill Miller Sr., Washington (2000); R.B. "Bob" Smith III, Lebanon (1991); Kirk Powell, Pleasant Hill (1994); Wally Vernon, Eldon (1973); Tom Miller Sr., Washington (1992); Betty Spaar, Odessa (1988); Bill Williams, Thayer (1974); and Bob Wilson, Milan (1999). In the back row, from left: Hank Waters,

Columbia, representing his wife, Vicki Russell (2009); Jim Sterling, Columbia (Bolivar 1985); Dave Bradley, St. Joseph (2007); Bill James, Warrensburg (Harrisonville 1998); Phil Conger, Bethany (2012); Ed Steele, Columbia, retired Missouri Press advertising director; Dane Vernon, Eldon/Versailles (2002); Jack Whitaker, Hannibal (2008); Kevin Jones, St. Louis (2010); Joe May, Mexico (2011); Don Warden, Owensville (1993); and Dalton Wright, Lebanon (1986).

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Donna Buerck, right, of the *Perry County Republic-Monitor* in Perryville, received the Mildred Wallhausen Award at the Southeast Missouri Press Association meeting on June 1 at Southeast Missouri State University in Cape Girardeau. Presenting the award is friend and co-worker Sandy Schnurbush.

Perryville ad designer receives Wallhausen Award from SEMO Press

Perry County *Republic-Monitor* ad designer Donna Buerck received the 2012 Mildred Wallhausen Award on June 1 from the Southeast Missouri Press Association. The award was presented by friend and coworker Sandy Schnurbush during the Association's 119th annual conference held at Southeast Missouri State University in Cape Girardeau.

The Wallhausen Award was instituted in 1997 to honor individuals who have contributed to the betterment of journalism in Southeast Missouri. It is named for Mildred Wallhausen, long-time publisher of the *Enterprise-Courier* in Charleston and the *East Prairie Eagle*, who worked for more than 70 years in Southeast Missouri journalism and served as SEMO Press historian until her death at 94 in 2009.

Buerck has been employed at the *Republic-Monitor* in Perryville for 28 years, beginning her career as a typesetter before moving to the advertising design department in the 1990s.

She has won numerous awards from Missouri Press Association for design, and her work has been featured multiple times in the Metro Creative Graphics magazine. (*Perry County Republic-Monitor*)



Leaders of the Southeast Missouri Press Association for 2012-13 include, front row from left, Amanda Layton, President, *Perryville Republic-Monitor*; Peggy Scott, Historian, *Leader Publications, Festus*; Donna Denson, First Vice President, *Southeast Missourian*; and Ann Hayes, Executive Secretary, Southeast Missouri State University; back row, Scott Seal, Director, *Portageville Missourian News*; Ed Thomason, Director, *The Weekly Record*, New Madrid; Kate Martin, Director, *The Perryville Buzz*; Kim Combs, Director, *Wayne County Journal-Banner*, Piedmont; Michelle Friedrich, Secretary/Treasurer, *Poplar Bluff Daily American Republic*; and Gera LeGrand, Director, *Southeast Missourian*.



Stephanie Padgett, center, from the Missouri School of Journalism, visits with members of the Southeast Missouri Press Association after her presentation at the annual SEMO Press meeting June 1 in Cape Girardeau. Padgett talked about new media for promotion. Accompanying her was student Matt Kamp, who is on a team of students who created a social media mobile advertising service. SEMO Press members are, from the left, Peggy Scott, Ann Hayes, Donna Denson and Gera LeGrand. Other presenters at the SEMO meeting were design consultant Ed Henninger and *Southeast Missourian* general manager Mark Kneer. During the annual meeting, Amanda Layton of the *Perry County Republic-Monitor* succeeded Betty Watkins of the *Daily Statesman*, Dexter, as president.



Guests at the Northwest Missouri Press Association meeting in St. Joseph on June 22 listen to candidates for Missouri's Sixth Congressional District state their campaign positions during a forum at Missouri Western State University. Incumbent Sam Graves, a Republican, had a schedule conflict and could not

attend. Since redistricting required after the 2010 census, the Sixth District has been expanded eastward. It now encompasses most of Missouri north of I-70, from the Missouri River on the west to the Mississippi River on the east. As pointed out by one of the candidates, the district is larger than a number of states.



Democratic candidate Kyle Yarber of Gladstone takes his turn telling the Northwest Missouri Press group why he's running for Congress in Missouri's Sixth District. The other candidates, from the left, are Christopher Ryan, Republican, Liberty; Bill Hedge, Democrat, St. Joseph; Dr. Ted Rights, Democrat, Hamilton; Russ Lee Monchil, Libertarian; Bob Gough, Republican, Lee's Summit; and Ronald Harris, Democrat, Kansas City. Afternoon sessions at Northwest Missouri Press's 122nd annual meeting included showing of the documentary film "Deadline In Disaster" about *The Joplin Globe* and the May 22, 2011, tornado, followed by a discussion about disaster preparedness led by Northwest Press President Matt Daugherty. Then Ken Newton, a reporter and columnist on the staff of the *St. Joseph News-Press*, talked about various resources available for covering politics and campaigns in Missouri. A concurrent session focused on Best Ad Ideas, with attendees sharing their top projects of the past year. After a session on page design presented by Paul Branson of the *News-Press*, several of the guests went to dinner at Barbosa's Castle near downtown St. Joseph. A few early arrivers gathered on Thursday evening for dinner at Boudreaux restaurant.

122nd meeting of NW Missouri Press held in St. Joseph

ST. JOSEPH — Former Missouri Appeals court chief judge Edwin H. Smith of Country Club Village was honored June 22 by the Northwest Missouri Press Association.

Other honorees were longtime area publisher Will Johnson and Missouri Western State University.

The James C. Kirkpatrick Award, given in recognition of service to the state, was presented to Smith at a luncheon at the press group's 122nd annual convention. The event was held on Western's campus.

Smith currently is in private law practice with the Polsinelli Shughart firm in St. Joseph. He served nearly 12 years from 1995 to 2007 as a member of the Missouri Court of Appeals, Western District. The final two years he was chief judge of the court.

Earlier Mr. Smith served nearly seven years from 1989 to 1995 as presid-



Dave Bradley, right, publisher of the *St. Joseph News-Press* and a longtime friend of former judge Edwin Smith, left, presented the James C. Kirkpatrick Award to Smith during the Northwest Missouri Press meeting on June 22 in St. Joseph.



These Missouri legislators participated in the Legislative Panel during the Northwest Missouri Press Association meeting in St. Joseph. Some of them have been to a number of these sessions at the annual meeting of Northwest Press. From the far left, the legislators are Rep. Pat Conway, D-27 (redistricted to 10), St. Joseph; Rep. Mike Thomson, R-4, Maryville; Rep. Glen Klippenstein, R-5, Maysville; Sen. Rob Schaaf, R-34, St. Joseph; Rep. T.J. Berry, R-35 (redistricted to 38), Kearney; and Rep. Galen Higdon, R-29, St. Joseph.

ing judge of the Fifth Judicial Circuit (Andrew and Buchanan counties). Before that he served 10 years from 1979 to 1988 as the last magistrate and the first associate circuit judge of Andrew County.

The press group also saluted Johnson, former publisher of *The Tarkio Avalanche* and *The Fairfax Forum*. He received the group's Merrill Chilcote Award for service to journalism in Northwest Missouri.

Johnson and his wife, Joy, operated the business in Atchison County from 1981 until selling the newspapers in 2010 to W.C. and Mike Farmer of Rock Port.

Dr. Robert Vartabedian, Missouri Western's president, accepted the Craig Watkins Friend of Northwest Press Award on behalf of the university. The institution was praised for its support of journalism education and its openness in dealing with the media.

The press group also elected a new president for 2012-2013: Adam Johnson, publisher of the *Mound City News*. He succeeds Matt Daugherty, publisher of the *Liberty Tribune*, *The Kearney Courier*, *The Smithville Herald* and *Gladstone Dispatch*.

Other officers include Kathy Conger, *Bethany Republican-Clipper*, secretary, and W.C. Farmer, *Atchison County Mail* in Rock Port, treasurer. (*St. Joseph News-Press*)



Left, top: Adam Johnson, right, publisher of the *Mound City News* and then-first vice president of Northwest Press, presents the Merrill Chilcote Award for service to journalism in Northwest Missouri to his father, Will Johnson of Tarkio.



Left, center: Steve Booher, a Northwest Press board member, presented the Craig Watkins Friend of Northwest Press Award to Missouri Western State University. Dr. Robert Vartabedian, president of the university, accepted the award.

Left, bottom: Adam Johnson, right, new president of Northwest Missouri Press Association, presents the Past President Plaque to Matt Daugherty, publisher of the *New-Press & Gazette Co.* newspapers in Liberty, Kearney, Smithville and Gladstone.



St. Louis American wins 8th top award

For the eighth 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 Merit Awards Gala held in Atlanta in June.

The *American* won first-place awards for Website, General Excellence, Layout and Design, Lifestyle Section, Special Edition, News Pictures, Use of Photographs and Sports Section.

Learn how to get community involved with your newspaper

Joy Mayer spoke at a Missouri Press Foundation seminar earlier this year at the Reynolds Journalism Institute. She was so well received the Foundation is offering a full day of her insight into how community newspapers can engage with readers using new social media strategies.

This July 20 workshop is targeted specifically at small community newspapers.

Mayer, on the faculty of the Missouri School of Journalism, will talk about the digital tools that make community conversation easier and how to open your newsroom to interaction with your community.

Plan now to attend this Community Engagement for Community News seminar from 10 a.m. to 4 p.m. Friday, July 20, at the Reynolds Journalism Institute on the University of Missouri

campus in Columbia. The cost is \$40, and includes lunch.

Mayer is the faculty editor at the *Columbia Missourian*, where she is the director of community outreach. She teaches classes in participatory journalism, multimedia design and print design. Her work focuses on community engagement in journalism and how news and information can be more of a conversation and less of a lecture.



Joy Mayer

A registration form for the July 20 workshop is at www.mopress.com/current_forms.php, or contact the MPA office and a form will be emailed or faxed to you.

If you need more information, contact Dawn Kitchell, Missouri Press Foundation's education director, at kitchelld@emissourian.com.

Monroe Co. Appeal sold to owners of Canton, LaPlata papers

After about 20 years as the owner, Richard "Dick" Fredrick sold the *Monroe County Appeal* in Paris to Lewis County Press, LLC, effective June 1.

When he bought the paper in 1992, Fredrick was the city attorney of Paris and a member of the Paris R-II School Board. In a farewell column, Fredrick wrote that he plans to continue writing his "My Turn" column for the paper and he will continue his law practice.

David Eales, editor of the paper for Fredrick, has been named publisher. He has been with the newspaper for six years.

The *Appeal* joins LLC newspapers the *Lewis County Press-News Journal* in Canton, and the *Macon County Home Press* (South Edition in Bevier and North Edition in LaPlata).

Chicago-area investors Bob Ely and Phil Calian own Lewis County Press LLC.

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More than ever, Missouri's rural and suburban families use **propane** to fuel their active lifestyles. For cooking, heating, hot water, drying clothes or fireplaces...nothing matches the **Exceptional Energy** of propane! **Propane** is safe, clean-burning, affordable and dependable; it's the perfect fuel for your readers and their busy families! Visit the Missouri Propane Education and Research Council at MissouriPropane.com or call (573) 893-8298.



National honors for Missourians

Entries in the National Federation of Press Women's 2012 Communications Contest merited Missouri Professional Communicators 11 top awards, including four firsts, four seconds, two thirds and one honorable mention.

Catherine Neville and Lisa Triefenbach, both of St. Louis, paced the group. Neville received a first, second and third and Triefenbach's designs received second place. They were honored for their work on St. Louis' "Feast" magazine and Feaststl.com website.

A first-place feature by Kristen Hare of O'Fallon was published by the *Beacon* online newspaper. Linda Jarrett of Manchester received first place for a short story published in a Missouri Writers' Guild anthology.

Two stories by Susan Fadem of St. Louis, each appearing in the *St. Louis Jewish Light*, took first place among special articles-religion.

Allison Stein of Kansas City received two second-place awards for editing her special interest website and a social media campaign she conducted on

Twitter.

Jessica Z. Brown Billhymer of Ladue was awarded third place for her work appearing on the website of non-profit Gateway Media Literacy Partners.

Rounding out the awards was an honorable mention to Suzanne Corbett of St. Louis for two special articles about travel.

The entries became eligible for the national contest after receiving first place in the state contest.

Winners will receive certificates at the closing banquet of the NFPW Conference on Sept. 22 in Scottsdale, Ariz., when the group will celebrate its 75th anniversary.

Sources and Resources for Missouri Newspapers



For information about health care, contact:
Lizabeth Fleenor
 Director of Communications
 Managing Editor, Missouri Medicine
 800-869-6762
 lfleenor@msma.org • www.msma.org



Socket 1-800-762-5383
Tech Talk
 Press-ready technology tips
 by the friendly folks at Socket.
www.socket.net/techtalk



For information about
 agriculture or issues
 affecting rural Missouri,
 call 573-893-1468.
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On the Move

• **Bethany** — Cory Booth, an advertising major at Northwest Missouri State University in Maryville, is working this summer as an intern at the *Republican-Clipper*, the weekly published by MPA President Phil Conger and his wife, Kathy.



Cory Booth

Booth, who also works on his family's farm near Ridgeway, is selling and designing print and web ads for the *Clipper*.

• **Boonville** — Drew Deubner, online and news editor of the *Daily News* since December, resigned effective June 13 for a position with a mortgage company. Deubner lives in Columbia.

• **Thayer** — Wanda Yarnell has retired after 34 years in prepress production for Areawide Media, which includes the *South Missourian News* and several publications in northern Arkansas.

Yarnell will trade pasting up ads, developing photos, proofreading and other tasks for tending to her farm and her grand and great-grandchildren.

• **Harrisonville** — Bethany Bashioum has joined the *Cass County Democrat-Missourian* as a reporter and photographer. She previously worked for the *N'West Iowa Review* in Sheldon, Iowa, and most recently at Calvary Bible College and Theological Seminary in Belton, where she lives. She worked as the website administrator and in public relations and marketing.



Bethany Bashioum

Bashioum earned a journalism degree from Evangel University in 2009 and recently completed a master's in communication at Regent University.

• **Ellington** — Maureen Laxton of Ellington is filling in at the *Reynolds County*

Courier for office manager Monica Stewart, who took a break to have her second child.

Laxton previously worked at a local restaurant for five years, so visitors to the newspaper will see a familiar face.

Stewart and her husband, Matt, and their daughter, Adrian, 2, on May 31 welcomed Gracie Jean Stewart into their family at Parkland Health Center in Farmington.

• **Drexel** — Stacy Rice, managing editor of the *Drexel Star* for several years, has left for another job.

Until they find a replacement for Rice, Steve and Linda Oldfield, publishers of the Drexel weekly, and Michele Burris, managing editor of the Oldfield's *Adrian Journal*, will produce the *Star*.

• **Owensville** — Jacob Warden recently became the fourth generation of his family to work for the *Gasconade County Republican*. Jacob is the son of publishers Dennis and Connie Warden and the grandson of retired publisher Don Warden and his wife, Jeannie. His great-grandfather, Ralph Warden, became an owner of the paper in 1949.



Jacob Warden

Jacob is the *Republican's* digital specialist. He's updated the paper's Facebook page and added a Twitter account. He's working on a paid website that will give readers the option of an online subscription.

• **Rolla** — Paul Hackbarth, a native of Belleville, Ill., and former reporter for the *Washington Missourian*, has joined the news staff of the *Rolla Daily News*.

Hackbarth is a communications graduate of the University of Missouri-St. Louis, where he worked on the student newspaper, *The Current*.

• **St. James** — James Blanc, a native of St. James, has joined the *Leader-Journal* as an ad rep.

Blanc replaced Nickol Beckemeier, who moved to a more editorial role with the *Leader-Journal* and the *Rolla Daily News*.

The *Leader-Journal* and *Daily News* are among the many Missouri papers owned by GateHouse Media.



James Blanc

• **Kansas City** — Andi Enns, a Park University senior, is the summer intern at *The Northeast News*.

Enns is studying public relations and multimedia journalism and serves as editor of *The Park Stylus* student newspaper in Parkville.

• **Waynesville** — Tammy Hoffman has joined the ad sales staff of the *Daily Guide*.

Hoffman, 42, has been in sales for more than 10 years and has lived in the Waynesville area for more than 20 years. She and husband Darren have three children.

• **Springfield** — Linda Leicht, 63, has been named opinion editor of the *News-Leader*, succeeding Don Underwood, who retired.

Leicht has been with the Gannett daily for 14 years and most recently was a senior reporter covering religion and nonprofit agencies. She joined the editorial board more than a year ago.

Leicht has been working at daily and weekly newspapers in Missouri and Arkansas since 1978. She joined the *News-Leader* as an editor but later returned to reporting, which she preferred.

She is pursuing a master's degree in religious studies at Missouri State University. She has two children and two grandchildren.



Linda Leicht

• **Joplin** — SPJ Publishing Inc. has named Carole Liston as editor of its *Tri-State Business Journal*. She started May 7,

succeeding Chris Roberts, who resigned after six years to take a communications administrator position with Joplin-based Christ In Youth. Roberts will remain on the *Journal* staff part time through a transition period.

Liston, a public relations representative, business owner and freelance writer, has done work for the *Journal* and *The Joplin Globe*. She owns Joplin-based Write Solutions.

Liston received her communications degree from Oral Roberts University and is working on a master's in writing at Spalding University. She also is an adjunct instructor of writing at Labette Community College.

Tri-State Business Journal is a sister publication of the *Springfield Business Journal*.

With the change of editor in Joplin, SBJ Publishing owners Dianne Elizabeth Osis and Jennifer Jackson named SBJ editor Eric Olson as editorial director of both of the publications.

• **St. Louis** — Former *Post-Dispatch* editor Arnie Robbins has been named

the new executive director of the American Society of News Editors (ASNE).

The move comes as the organization moves from the Washington, D.C., area to the Reynolds Journalism Institute on the campus of the Missouri School of Journalism.

Robbins succeeds Richard Karpel, who chose to remain in the Washington area.

Robbins, 59, spent 15 years at the *Post-Dispatch*, including more than six years as editor before stepping down in May. He begins with ASNE on July 9 and will commute between St. Louis and Columbia. (*St. Louis Post-Dispatch*)

• **Sedalia** — Lynn Kidd, who has 35 years in journalism, is the new publisher of *The Sedalia Democrat*.

Kidd succeeds Dave Phillips, whose contract was not part of the deal when Versa Capital Management, LLC, bought the newspaper from Freedom Communications. That deal closed on June 1.

All other *Democrat* employees kept their jobs.

The Democrat now is owned by OCM, LLC, an affiliate of Versa. Scott Champion is president and CEO of OCM.

Also part of the sale were *The Telegraph* in Alton, Ill., *The Journal-Courier* in Jacksonville, Ill., and *The Lima News* in Ohio.

OCM consists of 14 daily papers, 56 non-dailies, a number of niche magazine and tabloid publications and various online applications. (*The Sedalia Democrat*)

Customers thanked

The *Boonville Daily News* held its annual customer appreciation event on May 2 at Hail Ridge Golf Course. For three hours guests enjoyed golf contests, prize give-aways, food and live music.

Champion yodeler, song writer and singer Paul Belanger provided the entertainment. In 1997 Belanger was named Male Entertainer of the Year by Country Music of America, and he received the Album of the Year award.

MDC media staff can help you cover news about outdoor Missouri. Topics for next month include:

- Visit MDC shooting ranges in preparation for fall hunting
- Effective wingshooting workshops run August through October
- Visit MDC at state and regional fairs
- Show-Me Games shooting sports

For more information, contact

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We can help you help your readers discover nature.

www.MissouriConservation.org

Missouri Press features provide timely content

State history through Capitol art series coming

Independence Day this month is a terrific opportunity to use the Missouri Press feature on U.S. flag etiquette. We released the feature last fall and more than 270 newspapers nationwide downloaded it in just three weeks – most to commemorate Veterans Day.

MPA and The Missouri Bar created the feature to help teachers and students learn how to treat Old Glory in front of their schools, but the popularity for Veterans Day shows it is a feature that can be published for many occasions and repeated year after year. You can download the feature at www.mo-nie.com using download code usflag.

The free distribution of our serialized story “Patriotic Pals, Tails of the Civil War” has ended. Over the past six months more than 450 newspapers nationwide downloaded the story. It was the most popular Reading Across Missouri project in the eight-year history of the statewide reading campaign – 162 Missouri newspapers downloaded the story.

The huge success of the “Patriotic Pals” project was in large part due to its connection to the Civil War, but it’s also a fun read. The commemoration continues through 2015, so if your newspaper hasn’t published the nine-chapter story, there is still plenty of time to share with your readers Chuck’s tale about dog

mascots.

“Patriotic Pals” still is available for sale through our Missouri Press Foundation Serials catalog, along with 36 other stories, including “Window to the Past,” which commemorates the 100th anniversary of the Girl Scouts. The cost of an MPF story for a community newspaper is very small – beginning at \$25 for a newspaper with less than 5,000 circulation. You can see samples and pricing for all of our stories at www.mo-nie.com.

Many newspapers are promoting summer reading in partnership with their local libraries. Don’t overlook a series of no-cost features from the North Carolina Press Foundation that provides newspaper activities and encourages children to visit their local library. You can find out more about these at ncpress.com/ncpf/ncnie/newindex.html.

Another terrific tool to encourage

children to read and to help parents find good books for them is the Book Buzz Picks column. Book Buzz celebrates its 10th anniversary this September. A new column is posted every month recommending three new children’s books on different reading levels. Past columns are archived and available as well.

There is no cost for this feature thanks to the generosity of the *Washington Missourian*. You can download this month’s Book Buzz Pick’s column at www.mo-nie.com using download code buzzjul12.

Another great feature that can be used over the summer is the two-part “Lost Ladybug” series. More than 100 newspapers nationwide have downloaded this series, and the Lost Ladybug Project has benefitted from the newspapers’ involvement. Citizen scientists have contributed more than 13,000 photos, helping locate nearly extinct domestic ladybug species.

Schools will be getting under way again in August, and Missouri Press will hit the ground running! We’ll have an updated “Vote Missouri” election series to help you teach readers about redistricting, representatives, senators, the governor, president and voting in our state.

Following our election materials, we’ll release an exciting new series on Missouri history through the art in the State Capitol. Missouri Press is working with author and MissouriInet news director Bob Priddy on a series that will teach all Missourians about the treasures inside our landmark building.

By publishing these features, community newspapers are keeping Missouri children connected to their communities and are helping teach vital academic skills and citizenship lessons.

Missouri Press is your partner in these efforts. Beyond the features we produce, we can provide guidance and training resources to help you reach out to children, parents and educators. As we head into a new academic year, please call on us if we can help you.



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

Who Really Elects the President?
It took the Framers of the Constitution for a complicated reason to opt for the Electoral College in 1787. The Framers considered various options, including letting the state legislatures or the U.S. Congress elect the president. The best option was a direct election by the people because they felt that the people were not educated enough to make such an important decision. The compromise solution for choosing the president was a mixture of direct election by the people and an indirect body—the Electoral College.

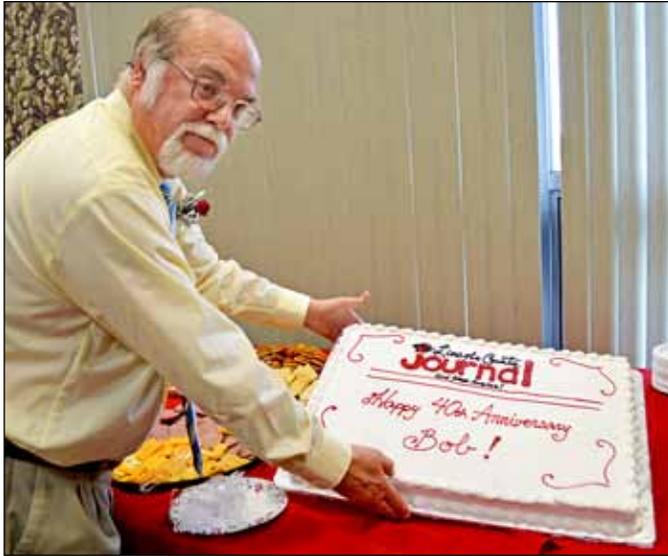
Interesting Facts:
1. A candidate needs 270 of 538 electoral votes to win the White House. It takes a total of 538 electoral votes to elect the president. The best people also vote direct election by the people because they felt that the people were not educated enough to make such an important decision.

Learning Extensions:
1. For all grades, go to <http://www.archives.gov/electoral-college> to learn more about the Electoral College.

Honoring Our Flag
On June 14, 1954, the National Flag Code was adopted at the National Flag Conference. The conference was held in Washington, D.C., to establish procedures for displaying the United States flag. The code was based on long-standing flag practices. In 1942, Congress passed a joint resolution to honor the flag Code.

Flag Terminology:
The top horizontal bar of a flag is called the canton. The canton is the part of the flag that is the same color as the rest of the flag. The canton is the part of the flag that is the same color as the rest of the flag.

Activities:
1. Ask through your newspaper or parents to create a collection of photos, videos and audio clips that show the flag in use.



Bob Simmons shows off the cake served at the reception held in Troy in observance of his 40 years of service to the local newspapers. (*Lincoln County Journal* photo)

Bob Simmons honored

Forty years with one business is something most people cannot claim. Bob Simmons of Troy reached that milestone recently at the *Lincoln County Journal* and *Troy Free Press*.

On June 11 the two newspapers hosted an After Hours to honor Simmons. More than 100 friends and family members came out to celebrate the hard work that Simmons has put into the area newspapers. He received cards and other gifts from visitors.

R. Jack Fishman, president of Lakeway Publishers, which owns the papers, bought a TV set and entertainment center for Simmons. Among other gifts were a Cheers DVD set, a DVD player and Blues Hockey decorations from the staff.

Within the past year Simmons has been roasted at the Annual Britton House Fundraiser, and he celebrated another milestone — turning 60 years old. (*Lincoln County Journal*)

St. Louis newspapers in church's 1958 time capsule

Copies of the *St. Louis Post-Dispatch* and the *St. Louis Globe-Democrat* were among the items in one of two time capsules recovered during demolition of the former Rock Hill Presbyterian Church.

The time capsules were from 1935 and 1958. The newspapers were in the 1958 capsule.

The contents will be displayed at Rock Hill City Hall until they can be moved to the Fairfax House, the demolished church's manse.

Obituaries

Fairfax

Charles Norton

Charles T. Norton, 80, Fairfax, long-time employee of the *Fairfax Forum* and then owner of Sims Printing Co., died May 30, 2012.

Mr. Norton worked at the newspaper from 1954 until 1978, when he bought the printing business from the newspaper. He retired in 2006.

Survivors are his wife, Lila; two daughters, six grandchildren, a brother and two sisters.



Missouri Press Foundation

These individuals and organizations made recent contributions to Missouri Press Foundation. To make a donation with a credit card, call (573) 449-4167, or send checks to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

Missouri Press Foundation

Mike Sell, Columbia
The Albany Ledger

Contributions through Porter Fisher Golf Classic

CenturyLink
The Kansas City Star, Mark Maassen
Vernon Publishing, Dane and Trevor Vernon
Springfield Daily Events, Jeff Schrag
St. Louis American, Kevin Jones
Three Rivers Publishing Co., Rob Viehman
Dick Fredrick, Paris
Missouri Lawyers Media, Richard Gard

St. Louis Post-Dispatch Newspaper In Education Program

Citi, O'Fallon

Missouri Photojournalism Hall of Fame

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

Getting permission will keep you out of trouble

Give credit to source even when using a minor 'fair use' portion of material

When you look closely at nature, you can discern patterns in many things in the world around you. And so it is for the Missouri Press Hotline. Oddly enough, when I look at the kinds of calls I get, I can decipher patterns in them — times when I get a large number of calls about the same kinds of issues. Often that is what prompts these columns.

And so it is that I think it's time we talk again about copyright issues. With newspapers reducing staff, there are many papers using more freelance materials or press releases to fill the news hole. There's no need to avoid doing that, but it needs to be handled properly to keep yourself out of trouble.

Obviously, press releases probably arrive every day by the dozens. Materials that arrive from companies touting their products are clearly sent to you by the manufacturer in hopes you'll use the material for a story. Technically, the company owns the copyright — the reproduction rights — to the material in that press release. But I guarantee you that if it is a real press release from the manufacturer of the product, they are overjoyed for you to use their material, and if you desire to reproduce it word for word, they will be excited beyond words. No one will sue you for that!

However, material about a product that you may find in some other publication is copyrighted by whomever published that article. You may not, for example, reproduce an article about Apple iPads from a Consumer Reports publication. I'm sure you all know that.

At any rate, if you believe your readers need to see these columns, then know

that the politicians will never complain about copyright infringement when you republish their thoughts. On the other hand, if you read political commentary that you want to share with your readers in a political flyer or somewhere on the Internet, I suggest that the proper method of using it is to contact whomever is listed as the publisher of the flyer or the owner of the website and request permission to reproduce the material in your newspaper.



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

But wait, you are thinking! I thought "fair use" allowed us to reproduce content from other publications in our paper because it was for news purposes and not for commercial purposes. And that is true, so long as you attribute the source and, of equal importance, take only a very small portion of the content of the material.

How much is a small portion? There's no scientific formula — no set number of words which, if you fall within, you are "home free." This relates more to

the "gist" or "heart" of the material and whether you have taken so much that you've diminished the market for the re-sale of the original material.

This is an area where you should tread with caution. I'm happy to talk with you about any particular situation, and that's one of the issues covered by the hotline. But, the simple solution, of course, is always just to contact the owner and request permission to reproduce the material.

And whenever you obtain these reproduction rights, it never hurts to get that permission in writing. Is it the right to reproduce without payment? You certainly want that in writing to protect you later!

Is it rights to reproduce the content in your print product only, or does it include the right to reproduce it on the Internet? Does the owner of the copyright understand that your Internet content will be online forever?

These are all good issues to consider when you negotiate those rights. And I'd be happy to find in my forms some kind of release that might work for whatever situation you might have, if you would like some kind of form release available to you.

Just know that the worst thing you can do is to simply assume you can lift material from whatever source might cross your desk without considering who owns the copyright to the material. You don't like it when radio stations pick up the newspaper at the top of the hour and read your stories to their listeners. We need to show the same respect for others' rights if we want to protect our own!

Missouri Press Association / Missouri Press Service

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Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Adam Johnson, Mound City; Vice President, temporarily vacant; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President, Matt Daugherty, Smithville/Kearney/Liberty; Jim Fall, Maryville; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Chuck Haney, Chillicothe; ; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; Steve Booher, St. Joseph; D'Anna Balliett, Cameron.

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

OZARK PRESS ASSOCIATION: President, Keith Moore, Ava; Vice President, Whitney Anderson, Crane; Secretary-Treasurer, Dala Whittaker, Cabool. Directors: Roger Dillon, Eminence; Brad Gentry, Houston; Jeff Schrag, Springfield; Chris Case, Cuba; Tianna Brooks, Mountain View; Sharon Vaughn, Summersville.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Amanda Layton, Perryville; First Vice President, Donna Denson, Cape Girardeau; Second Vice President, Randy Pribble, Ironton; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Executive Secretary, Ann Hayes, Southeast Missouri State University; Historian, Peggy Scott, Festus. Directors: Gera LeGrand, Cape Girardeau; Kim Combs, Piedmont; H. Scott Seal, Portageville; Kate Martin, Perryville; Deanna Nelson, Sikeston; Ed Thomason, New Madrid.

DEMOCRATIC EDITORS OF MISSOURI: President, Richard Fredrick, Paris; First Vice President, Bob Cunningham, Moberly; Secretary, Beth McPherson, Weston; Treasurer, Linda Geist, Monroe City.

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CALENDAR

July

20 — Community Engagement Seminar, Reynolds Journalism Institute, Columbia

September

20-22 — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia

October

4-7 — 126th annual National Newspaper Association Convention, Charleston, S.C.

Editorial - St. Robert

Closing city records a choice of leadership, not a state requirement

After we went to press the city of St. Robert released a statement that the reasons for firing the city administrator and planning administrator had nothing to do with criminal behavior or financial misdealings. It's good to have that point clarified, but we have to take issue with one part of the city statement:

"Missouri law generally prohibits the City from discussing personnel issues."

... Actually, Missouri law does not prohibit discussing personnel issues, but cities usually choose to do so...

Jean Maneke, a Kansas City attorney who is a consultant for the Missouri Press Association, said, "Most attorneys advise public bodies to not discuss employment issues because they are afraid ... something will be said that will give the fired employee grounds to claim discharge due to employment discrimination or other grounds that would make the discharge illegal," Maneke said.

"THAT is the reason most public bodies don't release information about discharges, but there is NOTHING in Missouri law that makes it illegal to talk about why someone is discharged."

Public bodies can choose to close personnel records and there may be legitimate reasons for doing so, but it is in no way required by state law. (From an editorial in the *Pulaski County Mirror*)



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CONVENTION CANCELLATIONS: Cancellations received by Friday, August 20, 2012 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 20, 2012 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 August 5th.

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