

Missouri Press News

Your inside story for
March 2003



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Whispers in the Mansion

Jeff Hedberg of the Centralia Fireside Guard shares a thought with Bill Miller Sr. of the Washington Missourian between speakers in the Governor's Mansion during AP/MPA Day at the Capitol Feb. 20. More photos from the event are on pages 6 and 7.



Rules for the Missouri Press Foundation 2003 Better Newspaper Contest are in the centerfold.

The Commonwealth

CROSS COUNTRY TIMES

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Guard against bias in reporting

Readers sense slant that words give to news stories

Journalism is a noble profession, and I don't regret for a moment having been chosen by it as a participant. I put it that way because I seemed destined to do this for a living, and every job I've had in journalism seemed to find me.

My pride for the profession, though, doesn't diminish my capacity to find fault with some of what is done in the name of journalism. Even the best among us certainly make our share of mistakes, and I am pleased there are those who monitor and challenge what they find in the media. We need to be held accountable by peers, competitors, news makers and — most of all — the public.

I've long said every well-informed person is one who consults more than one source for "news." The more the better. The better informed among us are those who can distinguish between news, analysis, commentary and entertainment even when the presenter doesn't provide the courtesy of labeling each for what it really is.

Bias exists in all media, more in some than others. Journalists who can admit that are probably the best at overcoming it in our own work, even if we, as mere humans, are not perfect in our efforts to do so.

Of course, there is also bias in the eyes of the beholder. Beholders serve our own best interests when we are able to look past our own biases when in search of truth. Many who would hold up one particular source as our bastion of truth in the media will do so because that particular source more often than not rings true with our own political and/or social views, but agreement between sender and receiver doesn't automatically constitute truth.

I'll expose a bias of my own with this statement: Most of us will be ahead as viewers when we understand that today's televi-

sion "news" is more about entertainment than it is news. That's one reason TV "news" people are paid like entertainers and not journalists. My opinion.

But we in the print industry are less than perfect, too. A small article I read back in January, datelined in Washington and no doubt published in many dailies across the nation, is but one example. The headline proclaimed "Pay for young troops just \$15,480 a year."

The headline either exposed a bias of the headline writer or accurately reflected what that writer construed from the story. Why is the word "just" needed if the intent is to inform, not influence?

Here was the first graph: "Young U.S. troops who could be at war in Iraq within weeks would be paid less for fighting Saddam Hussein than they would if they stayed at home and flipped burgers."

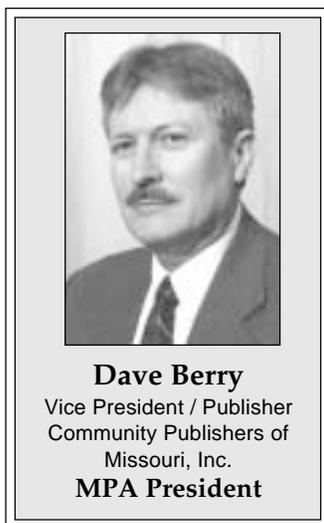
The writer eventually acknowledges that it is difficult to compare the pay with civilian jobs because of the military benefits, but then goes on to make an unfair comparison without taking into account those benefits.

There is an apparent bias in the article, but I can't tell the motive.

Is it written by a "hawk" lobbying for higher pay for the military? Is the "reporter" a "dove" who wants to discourage anyone from enlisting? Or was it simply written by someone who needed to produce copy for a paycheck and did so carelessly and incompletely?

Regardless, it doesn't tell the complete story. It doesn't come close.

This man's opinion is that we in the media need to do better than that. More often than not we do, but we have room for improvement. □



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Catch Ken Blum at SEMO Press

'Black Ink' author knows the ins and outs of community newspapering

Newspaper people in Southeast Missouri (and anyone else who's interested) have an opportunity for some top-notch newspaper training this spring.

Nationally known community newspaper consultant Ken Blum is on the program for the Southeast Missouri Press Association meeting Friday, April 11.

Southeast Press' annual meeting will be held at the UM Delta Research Center near Portageville.

Blum has written books and columns titled "Black Ink" that have been used by editors and publishers for years.

Here is the schedule for the Southeast Press meeting:

10 a.m. — Registration at Delta Re-

search Center.

10:30 — General Session (speaker not yet confirmed).

Noon: Lunch and business meeting. Millie Wallhausen Friend of SEMO Press and Living Legacy Awards will be presented. The Living Legacy Award is new this year. It will be presented to a Southeast

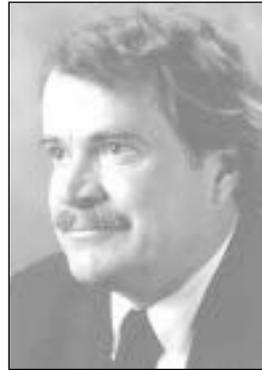
Missouri person who has been in the newspaper business his or her entire life.

1:30 — Ken

Blum.

2:30 — Concurrent

sessions by Duane Michie, a member of the Missouri Transportation Commission, and Jon Rust, an executive with



Ken Blum will share some of his experience and expertise April 11 near Portageville.

Rust Communications, Cape Girardeau.

Michie is president and CEO of First State Bank and Trust in Caruthersville, which also owns Farmers Bank of Portageville. Rust will talk about the ups and downs, ins and outs of publishing on the internet.

3:30 — Tour the Research Center.

4:30 — Reception and roundtable at Rone Hall near the Research Center.

The center is about 1-1/2 mile south of Portageville on Route T.

Cost of the meeting, which includes membership in Southeast Missouri Press Association, is \$65 per newspaper. Lunch costs \$15 per person. □



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On Tap for the Conference

- Nationally known consultant and educator Ken Blum.
- Missouri Transportation Commission member Duane Michie.
- Jon Rust, Rust Communications, Cape Girardeau, on web publishing.
- Tour of the Research Center.
- Reception and Roundtable.
- Business meeting and awards luncheon.

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Lunch ... \$15 per person

- Presentation of the Millie Wallhausen Friend of SEMO Press Award and the new SEMO Press Legacy Award.
- Annual business meeting
- Election of 2003-2004 Officers

Number to attend
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Lunch Cost

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Total Investment

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Please send registration and payment to:

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 For information contact Scott Seal at the Portageville Missourian-News, (573) 379-5355; sseal@semissourian.com.



Day at the Capitol

Missouri journalists filled the Senate Lounge on Feb. 20 to hear Supreme Court judges and the state budget director during AP/MPPA Day at the Capitol. Above, Bob Wilson, *Milan Standard*, visits with Judge Michael Wolff. Chief Justice Stephen Limbaugh Jr. also participated.

Above, Mary Twenter, *Columbia Daily Tribune*, discusses an issue with Judge William Ray Price, Jr.



Kathy Fairchild and her daughter, Virginia, *Mt. Vernon Lawrence County Record*, and Kay Wilson, *Nodaway News Leader*, Maryville, have lunch in the Governor's Mansion. Virginia Fairchild is the state editor for *The Chart*, the newspaper produced by students at Missouri Southern State College in Joplin. At right, Jack Whitaker, *Hannibal Courier-Post*, has a word with Gov. Bob Holden. In the background is Linda Luebbering, state budget director.





Gov. Bob Holden and First Lady Lori Hauser Holden answer questions after their presentations in the third-floor ballroom of the Governor's Mansion. During their presentations, both focused on the budget and education funding. With a constitutional requirement to balance the budget and a \$400 million imbalance, revenue and spending get most of the headlines from Jefferson City these days.



Senate leaders Peter Kinder, Cape Girardeau, pro-tem for the majority Republicans, and Ken Jacob, Columbia, of the minority Democrats, sparred over budget questions and other political issues during their discussion in the mansion ballroom. Their comments contained a number of sharp barbs and a few general broadsides directed at each other and the opposition party. House leaders were scheduled to participate, but floor debate occupied them. Sen. Kinder took the opportunity to jab at the governor; Sen. Jacob responded by calling for the Republican Party to withdraw anti-governor radio advertising.

This is a portion of the ballroom crowd, which included a few broadcast journalists and several students from the Missouri School of Journalism.



Don't miss April ad meeting

You and your staff have the opportunity this spring to learn from one of the country's best community newspaper publishers. You've all received several mailings about the April 10-11 meeting in Columbia of the Missouri Advertising Managers' Association. Take advantage of the opportunity, fill out the registration form and send it in today.

Iowa publishing all-star Peter W. Wagner will be the presenter for the meeting at the Quality Inn Hotel, I-70 and Providence Road.

Wagner is president of Iowa Information, Inc., which publishes *The N'West Iowa REVIEW*. That weekly newspaper has been called "arguably the best weekly newspaper in America" by *The New York Times*. It has been named Iowa's Newspaper of the Year 14 of the past 21 years and the Best Small Community Weekly in the nation by the National Newspaper Association the last six years in a row.

In addition to its publications, the Wagner family oversees creative House Print Media consultants and provides training programs on all aspects of publishing across the United States and Canada.

Registration for the Ad Managers' meeting will begin at 12:30 p.m. Thursday, April 10. Wagner will present "50 All New Ideas for Fun and Profit" beginning at 1 p.m.

Then at 3, he'll present "The Five-Minute Sales Professional."

Buses will take guests to the Isle of Capri Casino in Boonville at 6 p.m. Dinner will be provided at the casino. Buses will return at 8:30 and 11 p.m. Wagner's Friday morning session will be



Peter Wagner's publications consistently win top awards in Iowa state and national competition. He may well be THE Idea Person.

"Reinventing the Community Paper."

Sam Barbee of the Missouri Automobile Dealers Association will talk about statutes, rules and regulations regarding automobile sales and advertising.

The Ad Contest Awards Program will begin at 10:30. The meeting will adjourn at 11:30.

Cost for the program is \$99 per person if you register by March 10, \$119 after that. Hotel rooms are \$49, including breakfast buffet. Call (573) 449-2491 to reserve a room.

A registration form for the Ad Managers' meeting can be found under the

"Online Registration" link at mopress.com. □

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Print public notices have big fan

A county in Wisconsin asked the Department of Revenue for a waiver of the statutes on the public notice requirements for local government. Here is the response, which was printed in the *Minnesota Newspaper Association Bulletin*.

Revenue department administrator John Rader wrote:

"Proper public notice of governmental activity in formats that are both easily accessible and readily available to Wisconsin citizens is essential to maintaining public confidence and trust in government and government officials.

"The internet, which was proposed as a replacement for the present public notice publication requirements which re-

quire publication of notices in newspapers, falls short in satisfying the spirit of public notice statutory references in the State of Wisconsin.

"The public notice statutes are intended to provide notices to citizens in a commonly understood, easily accessible, affordable format. Newspaper notices are easily understood by the vast majority of citizens. Most citizens are accustomed to looking for notices in newspapers.

"The internet is still unfamiliar to many citizens. Many citizens do not have computers or easy access to the internet. The internet requires a significant investment in hardware and software for each individual wishing information on governmental activities. The print media

provide this information at a nominal cost in comparison.

"As a technical matter, a government internet website can offer no clear equivalent to a newspaper's affidavit of publication that is sworn to and notarized by the publisher. A local government would have no legally accepted electronic method of proving to its citizens or a judge that a notice had actually been posted on a website.

"We remain committed to providing as much information as reasonably possible regarding government activities. We agree that the internet provides information to some, but we view it as a supplement to print media notices, not a replacement." □

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Publisher on Child Justice panel

Frank L. Martin III, editor and publisher of the *West Plains Daily Quill*, has been named to the Commission on Children's Justice by the Supreme Court of Missouri.

The commission is charged with recommending changes to the state's child welfare system.

Missouri Supreme Court Chief Justice Stephen Limbaugh appointed the commission after the reorganization of the Division of Family Services by Gov. Bob Holden. That action followed the resignation of several division officials after the August death of 2-year-old Dominic James of Springfield, who was in foster care.

The boy's foster father has pleaded not guilty to a charge of murder in connection with Dominic's death.

A report on the child welfare system in Greene County found many failings.

The *Springfield News-Leader*, which ran a series of stories on the case and child welfare, sued the Division of Family Services in October for the full file on Dominic. In November the state released more than 400 pages of documents with portions blacked out.

Martin was appointed to the commission in January along with Andrea Whitfield, a caseworker in St. Louis.

The panel is chaired by Judge John Holstein, formerly of West Plains, a retired chief justice of the Missouri Supreme Court.

Other members include House Speaker Catherine Hanaway and Senate President Pro Tem Peter Kinder, plus other people from the judicial, legislative and executive branches of Missouri government.

"I was appointed to the commission in a round-about and totally accidental way," Martin said in a *Daily Quill* story. "I had called Beth Riggert, the communication counsel to the (Supreme) court,

for answers to a couple of questions which I planned to raise in an editorial I was preparing on the newly appointed Commission on Children's Justice.

"I was generally pleased with the formation of the commission but I had a couple of questions about its composition.



Frank Martin suggested the panel needed people from outside government.

First, I noticed that every member of the commission was either in a governmental or quasi-governmental position. It occurred to me as they undertook their deliberations, given the sad state of Missouri's economy, budget and manpower constraints would be upper-most in their minds.

"My question to Ms. Riggert was that in an ideal situation we should look for the best possible juvenile welfare and justice system and then and only then worry about how to begin to fund it. People who are constrained by their governmental or quasi-governmental status would likely not take that approach.

"My second points concerned the fact that there were no 'lay' people or 'civilians' appointed to the panel. That produces two consequences. First, there is no one who can stand up without restraint and disagree without fear of any form of reprisal, and second, there was

no 'independent' third party whose inclusion would inspire the confidence of the public.

"At the end of our conversation Ms. Riggert expressed her opinion that I needed to talk to Supreme Court Chief Justice Stephen Limbaugh. I told her that wasn't necessary, that I had her explanation of the appointment process which was all I needed for my editorial. She reiterated her thought that Limbaugh and I should discuss my concerns.

"The next morning Limbaugh repeated the thinking behind the appointment process and I conveyed my concerns.

"Before an hour was up, Limbaugh had spoken with both President Pro Tem Peter Kinder and House Speaker Catherine Hanaway, both of whom agreed that the public should be represented on the panel, and the next thing I knew, I was that representative. While it was never my intention to serve on the commission, I found it difficult to turn down a request by the Chief Justice of the state Supreme Court.

"I now feel like the little boy who stood and pointed out 'the emperor has no clothes,' and now I've been appointed as one of his tailors."

The initial report of the commission will be due March 25. The final report will be due before the end of the legislative session in May. Martin invites those who have information they think the commission should consider to send it in writing in care of The Quill, P.O. Box 110, West Plains, MO 65775.

— *West Plains Daily Quill* □

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City sees utility of newspaper

At the request of the publisher of the local newspaper, the mayor and City Council of Proctor, Minn., passed this resolution.

City of Proctor: Resolution

WHEREAS, there is a move to allow public bodies to publish their official notices on their internet websites rather than in their local legal newspapers, and

WHEREAS, we, a public body, strongly oppose such an idea and know that the public interest would not be served by such a shift in publication requirements, and

WHEREAS, posting public notices on the public agency's website would not compare with the accessibility and readability of public notices published in community newspapers, and

WHEREAS, internet postings often are not reliable, not consistent, not timely, not archived and accessible at later dates, and

WHEREAS, newspaper readers only have to go to their publications for information compared to the inconvenience of having to go to multiple websites and navigate multiple web pages to get all the public notices, and

WHEREAS, the cost to a public body of maintaining a reliable, dependable website for consistent posting of public notices may well be as much or more than the cost of publication, and

WHEREAS, newspapers are accessible to all at a much lower cost to citizens than access to the internet, which requires a major initial investment in equipment and high monthly access fees,

and

WHEREAS, newspapers are more portable and user friendly than computers and can be read without electricity or batteries, and

WHEREAS, the internet is subject to hacking and manipulation which can compromise the security and credibility of public bodies' websites.

NOW THEREFORE BE IT RESOLVED THAT the Proctor City Council go on record supporting the preservation of reliable, dependable notice to citizens about the workings of government and its public notices through publication in newspapers ... □

Jean Maneke

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On the Move



Robert Miller moves from editor to manager.



Gloria Moore's duties expand to all marketing areas of paper.

✍ Malden

Robert Miller has been named general manager of the *Delta News-Citizen*. He replaced Tim Gage, who left the paper.

Miller previously was editor of the paper. He has been in the newspaper business for 13 years. He and his wife, Angie, have two young sons.

In another change at the paper, publisher Barbara Hill announced that advertising manager Gloria Moore has been named director of marketing. She will continue to supervise and sell advertising and will help in other business areas.

Michele Cox has left the staff. Reporter Ashley Stone has assumed Cox's former duties.

Lorriane Heiser has returned to Malden as associate editor. She has previously worked at the *Delta News-Citizen* and at *The Daily Statesman* in Dexter.

✍ St. Louis

Denise Holman and Jen Wood have been named vice presidents of sales at the *Post-Dispatch*. Both are new positions.

Holman, who previously was vice president of advertising at the *New Ha-*

ven Register in Connecticut, oversees major accounts, automotive, national and real estate.

Wood previously was director of retail and product sales at the *Post-Dispatch*. She now is responsible for recruitment, classified, retail territories, business and health care.

✍ Festus

Jefferson County natives Rachel Reynolds and Geron Elfrank have joined the staff of Leader Publications.

Reynolds joined the company's business office. She's working on a degree through Jefferson College. Reynolds and her husband, Rodney, and their son live in Hematite.

Elfrank is a graduate of Southwest Missouri State University in Springfield. He earned a degree in marketing. He is selling advertising in the Arnold and Imperial territory.

✍ California

Ra'Vae Pettit, a member of the *California Democrat* news staff for the past three years, has been promoted to assistant editor, a new position.

She'll continue reporting, but will also schedule assignments, edit copy and design pages.

Pettit and her husband, James, and their young son live in McGirk.

✍ Joplin

The Globe has added a part-time community coordinator to its staff. Karen Fritchey will maintain contact with gov-

ernment and business officials in about 80 communities in the *Globe's* readership area.

She also will scout new sales locations and advertising prospects.

She will be the host for "Coffee, Cookies and Conversation" meetings in area communities.

✍ Odessa

Kristi Young, a photojournalism graduate of the Missouri School of Journalism, has joined the staff of *The Odessan* and *Focus on Oak Grove*.

Young previously worked at the *Christian County Headliner News* in Ozark. She and her husband, Jason, have purchased a home in Odessa.



Kristi Young gained experience in Southwest Missouri.

✍ St. Louis

Bob Donnelly Jr. has been named ad manager of the Suburban Journals' Jefferson County newspapers.

Donnelly has worked for the Suburban Journals in the past and with other St. Louis area media. He most recently was a marketing and publishing consultant.

His father and grandfather founded several newspapers that are members of the Suburban Journals chain.

The Pulitzer corporation owns the Journals.

✍ Platte City

Gavin Abraham, a native of New Zealand, has joined the staff of *The Platte County Citizen* as assistant editor.

Abraham was born and raised in Auckland, New Zealand. After he graduated from high school in 1995, Rockhurst University in Kansas City recruited

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Gavin Abraham couldn't stay home in New Zealand.

him to play tennis. He received a degree with majors in communications and psychology in 1999. Abraham then worked as sports and schools editor for the *Shawnee Journal Herald* in Kansas. He returned to New Zealand in 2000 and worked in the newspaper business there for two years.

Abraham said he returned to the Kansas City area, Platte County in particular, because of its fast growth and variety of opportunities.

Washington

Patti Smith has been named the *Missourian* advertising sales representative for the St. Clair/Sullivan area.



Patti Smith attended East Central College in Union.

Smith earned a certificate in retail sales and mid-management from East Central College.

From 1995 to 2002 she worked at Gilberg Farms, where she rose to the position of aquatics director. She met her husband, David, while working there.

Smith has three children.

Pineville

Gerald Elkins is retiring after more than 13 years of writing for McDonald County Newspapers. He will continue working a couple of days a week covering courts, crime and features.

Marshfield

Debbie Chapman, advertising manager of *The Marshfield Mail*, has been named general manager of the weekly. She retains her advertising title.

Chapman has 14 years of newspaper experience. She worked in Lebanon before joining the Marshfield paper. She

Jackson County Advocate cited for reaching 50th anniversary

Grandview's mayor signed a proclamation in January congratulating James D. and Agnes Anne Turnbaugh on their 50th anniversary of the founding of *The Jackson County Advocate* and for 50 years of service to the community.

The Turnbaugh family has been in the newspaper business in Missouri for more than 100 years. Daniel Turnbaugh, grandfather of James D. Jr., owned the *Gainesville Times* that long ago.

His son, James D. Turnbaugh, for 25 years was the city editor of *The Kansas City Times*. James Jr. started in the business when 9 years old by publishing a neighborhood newspaper, setting his type by hand.

One of his advertisers owned a pharmacy on Troost Ave. When James launched the *Jackson County Advocate* in Grandview in 1953, that pharmacist was among his first advertisers.

As a young reporter for *The Kansas City Times*, Jim's work fell under the eyes of his father. The elder Turnbaugh kept watch over his son's work, even after the launch of the *Advocate*.

The *Advocate* published the "Twilight Twister," a pictorial history book of the devastating tornado that tore through the area in 1957.

Its special edition on the 100th anniversary of President Harry S Truman's birth, telling about his life in Grandview, is on display at Truman State University in Kirksville.

Agnes Anne Turnbaugh, co-publisher of the *Advocate*, started writing her column in 1954. When she was an infant in Emporia, Kan., her family lived around the corner from the famous editor William Allen White. White and his son frequently rocked Agnes in their arms.

The fourth generation of the family, Annette Turnbaugh, is in charge of advertising and production at the *Advocate*. She also takes pictures.

Son Joe Turnbaugh left the paper in 1992 to pursue other interests.

In 1988 the Turnbaugh family was recognized by the National Newspaper Association as one of the 135 families in America with four generations or 100 years in journalism. □

and her husband, David, have two married sons.

Buffalo

Julie Turner has joined the news staff of the *Buffalo Reflex*. She previously worked at the *Lebanon Daily Record*.

Turner is a graduate of Buffalo High School. She earned a degree in agricultural journalism at Southwest Missouri State University. She worked at the *Lexington News* before joining the Lebanon paper.

Odessa

Mrs. Betty Spaar, owner and publisher since 1960 of *The Odessan*, the weekly newspaper in Odessa, celebrated her 70th

birthday anniversary on Jan. 24.

In her weekly column on Jan. 23, she announced, "although I am not retiring I have decided to relinquish my title as publisher to my two sons, John and Joe."

Mrs. Spaar, who served as president of the Missouri Press Association in 1988, suffered a broken ankle in a fall outside the newspaper office in October. She said her decision "was made before my accident. After that occurred, both (John and Joe) were forced to assume more responsibility and to make decisions.

"They were aided by a capable, loyal staff of people who showed me that *The Odessan* is in good hands whether my input is there or not." □

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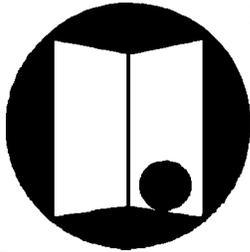
Please read, follow contest rules

Rules for the 2003 Missouri Press Foundation Better Newspaper Contest are enclosed with this magazine.

With the exception of date changes, they have changed little from last year's rules. The entry fee remains \$5 per entry. Entries must be postmarked by April 25.

Please read the rules and the entry preparation instructions carefully. If you have questions, call or email the MPA office, (573) 449-4167, kford@socket.net.

A group of editors and publishers



from weekly and daily newspapers that have supported and participated in the contest through the years reviewed the rules.

Missouri Press would like to ask that you make a list of all of your entries. Simply start at the top of your stack of entries and on numbered sheets (such as the ones provided) write down the category numbers and names and the titles of your entries.

Keep a copy of this list and send a copy along with your entries. This list will make it easier to tabulate entry fees, calculate the total number of

entries and keep track of exactly what was entered from each newspaper.

If you have difficulty understanding any of the rules or instructions, please pass along your concerns and suggestions. The contest is a major project for newspapers as well as for the MPA staff, so helpful suggestions always are welcome.

The rules and entry labels are available on mopress.com. You also will receive a sheet of labels and the rules in the *Bulletin*. Copy the entry label sheet so you'll have enough. (You can fill in blanks that are common to each entry before you make copies.)□

Series will explore Louisiana Purchase

In 1803 the Louisiana Purchase doubled the size of the United States and created a country of diverse cultures, new citizens and vast natural resources.

Two hundred years later, you can be the resource your teachers, students and parents turn to to learn more about this monumental exchange.

The Missouri Press Association, in partnership with the National Louisiana Purchase Bicentennial Committee, is creating a Newspaper In Education series that will serve as an educational tool for commemorating the bicentennial of this important historical event.

The series will consist of four features that will address French and Spanish Settlement and culture, the Purchase's effect on Native American life and culture, family life in the Louisiana Territory, a general history of the Purchase, why and how it came about, and the people who were affected by it. In addition to stories on these topics, each piece will include fun facts, activities for the classroom, interesting discussion questions, pictures, and maps.

Students reading the Louisiana Purchase Newspaper In Education series will come to understand the legacy of the Louisiana Purchase and its importance in the formation of the United States of America.

To commemorate the signing of the

treaty on April 30, 1803, the series will be available for MPA newspapers to publish beginning in April.

And to complement the series, this year's Law Day feature, created in partnership with the Missouri Bar Association, also will focus on the Louisiana Purchase. This piece will bring a different perspective to this historical event and will provide the opportunity to add an-

other week to the Louisiana Purchase study. Law Day is May 1.

For more information on these Newspaper In Education features, contact Dawn Kitchell, MPA's Newspaper In Education consultant, at kitchell@fidnet.com or (636)390-2821. Both the Louisiana Purchase NIE series and the Law Day NIE feature will be available at mopress.com.□



The Commonwealth of Ash Grove and the Cross Country Times of Willard have been sold to Kathleen and William Ahrens.

We are proud to have represented Kimberling City Publishing Co., Inc. in this transaction. If you would like to pursue a transaction as our client, we would represent you in a professional, confidential manner. Call us today for an appointment.

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Cubs get grand tour

Sports editor Rick Peck of McDonald County Newspapers explains to Tiger Cub Pack 95 how the pages of the newspaper get put together. The kids especially liked the big rolls of newsprint. (McDonald County Newspapers photo)

Partnership will cross-train faculty from MU, Moscow

COLUMBIA — Faculty from the Missouri School of Journalism and Moscow State University (MGU), which contains the world's largest school of journalism, have announced plans to collaborate on a project to strengthen journalism education in Russia and the United States.

Missouri journalism faculty have worked for more than a decade in Eastern Europe, but this project has more potential for impact on the future of journalism in that region than any other, according to Dean Mills, dean at Missouri.

"The size and scope of the project — and the fact that we are doing it with Russia's most prestigious university — mean that we can have long-lasting impact on the future of independent journalism in Russia," said Mills. "And Missouri students and faculty will be given unique opportunities to learn about democratic journalism in a non-U.S. setting."

The first phase of the program began in January 2003 and will last three years. To plan for reforms for the MGU curriculum, scholars from Missouri and MGU will participate in summer institutes at each campus. Faculty and staff will work on translation of journalism texts into Russian, set up new laboratory media, create internet programs for communication between the two schools and develop fund-raising strategies for MGU.

Both Missouri and MGU are widely regarded as premier journalism schools. They are part of major public universities, offer a full range of journalism degrees and emphasize research as well as professional training. Missouri has formal collaborative relationships with more than a dozen educational programs in nine countries and informal relationships with more than a dozen others. The MGU journalism school enrolls more than 3,000 students and 100 faculty.

The partnership is funded through the U.S. Department of State, Cultural and Educational Affairs. □

Couple buys Greene County papers

The *Ash Grove Commonwealth* and Willard *Cross Country Times* have been sold by Sumner Media Group to Kathleen and William Ahrens.

Kathy Ahrens, former ad director and writer for the *Wright County Monitor* in Clarion, Iowa, will be the publisher and editor of the papers. She also was the owner and publisher of the *Dows Advocate* in Dows, Iowa.

The office for both papers will remain at 105 Main Street in Ash Grove. A satel-

lite office in Willard may be opened later.

Ash Grove and Willard are in Greene County northwest of Springfield. The 2003 MPA *Newspaper Directory* shows Ash Grove's population and the circulation of *The Commonwealth* both around 1,430. Willard has a population of about 3,200, while the circulation of the *Cross Country Times* is around 1,400.

National Media Associates of Branson, Edward Anderson, broker, represented Sumner Media Group in the sale. □

Scrapbook

✍ St. Louis

The *St. Louis Daily Record* has chosen the recipients of its Women's Justice Awards for 2003. Awards will be presented at the fifth annual awards dinner on April 9 at the Chase Park Plaza's Starlight Roof.

This year's honorees are Susan Rowe, Ann Carter Stith and Professor Karen Tokarz.

Rowe will receive the Daily Record Woman of the Year Award, which recognizes a woman lawyer who has given much time and effort to strengthening the legal system.

Stith will receive the Daily Record Citizenship Award, which recognizes distinguished service in the interest of justice in the community.

Tokarz will receive the Daily Record Justice Award. That award honors a woman lawyer who has made significant contributions in her area of expertise while effecting a positive impact on the community. Tokarz is a professor of law and the director of clinical education for the Washington University School of Law.

✍ St. Louis

Geri L. Dreiling, a staff writer at the *Riverfront Times*, has won the annual Terry Hughes Award of the St. Louis Newspaper Guild.

Dreiling was honored for feature articles on a new court system for drug-addicted prostitutes, sex discrimination in the workplace and the people who work at the St. Louis medical examiner's office. She practiced law and wrote for *Missouri Lawyers Weekly* before joining the *Riverfront Times* in 2001.

The Guild established the award in

honor of Terry Hughes, a columnist at the *St. Louis Post-Dispatch* who died of cancer in 1991.

✍ Kansas City

Lewis Duiguid, vice president of Community Services, *The Kansas City Star*, was the master of ceremonies in January for the Black Achievers/Scholarship Awards dinner.

The program honors students and citizens who have excelled in their work and contributed to the community. It was part of the week-long Southern Christian Leadership Conference Dr. Martin Luther King Celebration.

Among the many recognized for their contri-

butions to the community was Angela Curry of *The Star*.

✍ Jackson

Rust Communications, Inc., publisher of the *Southeast Missourian* in Cape Girardeau, has discontinued printing the *Jackson U.S.A. Signal*, which it launched a

few years ago.

Editor Christine Pagano has moved to the *Southeast Missourian* newsroom.

Bob Miller, a former Cape Girardeau city reporter, now is in the company's Jackson office to provide coverage of that community. Cathy Hancock manages the Jackson office.

✍ Ste. Genevieve

The *Herald's* internet edition — *stegenherald.com* — has been redesigned and beefed up. It now includes a breaking news section and will have election outcomes posted as they come in.

Along with expanded content, the site also offers a range of classified and display advertising options.

The *Herald's* webmaster is Brad Williams, a Ste. Genevieve native who has a degree in mass media from Southeast Missouri State University.

✍ Nevada

The *Daily Mail* has received the Media of the Year Award from the Ozark Area Girl Scout Council. Five Missouri counties, three Kansas counties and two Oklahoma counties comprise the area.

Scout troops sent in copies of all the articles written about them in the past year and filled out a nomination form.

✍ Sullivan

The *Independent News*, approaching its 40th year, has increased its single-copy price from 50¢ to 75¢. Subscribers saw no hike.

The weekly, which was founded in August 1964, employs 12 people.

✍ St. Louis

The *Post-Dispatch* has restructured its advertising-sales division as part of its push to gain a bigger share of the local advertising market.

The paper has organized the division into two departments, each reporting to general manager Matthew G. Kraner. Jen Wood and Denise Holman are the vice presidents of sales.

Dan Kilian has assumed the new position of director of advertising administration.

✍ St. Joseph

The *St. Joseph News-Press* will present Jefferson Awards to recognize the sacrifices and accomplishments of those who



Steelville editor honored

Ava Viehman, right, editor of the *Steelville Star*, received the Steelville Area Chamber of Commerce's award for Citizen of the Year in January. Chamber director Valerie Nevills presented the award. Viehman was cited as an outstanding businesswoman, supportive in all ways to the chamber and the community. "Most importantly, though, is the number of young people she has touched during her 54 years as a 4-H leader." Ava is the mother of Rob Viehman, editor and publisher of the *Cuba Free Press*. (*Steelville Star* photo)

serve others.

Thomas Jefferson, the third president, is the award namesake. Such awards are sponsored nationally by the American Institute for Public Service in Wilmington, Del.

People in the St. Joseph region have been invited to nominate people for the Jefferson Award. Five finalists will be honored and receive Jefferson Award Medallions. One will be selected to represent the area at the Jefferson Awards National Ceremonies in Washington, D.C.

✍ St. Louis

Emily Rauh Pulitzer, a principal stockholder and director of Pulitzer Inc., was the recipient of the 75th St. Louis Award in a ceremony in January at the Pulitzer Foundation for the Arts.

Pulitzer is the widow of Joseph Pulitzer Jr. She was chosen for the award for her contribution to the St. Louis arts community. She commissioned Japanese architect Tadao Ando to design the Foundation building to house the art she collected with her husband.

During her acceptance remarks, Pulitzer criticized the design of the proposed Cardinals ballpark for "looking to the past."

"Think how technology, needs and life have changed. Why not reflect these changes and new reality in what we build?" she said.

Pulitzer Inc. owns slightly less than 4 percent of the Cardinals.

✍ Kennett

The *Daily Dunklin Democrat* added nine new comics, three new advice columnists and a crossword puzzle to its feature pages in January.

Several new columnists also have been added to the editorial page.

The additions accompanied a slight redesign of the paper.

✍ Milan

Joe McCarty, 87, an artist and sign painter who draws a weekly editorial cartoon for *The Milan Standard*, recently unveiled a 10-panel mural in the basement meeting hall of St. Mary's Church in Milan.

The 4-foot-square panels depict events in the life of the Blessed Mother, the parish's patron saint.



Top carrier repeats

For the second year in a row, Joseph Stull has been named the Brian Reed Memorial Carrier-of-the-Year by the Chillicothe *Constitution-Tribune*. This is the first time in the award's 18-year history that a carrier has won two years in a row. Joseph is one of the paper's 30 carriers. He received a plaque and a \$100 check from the newspaper and more than \$200 in gifts from local merchants. At left, Joseph, 12, rolls papers before starting delivery to his 38 customers. Joseph's family accompanied him for the presentation of his awards. (*Constitution-Tribune* photos)

McCarty worked on the mural four or five hours a day for about six months. He did the paintings the first half of 2002, but before he could install them he had to have surgery.

✍ Odessa

Clayton Crabtree, a senior at Odessa High School and employee of *The Odessan*, has been named to Gov. Bob Holden's Youth Network.

Crabtree and 29 other teenagers from around the state were introduced at a press conference in Jefferson City in January. A reception for the youths and their parents was held at the Governor's Mansion.

Crabtree has been a photographer/office employee of *The Odessan / Focus on Oak Grove* since his sophomore year.

Crabtree made a presentation to the Missouri Department of Transportation in early fall that resulted in the promise

to install cables in the median of I-70 from west of Bates City to Blue Springs.

✍ St. Louis

The Montage, the student newspaper at St. Louis Community College-Meramec, earned national recognition at the Associated Collegiate Press/College Media Advisers National College Media Convention.

The Montage earned Best of Show-Second Place for specialty publication in the two-year college category. Its winning entry focused on the one-year anniversary of the Sept. 11 terrorist attacks.

✍ Columbia

The *Columbia Daily Tribune* was the runner-up to the *Gleaner* of Henderson, Ky., in the 2003 Inland/Anitec Print Quality Competition in the 10,000-20,000 circulation color division.

The annual contest is one of the industry's top competitions for photo reproduction and print quality. Entries were submitted by 125 newspapers.

St. Louis

Student Life, the Washington University student newspaper, published its 125th anniversary edition at the end of January. *Student Life* is believed to be one of the oldest student-run newspapers in the nation.

The newspaper in 1999 became independent from the university. It is published by Washington University Student Media Inc.

Sedalia

A package of stories by city editor Kaye Fair about the city's top teachers earned *The Sedalia Democrat* recognition from the Missouri State Teachers Association.

The Democrat received the organization's award "for outstanding reporting of news in education" during 2002.

Theresa Eads, president of the Sedalia Community Educators Association, said she nominated *The Democrat* for Fair's feature series that reported positive news about the school district.

Kansas City

The Daily Record has begun publishing attorney disciplinary orders from the Missouri Supreme Court.

Publisher Ginger Lamb said the decision to publish the orders was made after the paper learned the information was not being published in its entirety anywhere.

About 200 disciplinary orders were handed down last year, *The Daily Record* reported.



Family visits from afar

Five members of the family of Carlos Martinez, second from right, managing editor of *El Tiempo*, visited him and his wife, Alicia Kozziak, third from right, recently at the newspaper office. *El Tiempo* is published by McDonald County Press, Inc., to serve the many Spanish-speaking people who have moved into the area in the past few years. The guests from Argentina were, from left, Gaston, Hernan, Marina and Leonardo.

St. Louis

South County/City Suburban Journals were honored Feb. 21 by the International Institute of Saint Louis, an agency that provides services to immigrants and refugees settling in St. Louis.

Managing editor Buck Collier received a Community Impact Award for the South Journals' weekly publication of St. Louis Novosti, a page of local news translated into Bosnian for the nearly 50,000 refugees of the former Yugoslavia now living in

South St. Louis City and South St. Louis County.

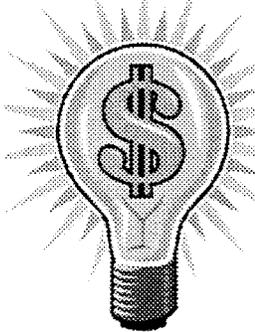
Cape Girardeau

Joe Sullivan, editor of the *Southeast Missourian*, led discussion on Feb. 27 of the book "All Over but the Shoutin'."

Pulitzer-Prize winner Rick Bragg joined by telephone the discussion about his memoir of growing up in the South.

Activities throughout February were part of the second annual United We Read project in Cape Girardeau. □

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Put something in your paper for kids and parents to read

Happy Newspaper In Education Week! We have a lot to celebrate this week — not only youth newspaper readership in Missouri — but also a great new resource for our newspapers.

The Newspaper In Education pages have made their debut at mopress.com, putting resources to reach young readers more easily within your grasp.

Now with just a few clicks of your mouse you can access:

Member Resources

This section provides information and downloadable forms of importance to our Missouri Press Association member newspapers.

✍ **NIE Calendar** — Planned youth features available to your newspaper as well as other notable dates.

✍ **NIE Grant Program** — Information on how this Missouri Press Foundation program works to provide a tax-deduction to your Newspaper In Education sponsors. Also posted are forms necessary to submit these donations to Missouri Press Foundation.

✍ **Missouri Press News** monthly NIE columns.

Serial Stories

This section provides every tool needed to research and order a Missouri Press Foundation Children's Historical Fiction Serial Story. With more than 300 stories sold to newspapers in and out of Missouri since we initiated the project, this in-

formation will better enable us to market our popular serials.

✍ **Story Descriptions** — Provides the basic premise of each of the 12 stories currently available as well as a preview of our newest Kay Hively story in production, "Here They Come!" focusing on the Lewis and Clark expedition.

✍ **Sample Chapters** — Downloadable PDFs of two chapters of each serial story. All Missouri Press Foundation serials are provided in camera-ready format, so these PDFs illustrate the attractive formats.

✍ **Contracts** — Newspapers can download and print the contract necessary to purchase a story. New options on the contracts allow a newspaper to receive the story on paper, CD or through a password-protected download.

Newspaper Features

All current youth features available free to Mis-

souri Press Association member newspapers are available here for download. Features currently available on the site include:

✍ **NIE Week 2003 Package** — Includes a political cartoon, guest editorials and a half-page feature focusing on the value of reading with children.

✍ **Geology in Missouri** — This quarter-page piece features the Geologic Map of Missouri and information on our state mineral, rock and fossil. It provides activities for extended learning as well as website links for further research.

✍ **Bill of Rights Feature** — A quarter-page NIE feature created in partnership with the Missouri Bar Association to present various ways teachers can demonstrate to their students how the Bill of Rights is a living document.

✍ **Energy Awareness** — This 4-column by 10-inch feature highlights the central role energy plays in our lives, including identifying various sources of residential, business and transportation energy.

✍ **Constitution Day** — Celebrating the 215th anniversary of the ratification of our Constitution, this quarter-page educational feature presents ways teachers can commemorate this important historical event.

Teacher Resources

This section features three downloadable teacher guides:

✍ **From Writers to Readers: A Writer's Workshop Using the Newspaper.**

✍ **Ideas! Ideas! Newspaper In Education Activity Guide.**

✍ **Free Press In Education: A Teacher's Guide to Using the Free Press in the Classroom.**

Also provided are links to Missouri Newspaper In Education websites.

Internet Resources

These links access organizations and vendors supporting Newspaper In Education.

We're hopeful putting this information on-line will make it easier for Missouri newspapers to use these programs. It also should allow more timely dissemination of material.

Special thanks go to MPA's Shawn Cockrum for working so hard to get a vast amount of information on-line in a usable form.

We welcome your feedback on the site — what works, what doesn't, what's missing — and always, how it's helping. □



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


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One explanation for jump in libel insurance cost

Custodian of records needs to get request

The Western District Court of Appeals issued a Sunshine Law decision in February that contains some important instructions about the request that is made of a public body for access to public records. Clearly, getting the request into the hands of the custodian is a critical issue in these matters.

A citizen sued the Village of Jackson in Randolph County, claiming the city violated the Sunshine Law for failing to provide him with information regarding its ownership of certain real estate.

He claimed a purposeful violation and asked for a civil fine and his attorneys fees. The Village moved to dismiss the suit. After the matter was dismissed in circuit court, the citizen filed the appeal.

The citizen's business sat on property once owned by a railroad, which the city had claimed to now own. When the citizen's attorney asked for proof of the Village's ownership, the village responded asking for a copy of the citizen's lease and the legal description for the land.

In the meantime, the Attorney General's office had intervened, asking the Village about the request and the Village claimed it told the Attorney General's office that it was waiting for additional information before responding. After the citizen got no response, he filed suit against the Village.

The appeals court carefully sets out in its opinion that when you claim a governmental entity has refused to respond

to a request in connection with Section 610.023, you must allege the request was made, that the request was received by the custodian of records and that the custodian did not respond within three business days of receiving the request.

The court notes that the letter requesting access to the Village's records requested "proof of ownership of property that is leased" by the citizen and the court found that language sufficient to constitute a request for information.

The word "request" was studied

by the court, which noted that the Sunshine Law does not define what a "request" involves. The court notes that the statute specifically does not require the request to be in writing, a note that will be helpful in future cases.

The court comments that the words used in making the request must be words that a reasonable person would understand as being a request. That, plus the liberal interpretation required for Sunshine Law matters, meant that the request was sufficient.

However, the court noted that the request must be clear enough that a "reasonably competent custodian of the records would understand." In short, there is no request that the custodian research to determine what might satisfy the request, especially where the request is unclear. All that is required of the custodian is that access be provided.

Another issue considered by the court

was whether receipt by the Village's attorney constituted receipt by the custodian of records. The court looked at the definition of "custodian," and determined that the Village's attorney could have informed the citizen that the attorney was not the custodian of records and could have directed the citizen to the proper person.

Finally, the case considered the response time. In this case, it was fatal that the request never was actually received by the custodian, because the response deadline of three days was never triggered. Clearly, the court says, a public body is not under a deadline until the custodian receives the request.

On another note, several MPA members have grumbled to me that their libel insurance premiums have increased substantially this year. I did some exploring this month to see what answers I could find to explain this situation. I contacted two of the major carriers, and while I did not reach anyone at Media/Professional Insurance who could answer my question, I did receive extremely helpful information from Michelle Worral Tilton, president of First Media Insurance Specialists, Inc.

Everyone is aware that Sept. 11, 2001, constituted a major blow to the world's insurance markets. Because reinsurers carry the market in many ways, those companies have raised their rates, meaning rates also have increased on the primary insurance levels across the board. Still, this is not the primary factor in the increases.

Media insurance is a professional liability insurance category, she told me. This lumps it in with directors and officers insurance (think Enron, folks) and with medical malpractice insurance (remember all the doctors marching on Jeff City in January complaining about their malpractice insurance rates?).

In addition, some carriers have left the market, meaning the remaining carriers are writing the existing coverage, Tilton



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said. She said that, overall, rates may be up 30 percent, but that she knows in some cases the rates have spiked to 60 percent and in some large markets, she believes that some large risks have been told they cannot get coverage on an occurrence basis but only on a claims-made basis.

(Occurrence policies are more expensive, but you only buy one and you are covered forever for matter published in that year. Claims-made policies must be renewed annually as you must have continued coverage for anything published in the past, and therefore those policies tend to be cheaper but you cannot easily quit paying the annual premiums.)

In addition, Tilton noted, the Terrorism Act mandated a 2-3 percent increase for reserves for terrorist claims. While it is difficult to imagine how a libel claim would arise out of a terrorist action, many carriers are not allowing media clients to opt out of this requirement.

Despite this adverse news, Tilton noted, "The media liability situation is stable. Claims are down and claims for damage to reputation are fewer."

She encouraged customers to get their renewal information in early and to get their renewal quotes early so that customers can have time to shop the market.

Finally a quick p.s.: Several months ago I wrote about my concerns regarding these companies who encourage you to place your news photos on their web pages and direct customers seeking to buy those photos to their web pages. I said that I was concerned about increased visibility in these situations (compared to a few sales out of your office that are handled informally) because I believed reprints of photos that ran in the paper (where they were sold to third parties) might raise issues of commercial appropriation of a person's image.

Months after that article ran, a man who said he owned one of those businesses called and told me I was wrong and he was going to get his lawyer to call me and prove to me I was wrong. I told him I hoped he would do that because I knew some MPA members wanted to participate and they were hoping I was wrong. Neither he nor his lawyer has called back. □

Former *K.C. Star* editor gets name on George Brett's golf tournament

The charity golf tournament bearing the name of Baseball Hall of Famer George Brett has been renamed to honor Joe McGuff, retired sports editor and editor of *The Kansas City Star*.

The tournament, in its 20th year, raises funds for the local chapter of the ALS (amyotrophic lateral sclerosis) Association. The chapter bears the name of Keith Worthington, a friend of Brett's who died of the disease nearly 20 years ago. McGuff was diagnosed with the disease in 1999.

McGuff was sports editor of *The Star* when Brett started playing baseball for the Kansas City Royals. During the news conference announcing the name change, Brett said, "When I came up I was very young. I was 20 years old, and Joe was the superstar in town. You were a little intimidated when Joe talked to you."

Brett read a statement for McGuff.

"To the best of my knowledge, no one ever pinch hit for George Brett," the statement said. "So you can understand why I am a little uneasy about attaching my name to George's tournament. But how can you say no to George and the wonderful people from the Keith Worthington chapter of the ALS Association."

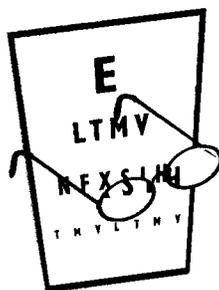
The tournament will be June 2 at the Nicklaus Golf Club at Lions Gate in Overland Park, Kan.

ALS is better known as Lou Gehrig's disease. This year is the 100th anniversary of the year of Gehrig's birth. Gehrig was a slugger who starred for the New York Yankees in the 1920s and 30s.

To commemorate the anniversary, this year's tournament will include a match pitting former Royals against former Yankees.

McGuff was inducted into the Missouri Newspaper Hall of Fame in 1995. □

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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.

Illinois paper uses web to show up radio station

Use free material from MPA website

A newspaper in Shelbyville, Ill., is poking a stick in the eye of a radio station by showing high school basketball games live on its website.

The Daily Union (evening circulation 4,156) shoots Quick Time videos, types play-by-play notes and provides stats of home games.

The publisher said, "It's fun and it's also competition for the radio station locally. That's the main reason we started it — to irritate the local radio station! They say 'We're live.' Well, we can be live, too. Do you want to just hear it or see it, too?"

The Webcasts started last year with the local high school's annual tournament.

Internet users logged on more than 17,000 times during the games.

The paper works with the school on the project, which continues to evolve.

This is another example of how the internet is helping creative newspaper people kick the stuffing out of other media in a number of markets around the country. Newspapers no longer have to take a back seat to broadcasters on breaking news.

Well-respected people in our industry who speak at conventions are saying this is an exciting time to be in the newspaper industry. They're right!

Newspapers are emerging clearly as the medium of choice for the information that matters. The fragmentation of broadcast media has left the radio and TV people scrambling for gimmicks to attract an audience. They're producing

low-brow events, then reporting those events as news.

Newspapers have the luxury of being able to report the drivel and the important stuff. Readers can choose what they want.



MPA editor **Kent Ford** can be reached by email at kford@socket.net.

The MPA website has some great free feature material you can use in your paper. It's entertaining, it's informative, it's educational, it's easy and — to repeat — it's FREE!

Go to mopress.com and click the Resources and the Newspapers In Education links. You can get lots of material about Lewis and Clark, the Constitution and the state of Missouri.

MPA's NIE coordinator Dawn Kitchell has directed the production of lots of material for you. If you can't download the PDFs from the website, you can get hard copies of the stories and features.

If you haven't used one of the NIE serial stories, why not take the plunge? Newspapers all over have reported great response from their readers to these stories for kids.

They're cheap, they're easy and they're good.

If you barcode your address labels, and you're tired of paying 70 cents each for address corrections, look into the Postal Service's new change-of-address service. You can get address updates on a CD and make the changes in your address list.

This new service may not appeal to you, because you do have to participate in the Address Change Service program.

To check it out, call (800) 331-5746, the Address Change Service Department, and ask for free Publication 8, or go to <http://usps.com/ncsc/addressservices/moveupdate/acs.htm> and open the link.

Although it may seem so at times, newspapers don't lose all the battles. Read the two items about public notice in this issue. One comes from Minnesota, the other from Wisconsin.

A city council passed a resolution in support of publishing official notices in newspapers. And Wisconsin's administrator of the Department of Revenue rejected a request to waive the requirement to publish a notice in favor of posting it on the internet. That rejection concluded: "We agree that the internet provides information to some, but we view it as a supplement to print media notices, not a replacement."

The two items were included in the magazine not just for your enjoyment, but in hopes that a public official will see them.

That brings up another point about the magazine. As a member of MPA, your newspaper is entitled to two copies each month of *Missouri Press News*.

If you don't need two copies, send the address of your local library or high school library or city hall and a copy of the magazine will be sent there. You can help spread the newspaper industry's side of issues by getting *Missouri Press News* into more non-newspaper hands.

As you know, requested copies of publications can be mailed at the Periodicals rate, so we need a request that the magazine be sent.

Also, as a member of MPA, your newspaper is required to send at least four copies of each issue to the MPA office in Columbia.

Check your mailing list to be sure those copies are being sent.

The rules for the Better Newspaper Contest are enclosed. Please call the MPA office if you have any questions or don't understand something. Communication eliminates confusion.

If you've never entered the contest, jump in and have some fun this year? ☐

Obituaries

St. Louis

Mildred Michie

92—Former editor

Mildred Michie, Bridgeton, women's page editor of the *St. Louis Globe Democrat* in the 1940s and 1950s, died Jan. 10, 2003.

Mrs. Michie and attorney Walter J. Kramer started the *St. Louis Register* in the 1940s. It later became the *St. Louis Review*, which she served as editor.

She was a past president of the National Federation of Press Women and the State Historical Society of Missouri, and a former mayor of Piney Park.

Mrs. Michie received the Woman of Achievement Award in 1948.

Her husband, Louis Cardinal Michie, preceded her in death. Survivors are a sister and a brother.

Milan

Bertha Wilson

104 — Writer for 62 years

Bertha Belle Wilson, 104, a writer for the *Milan Standard* for 62 years, died Feb. 12, 2003, at Sullivan County Hospital. She had lived in the extended care wing of the hospital since falling and breaking her hip at the beauty shop in November.

Mrs. Wilson was a member the Milan business community for 66 years. Her husband purchased *The Milan Standard* in 1932, and she wrote local news for the weekly into the 1990s, and on occasion since then. She also worked at the newspaper office in the 1930s.

Survivors are her daughter, Mary Ann Cowgill; sons Robert and David Wilson, six grandchildren, eight great-grandchildren, one foster great-grandchild and one foster great-great grandchild.

Mrs. Wilson's three children continue to work at *The Standard*. Robert is publisher, David advertising manager and Mary Ann business manager.

Mrs. Wilson was the recipient of the Milan Chamber of Commerce's Benevolent Citizen Award when she was 100 years old for Service Above and Beyond the Call. □



McDonald County newspaper banner

McDonald County Newspaper employees Dustin Harmon (left) and Greg Moffett install a 24-foot-long sign in front of the company's central printing plant on Highway 71 between Anderson and Pineville. Lettering will be changed regularly to reflect the hottest headline in the newspaper group's weekly edition. Special events like Homecoming also will be promoted. (McDonald County Newspapers photo)

Tribune hopes for more openness with arrival of new UM president

One of the first acts of the new president of the University of Missouri is a move toward settling rather than litigating a lawsuit brought against the university by *The Kansas City Star*.

The Star alleged the university violated the state Open Meetings and Records law by not turning over results of internal audits. Boone County Circuit Judge Frank Conley agreed with the plaintiff, and the university appealed the ruling to the Western District Missouri Court of Appeals.

Then Elson Floyd arrived. He said the other day he wants to get the litigation off the table by settling the case. This is a good and dramatic turnaround for the university, whose eternal policy has been to remain secretive whenever possible.

A chief executive like Floyd can make all the difference. In words I never was sure I'd hear from a high-level university executive, Elson Floyd said his institu-

tion should do everything openly except in the most obvious circumstances ...

Floyd recognizes the practical reasons for openness. Constantly fighting unnecessary battles to retain secrecy is distracting at best and, at worst, raises legitimate fears about what public officials are hiding.

... the university, of all our institutions, should be an exemplar of openness.

... If Floyd's new dictum translates into a new institutional attitude about secrecy, a better era will arrive.

No longer will university officials spend so much time and political capital trying to maintain a level of secrecy not held by other public institutions. As one of the largest consumers of public money in the entire state budget, and as the assumed bastion of protection for public discourse, the university, of all our institutions, should be an exemplar of openness. Once they try it, officials always find it works easily. If they fight it, their hassle is never ending.

—Henry J. Waters III
Columbia Daily Tribune □



Illinois ads on trial

A team from the *Columbia Daily Tribune* examines entries in the Illinois Press Association's Ad Contest. Judging occurred Feb. 6 at the Ramada Inn in Columbia. Lending a hand from the *Tribune* were, from left, Leslie Winn, Jennifer Vanderpool, Pati McDonald and Ryan Parks. In the background are Kevin Jones of the *St. Louis American*, Don Warden of the *Gasconade County Republican* in Owensville, Mike Sell of MPA, Charles Davis of the Freedom of Information Center on the UMC campus, Dane Vernon and Trevor Vernon of the *Eldon Advertiser*, Ed Steele, retired Missouri Press ad director, and Charlie Fischer of *The Sedalia Democrat*. Others who helped judge were Beth Durreman of the *Lebanon Daily Record*, Lisa Lynn of Sedalia, John Spaar of *The Odessan*, Shawn Cockrum, Kent Ford, Sue Heifner, and Doug Crews of Missouri Press.

Still time for GAC sign-up

You still can register for the National Newspaper Association's Government Affairs Conference, but you must do it now.

The annual conference will be March 19-22 at the Hyatt Regency Capitol Hill in Washington, D.C.

Information about the meeting, the schedule and all events, is at the NNA website, nna.org.

Highlights will be press briefings at the State Department, the Pentagon or the International Spy Museum; tours of the embassies of Taiwan, Saudi Arabia or Switzerland; and optional visits to the home of George Washington and the National Press Club.

At the website you can find talking points for issues to discuss with your legislators. NNA suggests GAC visitors talk about the Postal Service, prescription drug advertising, government openness and the Freedom of Information Act, and health care reporting. □

New judge ends rule against copying records

People who want copies of court files in Morgan County again have the right to them.

After Associate Circuit Judge Kevin Schehr took office this year, he ended a rule against copying records. Former Judge Pat Scott made the rule more than a year ago after a Kansas City newspaper and a television station requested copies of entire files faxed to them.

The time and expense involved forced her to make the rule, Judge Scott said. People still could make written copies of files, but not photocopies.

Copies now can be made for 50¢ per page, but they must be made by the circuit clerk staff. □

Special case holds loaned copy of first edition *Stars and Stripes*

Two new exhibits are on display at the Stars and Stripes Museum Library in Bloomfield.

A rare first edition of *The Stars and Stripes* is displayed in a case made specially for it. Union soldiers printed that first edition in November 1861.

Bruce Plummer, who lives in Dudley, built the elaborate display case, including the wood carving of *The Stars and Stripes* crossed flags on its base.

The newspaper is on loan from the Stoddard County Historical Society. It is being displayed less than two miles from where it was produced more than 140 years ago.

The other exhibit, contained in a less ornate case, contains a doorknob from

the Peace Pagoda at Panmunjom, South Korea, where the truce was signed.

An Army "Striper" covering the peace talks, Bob Starr, filched the doorknob, according to the story. While Korean laborers worked around him, he ambled over to the front door, took out his pocket knife and removed the doorknob.

Starr took the knob to the correspondents' tent to show it off, got nervous about having it and gave it to Stripper Frank Praytor.

Praytor tucked the knob into his camera bag and took it back to headquarters of the *Pacific Stars and Stripes* in Tokyo. Two years ago Praytor sent the doorknob to the museum. □



MPA Newspapers In Education

Dawn Kitchell
(636) 390-2821
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Nostalgia

March
1943

Missouri
Press News

✍ Oregon

Fire destroyed the residence of James M. Curry, editor of the *Holt County Sentinel* in Oregon, March 4 while both Mr. and Mrs. Curry were at the *Sentinel* office preparing to print the week's issue of the *Sentinel*.

Neighbors and firemen saved most of the furniture and clothing in the house. Four years ago to the very day, the office of the *Sentinel* burned causing a severe loss.

✍ Appleton City

The fourth annual Easter Egg offer of the *Appleton City Journal* is schedule for March 26, 27 and 29.

The *Journal* offers to pay 5 cents per dozen above the trade market price for eggs when traded in on a subscription.

✍ Inter-City

Robert Hosokawa, an American-born Japanese from a resettlement camp at Minidoka Hunt, Idaho, will become news editor of the *Inter-City News* if present arrangements are satisfactorily completed, Stanley Fike, publisher of the *News*, said in his Inter-City Scene column, March 6.

Hosokawa, who is a Phi Beta Kappa graduate of Whitman College, Walla Walla, Wash., would replace Victor A. Gierke, who is now in the army.

The proposed move is subject to federal approval, Mr. Fike says, and editorially he commented:

"In asking Bob to take a position with us, we counted on the co-operation of the Inter-City people to give him the reception to which he, as an American by birth, by choice and by patriotism, is entitled."

✍ Gallatin

The Gallatin *North Missourian* now lays claim to the most faithful reader in Missouri from the point of years.

The reader is T.H. Black who lives at Emporia, Kan. The *North Missourian* published a renewal letter from Mr.

Black in a recent issue which read, "It will soon be 72 years since I began to read the *North Missourian*." Mr. Black is 84 years old.

✍ Forsyth

The Taney County rationing board found a real example of public service recently.

Declaration blanks, needed for food rationing registration, failed to arrive at Forsyth, but the *Taney County Republican* came to the rescue by printing the 6000 necessary blanks.

"We were told that the government would expect the county to pay for the printing," Maude Freeland and W.E. Freeland said, "but no reasonable sum of money could have hired us to print those forms."

So the *Taney County Republican* donated the forms to the county.

✍ Branson

When editor Forrest Runyon of the *White River Leader* was called to Fairbury, Neb., by the death of his father, the Branson-Hollister Rotary Club showed its real appreciation of his work by publishing the March 12 edition of the *Leader*.

Putting its motto of "Service Above Self" into action, the club, with Mayor Jim Owen acting as advertising manager, issued a good-looking edition with forty-one merchants using display advertising in much greater than the *Leader's* normal volume.

Each member of the club took an assignment and titles of "Fish Editor," "Building Editor," "Travel Editor," "Turkey Editor" and others were scattered through the paper.

March
1953

Missouri
Press News

✍ Kirksville

Suspension of publication of the *Kirksville Graphic* was announced last month by the publisher, Col. G.R. Johnston, ending the story of one of the oldest weekly newspapers in north Missouri.

... The *Graphic* was born of a factional fight among Adair County Republicans over the Kirksville post office, and its first issue was in May 1880.

✍ Hannibal

The Courier-Post Publishing Co. received authorization recently from the Communications Commission to build a television station there. The company now operates radio station KHMO.

✍ Columbia

A series of studies have been conducted during the past five years by the Cunningham & Walsh advertising agency on the development of television. The 1952 study centered on the effects of television on the routine habits of families buying TV sets in 1951.

Newspaper reading is just about the only regular activity which showed no change after the advent of TV.

Here is how other activities dropped when TV entered the homes:

Movie attendance down 77%.

Radio listening (evening) fell 88%.

Adults reading magazines off 53%.

Entertaining declined 87%.

Visiting dropped 74%.

✍ Dixon

As of the first of March the *Pulaski County Pilot-News* is the new name for the *Dixon Pilot* and *Crocker News* published at Dixon. The two papers were combined into one publication by editor Paul N. Williams.

✍ Flat River

Starting on Feb. 2 the *Flat River Daily Journal* went "on the air" direct from a radio booth in the *Journal* office. □

Missouri Lottery

News and information is available any time at:

molottery.com



US Attorney's Office

400 East Ninth St., #5510
Kansas City, MO 64106

(816) 426-4220

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

3 EDITORS: The Missouri School of Journalism seeks three metro editors to work with students on production of our daily community newspaper, the Columbia Missourian. Two begin Aug. 1 and the other Nov. 1, 2003. Master's preferred. Send cover letter, resume, references and samples to RenÉ Rau, Missourian Faculty Search, School of Journalism, 120 Neff Hall, Columbia, MO 65211 by March 14. Tell us how you might fit into our operation. For more information, call Judy Bolch, search committee chair, at 573 884-1573, or e-mail bolchj@missouri.edu. 2-21

VISITING NEWS EDITOR: The Missouri School of Journalism has an opening for a one-year appointment, beginning Aug. 1, 2003, as Night News Editor producing the Columbia Missourian, a six-day community newspaper managed by professional faculty and staffed by journalism students. Five years experience, teaching or coaching skills. Review of applications will begin on March 14. Send cover letter and resume to RenÉ Rau, Night News Editor Search, School of Journalism, 120 Neff Hall, Columbia, Missouri 65211. E-mail questions to Judy Bolch, search committee chair, at bolchj@missouri.edu. 2-21

ASSISTANT DIRECTOR: The West Virginia Press Association is looking for an Advertising Director/Assistant Executive Director in Charleston. Track record of advertising sales. Newspaper sales or marketing and management experience a plus. Forward cover letter, resume with references and salary requirements to: Leslie Hurst, Chair, Search Committee; c/o The Herald-Dispatch; P.O. Box 2017; Huntington, WV

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1-800-753-7545 • FAX 816-753-7888
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Howard Danzig / Melissa Henson
2157 Welsch Industrial Court
Maryland Heights, MO 63146
(800) 280-0010

Internet Press Association

401 Locust St., Ste. 302
Columbia, MO 65201
(573) 443-6945 / Fax: (573) 443-8155
jimw@internet-press.net

25701. 2-7

REPORTER: Twice-weekly newspaper. Layout and photography skills. Send resume and samples to: The Lexington News, P.O. Box 279, Lexington, MO 64067. 2-5

CIRCULATION MANAGER: Harrison Daily Times (10k Circ.) needs experienced Circulation Manager at six-day a week p.m. daily. New PBS circulation system. Thriving community (12k) in Ozarks. If qualified, send resume to Jeff Christenson, C/O Harrison Daily Times, PO Box 40, Harrison, AR 72602-0040. 2-5

AD DESIGNER: Springfield Business Journal. Skills with Quark Express, Photoshop, Illustrator and Macintosh computers. Must present portfolio. Salary and benefits. Send resume to: Kate Sammon, Creative Services Coordinator, Springfield Business Journal, 313 Park Central West, Springfield, MO 65806. 2-4

SALES: Experienced. Send resume and references to: George Pogue, McDonald County Press, P.O. Box 266, Pineville, MO 64856. 2-3

REPORTER: Missouri's best small daily (47 state and national awards in 2002) has its first reporter opening in three years. If you're ambitious enough to write for Page 1 every day, versatile enough to handle any beat, unafraid of deadlines or competition and willing to work hard and have fun, we'll teach you how to be your best. The Lebanon, Mo., Daily Record is an independently owned newspaper with a seven-person news team dedicated to quality in print and online. We're in a progressive community on Interstate 44 just minutes from beautiful state parks and the Lake of the Ozarks. Spring 2003 grads and weekly reporters are encouraged to apply. Send resume, clips and salary requirements to: Gary and Helen Sosniecki, Publishers, The Lebanon Daily Record, P.O. Box 192, Lebanon, MO 65536, or e-mail sozsez@aol.com. 1-31

PRESS OPERATOR: Springfield News-Leader. Minimum 5 years experience in cold web offset printing. Must be motivated to achieve high quality. The News-Leader is part of the Gannett Co., Inc. family, a Fortune 500 company with over 50,000 em-

ployees worldwide. Competitive salary and benefits. Excellent advancement opportunities. Please send resume to: Springfield News-Leader, Attn: Human Resources, 651 Boonville Ave., Springfield, Mo. 65806. 418-836-1218, fax: 417-836-1230. 1-31

NEWS EDITOR: The Kearney Courier is seeking a self-motivated, energetic, and dependable person to be news editor. Drive content. Page layout and design. Completely paginated with state-of-the-art Macintosh computers utilizing Quark Express, digital photography, pages transmitted to printing facility. Send a resume with a variety of writing samples to: Dick Whipple, Publisher, The Kearney Courier, PO Box 140, Kearney, MO 64060. 1-29

CONTROLLER: Tribune Publishing Co. needs a manager for financial and accounting operations. Managing a staff of 9. Minimum of five years private industry management experience, excellent personnel and computer skills. Prefer graduate finance/accounting degree and CPA. Benefits include health insurance, vacation pay, sick pay, 401(k) and use of employee gym. Apply to Columbia Daily Tribune, Attention Personnel, 101 N 4th St., Columbia, MO 65201 or email to srinehart@tribmail.com. EOE / Drug-free workplace. 1-20

JOB WANTED

WRITER: National award-winning writer and book author seeks writing position with newspaper in the Kansas City metro area. Broad range of interests, with strong emphasis on features and sports. Call Dan Johnson at (913) 334-5612 or e-mail djohnson5@kc.rr.com. 1-22

FOR SALE

TIME TO SELL: Due to health reasons. Family-owned 1800-circulation weekly community newspaper with legal status. Located in southwest Missouri. Potential for growth. Will sell with or without the building. Serious inquiries only, please. Send inquiries to: Seneca News-Dispatch, PO Box 1110, Seneca, MO 64865.

Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Dennis Ellsworth, St. Joseph; First Vice President, Kay Wilson, Maryville; Second Vice President, Jamey Honeycutt, Cameron; Secretary, Kathy Conger, Bethany; Treasurer, Chris Boultinghouse, Mound City. Directors: Kathy Whipple, Kearney; Becky Sellars, Smithville; Chuck Haney, Chillicothe; W.C. Farmer, Rock Port; Wendell Lenhart, Trenton; Tim Larson, Maryville.

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

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CALENDAR

March

3-7 — Newspapers In Education Week

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

April

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

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

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

May

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

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

June

12 — MPA/MPS Board meeting, Holiday Inn, Lake Ozark

13 — Ozark Press Association meeting, Clarion Hotel, Springfield

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

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

July

10-11 — Central States NIE Conference, Stoney Creek Inn, St. Joseph

September

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

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



Outfielders are part of our electric co-op.



Missouri's Electric Cooperatives

Touchstone Energy® 