



# Missouri Press News

Your inside story for  
**October 2003**



**9** Journalism School  
may get vacant  
building.

**10**

*St. Louis  
American*  
receives  
Missouri  
Honor  
Medal.  
(School of  
Journalism  
photo)



Contest awards  
presented in Kansas  
City. A list of winners  
is inside.

**19**



## City honors a favorite son

The community of Boonville unveiled a bust of Walter Williams, the first dean of the Missouri School of Journalism, on Sept. 14. Sculptor Sabra Tull Meyer was among those attending the ceremony. An account of the event with more photos is on page 8. (Photo by Jim Sterling)

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# Survey should help sell ads

## Candidates would do well to include newspapers in campaigns

**W**e have much cause to have faith in the efforts of our More in '04 committee to garner more political advertising for Missouri newspapers.

Of course, no one should expect us to turn the world upside down overnight. We didn't get in the position we are in over the span of two years or even four years. Decades of take-it-for-granted attitude on our part got us to where we are and it will take decades of hard work to change it. But we should be able to agree that we've made a big push to get the pendulum swinging in the right direction.

Your board has spent some Association money on a survey to determine the condition we are in and to benchmark voter attitudes. Convention attendees got a good look at the fresh results from the survey. More info will continue to come your way in this medium and others.

Some of what the survey tells us is that the voters' state of mind is ripe for what we have to offer. We've known that all along, but it's been a tough sell to the handlers of political war chests.

Now we have a tool to help make the case. Still, it won't be easy. Of course, who would know better than campaign managers how surveys can be skewed to get desired results, so we can expect them to be plenty skeptical, but they also should recognize valid results when they see them.

**T**he survey tells us — and will tell campaign planners — that 83 percent of Missouri voters strongly agree “that politicians spend too much money to get elected” and that 49 percent strongly agree “that television and radio political ads tend to be negative,” which is something that turns them off.

Voters think there are too many political ads on television and radio. At the same time, newspaper political articles come out

ahead of all but one source of information for help in deciding how to vote, so keep publishing those political stories (not to be confused with candidate news releases). Only voter pamphlets rank ahead of newspaper articles, but don't mistake that for an endorsement of direct mail. Only television news finished below brochures mailed directly to the home.

The survey also identifies newspapers as being a great source for reaching the 39 percent of Missouri voters who identify themselves as ticket splitters.

Our advertising is a helpful source for making voting decisions, too, ranking ahead of television and far ahead of radio. The same goes for which ads voters find to be more believable.

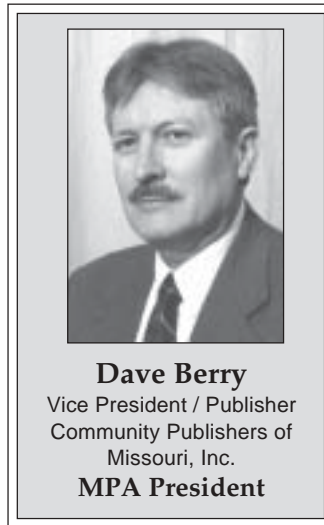
**A**nd here is one of my favorites, based on what I see so much of in southwest Missouri. What do you suppose voters find to be the most offensive forms of political advertising?

The most recent major election did a lot to cause the number one response, as 32 percent said phone calls from the candidate campaigns turned them off more than anything else. And we'll all be happy to know that television ads

were right up there with the unwanted calls, with 30 percent finding them to be a huge turn off. But one of my pet peeves was third: lawn signs.

Meanwhile, only one percent said they found newspaper political ads to be offensive. Of course, we have to admit that our political ad counts are not high enough to offend many people. In that regard, we could stand to be found more offensive.

Bottom line: The survey says we have a great story to tell campaign budget handlers, and it will help us tell it. □



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# Survey results to be shown

Attend workshop to learn about results of political advertising research

If you want to know what Missourians are thinking, you've got to ask them. That's what Missouri Press Association did this summer.

MPA commissioned Pulse Research, an independent market research firm based in Portland, Oregon, to conduct an in-depth survey of Missourians who are registered to vote.

Pulse Research is one of the nation's largest publication research firms, having completed over 3,000 surveys for more than 1,800 clients. MPA's survey focused on political advertising.

Results of the survey will be presented in a series of meetings throughout the state beginning in October. They also will be used by the Missouri Press staff to help sell newspaper advertising to candidates. Newspapers will be encouraged to familiarize themselves with the survey findings and use them to sell advertising to local candidates.

Pulse dialed nearly 7,000 random phone numbers to complete 400 20-minute interviews with registered voters from every county in Missouri.

Among the questions and "agree" and "strongly agree" responses:

- There are too many political ads on radio and television: 70%.
- I don't believe what politicians say in their ads: 79.5%.
- Television and radio ads tend to be negative: 72%.
- Negative television ads make me less likely to vote for that candidate or issue: 60%.

Results of the survey were presented during the MPA Convention in Kansas City in September. They will be shared with every newspaper in Missouri and

will be explained during the series of meetings.

Here's an interesting finding from the survey. More than 55% of respondents said they make up their minds how to vote within a week of the election and

sometimes in the ballot box.

When asked where they get information to help them decide how they will vote, more than 25% read newspaper articles. That ranked higher than debates on TV (21%), television ads (12%), radio ads (2%), TV news (4%) and information mailed into the home (5.3%). Only voter information pamphlets with 40.3% ranked higher than reading the newspaper.

This finding illustrates the value of newspaper advertising in the final days of a campaign.

Only 1% of the surveyed voters said they found ads in the newspaper to be the most offensive type of political ad. What ranked highest among most offen-

sive political ads?:

- 1<sup>st</sup>: Phone calls from candidate campaigns (32%).
- 2<sup>nd</sup>: Television ads (30.3%).
- 3<sup>rd</sup>: Lawn signs (19.3%).

Only live speeches by the candidates ranked higher than newspaper ads as the most helpful kind of political advertising. Only .5% of the people said they find radio ads to be most helpful. That's two out of 400!

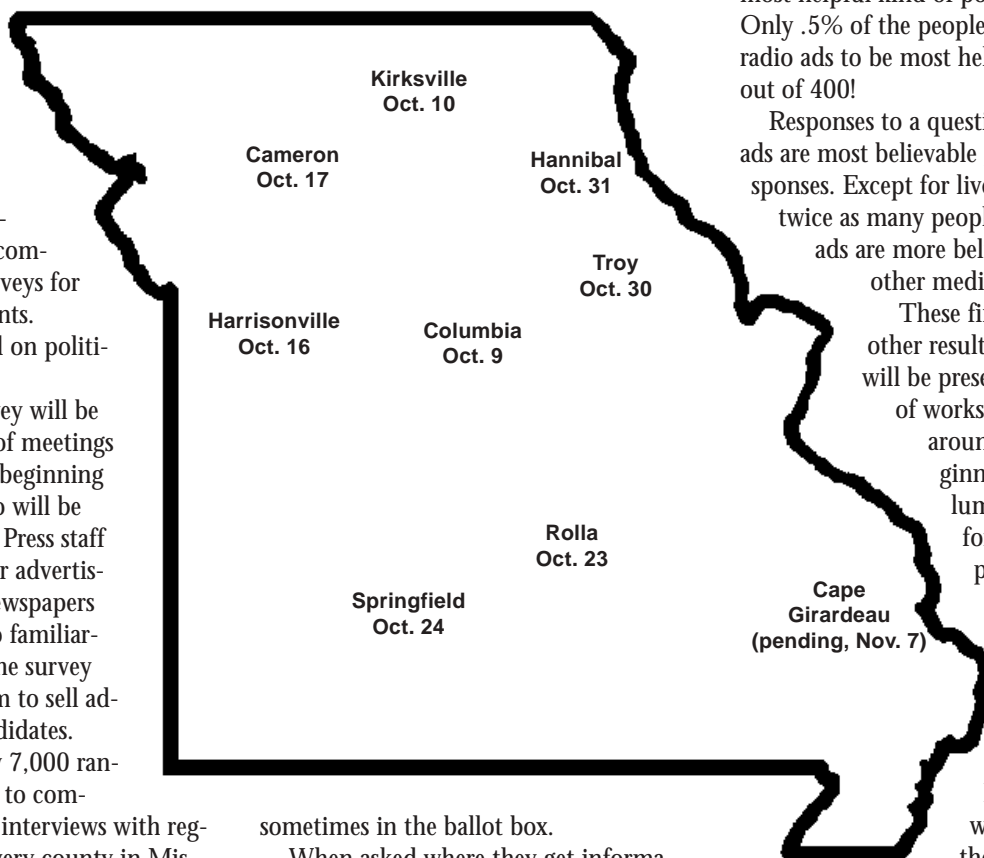
Responses to a question about which ads are most believable got similar responses. Except for live speeches, nearly twice as many people said newspaper ads are more believable than any other medium.

These findings and the other results of the survey will be presented in a series of workshops to be held around Missouri beginning Oct. 9 in Columbia. Fill out the form on the accompanying page and fax it to MPA or email the information to [litty@socket.net](mailto:litty@socket.net).

Missouri Press Foundation, with the help of the publishers in the workshop locations, are sponsoring the workshops, so there is no cost to members of your staff. Send as many as you want to the workshop of your choice.

Missouri Press needs an accurate count of the number who will attend to provide adequate seating and enough handout material. Please respond with your registration information as soon as you can.

Join the Missouri Press and its Sell More in '04 Committee in this effort to convince political candidates that they need to spend more of their campaign money in their local newspapers. □



# Sell More In '04

## FREE Regional Workshops

Missouri Press Association is making a concerted effort to sell more Political Advertising in 2004. The MPA's Sell More Political task force and the Missouri Press Board of Directors hired Pulse Research of Portland, Oregon, to conduct a Missouri State-Wide Political Survey in July/August 2003.

It's time to unveil the survey. The findings are exciting! The survey offers candidates and campaign managers timely, research-based documentation of the issues that are most important and least important to Missouri voters.

Plan to send one or more of your newspaper staff members to a regional workshop. Missouri Press will "arm" attendees with information they can use on Main Street, selling more political ads (and other types of advertising, too).

**Each workshop will begin at 1:00 and end at 3:00 p.m.**

### Choose a workshop:

- Thurs., Oct. 9: Columbia
- Fri., Oct. 10: Kirksville
- Thurs., Oct. 16: Harrisonville
- Fri., Oct. 17: Cameron
- Thurs., Oct. 23: Rolla
- Fri., Oct. 24: Springfield
- Thurs., Oct. 30: Troy
- Fri., Oct. 31: Hannibal
- Fri., Nov. 7: Cape Girardeau (pending)

**Deadline: Register ASAP, or 3 days prior**

**The workshops are FREE, thanks to host publishers and Missouri Press Foundation.**

✓ Checkmark the workshop you wish to attend, fill out the form and return to Missouri Press. We'll send you the location of the workshop and other information.

**FREE! FREE! FREE! FREE! FREE! FREE!**

-----Return this form to Missouri Press, 802 Locust St., Columbia, MO 65201-----

Fax to: 573-874-5894

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Name(s) of workshop attendee(s): \_\_\_\_\_

Name of newspaper: \_\_\_\_\_

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# MPA presents Sunshine Awards

## Newspaper, attorney, judge honored at K.C. Convention

A judge, an attorney and a newspaper were recognized Sept. 27 for their efforts to promote openness in Missouri government.

Missouri Press Association presented its Sunshine Awards for 2003 to *The Kansas City Star*, the *Star's* attorney Sam Colville and Circuit Judge Frank Conley. The presentations were made during MPA's awards luncheon at its annual Convention at the Hyatt Regency Crown Center Hotel in Kansas City.

Sunshine Awards recognize the efforts of citizens, public officials and organizations to ensure the openness of meetings and records of governmental bodies and officials in Missouri. The award is named

after the open meetings and records law, which is commonly referred to as the Sunshine Law.

Judge Conley, of Boone County, was

### THE KANSAS CITY STAR.

the co-chair of a Supreme Court task force that conducted an experiment with cameras in selected courtrooms in the early 1990s. Conley's court participated in the experiment.

The 17-member task force concluded that Missouri's ban on cameras in courtrooms should end.

Commenting on the experiment, Conley said to the *Columbia Daily Tribune* in 1994, "I haven't had any prob-

lems with cameras, and I don't think anybody else will once they get into it and get comfortable with it."

The task force report recommended that the time which media must request permission to use cameras for a proceeding be reduced from 14 days to five days. It also recommended that it be made clear that most witnesses and participants don't have an automatic right to avoid being photographed or recorded during a trial.

The other Sunshine Award winners, *The Star* and attorney Colville, were honored for their work on an open records lawsuit.

*The Star* sued the University of Missouri Board of Curators in 1998 for its refusal to release auditors' records of university matters. The newspaper pursued the case through four years of university legal objections, appeals and depositions.

*The Star* spent more than \$100,000 in court and legal fees, and Colville gave many unbilled hours to the lawsuit.

Four years later, after new university president Elson Floyd pressed for a settlement, the university agreed to release the requested records. □

## Experienced journalists eligible for Fellowships

World Affairs Journalism Fellowships are intended for experienced journalists and editors from America's community-based daily newspapers. The goal is to give them an opportunity to establish the connections between local-regional issues and what is happening abroad.

Fellows will conduct overseas research and then submit articles to their local papers in an effort to "internationalize" America's local press. The fellowships are founded on the belief that local news is not limited to one's immediate community and that enterprising reporters and editors can find good international stories in their own backyards. The program is aimed at news managers, editors, commentary writers and other "gatekeepers" — those desk editors largely responsible for selecting news agency and correspondent-initiated stories.

By supporting overseas research and writing projects for up to three weeks, the fellowships encourage the writing and selection of news articles, analysis, features, and commentary in the local press that will enhance American understanding of the relationship between local and international issues.

The program is jointly administered by the International Center for Journalists (ICFJ), the World Affairs Councils of America and the Newspaper Association Managers (NAM). The fellowships are funded by a grant from the John S. and James L. Knight Foundation in Miami and Ethics and Excellence in Journalism Foundation in Oklahoma City.

Learn more about the program and how to apply for a Fellowship at [icfj.org/worldaffairs.html](http://icfj.org/worldaffairs.html). □

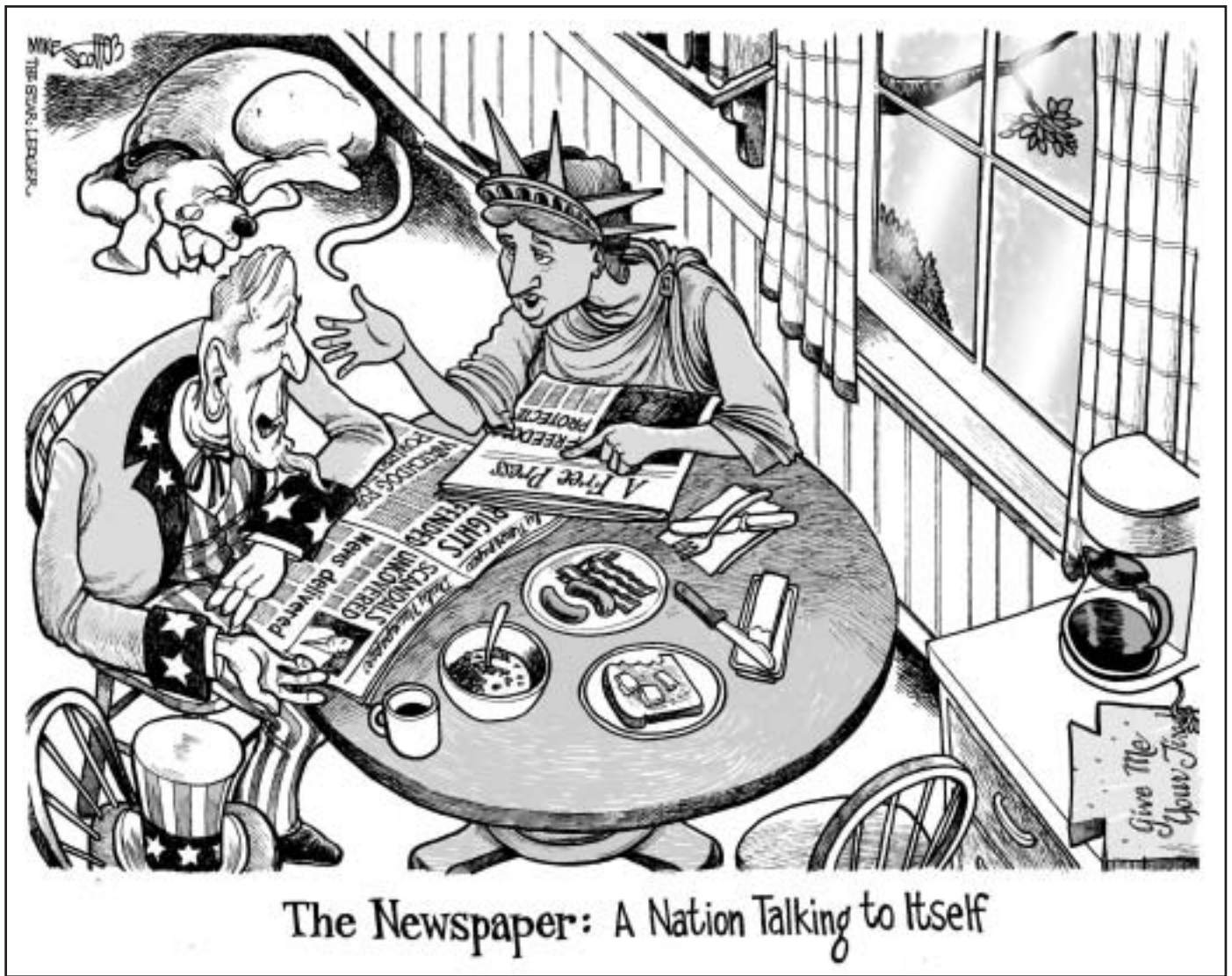
## Reynolds Foundation gives almost \$2 million to School of Medicine

The Donald W. Reynolds Foundation has given almost \$2 million to the UMC School of Medicine to fund geriatric medicine programs.

MU is one of 10 institutions receiving grants totalling \$20 million.

Reynolds, who died 10 years ago, was a 1927 graduate of the Missouri School of Journalism. He eventually became the owner of Donrey Media group.

In 1954 he started the Reynolds Foundation to give money for research and organizations. He gave \$9.3 million toward construction of MU's Reynolds Alumni Center. □



## Free material on web for Newspaper Week

Missouri Press Association has encouraged its member newspapers to participate in National Newspaper Week, Oct. 5-11. The theme is "The Newspaper...A Nation Talking To Itself."

MPA is sponsoring NNW for its members, so its member newspapers can use the NNW materials available online.

All the things newspapers need can be found on the Kentucky Press Association website: [kypress.com/nnwkit](http://kypress.com/nnwkit).

Included on the site is a Presidential Proclamation, the National Newspaper Week logo in various formats, editorial

cartoons emphasizing the newspaper's role in a democracy, things to do to observe the week, public notice ads, articles about a free press and much more.

Several articles in the kit have been provided by officials at the First Amendment Center at Vanderbilt.

We are indebted to David Spencer of Kentucky Press for assistance in getting the material posted on the KPA website again this year and to Philip Berkebile of the Texas Daily Newspaper Association for his work in arranging for a presidential proclamation. □

# Walter Williams bust unveiled

**Bronze of Journalism School founder will be placed in Boonville park**

**B**oonville has a link to the Missouri School of Journalism. That link now is cast in bronze.

Walter Williams, founder of the school and its first dean, was born and raised in Boonville. A group of community leaders and others attended the unveiling on Sept. 14 of a bust of Walter Williams in front of City Hall in Boonville.

Dean Mills, dean of the School of Journalism, presented the dedication speech. His remarks followed introductions from Mayor Danielle Blanck and remarks by the sculptor, Sabra Tull Meyer of Columbia.

A number of Williams' descendants attended the afternoon ceremony.

Williams went to work for the *Boonville Topic* when he was 15. That paper merged with the *Boonville Advertiser*, and Williams became the editor at age 20. He later worked for a newspaper in Columbia and contributed to newspapers in St. Louis, Kansas City and Jefferson City.

With help from the Missouri Press Association, Williams began pushing for a school of journalism. He was appointed a curator at the university and soon was head of a committee studying journalism instruction.

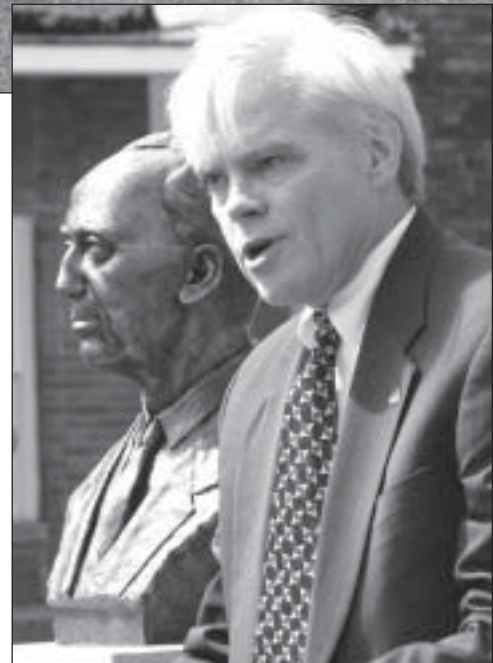
When the School of Journalism opened in 1908, Williams was its dean. It had 97 students, including women.

Williams wrote the Journalist's Creed, which still is cited by journalists around the world. Journalism School junior Sarah Bondioli read the creed at the unveiling ceremony.

The bust eventually will be moved into Morgan Street Park in downtown



Boonville dignitaries and others gather with the bust of Walter Williams. The sculptor, Sabra Tull Meyer, is just to the right of the bust. A number of descendants of Walter Williams attended the program, as did members of local historical groups. In the photo at right, Dean Mills delivers the dedication speech at the program in front of Boonville City Hall. (Photos by Jim Sterling of the School of Journalism.)



Boonville. It will join busts of six other prominent Boonville citizens and a statue of Hannah Cole, one of the founders of Boonville.

On the base of the Williams bust are two plaques. One contains the highlights of Williams' career, the other the Journalist's Creed.

Hulda Kitchen, a granddaughter of Williams who donated money for the

sculpture, died eight days before the unveiling. A moment of silence was observed in her honor. □

**MPA**  
**Postal Help**  
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postalhelp@aol.com



**Internet Press Association**  
401 Locust St., Ste. 302  
Columbia, MO 65201  
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**jimw@internet-press.net**

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# Grant could expand J School

Reynolds Foundation money could renovate vacant building on Quad

By **CHRISTA MELAND**  
*Columbia Missourian*

**A** "sizeable" financial contribution that would help fund an expansion of MU's School of Journalism is being considered by the Reynolds Foundation, the foundation's president said. That expansion could include rehabilitating one of the oldest buildings on campus.

"The gift is in response to a preliminary proposal submitted by (School of Journalism Dean) Dean Mills and his staff and would be used to establish a journalism institute," said Steven Anderson, president of the Reynolds Foundation based in Nevada. "I think it would be a sizeable contribution."

Consultants hired by the School of Journalism are considering space needs to see if the proposed institute could be located in the vacant sociology building on the northeast corner of the Francis Quadrangle. The 111-year-old building, which has been closed for more than a year, is one of the oldest on campus.

"It's a natural choice because it's next to the J-school complex," Mills said. "It is also important to the campus that this beautiful old building on the historic quad be maintained."

**I**n August 2002 when the building was vacated, MU spokesman Christian Basi estimated that it would require renovations ranging from \$7 million to \$8 million. Renovations would include work on the roof and windows and replacement of water and electrical systems.

Anderson said some figures have been proposed by the School of Journalism, but he declined to reveal them.

Basi said the proposed Reynolds gift would be part of the public phase of a campuswide money-raising campaign ex-

pected to seek \$600 million or more. That phase began on Sept. 19.

Anderson said that in response to the initial proposal, a \$250,000 preliminary grant was awarded to the School of Journalism in August.

"The \$250,000 is a planning grant to give us the resources to hire some con-

of journalism," he said.

Ideally, two of the institute's main components would be a new and larger space for the journalism library and a media technology demonstration center, Mills said.

"If we are able to fund a technology center, we envision many high-tech firms wanting us to experiment with their media-related hardware and software," he said.

Mills said that expansion of the School of Journalism has been under discussion within the department for some time. "We, the faculty, have been talking about a journalism institute for at least two years, so it's been a collective discussion," Mills said.

The school hopes to have the final proposal completed in January, at which time the decision will be in the hands of the Reynolds Foundation.

The late Don Reynolds, who founded the Reynolds Foundation in 1954, was a 1927 graduate of MU's School of Journalism. The Foundation contributed \$9.3 million toward the Reynolds

Alumni Center.

"(The gift) is being considered by our trustees because of Mr. Reynolds' lifelong participation in the field of journalism," Anderson said. "He made most of his money in the newspaper business, and we're considering it as a way of honoring him."

The Reynolds Foundation — which in 2002 contributed more than \$70 million to help fund programs and research nationally — recently announced a \$2 million grant to MU's Medical School. □



The vacant sociology building on Francis Quadrangle at UMC may become part of the School of Journalism. The J School's Walter Williams Hall and Neff Hall are to the left and behind the photographer. Francis Quadrangle with its famous columns is to the right.

sultants to help us come up with a more formal proposal," Mills said. "The concept is for a journalism institute to be housed on campus."

Mills said the institute would be a unique means of research and experimentation for students, unlike any existing outlets.

"The institute would make use of the unique strengths of the school — its real-world media, its rich scholarly resources, its strong ties to working journalists, its location in a major research university — to invent and test new and better forms

## SESQUIP

Word Game

Bob Levin

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## MPA Newspapers In Education

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kitchell@fidnet.com

# Honor Medal to St. Louis American

**T**he *St. Louis American* was among the recipients of the Missouri Honor Medal for Distinguished Service in Journalism on Sept. 5.

The School of Journalism presented medals to two individuals and four organizations in the Reynolds Alumni Center on the campus of the University of Missouri, Columbia.

*The American* is Missouri's most widely read weekly newspaper targeted to African Americans, publishing more than 68,000 copies every week and distributing to more than 750 locations throughout the city.

Nearly half the black households in the St. Louis area rely on *The American* for information about news, religion, entertainment, sports, health care and other topics from an African-American perspective.

The paper won the National Newspaper Publishers Association's Russwurm Award in 2002 as the number one African-American newspaper in the United States. This marked the fourth time in the past 10 years that *The American* was named the nation's best for journalistic excellence by its peers.

The Missouri Honor Medal was presented to *The American*, "In recognition of groundbreaking journalism in the service of community through timely and objective coverage of news and other events of interest to African Americans and of its continuous record of excellence and innovation."

The paper's editor, Alvin Reid, accepted the award for the newspaper. Its publisher, Dr. Donald Suggs, was in St. Louis presiding at *The American's* annual salute to community leaders program.

Other Honor Medal recipients were:

✍ The Advertising Council, Inc. a private, non-profit organization with a 60-year history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public.

✍ Jim Ellis, chief of correspondents at *BusinessWeek* in New York. He manages the magazine's global network of correspondents in 22 domestic and international news bureaus. Ellis started his ca-



UMC Chancellor Richard Wallace presented the honor medal to *St. Louis American* editor Alvin Reid. (Photo provided by the School of Journalism)

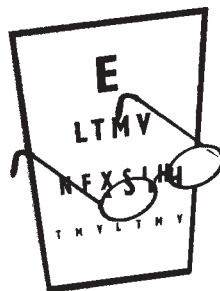
reer at the *St. Louis Post-Dispatch*. He earned his bachelor of journalism degree from the Missouri School of Journalism in 1976.

✍ Ifra media, based in Darmstadt, Germany, the world's leading association for technology issues. The organization provides a forum of ideas to more than 2,000 publishing companies and suppliers to the industry in 60 countries.

✍ *Texas Monthly*, which chronicles life in Texas. Michael Levy is its founder and publisher. The Magazine Publishers of America in 1999 gave Levy the Henry Johnson Fisher Award, the magazine industry's highest honor, in recognition of the publication's high editorial quality.

✍ Margaret Steber, an internationally known documentary photographer and former assistant managing editor for photography and features at *The Miami Herald*. Under Steber's guidance, the paper won a Pulitzer for its photographic and reporting coverage of the Elian Gonzalez story in 2002. □

*Your \$1 donation can help others  
view this world a little better*



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100 East High, Suite 301,  
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Executive Director**

*When you renew your driver's license or motor vehicle plates, you may make a minimum \$1 donation at the Department of Revenue to support the Blindness Education Screening and Treatment Program Fund.*



## Minority students work at J School

These students from around the country participated in this summer's AHANA program at the Missouri School of Journalism. AHANA, which stands for African-American, Hispanic, Asian and Native American, gives minority journalism students a chance to produce print and broadcast news stories. The program began in 1971. In the back row, from left, are: Ashley Burrell, Poughkeepsie, N.Y.; Michelle Alvarado, Kansas City, Kan.; Janaé Franklin, Lee's Summit; Kimberly Vialpando, Santa Fe, N.M.; Ashley Brown, Skokie, Ill.; Vannah Shaw, St. Louis; and Keith Kelly, Bates City. In the front row are: Adina Ferguson (front), Washington, D.C.; Debra Shuler, Portsmouth, Va.; Sansanee Lsuwaratana, Rockville, Mo.; Myelsha Greene, Kansas City; Joshua Mosley, St. Louis; Marla Sekar, Sparks, Md.; Elena Brewer, Oak Park, Ill.; Gabrielle Vigil, Santa Fe; Taylor Howard, Warren, Mich.; Leah White, O'Fallon; Daniel E. Simon, Damascus, Md.; Nicholas S. Garcia, Pueblo, Colo.; Porscha Outen, Overland; and Cynthia Barram, Colorado Springs. (Photo by Leah Nash, *Columbia Missourian*)

## Former AP writer joins faculty as Knight editor

**M**ark Barnett, formerly of The Associated Press, is joining the Missouri School of Journalism as its Knight Editing Professional-in-Residence.

Barnett will take on an editing role at the *Columbia Missourian* for the next two semesters. His focus will be on coaching students developing narrative and feature projects. The *Columbia Missourian* is the working six-day newspaper lab for students in news-editorial, design, information graphics and photojournalism.

Barnett joined the J School after two years serving as day supervising editor for the Kentucky AP in Louisville.

Previous to his AP stint, Barnett worked at *The Wichita Eagle* and *The Joplin Globe*. While in Joplin, Barnett taught news writing seminars to high school students as part of *The Globe's* Newspaper in Education program.

In 1996, the John S. and James L. Knight Foundation, with matching funds from the State of Missouri, endowed the Knight Chair in Editing and a Knight Center for Editing Excellence at the Missouri School of Journalism. □

# Pulitzer buys Oregon, Utah papers

**B**ANDON, Ore. (AP) — Pulitzer Newspapers Inc., a subsidiary of Pulitzer Inc., has purchased the *Western World*, a 91-year-old weekly, from Western World Enterprises of Bandon, Oregon.

Pulitzer also owns Southwestern Oregon Publishing Co., which publishes the daily Coos Bay paper *The World*.

*Western World*, with a paid weekly circulation of 2,700, will remain a separate

publication and keep its base in Bandon. It is printed by *The World* in Coos Bay.

Pulitzer Inc., through various entities, also owns the *St. Louis Post-Dispatch* and the *Arizona Daily Star* in Tucson, plus 11 smaller dailies.

Pulitzer Newspapers also recently purchased three weekly papers and a shopper in the Provo, Utah, area. It already owned *The Daily Herald* in Provo and

seven weekly papers in Utah County.

The weeklies are *The Springville Herald* (2,800 circulation), *The Eureka Reporter* (300 circulation), and *The Pyramid* in Mount Pleasant (2,200 circulation). The shopper is *The Pyramid Shopper* with free circulation of 7,500.

Pulitzer also purchased *Homechoice Magazine*, a free distribution real estate magazine in Longview, Wash. □

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# AP promotes Paul Stevens

The Associated Press has promoted Paul Stevens, chief of the Kansas City bureau, to regional vice president for the Central region. He'll be based in Kansas City.

Three other AP people were promoted to head regional bureaus.

Stevens has been bureau chief in Kansas City since 1984, and prior to that served as bureau chief in Indianapolis and Albuquerque, N.M. He joined the AP in Albany, N.Y., in 1973, worked in the St. Louis bureau and served as corre-

spondent in Wichita, Kan. He was raised in Fort Dodge, Iowa, and earned a BA in journalism from the University of Iowa and an MA in journalism from the University of Kansas.

Stevens and the Kansas City AP staff have worked with MPA on a number of events over the years, including the annual MPA/AP Day at the Capitol, the Missouri Society of Newspaper Editors / AP Managing Editors annual meetings, political candidate debates and other events. □

## Judges needed Nov. 6 in Jefferson City

Judges are needed to help judge the Colorado Press Association's newspaper and advertising contest on Thursday, Nov. 6, in Jefferson City. Judging will begin at 8:30 a.m. at the Ramada Inn. Exit Highway 54 in the south part of town.

Contact MPA at (573) 874-5894 or

email judges' names to Shawn Cockrum at MPA, scockrum@socket.net.

Continental breakfast and lunch will be provided to the judges.

Judging should be completed by mid-afternoon. □

## Weston publisher suffers heart attack

Jim McPherson, publisher of *The Weston Chronicle* and *Buchanan County News*, is recovering from a heart attack suffered Sept. 5.

McPherson began having chest pain about halfway through a three-mile trail at Weston Bend State Park about 7:30 a.m. He finished the walk and drove home.

When the pain intensified, his wife Beth drove him to St. Luke's Northland. McPherson was stabilized and taken to St. Luke's Heart Institute near The Plaza in Kansas City.

Cardiologists performed angioplasty on a blockage in McPherson's right aorta and put in a stent. Doctors opened two more 90 percent blockages in the left aorta on Sept. 10.

McPherson went home on Sept. 11 and was expected to be away from work for a month. □



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# On the Move

## Springfield

Veteran reporter Laura Bauer has left the *News-Leader* for a reporting job with the *Courier-Journal* of Louisville.

For most of her 10 years in Springfield, Bauer wrote about crime and disaster in the Ozarks.

## Fort Leonard Wood

Tricia Crout has joined the ad sales staff of the *Guidon*. She is a native of Texas and spent the last eight years in California, where she received a BS in marketing from California State University at Long Beach.



**Tricia Crout** comes from Texas and California.

After college Crout worked in sales and customer service in the electronics industry. Her family moved to the Waynesville area with the military.

## Braymer

Debbie Rankin has succeeded Pat Pryor as editor of the *Braymer Bee*. Don Bjornlie is the new news editor for the weekly.

Rankin is a Braymer resident and has been active in community affairs for many years.

Bjornlie is a native of Missouri but grew up in Southern California and attended San Jose State and Long Beach State colleges. He settled in Cameron 29 years ago and still lives there with his wife, Charlene. They have four grown children.

He worked with newspapers while in the Army and after his discharge. Bjornlie retired last year after 20 years in the Missouri Army National Guard.

Pryor left the *Bee* after 34 years. She joined as a typesetter in 1969 and bought the paper with her husband, Lee, in 1972. They sold the newspaper building in 1984 and moved the paper into their home, where it remained until Pryor resigned.

The Pryors sold the *Bee* in 1991, but Pat remained as editor. It is owned and published by Anne and Marshall Tezon of Hamilton.

Pryor has joined The Pony Express Bank. Lee Pryor continues as press foreman at Gallatin Publishing.

*The Bee* has moved into the ReMax building on Main Street.

## Cassville

Rod Shetler, former sports writer for *The Joplin Globe*, sports editor at the *Christian County Headliner-News* and the *Nixa News-Enterprise*, and managing editor of the *Marshfield Mail*, has joined the faculty at Cassville High School.

Shetler is a contributing sports writer for the *Cassville Democrat*.

Shetler earned a bachelor's degree in communication from Missouri Southern State College in 1992. He's working on his master's in education through Drury University.

He is teaching language arts and journalism and is assistant softball coach.



**Wes James** is a retired minister.

## Seneca

Wes James has joined the staff of the *Seneca News-Dispatch*. A retired minister, he has worked for newspapers and as a driver for Seneca schools. He and his wife, Jane, live in the Neosho area. They have five children and 14 grandchildren.

## Excelsior Springs

After nearly three decades of service to the *Excelsior Springs Standard* and *The Town & Country Leader*, Joan Patton has retired from her position as circulation director.

Thirty-five employees and family members attended a party to honor Patton at the home of publisher Jim Bouldin.

Patton will be involved in a number of

special promotions for *The Standard* throughout the year.

Dave Copeland, an active member of the Excelsior Springs community for many years, has succeeded Patton as circulation director.

## Lexington

Leigh Hallenberg, a spring graduate of the Missouri School of Journalism, has joined the *Lexington News* as a sports reporter.

Hallenberg, 22, grew up in Lee's Summit and still lives there.

## New Haven

High school senior Sarah Schowe is doing her Community Service with the *New Haven Leader*. She compiles the weekly Through the Years feature and writes the New Haven High School Student of the Month feature.

Schowe will handle other school-related items and serve as a liaison between the newspaper and the school.

This is the third year the *Leader* has hosted a Community Service student. □

## Carrier for K.C. Star shot to death on route

A 32-year-old carrier for *The Kansas City Star* was shot to death Aug. 27 just after starting his rounds about 4:15 a.m. He was found slumped over the front seats of his delivery van.

Police said Robert R. Hack had been shot and his van had crashed into a utility pole. He had picked up his 237 newspapers from a distribution center at about 3 a.m.

Hack, the father of an 8-year-old daughter, was an independent contractor for *The Stars* since February 2001.

*The Star* has 310 independent contractors who deliver papers in the metropolitan area.

—from *The Kansas City Star* □

Check out [mopress.com](http://mopress.com) for information and registration forms for MPA meetings and activities.

# New Journalism School faculty join *Columbia Missourian* staff

**C**OLUMBIA — The Missouri School of Journalism has nine new faculty members, four of whom will join the staff of the *Columbia Missourian*, the school's daily morning newspaper.

They are:

✍ **Elizabeth Brixey**, BJ '85, worked at the *Wisconsin State Journal* in Madison, Wis., for 17 years before joining the *Missourian* as city editor and assistant professor.

✍ **Margaret Walter** will serve as a news editor and an assistant professor after serving as features editor at the *Portland Press Herald/Maine Sunday Telegram*.

✍ **Scott Swafford** has worked at Missouri newspapers for 19 years, including a 13-year stint at the *Columbia Daily Tribune*. He will serve as a news editor and an assistant professor.

✍ **Brian Wallstin** was a features writer for the *Waterbury Republican-American*

and for nine years as an investigative and enterprise reporter for the weekly *Houston Press* before joining the *Missourian* as a city editor and assistant professor.

Among the other new J School faculty members is Associate Professor **Earnest Perry**, Ph.D. '98, who comes to the School from Texas Christian University, where he served as an assistant professor and head of the Department of Journalism's news-editorial sequence. Previously he worked as a reporter for newspapers in Illinois, Connecticut and Texas. He also worked as a city editor at the *Columbia Missourian* from 1993-98 while earning his master's and doctorate degrees at Missouri.

Perry's research on African American press history and newspaper management has been published in *American Journalism*, *Journalism History* and *Journalism and Mass Communication Quarterly*. □

## Missouri Press will host Husker fans on Oct. 11

**M**ore than 60 members of the Nebraska Press Association will be in Columbia for the Tigers vs. Cornhuskers football game on Saturday, Oct. 11.

Missouri Press Association will host a tailgate party for the Husker fans.

Game time is not set, but the tailgate party will begin approximately two hours before kick-off. The party will be held in the Hearn Center fieldhouse east of the football stadium. Contact MPA if you wish to attend. □

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# St. Louis school gets media grant

*Post-Dispatch* will help improve newspaper with money from ASNE

The *St. Louis Post-Dispatch* is a partner with metro Academic & Classical High School in an effort to improve the school's media.

The American Society of Newspaper Editors Foundation has awarded \$154,225 to 44 schools and their 34 daily newspaper partners to start or dramatically improve scholastic newspapers.

"Daily newspapers are working closely with schools in their local communities to identify, train and nurture the next diverse generation of journalists," said Jeffrey D. Cohen, 2003-04 chairman of ASNE's High School Journalism Committee and editor of the *Houston Chronicle*. "At the same time, the entire school community benefits from an improved

student press that strives for excellence." ASNE Partnerships develop when editors of daily newspapers seek out a local high school where student media are in peril. Volunteers from the newspaper and school identify needs and brainstorm an academic year program of mentoring students, teachers and administrators who are interested in journalism.

The daily newspaper and school then jointly apply to ASNE for a grant of up to \$5,000 that is used to equip the school with the hardware and software needed to produce a student newspaper. A budget, statement of goals and timeline are required. In some instances, a local college journalism program also takes part in the mentoring. Funds were awarded to successful applicants during the third week of August.

The John S. and James L. Knight Foundation provided ASNE with a \$4.8 million grant to pursue high school journalism initiatives from 2001-03, including the ASNE Partnerships.

Schools are encouraged to sign up for my.highschooljournalism.org, an online hosting service created by ASNE. It's a cost-effective way for newspapers to get started, while established school papers that go online gain electronic search and archiving capabilities. The hosting service is free.

A one-time \$25 application fee covers the cost of journalism materials for the school. No special computer programs are needed to place a high school newspaper online – a cut and paste method is used.

Since 2001 ASNE has awarded \$484,901 in grants to 134 schools and a Boy Scout council that partnered with 89 daily newspapers. □



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# Scrapbook

## ✍ St. Louis

Call Publishing Inc., entering its 15<sup>th</sup> year of publication, has launched a new website, callnewspapers.com.

The company has 26 employees and four weekly publications: the *Oakville Call*, *Concord Call*, *Green Park Call* and *SunCrest Call*.

General manager Bill Milligan and his wife, publisher Deborah Baker, mail 52,000 copies of their publications in the South County area of St. Louis.

## ✍ St. Louis

State Sen. Maida Coleman presented *St. Louis American* Publisher Donald M. Suggs with the Jordan McNeal Prestigious Community Service Award at the Legislative Black Caucus Foundation Midwestern Conference in Kansas City.

The August conference was held at the Hyatt Regency Crown Center.

## ✍ Kansas City

Two companies that delivered *The Kansas City Star* in bulk for 75 years before losing their contracts lost their lawsuit against the newspaper.

A district judge granted the newspaper's motion for summary judgment, rejecting the trucking companies' claim that they owned the delivery routes and should be paid for them.

## ✍ Savannah

The weekly *Savannah Reporter* created

a banner thanking a local military unit for its service in the Middle East. Citizens were invited to sign the banner, which was to be presented to the unit on its return home.

## ✍ St. Louis

The National Association of Black Journalists awarded Jeannette Batz, former *Riverfront Times* staff writer, first place for features for her story "Judgment at Hookyville." The March 27, 2002, story examined truancy and troubled schools.

## ✍ St. Louis

Ana Cristina Flor of Brazil has been named an Alfred Friendly Press Fellow and will work in the *Post-Dispatch* newsroom. Flor, 28, has worked for a number of publications.

Alfred Friendly Press Fellowships has chosen foreign journalists to work as reporters in American newsrooms since 1984.

## ✍ Webb City

The work of two local cartoonists now can be seen in the *Webb City Sentinel*.

Curtis Smith draws a comic called "April and Friends" that features his

black cocker spaniel and other characters. Smith is a retired drafting engineer.

Nick Frising, who has drawn editorial cartoons for the *Sentinel* for 23 years, now is drawing a feature called "The Grandkids."

Frising is a former Webb City police sergeant who resigned and went into business as a graphic artist.

## ✍ St. Louis

Managing editor Roland Klose and writer D.J. Wilson have left the staff of the *Riverfront Times*.

## ✍ Kirksville

Derek Spellman replaced Judy Tritz as editor of the *Daily Express* in May. He is a graduate of Truman State University in Kirksville.

## ✍ Bolivar

Dogs and newspapers have some history. Many a pup grew through puppyhood on a newspaper. *Bolivar Herald-Free Press* has with a different kind of misadventure in its pages this fall. Harold the Newshound (full name Harold F. Pressley) is sniffing out news stories and alerting kids when he finds something he thinks they'll enjoy reading.

Harold's picture and his notice "Hey, Kids Read This!" message will appear in the *Herald-Free Press* throughout the school year. He will point out the Newspaper In Education feature and show up



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in ads telling students the value of their community newspaper.

#### ✍ Anderson

McDonald County Press publisher George Pogue received a plaque from the Anderson Area Chamber of Commerce in August. The *Anderson Graphic* was the Chamber's Business of the Month.

#### ✍ Eldon

Publisher Dane Vernon of the *Eldon Advertiser* presented a \$500 scholarship to Conor Henley, who is a freshman at the University of Missouri-Columbia this fall. Henley plans to study journalism.

#### ✍ Grant City

*The Times-Tribune* on Sept. 15 joined the Worth post office in honoring veterans of the Korean War. Framed artwork of the new Korean War Veterans Memorial Stamp was presented to two American Legion posts.

*The Times-Tribune* that week published a special section in tribute to Korean War veterans. It featured local veterans of that conflict.

#### ✍ Adrian

Steve Oldfield of the *Adrian Journal* on Aug. 25 was presented the Adrian Lions Club's most prestigious honor, the Lion of the Year Award for 2002-03.

Oldfield, a member of the club since 1976, also received this honor in 1985-86.

#### ✍ Brookfield

Ivan Buckman, former publisher of the *Marceline Press* and *Chariton Courier* in Keytesville, was the grand marshal of the 2003 Great Pershing Balloon Derby parade in Brookfield Aug. 31.

Buckman has been involved with the event nearly every year since it began in 1977. His wife, Lois, joined him riding in a convertible in the parade.

#### ✍ Platte City

*The Landmark* held its second annual sidewalk sale Sept. 6 in conjunction with the community-wide garage sale.

Items for sale included drawers from antique type cases that were used in production of *The Landmark* many years ago. Subscriptions were sold for \$5 off. □

## National award for Nixa paper

The *Nixa News-Enterprise*, a paper of the CPI/Mo. Group led by Dave Berry, Bolivar, has been chosen a Best of States national winner by the National Newspaper Association.

NNA announced the winners at its annual Convention Sept. 26 in Kansas City.

*The News-Enterprise* won in the non-daily, circulation less than 3,000 category. More information about the award

winners will be in the November magazine.

Winners were to be profiled in

the October issue of *Publisher's Auxiliary*, NNA's publication. □



### Dexter daily has new faces

Two new faces can be found these days in the newsroom at *The Dexter Daily Statesman*. Joining the staff recently were Josh Hester (seated) and Dan Burkemper. Hester is no stranger to Dexter or to *The Daily Statesman*. A 1998 graduate of Dexter High School, Hester has served as the newspaper's sports writer. He graduated from Southeast Missouri State University in 2002 with a degree in sports management and recently completed an internship at the University of Arkansas. Burkemper is a native of Memphis, Mo., and is a 2003 graduate of Southeast Missouri State University with a degree in Communications. While at Southeast, Burkemper was the editor of *The Capaha Arrow*, a twice-weekly campus newspaper. Both Burkemper and Hester will be general assignment staff writers at the newspaper, covering a wide range of community activities. (*Daily Statesman* photo)



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# MU students getting daily papers

## Spring vote will decide program's future

By AMANDA J. BURKE  
*Columbia Missourian*

**M**U has joined more than 250 schools across the nation participating in *USA Today's* Collegiate Readership Program. Copies of *USA Today*, the *St. Louis Post-Dispatch*, *The New York Times* and the *Columbia Missourian* are distributed to all residence halls and Greek houses for students to read, almost free of charge.

"Our program originated at Penn State University because the president there felt that the students were in a bubble," said Lisa Trube, *USA Today's* regional marketing director. The program was begun in 1997. "The goal of the program is two-fold: to enhance the education of the students by bringing real-world concepts into the classroom and to enhance the students' understanding of what's going on in the world outside of campus."

The program is also intended to encourage a lifelong habit of reading newspapers. "Easy accessibility is what will get students to start reading the newspaper," Trube said.

Though distribution figures will be adjusted on a daily basis, about 2,600 newspapers are being delivered each morning at the residence halls as well as 650 at fraternities and sororities.

"We want every student who wants a newspaper to get one," Trube said.

**A** four-week pilot readership program had been tested in MU residence halls. Last January, the University of Missouri Board of Curators approved an increase of \$3 per semester in student fees for a permanent readership program. The readership program was instituted for a yearlong trial.

Students will have the opportunity to vote on whether to keep, change or get rid of the program in a vote planned for the end of the 2004 winter semester.

"We've never gotten anything but positive feedback on the program," said Brett Ordnung, president of the Missouri

Students Association.

"We wouldn't have gone through with it if we didn't think students wanted it."

Collegiate Readership Program newspapers are available to both undergraduate and graduate students in bins at resi-

dence halls and Greek houses. By late September or early October, card-reading distribution machines were to be placed at a number of locations. The machines will ensure that only students with a valid student I.D. have access. □



## Pre-game partiers

Making their way through the buffet line at the football pre-game party Sept. 13 are Kevin Jones, right, general manager of *The St. Louis American*, and his wife, Tina, and children Nick and Amanda. People from around the state attended the party in the Hearnes Center Fieldhouse.



Dropping in to visit the MPA pre-game party is MU Athletic Director Mike Alden, left. He visited with a number of MPA guests, including Bob Wilson, Milan; Doug Crews, MPA; Glenn Orr, Kansas City; and Phil Conger, Bethany.

# Contest winners

**T**hese are the winners of the 2003 Missouri Press Foundation Better Newspaper Contest. Awards were presented Saturday, Sept. 27, at the Hyatt Regency Crown Center Hotel in Kansas City.

Winners lists are posted on the Missouri Press Association's website, [mopress.com](http://mopress.com).

**Gold Cups**  
Weekly: Lee's Summit Journal  
Daily: The Kansas City Star

## Dailies

### General Excellence Class 1

1st: Nevada Daily Mail  
2nd: Camdenton Lake Sun-Leader  
3rd: Kennett Daily Dunklin Democrat  
HM: Marshall Democrat-News

### Class 2

1st: Columbia Missourian  
2nd: Independence Examiner  
3rd: The Branson Daily News  
HM: Hannibal Courier-Post

### Class 3

1st: Kansas City Star  
2nd: St. Louis Post-Dispatch  
3rd: Cape Girardeau Southeast Missourian  
HM: Columbia Daily Tribune  
HM: Springfield News-Leader

### Best Newspaper Design Class 1

1st: Columbia Missourian  
2nd: Kennett Daily Dunklin Democrat  
3rd: Carthage Press  
HM: Fulton Sun-Gazette  
HM: Lebanon Daily Record

### Class 2

1st: St. Louis Post-Dispatch  
2nd: Kansas City Star  
3rd: Cape Girardeau Southeast Missourian  
HM: Sedalia Democrat  
HM: Springfield News-Leader

### Best Front Page Class 1

1st: Carthage Press  
2nd: Columbia Missourian  
3rd: Lebanon Daily Record  
HM: Marshall Democrat-News

### Class 2

1st: Kansas City Star  
2nd: St. Louis Post-Dispatch  
3rd: St. Joseph News-Press  
HM: Sedalia Democrat  
HM: Springfield News-Leader

### Best News Story Class 1

1st: Lebanon Daily Record, Matt Decker, Julie Turner, Edward J. Sisson, Dan Wehmer and Chris Wrinkle  
2nd: Marshall Democrat-News, Jack Tynan  
3rd: Dexter Daily Statesman, Jonathon Dawe  
HM: Chillicothe Constitution-Tribune, Laura Schuler

### Class 2

1st: Springfield News-Leader, Laura Bauer  
2nd: St. Joseph News-Press, Marshall White, Kristi Bailey, Stephanie Zeilstra, Colleen Dorsey, Ray Sherer, Julie Belschner, Sara Sleyster, Burton Taylor  
3rd: Columbia Daily Tribune, Josh Flory  
HM: Joplin Globe, Jeff Lehr  
HM: St. Louis Post-Dispatch, Vahe Gregorian and Jeremy Kohler

### Best Feature Story Class 1

1st: Carthage Press, Ron Graber  
2nd: Columbia Missourian, Pat Healy  
3rd: Waynesville Daily Guide, Jodi Thompson  
HM: Warrensburg Daily Star-Journal, Mike Greife  
HM: Dexter Daily Statesman, Noreen Hyslop

### Best Feature Story Class 2

1st: Springfield News-Leader, Laura Bauer  
2nd: Joplin Globe, Mike Pound  
3rd: St. Louis Post-Dispatch, Lisa Jones Townsel

### Best Editorial

1st: Moberly Monitor-Index  
2nd: Kansas City Star  
3rd: West Plains Daily Quill  
HM: Kansas City Star  
HM: St. Louis Post-Dispatch

### Best Columnist – Humorous

1st: Kansas City Star, Mike Hendricks  
2nd: St. Joseph News-Press, Alonzo Weston  
3rd: St. Louis Post-Dispatch, Betty Cuniberti  
HM: Joplin Globe, Scott Meeker  
HM: Kansas City Star, Bill Tammeus

### Best Columnist – Serious

1st: St. Louis Post-Dispatch, Betty Cuniberti  
2nd: Kansas City Star, Miriam Pepper  
3rd: Columbia Daily Tribune, Sara Agnew  
HM: Kansas City Star, Mary Sanchez  
HM: Kansas City Star, C.W. Gusewelle

### Best Use of Local Photographs

1st: Columbia Daily Tribune  
2nd: St. Joseph News-Press  
3rd: Springfield News-Leader  
HM: Marshall Democrat-News  
HM: St. Louis Post-Dispatch

### Best Feature Photograph Class 1

1st: Carthage Press, Rick Rogers  
2nd: Lebanon Daily Record, Eric Adams  
3rd: Carthage Press, Ron Graber  
HM: Waynesville Daily Guide, Betsy Phillips  
HM: Camdenton Lake Sun-Leader, Marsha Paxson

### Class 2

1st: Springfield News-Leader, Steve Liang  
2nd: Kansas City Star, Keith Myers  
3rd: Cape Girardeau Southeast Missourian, Don Frazier  
HM: Sedalia Democrat, Sydney Brink  
HM: Kansas City Star, Rick Sugg

### Best Photo Illustration Class 1

1st: Lebanon Daily Record, Eric Adams  
2nd: Maryville Daily Forum, Cody Snapp  
3rd: Warrensburg Daily Star-Journal, Dave



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Kopp  
HM: Lebanon Daily Record, Eric Adams  
HM: Lebanon Daily Record, Eric Adams

Class 2

1st: St. Louis Post-Dispatch, Kevin Manning  
2nd: Kansas City Star, Marcio Sanchez  
3rd: Kansas City Star, David Pulliam  
HM: St. Louis Post-Dispatch, Kevin Manning  
HM: St. Joseph News-Press, Todd Weddle

Best News Photograph

Class 1

1st: Kennett Daily Dunklin Democrat, Buddy Winkle  
2nd: Nevada Daily Mail, Justin Baldwin  
3rd: Fulton Sun-Gazette, Alex Hawkey  
HM: Waynesville Daily Guide, Joel Goodridge  
HM: Chillicothe Constitution-Tribune, Rod Dixon

Class 2

1st: Joplin Globe, T. Rob Brown  
2nd: St. Louis Post-Dispatch, J.B. Forbis  
3rd: Sedalia Democrat, Sydney Brink  
HM: Kansas City Star, Jim Barcus  
HM: Springfield News-Leader, Dean Curtis

Best Sports Photograph

Class 1

1st: Boonville Daily News, Chris Bowie  
2nd: Dexter Daily Statesman, Jake Kruehen  
3rd: Marshall Democrat-News, Chris Allen  
HM: Nevada Daily Mail, Ralph Pokorny  
HM: Lebanon Daily Record, Matthew J. Wilson

Class 2

1st: St. Louis Post-Dispatch, Teak Phillips  
2nd: St. Joseph News-Press, Todd Weddle  
3rd: Independence Examiner, Jason A. Cook  
HM: Independence Examiner, Jeff Stead  
HM: Kansas City Star, David Eulitt

Best Photo Package

1st: St. Louis Post-Dispatch, Robert Cohen  
2nd: Joplin Globe, T. Rob Brown  
3rd: Poplar Bluff Daily American Republic  
HM: Kansas City Star, Jeff Roberson  
HM: Joplin Globe, Noppadol Paothong

Best Advertising Idea or Promotion of the Newspaper

1st: St. Louis Post-Dispatch  
2nd: Kansas City Star, Kim Gardenhire  
3rd: Springfield News-Leader  
HM: Joplin Globe, Bobbie Snodgrass  
HM: Lebanon Daily Record, Beth Durreman

Best Advertising Idea or Promotion for an Advertiser

1st: Joplin Globe

2nd: Kansas City Star, Jammie Dunker, Erin McHugh  
3rd: Sedalia Democrat, Rochelle Hockett  
HM: Kansas City Star, Robin Langdon, Jacquie Lehatto

Best News Content

Class 1

1st: Columbia Missourian  
2nd: Lebanon Daily Record  
3rd: Chillicothe Constitution-Tribune  
HM: Marshall Democrat-News  
HM: Fulton Sun

Class 2

1st: Kansas City Star  
2nd: Springfield News-Leader  
3rd: St. Louis Post-Dispatch  
HM: Columbia Daily Tribune

Community Service Award

1st: St. Louis Post-Dispatch  
2nd: St. Louis Post-Dispatch  
3rd: Kansas City Star  
HM: Kansas City Star

Best Editorial Page

Class 1

1st: Lebanon Daily Record  
2nd: Camdenton Lake Sun-Leader  
3rd: Marshall Democrat-News  
HM: Boonville Daily News

Class 2

1st: Kansas City Star  
2nd: Columbia Daily Tribune  
3rd: Sedalia Democrat  
HM: Independence Examiner  
HM: St. Louis Post-Dispatch

Best Sports Page

Class 1

1st: Columbia Missourian  
2nd: Lebanon Daily Record  
3rd: Fulton Sun  
HM: Chillicothe Constitution-Tribune  
HM: Carthage Press

Class 2

1st: Kansas City Star  
2nd: St. Louis Post-Dispatch  
3rd: Springfield News-Leader  
HM: Sedalia Democrat  
HM: Independence Examiner

Best Sports Story - News or Feature

Class 1

1st: Columbia Missourian, Adam Carter

2nd: Columbia Missourian, Chad Jennings  
3rd: Camdenton Lake Sun-Leader, Wayne Kasper  
HM: Warrensburg Daily Star-Journal, Dave Kopp  
HM: Chillicothe Constitution-Tribune, Paul Sturm

Class 2

1st: Kansas City Star, Joe Posnanski  
2nd: St. Joseph News-Press, Brett Briggeman  
3rd: Independence Examiner, Bill Althaus  
HM: St. Louis Post-Dispatch

Best Sports Column

1st: Kansas City Star, Joe Posnanski  
2nd: Kansas City Star, Jason Whitlock  
3rd: Columbia Daily Tribune, Joe Walljasper  
HM: Columbia Missourian, Chad Jennings  
HM: St. Louis Post-Dispatch, Bryan Burwell

Best Family Living Coverage

1st: Kansas City Star  
2nd: St. Joseph News-Press  
3rd: Cape Girardeau Southeast Missourian  
HM: St. Louis Post-Dispatch  
HM: Sedalia Democrat

Best Young People's Coverage

1st: Independence Examiner  
2nd: Kansas City Star  
3rd: Marshall Democrat-News  
HM: St. Joseph News-Press  
HM: Sedalia Democrat

Best Coverage of Rural Life & Agriculture

1st: Carthage Press  
2nd: Springfield News-Leader  
3rd: Jefferson City News-Tribune  
HM: Fulton Sun  
HM: Columbia Daily Tribune

Best Special Section

Class 1

1st: Lebanon Daily Record  
2nd: Lebanon Daily Record  
3rd: Chillicothe Constitution-Tribune  
HM: Moberly Monitor-Index  
HM: Fulton Sun

Best Investigative Reporting

Class 1

1st: Columbia Missourian, Ann Friedman  
2nd: Lebanon Daily Record, Edward J. Sisson



Class 2

1st: St. Louis Post-Dispatch  
2nd: Kansas City Star, Mark Morris, Donna McGuire  
3rd: Columbia Daily Tribune, Mike Fuhrman  
HM: Sedalia Democrat, Bill Medley  
HM: Joplin Globe, Carol Stark and Max McCoy

Best Local Business Coverage

1st: Kansas City Star  
2nd: St. Louis Post-Dispatch  
3rd: St. Joseph News-Press  
HM: Springfield News-Leader  
HM: Sedalia Democrat

Best Business Story - News or Feature

1st: Kansas City Star, Steve Everly  
2nd: St. Louis Post-Dispatch  
3rd: Lebanon Daily Record, Julie Turner, Edward J. Sisson, Dan Wehmer and Chris Wrinkle  
HM: Kansas City Star, Eric Palmer  
HM: Joplin Globe, Roger McKinney

Best Coverage of Government

1st: Kansas City Star, Michael Mansur, Lynn Horsley  
2nd: Springfield News-Leader, Aaron Deslatte  
3rd: Columbia Missourian  
HM: St. Louis Post-Dispatch, Virginia Young  
HM: Sedalia Democrat, Kay Fair and Oliver Wiest

Best Coverage of Religion

1st: Springfield News-Leader  
2nd: Columbia Missourian  
3rd: St. Joseph News-Press  
HM: Columbia Daily Tribune  
HM: Cape Girardeau Southeast Missourian

Best Information Graphics

1st: Springfield News-Leader, Jeff Harper  
2nd: Kansas City Star, John C. Sopinski  
3rd: Joplin Globe, Tricia Courtney  
HM: Springfield News-Leader, Jeff Harper and Brian McGill  
HM: Columbia Missourian

Best On-Line Newspaper

1st: Kansas City Star  
2nd: St. Louis Post-Dispatch  
3rd: Cape Girardeau Southeast Missourian  
HM: Springfield News-Leader

Best Editorial Cartoon

1st: Jefferson City News-Tribune, Jim Dyke  
2nd: Kansas City Star, Lee Judge  
HM: Kansas City Star, Lee Judge  
HM: St. Louis Post-Dispatch, John Sherffius

Best Newspaper In Education Program

1st: Kansas City Star

2nd: Springfield News-Leader

HM: Sedalia Democrat

HM: Sedalia Democrat

# Weeklies

General Excellence

Class 1

1st: Kansas City Press-Dispatch  
2nd: Green Park Call, St. Louis  
3rd: Louisiana Press-Journal  
HM: Bowling Green Times  
HM: Webster County Citizen, Seymour

Class 2

1st: The Kearney Courier  
2nd: Christian County Headliner-News  
3rd: Owensville Gasconade Co. Republican  
HM: Belton Star-Herald  
HM: Missouri Lawyers Weekly, St. Louis

Class 3

1st: Buffalo Reflex,  
2nd: Bolivar Herald-Free Press  
3rd: Cuba Free Press  
HM: Odessa Odessan  
HM: Perry County Republic-Monitor, Perryville

Class 4

1st: St. Louis American  
2nd: St. Louis Business Journal  
3rd: Riverfront Times, St. Louis  
HM: Jefferson County Leader, Festus  
HM: North County Journal, St. Louis

Best Newspaper Design

Class 1

1st: Kearney Courier  
2nd: St. Louis Business Journal, James Macanufu  
3rd: Belton Star-Herald  
HM: Nixa News-Enterprise  
HM: Stockton Cedar County Republican

Class 2

1st: Pitch Weekly  
2nd: Riverfront Times  
3rd: Lee's Summit Journal  
HM: Houston Herald  
HM: Liberty Sun-News

Best Front Page

Class 1

1st: Kearney Courier  
2nd: Owensville Gasconade Co. Republican,

Bob McKee

3rd: Concordia Concordian, Gary Beissenherz

HM: Cabool Enterprise, Dala Whittaker

HM: Christian County Headliner-News, Donna Osborn & Staff

Class 2

1st: Lee's Summit Journal  
2nd: Pitch Weekly, Doug Kubert  
3rd: Riverfront Times, Tom Carlson  
HM: Washington Wednesday Missourian, Bill Miller

Best News Story

Class 1

1st: Canton Press-News Journal, Dan Steinbeck, Williamstown Senior Center  
2nd: Christian County Headliner-News, Donna Osborn, Steep Budget Cuts  
3rd: Liberty Tribune, Angie Borgedalen, Shocked by Shooting  
HM: Aurora Advertiser, Kim McCully, Survivors feel lucky  
HM: Kansas City Press-Dispatch, Matt Kelsey, Platte Recorder Feud

Class 2

1st: South Side Journal, Ekaterina Pesheva, Exonerated man  
2nd: Bolivar Herald-Free Press, Justin Ballard, Fire Destroys Apartments  
3rd: Washington Weekend Missourian, Ed Pruneau, Two arraigned for murder  
HM: St. Louis American, Ishmael-Lateef Ahmad, Search for Names  
HM: Riverfront Times, Bruce Rushton, Dumb and dumber

Best Feature Story

Class 1

1st: Platte County Landmark, Bill Hankins, Special Artist  
2nd: Versailles Leader-Statesman, Bob Sheridan, Old order Mennonitism  
3rd: Nixa News-Enterprise, Joe Hadsall, Disorder is No Curse  
HM: Belton Star-Herald, Charlie Morasch, Church Bells  
HM: Canton Press-News Journal, Dan Steinbeck, Locked Out

Class 2

1st: Pitch Weekly, Deb Hipp, Feminine High Jinks  
2nd: Pitch Weekly, Deb Hipp, Adventures in

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**Tight Lacing**

3rd: Riverfront Times, Geri L. Dreiling,  
Still Lips  
HM: Cass Co. Democrat-Missourian,  
Jennifer Coombes, Vietnam War  
HM: Riverfront Times, Jeannette Batz,  
Who's Afraid

**Tilghman Cloud Memorial Editorial Award**  
1st: Liberty Tribune, Angie Borgedalen, We  
are not Immune

2nd: Webster County Citizen, Dan  
Wehmer, Buggies should be registered  
3rd: Canton Press-News Journal, Dan  
Steinbeck, Plenty to blame  
HM: Bolivar Herald-Free Press, Judy  
Kallenbach, Local Stores First  
HM: St. Charles Journal, Dennis Miller,  
Don't put public's

**Best Columnist – Humorous**

1st: St. Louis Riverfront Times, Roland  
Klose  
2nd: Liberty Sun-News, Jack C. Ventimiglia  
3rd: South County Times, Don Corrigan  
HM: Webster County Citizen, Dan  
Wehmer  
HM: Washington Wednesday Missourian,  
Chris Stuckenschneider

**Best Columnist – Serious**

1st: Festus Jefferson County Leader, Patrick  
Martin  
2nd: Christian County Headliner-News,  
Donna Osborn  
3rd: Southwest County Journal, Buck  
Collier  
HM: Liberty Sun-News, Jack C. Ventimiglia  
HM: Green Park Call, Bill Milligan

**Best Use of Local Photographs**

1st: Washington Weekend Missourian  
2nd: Owensville Gasconade Co. Republican  
3rd: Liberty Sun-News  
HM: Concordia Concordian  
HM: Stockton Cedar County Republican

**Best Feature Photograph**

**Class 1**

1st: Gasconade Co. Republican, Dave  
Marnar, Sunset  
2nd: McDonald Co. News-Gazette, Rick  
Peck, Picnic for Pig  
3rd: Kearney Courier, Kathy Whipple,  
Rodeo Nights  
HM: Belton Star-Herald, Charlie Morasch,  
Doctor Doolittle  
HM: Platte County Landmark, Bill  
Hankins, Around the Campfire

**Class 2**

1st: Lee's Summit Journal, Jeff Kirchhoff,  
Operation Impact  
2nd: Washington Weekend Missourian,  
Jeanne Miller Wood, Catching Snowflakes  
3rd: Houston Herald, Brad Gentry, Inner

**Tube Slide**

HM: Lee's Summit Journal, Jeff Kirchhoff,  
Scary Guy  
HM: Liberty Sun-News, Mark Coffey,  
Showing Teeth

**Best Photo Illustration**

**Class 1**

1st: Bloomfield North Stoddard Countian,  
ElFreda Cox  
2nd: Owensville Gasconade Co. Republican,  
Bob McKee  
3rd: Concordia Concordian, Gary Beissen-  
herz  
HM: Cabool Enterprise, Dala Whittaker  
HM: Christian County Headliner-News,  
Donna Osborn & Staff

**Class 2**

1st: Odessa Odessan, Clayton Crabtree,  
Fourth of July  
2nd: Lee's Summit Journal, Jeff Kirchhoff,  
Serrano  
3rd: St. Louis Business Journal, Brian  
Cassidy, Two new artists  
HM: Cuba Free Press, Rob Viehman, Road  
sign  
HM: Liberty Sun-News, Mark Coffey,  
School prayer

**Best News Photograph**

**Class 1**

1st: Gasconade Co. Republican, Dave  
Marnar, Tight Landing Zone  
2nd: Platte County Landmark, Bill  
Hankins, President Speaks  
3rd: Gasconade Co. Republican, Dave  
Marnar, First on scene  
HM: Christian County Headliner-News,  
Chuck Branch, Pres. Visits Springfield  
HM: Mt. Vernon Lawrence Co. Record,  
Steve Fairchild, On Top of Situation

**Class 2**

1st: St. Louis American, Wiley Price,  
Robbery Foiled  
2nd: St. Louis American, Wiley Price, Grief  
from a Gun  
3rd: Webster-Kirkwood Times, Ursula Ruhl,  
Scholin Fire  
HM: Bolivar Herald-Free Press, Justin  
Ballard, Almost Tornado  
HM: Lee's Summit Journal, Jeff Kirchhoff,  
Dousing the Wreckage

**Best Sports Photograph**

**Class 1**

1st: Platte County Landmark, Bill Hankins,  
Wrestling Pain  
2nd: Nevada Sunday Herald, Ralph  
Pokorny, Concentration  
3rd: Kearney Courier, Dick Whipple,  
Knocked from Playoffs  
HM: Excelsior Springs Standard, Kim  
Simmons, Long Goes High

HM: Stockton Cedar County Republican,  
Justin Ballard, Outfield-in

**Class 2**

1st: St. Louis American, Wiley Price, Top  
Sprinters  
2nd: Lee's Summit Journal, Jeff Kirchhoff,  
In the Shadows  
3rd: Liberty Sun-News, Mark Coffey, Serve  
HM: Tri-County Journal, Rick Graefe, Wild  
Ride  
HM: Washington Wednesday Missourian,  
Bill Battle, Get Down!

**Best Photo Package**

1st: Platte County Landmark, Bill Hankins,  
Local Artist  
2nd: Platte County Landmark, Bill  
Hankins, Buffalo Jim  
3rd: Kearney Courier, Dick Whipple,  
Bula Bula  
HM: Lee's Summit Journal, Jeff Kirchhoff,  
Love of the Game  
HM: Gasconade Co. Republican, Dave  
Marnar, Golfers Support Friend

**Best Advertising Idea or Promotion  
of the Newspaper**

1st: Webster County Citizen, Dan Wehmer,  
Let's Talk  
2nd: Lee's Summit Journal, Jeff Kirchhoff  
and staff, Calendar  
3rd: Jackson Cash-Book Journal, Holiday  
Songbook  
HM: Marthasville Record, Ruth Stock, In  
Tune  
HM: St. Louis American, Kevin Jones, 75th  
Anniversary

**Best Advertising Idea or Promotion  
of an Advertiser**

1st: Lee's Summit Journal, Adams Toyota  
2nd: Bowling Green Times, Linda Luebre-  
cht, Home improvement page  
3rd: Canton Press-News Journal, Jennifer  
Pegler, Business Cards  
HM: Concordia Concordian, American  
Heart Month  
HM: Marshfield Mail, Century Realty—  
sold

**Best News Content  
Class 1**

1st: Christian County Headliner-News,  
Ozark  
2nd: Kearney Courier  
3rd: Gasconade Co. Republican  
HM: Canton Press-News Journal

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HM: Liberty Tribune, Angie Borgedalen

#### Class 2

1st: Riverfront Times  
2nd: News Democrat Journal, Festus  
3rd: North County Journal  
HM: Liberty Sun-News  
HM: Lee's Summit Journal

#### Community Service Award

1st: Southwest City Republic, Rick Peck and Gerald Elkins, Waterway Problems  
2nd: Kearney Courier, Teen program  
3rd: Canton Press-News Journal, Dawn Spurgeon, Domestic Abuse  
HM: Green Park Call, Bill Milligan, Boys and Girls Club  
HM: Washington Wednesday Missourian, Ed Pruneau, CHEM program

#### Best Editorial Page

##### Class 1

1st: Kearney Courier  
2nd: Kansas City Press-Dispatch, Gene Hansen  
3rd: Louisiana Press-Journal, Kurt Jarvis  
HM: Nixa News-Enterprise  
HM: Stockton Cedar County Republican

##### Class 2

1st: Festus Jefferson County Leader, Patrick Martin  
2nd: Bolivar Herald-Free Press  
3rd: North County Journal  
HM: Cuba Free Press, Rob Viehman  
HM: Liberty Sun-News, Jack C. Ventimiglia

#### Best Sports Page

##### Class 1

1st: Kearney Courier  
2nd: Cedar County Republican, Justin Ballard  
3rd: Nixa News-Enterprise, Ron Schott  
HM: Christian County Headliner-News, Ron Schott  
HM: Liberty Tribune, Kevin Goodwin

##### Class 2

1st: Lee's Summit Journal, Nick Parker, Jeff Kirchhoff and Larry Graham  
2nd: Washington Weekend Missourian  
3rd: St. Charles Journal, Russell Korando, Ryan Fagan and Dave Benson  
HM: Bolivar Herald-Free Press, Bill Breshears  
HM: Washington Wednesday Missourian

#### Best Sports Story

1st: Riverfront Times, Mike Seely, Feed the Beast  
2nd: Riverfront Times, Jeanette Batz, Speed Isn't Enough  
3rd: Riverfront Times, D.J. Wilson, Redbirds' Burden

HM: Kearney Courier, Chris Geinosky, Grad Stands Tall

HM: Riverfront Times, Eddie Silva, Hard Ride

#### Best Sports Column

1st: St. Louis American, Alvin Reid  
2nd: Liberty Tribune, Kevin Goodwin  
3rd: Lee's Summit Journal, Nick Parker  
HM: Chesterfield Journal, Dave Kvidahl  
HM: Lee's Summit Journal, Larry Graham

#### Best Family Living Coverage

1st: Kearney Courier  
2nd: Liberty Sun-News  
3rd: Lee's Summit Journal  
HM: Washington Wednesday Missourian  
HM: Washington Weekend Missourian

#### Best Young People's Coverage

1st: Pitch Weekly, Joe Miller  
2nd: Kearney Courier  
3rd: Washington Wednesday Missourian  
HM: St. Louis Business Journal, Angela Mueller  
HM: Webster-Kirkwood Times, Dwight Bitikofer

#### Best Coverage of Rural Life & Agriculture

1st: Christian County Headliner-News, Kaci Mitchell  
2nd: Concordia Concordian  
3rd: Washington Weekend Missourian  
HM: Mt. Vernon Lawrence Co. Record, Kaylea Hutson  
HM: Stockton Cedar County Republican

#### Best Special Section

##### Class 1

1st: Kansas City Press-Dispatch, The Unthinkable  
2nd: Kansas City Press-Dispatch, Call to Duty  
3rd: Canton Press-News Journal, David Steinbeck, Salute to Veterans  
HM: Christian County Headliner-News, Grad tab  
HM: Thayer South Missourian News, A Salute to Veterans

##### Class 2

1st: Festus Jefferson County Leader, Stephanie Gillespie, DeSoto Home Show  
2nd: Jackson Cash-Book Journal, David Bloom and Greg Dullum, Sept. 11, 2002 - Never to be forgotten  
3rd: Liberty Sun-News, Student of the Year  
HM: Harrisonville Cass Co. Democrat-Missourian, Jennifer Coombes, American Heroes  
HM: Perry County Republic-Monitor, Randall J. Pribble, The Answer Book

#### Best Investigative Reporting

1st: Riverfront Times, Bruce Ruston, Squeal like a pig

2nd: St. Louis Business Journal, Patricia Miller, Inside the Am Gen meltdown  
3rd: Missouri Lawyers Weekly, Ken Jones, Oxygen Tank Fails  
HM: Pitch Weekly, Allie Johnson, Hell on Wheels  
HM: Riverfront Times, Bruce Rushton, Serial Tiller

#### Best Local Business Coverage

1st: St. Louis Business Journal  
2nd: St. Charles Journal  
3rd: St. Louis American  
HM: Washington Weekend Missourian

#### Best Business Story

1st: St. Louis Business Journal, Rick Desloge, Maritz Family Fued  
2nd: Pitch Weekly, Casey Logan, Little Blight Lies  
3rd: Houston Herald, Brad Gentry, 48-hours 900 Jobs  
HM: Liberty Sun-News, Jack C. Ventimiglia, Surgery on Malpractice  
HM: St. Louis Business Journal, Patricia Miller, Sinclair Shifts

#### Best Coverage of Government

1st: Pitch Weekly, Joe Miller, Infrastructure Bonds  
2nd: Liberty Sun-News, Jack C. Ventimiglia, State Budget Cuts  
3rd: Riverfront Times, Geri L. Dreiling, Slaphappy  
HM: Pitch Weekly, Joe Miller, Nace baiting  
HM: Riverfront Times, D.J. Wilson, Joyce Abusive

#### Best Coverage of Religion

1st: Washington Weekend Missourian  
2nd: Lee's Summit Journal  
3rd: Liberty Sun-News

#### Best Information Graphics

1st: St. Louis Business Journal, James Macanufu, Board Games  
2nd: Webster County Citizen, Anna Sturdefant and Bev Hannum, R-II Guide  
3rd: Webster County Citizen, Anna Sturdefant and Dan Wehmer, Election Chart

#### Best On-Line Newspaper

1st: Riverfront Times, Tom Finkel  
2nd: South County Times  
3rd: Buffalo Reflex

#### Best Newspaper In Education Program

1st: Lee's Summit Journal, Nick Parker and Staff  
2nd: Washington Wednesday Missourian, Dawn Kitchell  
3rd: Cuba Free Press, Rob Viehman

Federal law took effect Oct. 1

# Keep 2 basics in mind with 'Do Not Call' law

**W**hile everyone is debating the pros and cons of the federal and/or the state Do Not Call laws, the association's hotline attorney's head is spinning, trying to keep straight all the provisions of the various laws.

If you are as confused as I am, here are the two basics you need to keep in mind:

1. If a name is on either the federal or state list, you must not call this person. The federal program began Oct. 1. As you know, the state program has already been implemented.

The federal registry data for up to five area codes will be available for free for registered users at [www.ftc.gov](http://www.ftc.gov), the federal trade commission's website. Beyond five, there is an annual fee of \$25 per area code of data, with a maximum annual fee of \$7,375 for the entire U.S. database.

The fee must be paid annually. Payment of the fee provides access to the data for an "annual period," which is defined as the 12 months following the first day of the month in which the fee was paid. For example, a company that pays its annual fee on Sept. 15, 2003, has an "annual period" that runs from Sept. 1, 2003, through Aug. 31, 2004.

If you need access to the Missouri list, go to the Missouri attorney general's web page at [www.ago.state.mo.us](http://www.ago.state.mo.us). About mid-way down the page is the "No Call" logo. When you click in the logo, you are taken to the No Call web page. There, about mid-way down that page, is the

application to get the no-call list from the attorney general's office. Pricing is quarterly, and the cost is \$25 for each area code in the state per quarter.

2. Once you have the no-call lists, remember that you CAN call persons on

the list if you have had a business relationship with this person in the last 6 months. (The federal law has a "prior business relationship" window of 18 months, substantially longer than the state window. Based upon federal law provisions regarding conflicts in the two laws, the state window would apply, therefore the time limits are shorter.)

If you follow those two basic principles, you should be fine. At the moment, all of these areas of the law are changing, so we will need to watch closely for announcements about enforcement provisions.

Just in case you are interested, recent

statistics from the Federal Trade Commission show 22.3 percent of Missouri households have signed up for the federal Do Not Call list.

Before I close, let me note that the Missouri Court of Appeals for the Eastern District of Missouri, in St. Louis, issued an opinion in late August upholding the dismissal of a defamation claim filed against Rust Communications and the *Southeast Missourian*.

The paper had done a series of articles in 1998 on an entity called Community Sweat Equity Housing, which focused on rehabilitating housing units. The plaintiff claimed she was defamed in the articles.

The court found that a review of the facts pleaded in the petition, when viewed in a light favorable to the plaintiff, still did not state any grounds for relief.

The court reiterated the basic elements of defamation in Missouri: 1) Publication 2) of a defamatory statement 3) which identifies the plaintiff 4) that is false 5) that is published with a requisite degree of fault and 6) damages the plaintiff's reputation.

Further, the court found, after examination of the statements the plaintiff complained of, that none of them were defamatory. Further, the court found some of the statements to be opinions. In fact, the plaintiff, in regard to some of the statements she complained about, admitted they were true.

Missouri courts are seldom given a chance to speak on libel matters, and a favorable opinion is always good for the media for future issues that might arise. Thanks to the folks at Rust and to Ben Lipman and his cohorts at Lewis, Rice, for their good work upholding the law in this state! □



**Jean Maneke**

MPA  
Legal Hotline  
Counselor

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Fax (816) 753-9009

**The list of winners of the 2003 Missouri Press Foundation Better Newspaper Contest can be found at [mopress.com](http://mopress.com).**

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### STAFF

**Doug Crews:** Executive Director, [dcrews@socket.net](mailto:dcrews@socket.net)

**Mike Sell:** Advertising Director, [msell@socket.net](mailto:msell@socket.net)

**Kent M. Ford:** Editor, [kford@socket.net](mailto:kford@socket.net)

**Connie Whitney:** [cwhitney@socket.net](mailto:cwhitney@socket.net),

and **Jennifer Plourde:** [jplourde@socket.net](mailto:jplourde@socket.net): Advertising Sales and Placement

**Karen Philp:** Receptionist, Bookkeeping, [kphilp@socket.net](mailto:kphilp@socket.net)

**Lesia Litty:** Member Services, Meeting Planning, [litty@socket.net](mailto:litty@socket.net)

**Sue Heifner:** Ad Sales, [sheifner@socket.net](mailto:sheifner@socket.net)

**Shawn Cockrum:** Assistant to the Executive Director: [scockrum@socket.net](mailto:scockrum@socket.net)



# Obituaries

Willard

## Jim Sawyer

63—Retired Extension writer  
**J**im Sawyer, a longtime associate and friend of Missouri Press Association, died of pneumonia Sept. 6, in Springfield. He was diagnosed with cancer about a year ago and had undergone treatment for that.



**Jim Sawyer** attended the ISWNE meeting in Ireland in July.

Mr. Sawyer was a retired writer for University Extension out of Springfield. He was active in Ozark Press Association and the International Society of Weekly Newspaper Editors. He wrote a column that appeared in Southwest Missouri newspa-

pers and often in the ISWNE's newsletter.

Mr. Sawyer leaves his wife, Margaret, his mother; two daughters, a son, a stepson and six grandchildren.

St. Louis

## Wilbur H. Roberts

72 — Retired printer  
**W**ilbur H. Roberts, Belleville, who for years helped compose the *Post-Dispatch*, died Aug. 16, 2003, of complications of diabetes.

Mr. Roberts worked for more than 30 years as a printer. His daughter, Susan Luberda, also works for the *Post-Dispatch*. Mr. Roberts retired in 1994.

Other survivors are four sons, another daughter and 15 grandchildren.

Kansas City

## Glenn C. Berdell

96 — Retired newspaperman  
**G**lenn C. Berdell, Prairie Village, Kan., who originated the real estate

section for *The Kansas City Star*; died Aug. 8, 2003, in Overland Park.

Mr. Berdell retired from *The Star* in 1973 with the title of Manager, New Business. In the early 1930s he owned papers in Oklahoma and Illinois.

Mr. Berdell received national recognition for his promotion "Christmas in July," which he originated in 1942. After retiring he originated the retirees club called Keen-Agers of Asbury.

He leaves his second wife, Mary.

St. Louis

## Frank W. Zundel

78—Longtime newspaperman  
**F**rancis "Frank" W. Zundel, a retired *Post-Dispatch* employee, died of cancer at his home Aug. 30, 2003.

Mr. Zundel started his career as a retail ad sales manager for the old *St. Louis Globe-Democrat*. He joined the *Post-Dispatch* in the early 1980s.

Mr. Zundel leaves his wife, Audrey; two daughters, four sons, two brothers, a sister and six grandchildren.

• "It's quick, easy and simple." "Everybody loves it!" "Images download fast." •

• "Production time has been cut down considerably." •

• "It makes my reps more efficient on the road." •

• "What took hours are now minutes." "It helps me with ideas I can use." •

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## Housekeeping

# More papers use color to brighten front pages

### Hall of Fame speeches a welcome break

**M**ore and more of Missouri's newspapers have full color on their covers — even the weeklies. They look great! Well, not all of them look great yet, but they're coming along.

A brief highlight of my week is looking at the front page of every weekly paper that comes into the office. It gives me a break from this monitor, and I get to see what's going on in the communities around the state.

A few papers are using color in their flags. It's easy to go crazy with color, but applied with style and creativity, color makes a newspaper nameplate look terrific.

I see all of the festival queens and their courts, the new teachers and the election candidates and winners. Local tragedies run in bunches, like business. One minute you're twiddling your thumbs, the next you're swamped.

Some weeks it seems every third newspaper has a page-one story about a local teen-ager killed in a car crash, a child drowned in a community lake or someone being electrocuted, buried in a trench or being crushed by a rolling tractor. Some weeks we die by the dozens before our time.

Other weeks, the hottest news is the garden club's yard of the week.

**A**s this is being written, it hasn't happened yet, but the Hall of Fame banquet probably delivered as always. It's a special event. It gives Missouri newspaper people the opportunity to honor people who deserve to be honored. It's a way to say thanks for being great advocates for newspapers.

The brief speeches the inductees or

their families present always are sincere and heart-felt. They appreciate being appreciated.

When all we hear on the airwaves these days is ranting and raving, it's nice to hear people say nice things for a change. We don't have near enough people saying nice things. Whining and name calling drown out courtesy. Compliments get bashed by hollered bumper-sticker platitudes. Thinking is more difficult than loud.



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



Tabloids with the Better Newspaper Contest results and judges' comments will be mailed to each newspaper. Results also will be posted on the MPA website, [mopress.com](http://mopress.com).

If your newspaper won awards and you were not at the convention to receive

them, they will be shipped to you soon.

Next year's convention will be Sept. 9-11 at the University Plaza Hotel & Convention Center in Springfield.

If you're curious about why Missouri Press would schedule this year's convention the day of the football game in Lawrence, here's the reason. The game date was changed after the convention was scheduled and the hotel contract was signed. (Grumbling erupted in the office from time to time.)

Speaking of football, a bunch of Husker fans will be in Columbia for the game on Oct. 11. MPA will cater to them at a tailgate party in the Hearn Center Fieldhouse.

If you'd like to join that mingling, contact the MPA office.

We're trying to get the dates of various

meetings on the MPA calendar. If you are an officer of a regional press association or other group, and your outfit's meeting date is not on the calendar, get that information to the MPA office, please.

The editors and ad manager groups already have scheduled their meetings. Both will be at the Sheraton Westport Hotel in St. Louis next April.

Northwest Missouri Press will meet on its traditional third weekend in January at the Ramada Inn in St. Joseph. □

## Statement of Ownership

**T**his is the Statement of Ownership, Management and Circulation as required by Act of Congress of Aug. 12, 1970, of *Missouri Press News*, published monthly at Columbia, Mo. This statement contains the information provided on Form 3526, which was mailed to the Postmaster at Columbia, Mo., on Sept. 12, 2003.

The publisher and owner of *Missouri Press News* is the Missouri Press Association, 802 Locust St., Columbia, MO, 65201-7799, a non-profit corporation without capital stock.

The editor is Kent M. Ford of Columbia, Mo. The managing editor is Doug Crews of Columbia, Mo.

There are no bondholders, mortgagees, or other security holders of any kind or nature, either with reference to the Association or the *Missouri Press News*.

Total number of copies printed during the preceding 12 months averaged 1,039, and 1,010 were printed in September, the issue nearest the filing date.

No copies were sold through dealers, carriers or vendors during the year. Paid or requested mail subscriptions averaged 948, with 952 in September.

No copies were distributed free each month through the mail. Free distribution outside the mail was 36 each month. Total distribution averaged 984, with 988 distributed in September.

Copies not distributed averaged 55, with 22 not distributed in September.

Paid and/or requested circulation averaged 96% for the year and was 96% in September.

I certify that all information furnished is true and complete.

Kent M. Ford, Editor □

# NIE also works away from school

**W**hat is Newspaper In Education?  
Some use the acronym NIE. A publisher once asked me to tell him about "NEI" – and I realized that most people have No Earthly Idea what NIE or Newspaper In Education is.

The name evolved from Newspaper in the Classroom. We Americans adopted the title, Newspaper In Education, in 1978 from our Canadian neighbors in an attempt to broaden our scope.

But I've always felt even the more modern title lacks a key word – home.

We've known for centuries that the newspaper adds value to the classroom. But today, the goal in Newspaper In Education isn't just about reading, writing, arithmetic – and social studies, it's also about making a connection.

**M**ost of you reading this column grew up with newspapers in your homes. Your parents were subscribers and modeled the importance of newspapers by reading them. But many children today don't come into contact with a newspaper until they reach the classroom.

Our academic objectives in the classroom haven't changed. What has changed is the importance of that newspaper at the end of the school day.

Twenty years ago the newspaper came into most homes through the front door. Today, with the help of good Newspaper In Education programs, we're reintroducing it through the back door.

I was reminded of the importance of family and home a few weeks ago when I spoke to a large group of parents, children and teachers in Steelville. The remedial reading coordinator had arranged the presentation.

These parents cared enough about helping their children succeed in reading that they gave up two hours of their



## How to teach with the newspaper

Steelville parents learned ways to use the newspaper at home to help their children improve reading skills during a parent workshop held Sept. 11 by the *Steelville Star* and *Cuba Free Press*. MPA's Dawn Kitchell presented the workshop to more than 70 parents, children and teachers gathered at Steelville Middle School. The photo was taken by Betty Ann Howard of Steelville Middle School.



**Dawn Kitchell** is MPA's NIE coordinator. Contact her at (636) 390-2821; dawn.kitchell@sbcglobal.net

evening to come listen to me. I started the program by giving everyone a newspaper. Then, as they read, I told the parents they were already doing one of the most important things they could do to help their children. They were reading.

In the newspaper industry we market the newspaper to many niche groups, explaining why consumers need our product. Next time you're weighing the value of creating a relationship with young readers through Newspaper In Education, add the benefit of

that back door marketing.

**Lewis & Clark's Missouri**  
Many of you already have ordered

your free Lewis & Clark's Missouri series, available now from Missouri Press. This 8-part series commemorates the 200<sup>th</sup> anniversary of the expedition from the Missouri perspective. To order the series, contact [scockrum@socket.net](mailto:scockrum@socket.net).

### **Lewis & Clark: Exploring Another America**

The 16-page special section focusing on the themes of the national exhibit is in production and will be available to Missouri newspapers in November. An order form is on-line at [mopress.com](http://mopress.com). You may order the free CD with the files for your newspaper to print, or you may order printed copies of the section in boxes of 500 for \$100 per box, including shipping. A companion teacher guide is provided free with either format that ties the past to the present with your newspaper. □

# Missouri Press Service takes all the work out of sending your news release. But don't take our word for it.

Here's what one satisfied user emailed to us recently:

*"Thank you!  
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# Nostalgia

October  
1963

Missouri  
Press News

August  
1943

Missouri  
Press News

## ✍ Cape Girardeau

The *Cape Girardeau Southeast Missourian* installed the "little merchant plan" for its carriers on Oct. 1. Under the new system the carriers deliver the paper as well as handle other necessary transactions, such as making collections and answering any complaints.

A group picture of all the carriers was featured in the *Missourian* under the caption of "Cape Girardeau's newest business men."

## ✍ Liberty

The *Liberty Tribune* was published by students from Liberty High School during National Newspaper Week, Oct. 1-8. The Liberty paper noted that in few other nations of the world could a newspaper turn over its news columns to youth of today.

## ✍ Sikeston

The *Sikeston Herald* had a special section honoring its former employees and carriers who are now in the armed forces in the issue of Oct. 7 during National Newspaper Week.

Numbered among the employees in service are three sons of Clint H. Denman, publisher of the *Herald*.

## ✍ Shelbyville

The *Shelby County Herald* held its annual correspondents picnic last month. Dean Frank L. Mott from the School of Journalism gave a talk on the work of a country correspondent.

H.R. Long, Missouri Press Association manager, complimented the correspondents on their work and spoke of its importance to the newspaper.

Mrs. Louis Parker, Leonard correspondent, led group singing. More than 40 attended the picnic.

## ✍ Fairfax

The subscription list of one Missouri newspaper has been added to the volume

of vital materials and products which are frozen to consumer use for the duration of the war.

The *Fairfax Forum* is freezing its subscription lists and all new subscribers are entered on the subscription list when some old subscriber fails to renew.

The rationing of subscriptions began with a single announcement in September, and L. Roy Sims, publisher, has had many old subscribers pay for several years in advance since the notice was published. Sims found it impossible to save newsprint without limiting his mailing list.

October  
1953

Missouri  
Press News

## ✍ Montgomery City

The Montgomery County newspapers have installed new equipment. The *Wellsville Optic-News* has added another typesetting machine and a power stitcher. The *Montgomery City Standard* has installed a faster press and a new folder.

## ✍ Richmond

Mr. and Mrs. Allen Miller, *Richmond Ray County Herald*, are adding a new duplex press to facilitate the printing of their paper. The increased subscription list entailed by their purchase of the Polo subscription list and publication rights has brought this decision to a head.

## ✍ Crane

A fire of undetermined origin broke out in the mechanical and stock department of the *Crane Chronicle* Sept. 23 and caused several thousand dollars worth of damage.

The fire was discovered while Lester B. Sawyer and his employees were out to lunch. A.L. Wright is publisher of the paper.

Two papers are printed in the *Chronicle* office. When the fire occurred the *Crane Chronicle* had already been printed and mailed, but the *Galena Stone County News-Oracle* was only partially printed. The rest was printed in the plant of the *Aurora Advertiser*.

## ✍ Excelsior Springs

Initiating a two-state rivalry in the sport of golf between Missouri and Kansas, Missouri's newspaper team recently defeated Kansas in the first annual tourney on the Excelsior Springs course.

Missouri players, earning 18 points, were Tom Sowers and his dad, Ed Sowers, of Rolla; Aaron Stuckey of Unionville, Mike Warning and his boss, Jac Zimmerman, of Willow Springs.

The Kansas Jayhawkers earned 6 points. They were Bill Blair, Oswego; Earl Knauss, Garnett; Bud Bruce, Hillsboro; Huck Boyd, Phillipsburg; and Bob Roberts, Harrington.

## ✍ Pineville

More Missouri newspapers have switched to offset printing.

The *Pineville Democrat*, in changing to offset, also converted to tabloid size.

And Chester Krause, publisher of the *Mansfield Mirror*, plans to have his newspaper produced by offset with the *Mirror* being printed in Houston.

The plant at Houston is owned by Lane Davis, Jac Zimmerman, G.E. Derickson and Orrin Barbe and currently is printing seven newspapers on its web offset press.

The *Pleasant Hill Times* has switched to offset and changed its page size to tabloid. The *Times* is printing on a new Gazette Compact web-fed press.

## ✍ Mountain Grove

A former grocery store building is being remodeled to house the *Mountain Grove News*. For many years the *News* was published in a building located behind the post office. It now moves onto the town square.

## ✍ Vandalia

Work has begun on an expansion for the *Vandalia Leader*, which is expected to see the newspaper printing plant nearly double its size.

Now under construction is a 19x60-foot concrete block building. All job printing equipment along with the stereotype department and darkroom will be located in the new building.

## Marketplace

Ads on this page are free to members of Missouri Press Association. Cost to non-members is 25¢ per word. Please email your ads to kford@socket.net.

### HELP WANTED

**REPORTER:** Full-time business writer. Reporting and writing business stories of local interest. Solid deadline-oriented news-writing experience or a journalism degree. Health insurance, vacation pay, sick pay and 401(k). Send resume and clips to the Columbia Daily Tribune, Attention: Personnel, P.O. Box 798, Columbia, MO 65205. EOE/Drugfree Workplace. 9-2

**PRESS OPERATORS:** Springfield, Mo., commercial printer seeks heat and cold web press operators. Competitive pay/bonus, excellent benefits in a clean work environment. Send description of work experience to: Press Positions, Attn: Human Resources, PO Box 330, Bolivar MO 65613 or fax 417-326-8701. EOE. 9-2

**REPORTER:** The Examiner has an immediate opening for a talented, hard-working writer/reporter on the cops/courts beat. Journalism degree or equivalent required. Apply to Executive Editor Dale Brendel at dbrendel@examiner.net, or by mail to 410 S. Liberty, Independence, MO 64050. 8-22

**PRINT DIRECTOR:** Cold-web commercial printing company seeks an experienced Print Director. This family owned corporation includes a daily newspaper and is a regional print site for The New York Times.

State-of-the-art facility includes CTP; 48 unit Goss Universal, 16 unit Harris, and 12 unit DGM 430 presses. Must have extensive commercial printing experience and knowledge of all production areas, including pre-press, press, bindery and shipping. Candidate must have excellent management, budgeting, leadership and computer skills, and must be team-oriented. Competitive salary based on experience and qualifications. Send a resume and cover letter with salary requirements to Tribune Publishing Company, Attn: HR Dept., PO Box 798, Columbia, MO 65205 or fax to 573-815-1531 or email: srinehart@tribmail.com. EOE / Drugfree Workplace. 8-14

**PUBLISHER:** Six-day daily newspaper in East Central Indiana, full production facility, seasoned stable staff. We are searching for candidates with successful sales background and strong leadership skills. We offer advancement opportunity as well as excellent compensation and benefits package. If you have a proven track record in attaining budget objectives and an interest in joining a growing, family-owned newspaper group, please send resume including salary history to: Joan R. Williams, Community Media Group, P.O. Box 10, West Frankfort, IL 62896, or email to rickiw@neondsl.com. 8-18

**AD MANAGER:** Advertising Manager for independent group of weekly newspapers near Kansas City. Work for a family-owned company that values self-starters, team players, sales integrity, and long-term customer relationships. Work with a small but professional staff. You should have strong skills in design, sales, managing people, organization, time management, and multitasking. Quark, Creator and Freehand experience helpful. Competitive compensation. Developed market. Supportive, hands-on owners. No transients, please. We want someone ready to settle in for a while. Send resume and letter explaining your goals and

elaborating on your accomplishments to Phil McLaughlin, Miami County Republic, Box 389, Paola, KS 66071. You can ALSO send them by email to republic@grapevine.net. 9-2

**ADVERTISING SALES:** Sales representative for The Landmark, Platte County's fastest growing paid circulation newspaper. Must be willing to develop new accounts. Top commission paid. Contact Ivan Foley at ivan@plattecountylanmark, phone 816-858-0363 or by mail at PO Box 410, Platte City, MO 64079. 9-17

**REPORTER:** The Platte County Landmark has an immediate opening for a hard-working reporter. Part-time position, 25-35 hours per week. Photography skills helpful. Contact Ivan Foley at, ivan@plattecountylanmark.com, phone 816-858-0363, or by mail: The Landmark, PO Box 410, Platte City, MO 64079. 9-17

### JOB WANTED

**DETAIL ORIENTED** office/customer service person seeks challenging position. Experience with billing, collections, office management, handling customers, taking orders, Word and Excel. Excellent organizational, communication and customer service skills. Excellent references. Shirley Holdmeier, Columbia, MO, (636) 358-3166, holdmesh@hotmail.com. 9-17

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## CALENDAR

### October

5-11 — National Newspaper Week. Free material to promote the week is available at [kypress.com/nnwkit](http://kypress.com/nnwkit).

11 — Missouri Press will host Nebraska football fans at a pre-game party in the Hearnes Fieldhouse.

### December

7-8 — Missouri/Kansas AP Publishers and Editors annual meeting, Fairmont Hotel, Country Club Plaza, Kansas City.

### January 2004

15-16 — Northwest Missouri Press Association annual meeting, Ramada Inn, St. Joseph

### March 2004

17-20 — NNA Government Affairs Conference, Wyndham Hotel Washington DC.

### April 2004

1-2 — Missouri Society of Newspaper Editors, Sheraton Westport Hotel, St. Louis.

15-16 — Missouri Advertising Managers' Association, Sheraton Westport Hotel, St. Louis.

### September 2004

9-11 — 138th Annual MPA Convention & Trade Show, University Plaza Hotel & Convention Center, Springfield



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