



# Press

Missouri News

Your inside story for  
**July 2003**



Col. Donald Ballard, Missouri's only living Medal of Honor winner, will speak at the MPA Convention in September. (*Lee's Summit Journal* photo reproduced with the permission of Col. Ballard.) **6**



MPA Convention guests will have the option to attend a Royals baseball game Sunday afternoon. **5**



## NNA and MPA will convene in Kansas City

This photo from a Kansas City website shows Bartle Hall's towers and the Kansas City skyline. The National Newspaper Association will meet at the Hyatt Regency Crown Center Hotel Sept. 24-26. Missouri Press Association will follow with its Convention Sept. 26-28. Newspaper Contest winners will receive their awards at lunch Sept. 27. Five people will be inducted into the MPA Newspaper Hall of Fame that evening.



'Discovery Journal' came off the press just in time for the summer reading program at Washington. **21**



## Regular Features

President 2  
Kitchell on NIE 20  
On the Move 15  
Obituaries 33  
Scrapbook 22  
Housekeeping 32  
Jean Maneke 28

# We've got enthusiasm working

Advertising, legislative advocates passionate about their missions

Some of the best work (and ideas) in any association can and perhaps should come from people who are not on the board or the paid staff. And sometimes the great contributions can keep on coming from people who have already "paid their dues" and "served their time."

Examples of both are taking place in the Missouri Press Association now. I'm sure there is nothing new about that, and I'm just as certain that it won't stop with these examples.

I hope everyone in the association has the opportunity at some point to witness firsthand the enthusiasm with which Dalton Wright and Gary Rust have attacked the More in '04 campaign designed to attract more political advertising for newspapers. The project could not be in better hands. You will have opportunities to learn much more about that project in the coming months.

In Dalton's case, he has already served his time as president of not only MPA but also the National Newspaper Association. However, his passion for the business and the cause still runs deep, so he is not resting. Gary has not served on the MPA board, but he and his newspaper organization have made significant contributions of time and talent for various association causes, and he is now putting a lot of his time, talent and energy into this same cause with Dalton, even though he is somewhat "retired."

Charlie Fischer, publisher of *The Sedalia Democrat*, also doesn't serve on the MPA board, but he has attacked the legislative issues in Missouri like a bulldog, bringing with him experience from battles in other states where he has directed newspaper operations.

In all three cases, their personal involvement in these projects was of their own doing. They were not drafted. They brought their ideas and volunteered to lead and serve these causes that they know to be in the best interest of our common cause.

I thank them for their dedication and example to us all.

\*\*\*\*\*

Congratulations to the new class in line for induction into the MPA Hall of Fame in late September. I've had the pleasure of knowing some of these folks and witnessing their service to their readers and profession. I've also enjoyed learning about the others I've not had the privilege of knowing personally.

Please give strong consideration to joining us when we honor these folks at our convention in Kansas City.

A lot of effort has been expended to make this convention, held in conjunction with the NNA convention, affordable for MPA member organizations. Please take the time to study the registration information for both conventions and then make plans to join us for both.

When considering the opportunity, please don't stop with just the list of programs. I have always found that the education at these functions is not limited to the scheduled sessions. There is much to learn from other participants/members.

Take your problems/challenges to the convention and bounce them off of someone else who may have encountered the same "opportunities" at one time or another. You never know when a 10-minute conversation during a break between sessions could make or save your newspaper a lot of money. Or the help may come during a phone call or email weeks later, after following up with someone you met there.

Or be someone who goes home from the convention(s) with the satisfaction of knowing you helped someone else this time.

This is a great way of life we've chosen for ourselves in our respective communities. Share the experiences with others who have made similar choices. □



**Dave Berry**  
Vice President / Publisher  
Community Publishers of  
Missouri, Inc.  
**MPA President**



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The Hyatt Regency Crown Center's palatial atrium court was inspired by the Galleria in Milan, Italy. Below is the Hyatt Regency with its rooftop revolving restaurant. These photos are from the website of the Crown Center.

## Convention fees

Registration for the MPA Convention costs \$100 for active member newspapers. Other fees depend upon the meals and activities you attend.

Registration fees for others:  
MPA Associate or Sustaining member: \$125

MPA Retired Member: \$30

Non-Member: \$150

There is no charge for the spouse of an MPA member or other associates from the member's newspaper.

Other fees:

•Saturday Breakfast: \$20

•Awards Luncheon: \$25

•Hall of Fame Banquet: \$50

•Sunday Breakfast: \$20

•Royals Ball Game: \$12

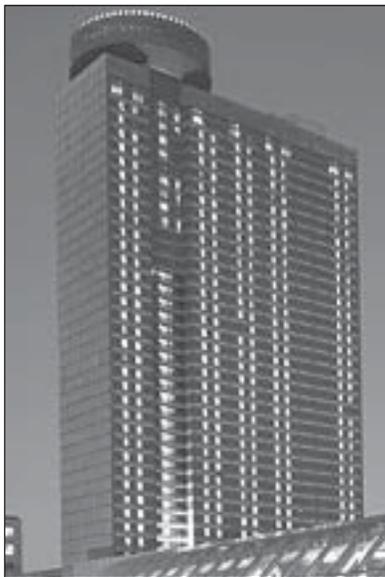
There is no charge for the Friday night welcome reception, the Saturday workshops or the Saturday night President's reception. □

## Avoid last-minute scramble by registering now with hotel

Hotel registration for the NNA and/or MPA Convention must be made by Sept. 5 if you want the group rate.

Register as soon as possible to make sure you get a room at the Hyatt Regency Crown Center Hotel. Rooms may sell out before the Sept. 5 deadline.

Every year a number of MPA members wait until the last minute to register for a room. Often they can't get into the Convention hotel because it is full.



Avoid that very-avoidable crisis by registering early. If you know you're going to attend the Convention, call today.

Group rates are \$109 single or double occupancy, \$119 for more than double. Call (800) 233-1234 and ask for the Missouri Press Association room block.

After Sept. 5 don't expect to get a room at the group rate. The MPA Convention block of rooms will be released on Sept. 5. You may not get a room after that, and if

you do, you may have to pay a higher rate. The hotel will require a deposit of one

night's fees to hold your reservation. You can use a credit card.

This holding fee will be refunded if you cancel your reservation 48 hours or more before your arrival date.

The Hyatt Regency Crown Center is at 2345 McGee St. As the name suggests, it is a part of the Crown Center development. Hallmark Cards and the Union Station Science Center are nearby.

Parking garages can be entered near the front entrance to the hotel. After unloading your luggage ask the doorman where to park. □

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# Agenda for MPA Convention

**H**ere is the complete agenda for the 2003 MPA Convention. No trade show will be held this year, because the National Newspaper Association will have a trade show during its Convention.

## Friday, Sept. 26

- 1 p.m. — Registration desk open in the Hotel Lobby.
- 3-5 p.m. — MPA and MPS Board meeting.

### How to get to Crown Center

Crown Center is located in the heart of Kansas City at 2450 Grand.

**From the North on I-29, I-35 and Broadway Bridge:** Follow I-35 South and exit at 20th Street (exit 1D). Turn east on 20th Street. Follow the directional signs to Crown Center.

**From the South on I-35:** Exit at Penn Street and follow the directional signs to Crown Center.

**From the East on I-70:** Take I-70 West to I-35 South to McGee/Truman Road (exit 2Q). Follow Truman Road one block to Grand. Turn south on Grand and continue to Crown Center at Pershing Road.

**From the West on I-70:** Take I-70 East to I-670. Exit I-670 on to I-35 South. Exit I-35 South at 20th Street (exit 1D) Turn east on 20th Street. Follow the directional signs to Crown Center.

Call 800-721-STAY for information about Crown Center.

9 p.m. — Welcome Reception in the Presidential Suite.

## Saturday, Sept. 27

8 a.m. — Opening Breakfast: Speaker — Col. Donald E. Ballard: "Patriotism: Serving Your Country."

9:15 a.m. — Concurrent Workshop Sessions

- ✓ Karolyn Cannata-Winge: Designing Your Newspaper.
- ✓ Russell Viers: Desktop Publishing Primer.
- ✓ Randy Bennett: Boosting Circulation and Readership.



11 a.m. — MPA Business Meeting

11:30 a.m. — Better Newspaper Contest Awards Reception

12:15 p.m. — Better Newspaper Contest Awards Luncheon

3 p.m. — When Disaster Strikes: Tornadoes of 2003.

6 p.m. — Hall of Fame Reception

6:45 p.m. — Hall of Fame Banquet

9 p.m. — Reception in Presidential Suite



## Sunday, Sept. 28

8:30 a.m. — Eye-Opener Breakfast

1 p.m. — Royals v. White Sox □

# MPA Convention speakers

Topics: Patriotism, design, desktop publishing, circulation, disaster response

**Col. Don Ballard**

**8 a.m. Saturday, Sept. 27**

**Patriotism — Serving Your Country**

**K**ansas City native Col. Donald E. Ballard is Missouri's only living recipient of the Congressional Medal of Honor. As a Navy hospital corpsman 2<sup>nd</sup> Class, "Doc" Ballard was caring for a number of injured Marines under fire in Vietnam on May 16, 1968.



Col. Donald Ballard  
(*Lee's Summit Journal* photo reproduced with the permission of Col. Ballard.)

While tending the injured, Ballard grabbed enemy grenades as they landed and tossed them away from the group of wounded.

One of the injured men, who had just been shot again in the face, managed to holler "grenade" as Ballard aided him. Not knowing how

long the grenade had been there, Ballard threw himself on it. When the grenade didn't detonate immediately, Ballard flung it aside and resumed caring for the men.

Ballard received three Purple Hearts for wounds he received in combat. President Richard Nixon presented Ballard the Congressional Medal of Honor, the highest honor of the U.S. military service, on May 14, 1970.

A depiction of Col. Ballard's act of heroism, cast in bronze, will be the centerpiece of the National Medical War Memorial and Youth Education Center Project.

**Karolyn Cannata-Winge**

**9:15 a.m. Saturday, Sept. 27**

**Designing Your Newspaper**

Design and management consultant



Karolyn  
Cannata-Winge

at the University of Texas at El Paso and designed pages at the *Detroit Free Press*.

She returned to the School of Journalism in 1999 to teach and help edit the *Columbia Missourian*. She is a Gold Award winner of the Society of News Design.

Now the owner of Jersey Girl Designs, she also conducts workshops in design and management.

**Russell Viers**

**9:15 a.m. Saturday, Sept. 27**

**Desktop Publishing Primer**

A number of MPA members know Viers from his entertaining and helpful workshops on Photoshop, Acrobat and other software programs. He's a certified Adobe trainer.

This time out Viers will talk about desktop publishing techniques and programs that can make your job easier and your newspaper better.

Viers has presented training all over the United States and in Canada. His programs also are available with online streaming video at digiversity.tv.



Russell Viers

Karolyn Cannata-Winge will provide suggestions on how to improve the design of your newspaper. A graduate of and a former assistant professor at the Missouri School of Journalism, Cannata-Winge taught

Viers focuses on the tools in software programs that newspapers use, and he entertains his audiences as much as he instructs them.

**Randy Bennett**

**9:15 a.m. Saturday, Sept. 27**

**Boosting Circulation and Readership**

Randy Bennett leads the Newspaper Association of America's readership projects. He also heads NAA's efforts to help newspapers take advantage of electronic media business.

Bennett is in charge of NAA's Horizon Watching Initiative, a long-term project to examine the strategic forces shaping the newspaper industry over the next 5-7 years.



Randy Bennett

Before joining NAA in 1990, Bennett was director of online services for America Online. From 1979-1986 he helped build Knight Ridder Inc.'s pioneering Viewtron service, the first graphics-based online service in the United States.

**When Disaster Strikes: Tornadoes of 2003 — 3 p.m. Saturday, Sept. 27**

A panel of Missouri newspaper people who were directly affected by the spring tornadoes in Missouri will talk about how they responded.

Invited to participate: Dave Berry, *Bolivar Herald-Free Press*; Angie Borgedalen, *Liberty Tribune*; Jack Miles, *Liberty Sun-News Group*; Dan Steinbeck, *Canton Press-News Journal*; Marilyn Ellis, *Stockton Cedar County Republican*.

They will talk about how they coordinated coverage of the storms and how they produced newspapers when their buildings were damaged. □

## Crown Center a creative mix of activities

Crown Center contains shops and restaurants in a three-level retail center, office buildings, a residential community and two of Kansas City's finest hotels, the 731-room Hyatt Regency Crown Center and the 729-room Westin Crown Center.

This innovative urban entertainment center was the vision of Hallmark founder Joyce C. Hall. Since its groundbreaking in 1968, the development of Crown Center has reversed years of decay in an area just 10 blocks from Kansas City's downtown commercial district. The international headquarters of Hallmark Cards, Inc. is located within the 85-acre Crown Center complex.

You know you're in Kansas City when you arrive at Crown Center. Famous for its fabulous fountains and spectacular sculptures, Crown Center is home to the true Kansas City experience. The Crown Center Square fountain debuted in 1972, distinguished by 49 water jets that spout 25 feet into the air and come back down to a 15,000 gallon underground reservoir. This large fountain recycles water at a rate of 4,000 gallons per minute. The Square fountain is a popular place to cool down on hot summer days.

Crown Center features two other exquisite fountains.

Not only is Crown Center a focal point for sensational fountains, but famous artists have also chosen to display their designs across the campus. Alexander Calder is one of the featured artists with his creation of Shiva, an amazing sculpture named after the Hindu Goddess of Bounty. The inspirational sculpture is available for admiration at any time on the corner of Pershing and Grand.

To continue a tour of the Center's artists you can travel up to the 2600 block of Grand for a fantastic view of Kenneth Snelson's sculpture, Triple Crown. □

## See the Royals after Convention



A visit to Kansas City during summer wouldn't be complete without a visit to Royals Stadium.

MPA Convention guests will see the Royals play the Chicago White Sox on Sunday afternoon, Sept. 28.

Game time is 1 p.m.

Tickets cost \$12. They must be ordered by Aug. 15. □

## Missourians on program of NNA Convention in K.C.

Several Missourians will participate in the NNA Convention programs. One of them will present in the opening session.

MPA members have received a schedule for the National Newspaper Association Convention. Details about the event

and Kansas City Mayor Kay Barnes will participate in the Opening Breakfast and Flag Ceremony, which will begin at 8 a.m.

At 10:45 a.m., Anne Tezon, publisher of the *Hamilton Advocate* and *Braymer Bee*, will participate in NNA's Community Building Symposium. Her presentation

is titled "Cheerleaders and community builders: How rural weekly newspaper publishers view their roles."

Missouri Press Association will sponsor the entertainment for the Thursday Night Extravaganza at the Arabia Steamboat Museum. The Krazy Kats will perform their repertoire of old time rock 'n roll.

At 2:30 p.m. Friday, Rex Rust, co-president of Rust Communications, Cape Girardeau, and Jim Sterling, chair of the School of Journalism's Community Newspaper Management program, will present a session on Newspaper Budgeting — Dollars & Sense.

NNA's Convention will close with the President's Reception and Banquet Friday evening. Committee meetings will be held Saturday.

The Trade Show will be open 1:30-5:30 p.m. Thursday and 10:30 a.m. to 4 p.m. Friday. □



Guests at the NNA Convention will have a reception and entertainment Thursday night at the Arabia Steamboat Museum. This photo from the museum's website shows boxes of newspaper type that were among the goods aboard the Arabia when it struck a snag in the Missouri River and went down in 1856. Missouri's own Krazy Kats will entertain during the evening.

can be found at the NNA website, [nna.org](http://nna.org). The Convention and Trade Show will be in the Hyatt Regency Crown Center Hotel just before the Missouri Press Convention.

Dawn Kitchell, MPA's Newspaper In Education coordinator, will be a presenter for the 12:30 p.m. Wednesday, Sept. 24, session. That's the first program on the NNA agenda.

The Missouri and Kansas Press Associations will conduct a Great Idea Exchange at 4:30 p.m.

Thursday morning, Gov. Bob Holden

# Hall of Fame will grow by 6

Induction banquet will be Saturday, Sept. 27, in Kansas City

**A** couple from Adrian and individuals from Boonville, Washington, Cape Girardeau and Bolivar will be inducted this fall into the Missouri Press Association's Newspaper Hall of Fame.

They will be honored Sept. 27 at the annual MPA Convention in Kansas City. The Hall of Fame Banquet will be in the Hyatt Regency Crown Center Hotel.

Inductees are: Lila and the late Robert Gunn, *Adrian Journal*, the late Elston

ciation office and in Lee Hills Hall at the Missouri School of Journalism in Columbia. Inductees receive Pinnacle Awards.

This year's Hall of Fame inductees:

## Robert and Lila Gunn *Adrian Journal*

**B**efore Robert and Lila Gunn bought *The Adrian Journal* in 1956, Bob and his parents had worked at the weekly newspaper.

Working as a team, Bob and Lila made *The Journal* an essential ingredient of Adrian. As in many small communities across the country, the newspaper and the town sustained each other.

Bob and Lila were natives of Adrian and raised four daughters there. One of them, Linda, now publishes *The Journal*

with her husband, Steve Oldfield.

The Gunns resurrected the *Archie News* in 1965 and were co-publishers with the Oldfields when the company bought the *Drexel Star* in 1991.

Bob and Lila turned over operation of the newspapers to the Oldfields in the

early 1990s, but they continued to work there. Lila still does.

Mr. Gunn was active in the Lions Club, from which he received the international organization's highest award for his leadership and service. He died in 1998.

## Elston "E.J." Melton *Cooper County Record, Boonville*

**W**hile growing up in California, Mo., and later, E.J. Melton worked for newspapers in his hometown and in Caruthersville, Cape Girardeau, Sedalia, Pilot Grove and Boonville.

Mr. Melton launched the *Boonville Republican* in 1929, soon merged it with the *Boonville Daily News*, and then sold his interest in the paper.

He and a partner later bought the *Cooper County Record* in Pilot Grove and moved it to Boonville.

In 1958 Mr. Melton served as president of Missouri Press Association. He also served as president of the Missouri Writers' Guild and Central Missouri Press Association.

For many years he served on the State Board of Education, three terms as president.

Among his other accomplishments were authorship of the "History of Cooper County, Missouri" and novels, including "Towboat Pilot" and "Quiet Darkness." The latter story told of the trial and execution of the last person hanged by the state of Missouri. Melton also wrote a play based on that story.



Elston 'E.J.' Melton



Plaques like this one note each member of the Newspaper Hall of Fame. They hang in the Missouri Press Association office in Columbia. Inductees receive Pinnacle Awards.

"E.J." Melton, *Cooper County Record*, Boonville; William L. Miller, Sr., *Washington Missourian*; Gary Rust, Cape Girardeau *Southeast Missourian*; and James C. Sterling, *Bolivar Herald-Free Press*.

Hall of Fame inductees must have contributed to the newspaper industry in Missouri for a number of years, lived honorably, influenced unselfishly, thought soundly and displayed community involvement. A screening committee and a selection committee of district press association leaders, MPA officers and Hall of Fame members select inductees from among those nominated.

Plaques honoring the Hall of Fame members are displayed in the Press Asso-



Lila and Bob Gunn

Mr. Melton married Opal Holloman in 1921. Their daughter, Mary, died in 1961. To honor her memory, the Meltons donated land that now is Big Sky Park in Boonville.

**Bill Miller, Sr.**

*Washington Missourian*

**B**ill Miller learned the newspaper business from his father, James Miller, Sr., who worked for *The Kansas City Star* when Bill was young. The family bought a paper in Iowa and from there moved to Washington after purchasing the *Missourian* in 1937.

James Miller, Sr. was among the first class inducted into the Missouri Newspaper Hall of Fame in 1991.

Bill Miller and his brother, Tom, became co-

publishers of the *Missourian* when their father died in 1989. Their other brothers, John Miller and the late Jim Miller, Jr., also were involved with the newspaper and printing businesses. Tom Miller retired, leaving Bill Miller as the sole publisher.

The company expanded with publications in Union and St. Clair after the newspapers in those communities folded.

With a circulation of more than 15,000, the *Missourian* publishes twice a week. Its Wednesday edition typically has 80 pages with 15 inserts, making it more practical and economical to deliver by carrier than by mail.

Mr. Miller served as president of Missouri Press Association in 2000. He served as president of the Missouri Society of Newspaper Editors, and he served on the local hospital board and the board of the Civic Industrial Development Corp.

Twice the *Missourian* has won the University of Missouri's Honor Medal for Distinguished Service in Journalism. It has won a number of Gold Cups as Missouri's top weekly newspaper.



**Bill Miller Sr.**

Miller and the *Missourian* have been involved in countless community projects, among them the founding of East Central College and the Washington Buds semi-pro baseball team.

**Gary Rust**

*Cape Girardeau Southeast Missourian*

**T**he founder of what may be Missouri's biggest newspaper story, Gary Rust, enters the Hall of Fame this year.

A native of Cape Girardeau, Mr. Rust started newspapering as a grown man with one weekly newspaper. Rust Communications now owns or has ownership in nearly 50 daily and weekly newspapers in Missouri and six other states.

After attending the University of Missouri and then Washington University, Rust went to work for his family's furniture business, Rust & Martin. He learned to fly so he could expand the furniture business in the region. This work gave him an unvarnished view of the power of newspaper marketing.

Rust was active in Republican politics. He and his wife, Wendy, bought the *Weekly Bulletin* in Cape Girardeau so

Rust could write editorials. He lost a race for U.S. Congress, but soon won a special election to the Missouri House of Representatives.

After winning his second re-



**Gary Rust**

Rust resigned the Legislature in 1976 to focus on his newspaper. He changed to free distribution and started publications in nearby communities.

Within a decade, Rust had won the local newspaper battle against the chain-owned *Southeast Missourian*. He bought the daily, now the flagship of Rust Communications.

Rust retired from daily management in 2001 and turned the operation over to sons Rex and Jon and chief operating of-

ficer Wally Lage. He keeps a close eye on operations and remains active in politics.

Gary and Wendy Rust have six children.

**James C. Sterling**

*Bolivar Herald-Free Press*

**A**lthough long associated with the Bolivar weekly newspaper, James Sterling's contributions extend far beyond that community. He continues to contribute to the Missouri newspaper industry as chair of the Community Newspaper Management program at the Missouri School of Journalism.

After earning his journalism degree, Mr. Sterling worked as assistant ad director for a time at Missouri Press Service. He returned to Bolivar in 1967 and managed the

*Herald-Free Press* for the late Jac and Rheba Zimmerman. The Zimmermans bought the paper in Stockton, which Sterling also managed. In 1979 Sterling bought a newspaper in Buffalo and the Stockton and Bolivar papers from the Zimmermans.

Sterling Media Limited, Inc., later founded Missouri ColorWeb Printers. Sterling then became a partner as a newspaper broker in Bolitho-Sterling Newspaper Service, based in Kansas City. He sold Sterling Media in 1999.

Sterling served as Missouri Press president in 1985 and on the Board of Curators of the University of Missouri in the late 1980s. He was instrumental in moving the National Newspaper Association to the UMC campus in 2002, and in raising funds for the endowed chair in Community Newspaper Management.

In Bolivar, Sterling campaigned for many civic issues, including the establishment of a hospital, which is among the best small hospitals in the United States and the centerpiece of a healthcare complex. □



**Jim Sterling**



Among the officers of Show-Me Press Association are: front row: Sandy Steckly, Harrisonville, Secretary/Treasurer; Jack Whitaker, Hannibal, Past President; and John Spaar, Odessa, Director; back: Charlie Fischer, Sedalia, First Vice President; Jeff Hedberg, Centralia, Second Vice President; and Rob Viehman, Cuba, Director.

## Dick Fredrick elected President of Show-Me Press

**D**ick Fredrick, publisher of the *Monroe County Appeal* in Paris, will lead the Show-Me Press Association for the coming year. Members elected him and other officers at their annual meeting June 14 at Lake Ozark.

Show-Me Press opened its meeting with an early bird party Thursday evening in the Holiday Inn. Activities concluded with a dinner Saturday evening.

Fredrick succeeds Jack Whitaker of the *Hannibal Courier-Post*, who will serve on the Board of Directors.

Other officers are:

1<sup>st</sup> Vice President: Charlie Fischer, *The Sedalia Democrat*.

2<sup>nd</sup> Vice President: Jeff Hedberg, *Centralia Fireside Guard*.

Secretary/Treasurer: Sandy Steckly, *Cass County Democrat-Missourian*, Harrisonville.

Directors: John Spaar, *The Odessan*; Rob Viehman, *Cuba Free Press*; Mark Cheffey, *Palmyra Spectator*; Linda Oldfield, *Adrian Journal*; and Dennis Warden, *Gasconade County Republican*, Owensville. □

## Show-Me Press will continue meeting at Holiday Inn

**A**fter a poolside early-bird party Thursday evening and a golf tournament on Friday, Show-Me Press Association got down to business Saturday morning, June 14.

Members gathered for breakfast in the Holiday Inn, Lake Ozark, then held their business meeting. They decided that in order to get preferred dates, they committed to holding their annual meeting at the Holiday Inn for the next five years.

MPA's Newspaper In Education coordinator Dawn Kitchell opened the sessions. She reviewed recent projects and previewed coming activities.

Legal counselor Jean Maneke followed with a discussion of the Health Insurance Portability and Accountability Act (HIPAA) and Sunshine Law issues.

After the awards luncheon and a brief concert by Motown Downtown from Branson, members gathered for a round-table discussion. They talked about money-making ideas.

A hospitality hour and dinner in the hotel ended the meeting. □

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Poolside gatherings are customary for guests of the Show-Me Press Association. This year's June 12-14 meeting continued that tradition with poolside receptions and meals. Guests enjoyed a barbecue buffet Friday evening after the Porter Fisher Golf Classic. Below right, Dane Vernon of Eldon, right, receives the Porter Fisher Golf Classic traveling trophy from Mike Sell, a friend of the event's namesake.



## Scenes from Show-Me Press

When a local athlete reported to *The Sedalia Democrat* that he had signed a contract to play professional football, the newspaper ran the story. The story was fiction, and *The Democrat* humbly apologized for printing it. The paper's embarrassment won it the Show-Me Press Association's Screw-Up of the Year Award. Publisher Charlie Fischer, on the right in the left upper photo, received the traveling trophy from Rob Viehman. Motown Downtown from Branson entertained at the Awards Luncheon.



### Ozark Press Association officers

These are some of the officers of Ozark Press Association. They were elected at the group's June 13 meeting in Springfield. From left (front): Keith Moore, *Douglas County Herald*, Ava, President; and Helen Sosniecki, *Lebanon Daily Record*, past president; (back) Jeff Schrag, *Springfield Daily Events*, Secretary/Treasurer; Roger Dillon, *The Current Wave*, Eminence, Director, two-year term; Fred Hall, *Crane Chronicle / Stone County Republican*, Vice President; and Brad Gentry, *Houston Herald*, Director, three-year term. Other board members are Dala Whitaker, *Cabool Enterprise*, three years; Dan Wehmer, *Webster County Citizen*, Seymour, two years; Frank Martin, *West Plains Daily Quill*, one year; and Rosemary Hailey, *Lawrence County Record*, Mount Vernon, one year.

## Randolph County jail dispute attracts attention of state

The Missouri Attorney General's Office has requested all minutes, agendas and notices of meetings since April 2002 of the Randolph County Commission.

Construction of a new county jail and complaints about that process and project prompted the attorney general's action. Citizens and even the presiding commissioner believe that state open meeting requirements have been violated.

State Auditor Claire McCaskill got involved after receiving calls from citizens. A report from her office on the jail project could be released in July.

Voters approved a half-cent sales tax to build a new jail after two county jailers were killed three years ago in an attempted escape. Bond sales for the construction of the \$5 million building stopped when state investigations started in April.

The presiding commissioner, who is a Republican, believes the design of the project is too elaborate and the two associate commissioners, who are Democrats, are not cooperating on the project.

—From a report in the *Columbia Daily Tribune* □

## Ozark Press provides full day of sessions

About 50 newspaper people from Southwest Missouri attended the June 13 meeting of Ozark Press Association in Springfield.

Robert Leger, editorial page editor of the *Springfield News-Leader*, got the program started with a discussion titled "Why Jayson Blair is Good for Journalism." Leger is president of the Society of Professional Journalists.

MPA's legal hotline counselor, Jean Maneke, spoke next on the Health Insurance Portability and Accountability Act (HIPAA) and the Sunshine Law.

Continuing in the legal vein, Brett English talked about "Sexual Harassment in the Workplace." He is a partner and vice president of human resources, De-

troit Tool Metal Products, Lebanon.

Concurrent sessions on the post office and photography completed the morning agenda.

MPA's postal consultant Ron Cunningham was joined by William Brayman, Springfield postmaster, and Steve Jackson, postal quality practitioner, for a panel discussion.

Cliff Schiappa, assistant bureau chief of the AP's Kansas City bureau, talked about newspaper photography.

After lunch Ozark officers conducted their business meeting. MPA Executive Director Doug Crews reported on Missouri Press activities.

Afternoon sessions consisted of two periods with two concurrent sessions.

The first period offered a report on the MPA Political Advertising Taskforce by committee chairman Dalton Wright, president of Lebanon Publishing Co.

At the same time, Maj. James Hutton, director of public affairs, Fort Leonard Wood, spoke on "Covering the Military — An Insider's Perspective."

The final period on the schedule offered concurrent discussions on news and circulation. Charlie Meeks, editor of the *Cedar County Republican* in Stockton, and Michael Myers, publisher of the *Sarco Record /Pierce City Leader-Journal*, led the discussion about news.

The session on circulation was led by Gary Sosniecki, co-publisher and co-editor of the *Lebanon Daily Record*. □

# St. Joseph News-Press buys weekly Smithville Herald building leased by new owners

The News Press & Gazette Co., which publishes the *St. Joseph News-Press*, has purchased the weekly *Smithville Herald* from Carol Troutwine.

Smithville is about 35 miles south and slightly east of St. Joseph.

Also in the News Press & Gazette group: *The Atchison Daily Globe* and *Hiawatha World* in Kansas; and *Green Acres*, a twice-a-month farm publication. News Press also owns cable television companies in St. Joseph and other areas of the country.

News-Press editor and publisher David Bradley said the three employees of the *Herald* will continue in their positions. Jim Card, an advertising supervisor at the *News-Press*, is the new publisher at Smithville.

Other employees are editor Debra Dittmer, sports editor Anita Renee Langemach and advertising and production employee Angela Reschke.

Troutwine purchased *The Herald* in 2000 from David "Scoop" Peery. Since then *The Herald* has built a new office, which is being leased by Troutwine to the News Press & Gazette Co.

The 3,000-circulation weekly has been printed at the *News-Press* plant since February. It sends digital pages to the printing plant in St. Joseph. □

The June 18 issue of *The Smithville Herald* introduced the new publisher, Jim Card, to its readers.

**THE SMITHVILLE HERALD**  
www.smithvilleherald.com  
Wednesday, June 18, 2003

COMMUNITY 2-5 ■ POLICE BLOTTER 8 ■ REAL ESTATE 15 ■ SPORTS 7 ■ NOTICES 8

## NEW OWNER, NEW PUBLISHER, NEW PLANS

*The Card shares goals and insight for The Herald*

**The Herald Questionnaire**  
*Is the government doing what it should for our economy?*  
C.F. Woodard and others answer truthfully. Page 4

**School board conducts special meeting**  
*Parents to hold review of district policies, salaries and budget*

**Lake cold, beaches ready**  
*The Clayco Park maintenance department works diligently to keep Smithville Lake beaches clean and safe*

**Fire causes minimal damage**  
*Smithville, Missouri fire department combines efforts to get gear for the water tower*

**Criminals hit Smithville**  
*Several local businesses victimized with bogus promotions*

## Commission threatens suit to get assessor's records

Platte County Assessor Christine McQuitty agreed to provide all of her office's electronic records to the Platte County Commission to avoid a lawsuit she said would be costly and unnecessary.

In a statement released to the Kansas City *Dispatch Tribune*, McQuitty scolded the commissioners for threatening to sue her using taxpayer funds.

"It is up to me to put an end to

this absurdity," the statement said. "I therefore will release the requested county ownership records and digital maps in the format demanded by the Platte County Commission."

The commission had threatened to sue McQuitty for violating the Sunshine Law by not providing records in the electronic format they were requested. But McQuitty said she was in compliance

since she offered the records in hard copy format as well as through a live view screen. □

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## Maximum attendance at board meeting

Missouri Press Association and Missouri Press Service had 100% attendance at their spring Board of Directors meeting June 12 at the Holiday Inn, Lake Ozark. Seated at the table, starting with MPA President Dave Berry at left center and going clockwise, those attending were: Doug Crews, MPA Executive Director; David Lipman, St. Louis; Bill Miller Sr., Washington; Jack Whitaker, Hannibal; Bob Wilson, Milan, Wendell Lenhart, Trenton;

Steve Oldfield, Adrian; Gary Sosniecki, Lebanon; Bill James, Harrisonville; Kevin Jones, St. Louis; Shelly Arth, Marshall; Dane Vernon, Eldon; Gary Beissenherz, Concordia; John Spaar, Odessa; Vicki Russell, Columbia; and David Bradley, St. Joseph. Also attending the meeting were Legal Hotline attorney Jean Maneke and MPA staff members Shawn Cockrum, Mike Sell and Kent Ford.

# Board approves 5 new members

## Pulse Research will conduct political advertising survey

**T**he officers and directors of the Missouri Press Association and Missouri Press Service held their second meeting of 2003, beginning at 1:30 p.m. June 12, at the Holiday Inn, Lake Ozark, prior to the Show-Me Press Association annual convention.

Among the action taken, the following applications for MPA membership were approved:

— *Schuyler County Times*, Glenwood, Melody Whitacre, publisher (sustaining).

— *The Weekly News*, Chillicothe, Chuck Haney, publisher (sustaining).

— *South County Times*, Rogersville, Dave Berry, publisher (active).

— Solutions Publishing Co., Smithville, Becky Sellars and Becky Black, publishers (sustaining).

— *Howell County News*, Willow Springs, Kim Rich, publisher (sustaining).

MPA Executive Director Doug Crews reviewed MPA legislative activities and reported on issues the association faced

in Jefferson City this session.

The Board discussed, but decided not to pursue at this time, a group medical insurance plan.

Crews distributed the Williams-Keepers audit report and management letter for the year ended Dec. 31, 2002.

Guests at the meeting included Jim Warwick of Internet Press Association and John Tucker of the *Jefferson City News-Tribune*.

Warwick reported on activities of Internet Press Association, focusing on IPA's ad placement on Missouri newspaper websites. The Board suggested a revision of the MPS/IPA agreement, which was presented to Warwick for consideration.



### MPA Newspapers In Education

Dawn Kitchell  
(636) 390-2821  
kitchell@fidnet.com

Tucker presented a proposal for an advertising sales network in mid-Missouri, with Missouri Press Service placement involvement. A committee of Missouri Press members Vicki Russell, Gary Sosniecki, Shelly Arth and Dane Vernon was appointed to meet with Tucker for further discussion.

The "Committee to Get More Newspaper Campaign Ads in 2004" recommended to the Board that Pulse Research of Portland, Ore., be hired to conduct a political advertising voter research survey.

The Board unanimously accepted the bid from Pulse Research of \$11,918 for a 400 sample, 15-minute interview, statistical results, subsets, executive summary report and PowerPoint presentation. □

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# On the Move



**Brian Pommier** formerly was a sports editor in Kansas.



**Jennifer Coombes** now focuses on Raymore news.

## ✍ Harrisonville

Reporter/photographer Brian Pommier has joined the staff of *The Cass County Democrat-Missourian*, replacing Jennifer Coombes. Coombes transferred to *The Star-Herald* in Belton.

Pommier, 25, formerly worked in the sports department for the *Morning Sun* in Pittsburg, Kan. He left there as sports editor.

A native of Arma, Kan., and graduate of Pittsburg State University, Pommier and his wife, Lori, live in Adrian.

Coombes, 25, has been with the Harrisonville weekly for more than a year. The photojournalism graduate from the Missouri School of Journalism will cover Raymore and write feature stories.

The Harrisonville and Belton papers are owned by Knight Ridder Inc.

## ✍ Correction

An "On the Move" item in the June issue of *Missouri Press News* related some old news. It referred to a new employee at a newspaper in Oak Grove.

The item involving Sandi Laxson came from the "Echoes From the Past" column in the *Focus on Oak Grove* publication.

*Missouri Press News* regrets the error and thanks the reader who pointed it out.

## ✍ Stover

Aaron Weaver, 28, Gravois Mills, has joined the staff of the *Morgan County Press*. He is a graduate of Versailles High

School and Washington University in St. Louis and William Woods University in Fulton.

Weaver has a degree in Spanish and Anthropology from Wash U and a degree in Computer and Information Management from William Woods.

He replaced Stacy Gifford, the weekly's reporter, photographer, office manager, NIE coordinator and ad sales person.

## ✍ Adrian

Cole Young has joined the staff of the *Adrian Journal* and the *Drexel Star* for the summer. He's a graduate of Adrian High School and a journalism student at Northwest Missouri State University in Maryville.

## ✍ Mountain View

Elissa Fowler, a native of Nebraska and a senior next fall at Concordia University in Seward, Neb., has joined the staff of the *Standard News* for the summer.

Elissa's family moved to the Mountain View area two years ago. She's studying English and writing at Concordia.

## ✍ Kansas City

Megan Block, Independence, is a summer news intern for *The Northeast News*, a weekly bi-lingual newspaper serving Kansas City's northeast area.

Block is a recent graduate of Truman High School, where she received many awards and honors for her work on the school newspaper, which she edited. She plans to attend Columbia College in Chicago this fall to study magazine journalism.

Also interning at *The Northeast News* this summer is Katie Kieffer. She is studying strategic communications at the University of Kansas, where she is a senior. Kieffer is working in display advertising for the newspaper.

## ✍ Kearney

Ad sales rep Liana Darlington and graphic designer Jandi Morrison have joined the staff of *The Kearney Courier*.

Darlington, a longtime Kearney resident, is a 2002 graduate of Kearney High School who is attending cosmetology school in Gladstone.

Morrison, an Independence native, has a degree in graphic design from California State University. She graduated last summer.

## ✍ Columbia

Patty Atwater, whose late husband Jim Atwater served as dean of the Missouri School of Journalism, moved from Columbia in June to return to New York.

Her address is 163 South Buckhout St., Irvington, NY 10533. Mrs. Atwater has been teaching news-editorial classes at the J-School.

## ✍ North Kansas City

Matt Kelsey is the new editor of *The Wednesday*, a publication of Townsend Communications. He succeeded Jessica Levine.

Kelsey most recently served as Platte County reporter for the *Dispatch*, a Northland paper in the Dispatch Tribune Newspapers chain. He is a graduate of Park University who has written for newspapers in Hannibal and Platte City and has edited copy for *The Kansas City Star*.

Kelsey is the author of "The Great Collapse of Major League Baseball," a book excerpted by *The Wednesday* and other Dispatch Tribune publications.

## ✍ Bloomfield

Allison Epplin recently moved from the writing staff at *The Daily Statesman* in Dexter to become an ad rep for both the Dexter paper and *The North Stoddard Countian* in Bloomfield.

Epplin took over the accounts of Patty Musgrave, who took a job at a bank.

A graduate of high school in Pinkneyville, Ill., Epplin earned a degree in mass communications from Southeast Missouri State University, Cape Girardeau. She lives in Cape. □

## Jean Maneke

MPA Legal Hotline  
4435 Main St., 620 One Main Plaza  
Kansas City, MO 64111  
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At left are the flight winners of the MPA Porter Fisher Golf Classic. Vonnie and Charlie Fischer, center, won the Championship. The June 13 two-person scramble teed-off at 8 a.m. at Sycamore Creek Golf Club, Osage Beach.



Dennis Warden, Charles Stanley, Mike Sell and Don Warden, above, approach their starting tee box. At left, Don Neely of CenturyTel delivers the golf trophies to the MPA office. Columbia's phone company has been providing the trophies for many years.



# Fischers of Sedalia win golf classic

A scorecard playoff broke a tie at 69 to determine the winner of the MPA Porter Fisher Golf Classic.

Fifty golfers teed off in the annual two-person scramble June 13 at Sycamore Creek Golf Course, Osage Beach. Heavy rain during the week and virtually up to the 8 a.m. tee time threatened the event, but pleasant weather prevailed.

Here are the results:

### Championship Flight:

1<sup>st</sup>: 69—Charles Fischer, publisher of the *Sedalia Democrat*, and his wife, Vonnie.

2<sup>nd</sup>: 69—Phil Berk and Dean Howard, *Columbia Daily Tribune*.

3<sup>rd</sup>: 71—Ken and Darlene Joesting, Tarkio.

### A Flight

1<sup>st</sup>: 79—Kent Ford, Columbia, and Justin Ford, St. Louis.

2<sup>nd</sup>: 79—Adam Hall and Terry Skinner, Jefferson City.

3<sup>rd</sup>: 80—John Spaar, Odessa, and George Spaar, Lake Ozark.

### B Flight

1<sup>st</sup>: 85—Ivan Oestreich, Clinton, and Greg Gaffke, Jefferson City.

2<sup>nd</sup>: 86—Bill James, Harrisonville, and Don Neely, Columbia.

3<sup>rd</sup>: 86—Randy Knox, Kansas City, and Rob Viehman, Cuba.

### C Flight

1<sup>st</sup>: 89—Dave Berry, Bolivar, and Shawn Cockrum, Columbia.

2<sup>nd</sup>: 91—Jeff Hedberg, Centralia, and Jim Sterling, Columbia.

3<sup>rd</sup>: 91—Don Kruse and Bryan Kruse, Hermann.

### Special prizes:

Longest putt: Adam Hall.

Closest to the pin: Rob Viehman.

Longest drive, men: Charles Fischer.

Longest drive, women: Darlene Joesting.

CenturyTel, through its public relations director in Columbia, Don Neely, provided the trophies for the tournament. That company, although its name has changed several times over the years, has provided the trophies for the MPA golf tournament for many years.

The Missouri Lottery picked up the hamburger and hot dog lunch on the golf course patio.

Sprint provided golf towels and contributed to the prize fund.

Other contributors to the prize fund were Freedom Newspapers (*The Sedalia Democrat*, Charles Fischer), the *Trenton Republican-Times* (Wendell Lenhart), Vernon Publishing Co., (*The Eldon Advertiser*, Dane Vernon), and the *Tarkio Avallanche* (Will Johnson). □

# AG could change culture of secrecy

**R**andolph County is building a new jail. A fractious county commission and disgruntled public bring attention to the project, including allegation of illegal violations of the state's Open Meetings and Records Law. The project is behind schedule, and the state attorney general's office is investigating the Sunshine questions.

I am more than happy to see the attorney general take action to enforce this law. For years enforcement of the state Sunshine Law has languished because official prosecutors refuse to act, leaving responsibility entirely to the private sector. The result is spotty enforcement at best, encouraging officials to sniff at the law.

Instead, a rather simple, consistent level of attention from the attorney general would change this culture. If state and local officials who ignore this law can expect inquiries from the state's top prosecutor, officials would have disclosure more on their minds. They would act differently, developing habits of openness instead of secrecy, and a profound improvement in the culture of

governance would occur.

As it is, the tendency toward secrecy is insidious, assumed even by well-meaning, honest officials. ...

At the university (of Missouri) and in other official venues around the state, such as the County of Randolph, officials have been encouraged to remain secret by the ease with which they can do it. If they get in the habit of being open instead, it will help them perform with more comfort. Reaction to proposed actions comes earlier in the process, allowing better official decision-making, and the issue of secrecy itself is avoided.

**I**would like to see a formalized process involving the attorney general, not as litigant-first but as investigator-moderator. A designated investigator in the AG's office could examine credible allegations and do exactly what the office is doing in

Randolph County. The ultimate possibility of official prosecution gives weight to the mere promise of investigation, which would do much to avoid these problems. Investigation is much less costly and traumatic than lawsuits. Actions can be corrected without resorting to judgments and fines. The Sunshine Law can successfully be enforced through this means if it is formalized and consistent.

With relative little cost and turmoil, the attorney general can improve the quality of governance in Missouri by creating more openness among public officials. He can take this action without additional authority. What a great accomplishment the office can make, benefiting every citizen every day.

Henry J. Waters III  
*Columbia Daily Tribune* □

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# Big dig begins for new presses

Late each weekday, six train cars ease down a rail spur, horns blasting, announcing the arrival of rolls of newsprint to a warehouse west of *The Star*. In 2006, those train deliveries will end, horns silenced. Instead, trucks will deliver bigger rolls of paper to a new press plant two blocks east.

The 1960s-era basement presses at 18<sup>th</sup> Street and Grand Boulevard will be dismantled then, too, ending the rumble of operations that sometimes even shook the nearby streets. Pieces of the press may end up in art projects and in a new *Star* museum recounting this newspaper's history as well as the community's story through historic front pages.

New presses, capable of faster printing speeds and much more color, will roar into action and into view of the city, just south of the freeway loop.

Today (May 12) a groundbreaking marks the formal start of a \$199 million project to construct a new *Star* press and

distribution complex.

A colorful blue-glass, green-copper clad plant will cover two city blocks, between McGee and Oak streets, Truman Road to 17<sup>th</sup> Street. Already more than 1,000 loads of debris from more than a dozen demolished buildings have been hauled away. Another 1,200 loads of dirt head out next.

A contemporary structure will rise there, housing presses spanning the length of a football field. The newsprint rolls will grow to 3,000 pounds each, up from the current 1,800 pounds.

Today, one roll of newsprint produces 17,000 papers. With the new presses, each roll will print almost 30,000 papers.

That's progress. It's also a major investment in downtown, in cleaner, more colorful newspaper pages and a new piece of the city skyline. It's one we celebrate and hope others will long enjoy and visit, too. □

# Newspapers help promote better behavior on rivers

A desire for more control of behavior on local streams led a group of McDonald County people to form Rivershares.

Spurred by a series of stories in McDonald County Newspapers about drunkenness and vandalism on Elk River, Big Sugar Creek and Little Sugar Creek, a public meeting was held in November.

Joining citizens at the meeting were campground operators, law enforcement personnel, water patrol officials, conservation agents and county officials. From that group came a committee of volunteers — Rivershares — that meets monthly to discuss ways to better control activity on the streams.

Rivershares now is an official committee of the McDonald County Community Development Council. Vice chairman and secretary-treasurer of Rivershares is Gerald Elkins, who with Rick Peck wrote the series of stories for McDonald County Newspapers. □

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# Bar calls for 'Excellence' entries

The Missouri Bar is accepting nominations for its annual "Excellence in Legal Journalism Awards."

"The freedom of the press has always been key to maintaining liberty and democracy under the rule of law," said Missouri Bar President Dale C. Doerhoff. "By informing the citizens of Missouri about the justice system, the media contribute to improving public understanding of key legal issues. And, as needed, they help ensure that any problems within the legal system can be addressed."

Awards will recognize individual stories, series or editorials that meet one or more of the following criteria:

- Contributed significantly to public

understanding of the law and legal system and/or the role of lawyers and/or judges within that system;

- Revealed a problem in the organization, structure or administration of the law, resulting in the correction of that problem for the benefit of all Missourians; and/or

- Enhanced the equitable administration of justice in the state.

Media representatives are invited to nominate writers who have performed exceptional work within the general criteria outlined above. Self-nominations are also permissible. Reporters or organizations that have done notable work in improving public knowledge of the legal system are eligible.

Nominations should be for items printed between July 1, 2002, and June 30, 2003.

Copies of articles should accompany nominations. Letters in support are crucial. The letters should set out the content of the item(s) and indicate their significance. Any follow-up or reaction to the item(s) should be summarized, as well.

The awards will be presented on Oct. 3 during The Missouri Bar Annual Meeting in Columbia.

The deadline for receipt of nominations is Aug. 1. Send nominations to: Gary Toohey, Director of Communications, The Missouri Bar, P.O. Box 119, Jefferson City, MO 65102-0119. □



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# Lewis & Clark bicentennial a great time for NIE program

If your newspaper hasn't taken the plunge, this fall will be the perfect opportunity to test the waters of Newspaper In Education by initiating a program with our special in-paper series, "Lewis & Clark's Missouri: The Journey Begins."

This eight-week series gives newspapers the chance to offer a special classroom subscription, paid or sponsored, that will send your newspaper into schools or homes for two months.

The series will focus on the expedition's beginnings, discoveries and challenges as the explorers made their way up the Missouri River, and conclude with their return home.

Put an order form in your newspaper or send a flier into your schools offering these resources to help teachers commemorate the bicentennial of this historic event.

A partnership of Missouri Press Foundation and the Missouri Historical Society, the series will follow the themes of a panel show set to tour the state during the commemoration.

The Missouri series is the first piece in a two-part project. Beginning in December, Missouri newspapers also will have the opportunity to publish a 16-page special section based on the themes of the National Lewis and Clark Bicentennial Exhibit.

This tab will explore the cultural climate as the explorers made their way through Native America. The piece will follow the themes and feature artifacts from the national exhibit funded by Congress and scheduled to travel the nation over the next two years. The exhibit opens in St. Louis in January 2004 and concludes in 2006 at the Smithsonian.

Both of these projects can help en-

hance or initiate a relationship with classrooms, young readers and parents in your community. They are both available to MPA newspapers at no cost. Beginning in January 2004, we will offer the national tab for sale outside of Missouri.

\*\*\*

Find out more about all of MPA's new NIE projects when we unveil our 2003-2004 programs at the Missouri NIE Conference July 11 in St. Joseph.

This year's conference is being held in conjunction with the Central States NIE Conference, and Missouri newspapers are invited to attend both the Thursday regional program and Friday's Missouri meeting.

The cost to attend both days is \$60. If you'll only make Friday's Missouri program the cost is \$25.

Thursday evening Missouri

Press will host a reception at the Pony Express Museum. Kay Hively, author of our 13 serial stories, (including "Hannah's Diary," set in St. Joseph), will be our featured guest.

A registration form can be downloaded at [mopress.com](http://mopress.com) by linking to the NIE page.

\*\*\*

Another opportunity to learn more about Newspaper In Education will be our Living Textbook Course at University of Missouri July 31 and Aug. 1.

Fourteen newspapers are sending 20 teachers and staff members to the two-day seminar as part of our MU Teacher Ambassador Program.

It's not too late to help promote the course to the general public. An ad is

available on the website or you can pull information for a news brief.

Newspapers also are welcome to send staff to give them the tools they need to conduct workshops in your community.

\*\*\*

MPA has worked with Missouri State Teachers Association to turn their popular Tips for Parents handbook into a series of in-paper newspaper features.

The series contains five quarter-page features that can be run consecutively or as stand-alone pieces.

The "Tips for Parents: Setting the foundation for student achievement" newspaper series is a perfect segue back into the school year. The features will be available and posted on the MPA website in mid-July.

Topics for the series include: Easing Back-to-School Jitters; Parent-teacher conferences, Helping the child together; Helping them hone math and science skills; After school: What parents should know; Checklist for helping your child with homework; and Family Involvement: A key to student success.

\*\*\*

Our Missouri Press Foundation serial stories have really taken off on a national level. The numbers change daily but at last count we had sold 344 stories to 131 newspapers in 20 states.

The Lewis and Clark story "Here They Come!" has proven very popular, and beginning this month MPF is offering a new companion piece to the story.

The "Discovery Journal" is a 28-page student section that allows young readers to become explorers

themselves. It features quotes from Lewis and Clark's journals, factual background to extend learning, pages to paste each chapter of the story from the newspaper and plenty of room for young readers to write about their own discoveries.

Samples of the "Discovery Journal" and all Foundation serial stories can be found on the website. The link to the journal samples is in the "Here They Come!" story description. □



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





## Bank sponsors reading program

Members of the staff of Bank of Franklin County in Washington look over copies of the Discovery Journal hot off the presses. The Journal is part of the Missouriian In Education Summer Reading kit for area youngsters. The bank sponsors the program. The journal ties in to the historical fiction serial story on Lewis and Clark, "Here They Come." It includes local history related to the expedition, journal entries from the famous explorers and room for young explorers to write about their own discoveries and expeditions. Free summer reading kits are available at the Bank of Franklin County and at all *Missourian* offices. (*Washington Missouriian* photo)

## Nevada writer publishes second collection of weekly columns

Growing older hasn't stopped Carolyn Gray Thornton.

The columnist for the *Nevada Daily Mail* recently published her second book, "For Everything There Is a Season." It's an optimistic, often-humorous look at the trials and tribulations of waking up each morning one day older.

The new book and her first, "A Funny Thing Happened on the Road to Senility," are collections of Thornton's weekly newspaper columns.

In the book Thornton reminisces about the good and bad of the "good old days" and helps readers see why senior citizens might be befuddled by the technology and culture of the 21<sup>st</sup> Century. She looks back to the days before the comforts of air conditioning, central heat and even aluminum foil.

You can order both of Thornton's books from Skyward Publishing, phone (972) 490-8988, or skywardpublishing.com. □

## Children's author visits at Washington Family Literacy Day

The *Washington Missouriian* sponsored its first Book Buzz Family Literacy Day June 21 with two special presentations.

Children's author and illustrator Marla Frazee talked about her latest book and about being an author and illustrator during a book signing program. She read her new book "Roller Coaster" and demonstrated her illustration skills for the children.

That evening Frazee spoke about the importance of reading and visual literacy at a public program in the high school theater.

Frazee's books were available for sale and for signing at both events, which were free. □

## Wanda Brown honored on birthday

Cass County Public Library in Harrisonville did a double-take June 16. It held a dedication program for its Children's Library that also served as a surprise 85<sup>th</sup> birthday party for Wanda Brown.

Mrs. Brown is the widow of former newspaper publisher J.W. Brown Jr. She continues the tradition of philanthropy observed for many years by the couple.

Missouri Press Association and Foundation often have been beneficiaries of the Browns' generosity.

Reception guests were requested to honor Wanda by making contributions to the library. Any Press Association friends wishing to contribute can respond to: Cass County Public Library, Administrative Office, 400 E. Mechanic, Harrisonville, MO 64701. □

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## Tables turned on editor

Youngsters from the first grade class at Clark Elementary School in Webster Groves School District grill Kevin Murphy, managing editor of the *Webster-Kirkwood Times*, for a project. The pupils invited business people from the Old Webster Business District to view the final product of weeks of effort — video commercials highlighting area businesses. Kids developed questions then interviewed merchants in teams. A special night was held for parents to view the final project. (*Webster-Kirkwood Times* photo)

# Scrapbook

## ✍ Canton

### Tornado Issue Sells Out

Those who got the May 15 issue of the *Press-News Journal* can count themselves among the fortunate. It sold out.

The regular section of the weekly contained coverage of a tornado that struck the area. Another section of the paper carried high school graduation coverage.

Editor Dan Steinbeck said 300 extra papers were printed with the graduation section and 200 more without it.

Steinbeck shouldered double-duty after the tornado struck. He helped the paper's staff cover the storm, but he also worked as media coordinator to help

with requests for information, interviews and tours of the damage.

A number of daily newspapers and television stations from cities in the region covered the story.

## ✍ Washington

### Cash Award Presented

A plaque and a \$1,000 cash award provided by the *Washington Missourian* and a former superintendent went to an elementary teacher with 33 years of service to the Washington School District.

Carol Vetter received the WINGS Foundation Award for Educational Excellence at the district's end-of-year pro-

gram.

WINGS stands for Washington's Investment in Great Schools.

Vetter also received a standing ovation from the more than 500 people attending the program.

## ✍ Cassville

### Commencement Speaker

The *Cassville Democrat's* intern, Erica Fielding, has a lot on the ball. While working at the weekly for the past three years Fielding has earned good enough grades to be salutatorian of her class at Cassville High. She spoke at Commencement.

*Democrat* editor Lisa Schlichtman said she's extra proud that Fielding plans to study photojournalism at her alma mater, the University of Missouri.

This summer Fielding continues working as a reporter and photographer for the *Democrat* and the *Wheaton Journal*.

## ✍ St. Louis

### Old Newsboys Inducted

Three newspaper men were among six people inducted in May into the Old Newsboys Day Hall of Fame. The Hall is contained in a display case in the Central Library of St. Louis Public Library.

Honored for their fund-raising efforts for the children of St. Louis were G. Duncan Bauman, former publisher of the *St. Louis Globe-Democrat*, Frank Bick, retired chairman of the board of the Suburban Journals of Greater St. Louis, and Howard Etling, former publisher of the Suburban Journals' South County Publications.

Bauman received the Wetterau Award, the highest honor of Old Newsboys Day Fund for Children's Charities. Bick and Etling received Golden Plate Awards.

## ✍ Salisbury

### Good Manners Recognized

The *Salisbury Press-Spectator* presented its 2003 Courtesy Awards to two high school graduates at the school's awards assembly.

The late Jack and Mary Fidler, former publishers of the *Press-Spectator*, originated the awards 41 years ago. Publishers Larry and Susan Baxley carry on the tradition. Editor Lucy Vaughn presented the plaques.

## ✍ St. Louis

### Shopper Launched

Suburban Journals has launched a new Sunday publication, *South County & City Suburban Shopper*.

The publication, delivered to select households, contains automotive, real estate, recruitment and private party advertising along with circulars and display advertising from local businesses and major retail chains.

## ✍ Ironton

### Circulation Sweepstakes

Through June *The Mountain Echo* ran a Spring Circulation Bash Appreciation Sweepstakes to promote new subscriptions and renewals. First prize was a 27-inch television set with DVD player.

Current subscribers could enter by extending their subscriptions for a year.

People did not have to subscribe to the weekly to enter the drawings.

## ✍ Perryville

### New Feature for Youth

Beginning in June, the *Perry County Republic-Monitor* began running the "Kid Scoop" feature page.

Publisher Randy Pribble said "Kid Scoop" will play a central role in his paper's new Newspaper In Education program that will debut this fall.

## ✍ Platte City

### Good Grammar Wins

A faculty panel from Platte County R-3 High School chose a graduating senior to receive the *Landmark Award*, which recognizes excellent English skills.

*The Landmark* presented the \$250 prize and certificate this year to Tara Gutshall, who plans to study education at the University of Missouri.

## ✍ Jefferson City

### Writers Get Training

*Jefferson City News Tribune* reporter Christina Stueve and "Trends" editor Jara Ryan attended the recent National Writers Workshop in St. Louis.

The Poynter Institute and the *St. Louis Post-Dispatch* sponsored the workshop.

Among the presenters was Ellen Soeterber, managing editor of the *Post-Dispatch*. She explained how the paper was covering the war in Iraq.



## Walton Family Foundation contributes

Contributions to The Stockton Rebuilding Fund will help that community recover from the devastating May 4 tornadoes. Brian Hammons, president of the Stockton Community Foundation board of directors, and Marilyn Ellis, general manager of the *Cedar County Republican* in Stockton, discuss progress on clearing away rubble. Hammons received a \$25,000 check from The Walton Family Foundation, which specified the money should be used for rebuilding. Dave Berry, publisher of Stockton's paper and vice president of Community Publishers of Missouri Inc., presented the check. The Walton Family Foundation Inc., based in northwest Arkansas, includes a family member who is one of the owners of Community Publishers of Missouri Inc., parent company of the *Republican* and several other papers in the region. After the storm, the *Republican* moved equipment to the offices of the *Bolivar Herald-Free Press* for a time because its Stockton building was damaged. It opened in a temporary Stockton location about three weeks after the storm. (*Cedar County Republican* photo by Charlie Meeks)

## ✍ Chillicothe

### History Feature Begins

The *Constitution-Tribune* has started a semi-monthly history feature with stories from years past. Stories will appear every other Friday.

The first installment featured an article about a walnut furniture factory.

## ✍ Bolivar

### Website Gets Makeover

The *Herald-Free Press* launched a redesigned website early in June. A new feature is the option for advertisers to have online versions of their ads from the newspaper. Classified searches also will search the text of display ads.

The *Herald-Free Press* website is part of ozarksnewsstand.com, a portal site for all southwest Missouri newspapers owned by Community Publishers Inc. and the *Harrison Daily Times* in Arkansas.

About 400 readers of the Bolivar pa

per receive an email each Monday, Wednesday and Friday with the top story from each of the newspapers in the group.

### **Richmond**

#### **Fishing for Prizes**

Taking advantage of the Department of Conservation's Free Fishing Day, the *Richmond Daily News* held its annual Fishing Contest June 7 at Ray County Lake.

Fishing hours were moved to 7 a.m.-noon to give anglers a chance at their quarry when the fish are hungry.

Free Fishing Day allows everyone to fish, even if they don't have fishing permits.

Prizes were awarded for largest catfish, largest bass, largest crappie, largest bluegill, largest fish of any kind, and heaviest stringer.

The *Daily News* sports editor was the official judge.

### **St. Joseph**

#### **Agency Appreciates News**

*News-Press* reporter and columnist Alonzo Weston in May was recognized for promoting mental-health issues.

Weston received an award from the State Advisory Council for Comprehensive Psychiatric Services for his December stories about the Peace of Mind Center in St. Joseph. The center offers social outlets and support for people with mental illnesses.

### **Cameron**

#### **Sunshine Law Lessons**

Readers of the *Cameron Citizen Observer* get a weekly lesson on the Sunshine Law along with a list of coming public meetings.

A paragraph introducing the feature says it is an "effort to inform the public on their rights when it comes to public meetings of governmental bodies." It invites readers with questions about the Sunshine Law to call the newspaper.

Before listing the meetings, the feature contains a section from the text of the Sunshine Law.



Joe Shelton, circulation manager of the *Rolla Daily News*, shows off one of the paper's new vendor boxes. (*Rolla Daily News* photo)

### **Rolla**

#### **Vending Box Facelift**

Single-copy buyers of the *Rolla Daily News* have bright new purple and white vending boxes from which to get their daily helping of information.

The boxes display the name of the paper and the name of its parent company, Liberty Group Publishing.

Liberty papers in Neosho, Carthage and Camdenton use vending machines with the same "region colors."

### **St. Joseph**

#### **Writer Memorialized**

Several state and local dignitaries attended the May dedication ceremony of the Bill Bennett Memorial Amphitheater in St. Joseph. The amphitheater on the grounds of the Missouri Department of Conservation Northwest Region Office honors the memory of outdoor writer Bill Bennett, whose work appeared in the *St. Joseph News-Press*.

With seating for about 75 people, the amphitheater is available to schools, conservation officials and other groups that have programs related to conservation.

### **Mt. Vernon**

#### **Pages Reorganized**

While converting to the narrower width, the *Lawrence County Record* launched a makeover. It debuted the new design May 7.

While not changing the font of its news copy, the weekly did regroup features and information. Responding to readers' survey responses, the paper moved Commentary to page 2. Readers said they almost always read that page, so it now gets more prominent play.

Page 3 contains the calendars and stories about coming events and activities. Other features have been added and grouped for easier use.

### **Boonville**

#### **Reward for Free Printing**

For his years of providing free printing for Boonville High Schools' *The Pirate Press*, Scott Jackson received the Missouri Interscholastic Press Association Contributing Medium Award.

Jackson, publisher of the *Boonville Daily News*, received the award at the annual Scholastic Journalism Awards Day April 28 at the University of Missouri-Columbia.

Jackson carries on a tradition of about 35 years of his paper providing free printing for the student publication.

### **Sedalia**

#### **Photos on Display**

Among the six area photographers whose work is on display in the Goddard Gallery at State Fair Community College, Sedalia, is Abbie Turner of the *Central Missouri News*.

### **Springfield**

#### **Donations Pour In**

In one day a tornado disaster relief fund sponsored by the *Springfield News-Leader* raised \$140,000.

Money raised is being channeled through the Red Cross, which works with individuals who suffered losses in the early spring storms that struck in Southwest Missouri.

The fund-raising effort got a high-level

el boost when Missouri Supreme Court Judge Duane Benton, Rotary district governor, appealed to all of the clubs in his district to contribute to the Do It! relief fund.

### **🦅 Cape Girardeau** **Champion Recognized**

Southeast Missouri State University's College of Liberal Arts strayed outside academia to honor a booster.

Sam Blackwell, arts and leisure editor of the *Southeast Missourian*, received the honorary title of "Champion of the Arts," recognizing his work reporting on cultural events at the university and throughout the area.

Blackwell received the award at the college's annual recognition reception for students and teachers.

### **🦅 Troy** **News Writing Session**

MPA editor Kent Ford gave a brief presentation on news writing at the *Troy Free Press* office May 7.

Attending were editors and writers from papers in Troy, Bowling Green, New Haven, Elsberry, Louisiana and Hermann.

Walt Gilbert, the regional manager for the newspapers, opened the session.

### **🦅 Kansas City** **The Star a Sponsor**

*The Star* joined others in sponsoring a reception in honor of 26 area educators who were recognized with Excellence in Teaching grants.

Recipients got either \$3,000 or \$1,500 grants from the Muriel McBrien Kauffman Foundation and the Business/Education Expectations: School-to-Career Partnership at the reception at Kemper Museum of Contemporary Art.

### **🦅 St. Louis** **Journalists on Panel**

Three newspaper journalists joined a panel presentation during a program sponsored by the United Way of Greater

St. Louis. They spoke at the annual public relations and communications workshops on June 5.

Among the panelists were Patricia Miller, editor of the *St. Louis Business Journal*; Alvin Reid, editor of the *St. Louis American*; and Arnie Robbins, managing editor of the *St. Louis Post-Dispatch*.

### **🦅 Kansas City** **New Look for Front Page**

Sun-News Publications of the Northland newspapers have a new look featuring a bold emphasis on the front page. Along with the redesign comes additional emphasis on placing community news throughout the papers, said president and publisher Mark Lane.

The group's papers plan to print more community calendar items, photos and civic announcements.

Sun-News Publications of the Northland consists of *The Liberty Sun-News*, *Gladstone Sun-News*, *Northland Sun-News* and *Platte County Sun-Gazette*.

### **🦅 Boonville** **Honor for First Dean**

The Boonslick Outdoor Arts Committee has plans for Morgan Street Park in downtown Boonville. They include placing bronze statues of people from Boonville's history.

Hannah Cole, the earliest settler in Boonville, will be the central figure. Among the six statues that will flank the Cole figure will be one of Boonville native Walter Williams, first dean of the Missouri School of Journalism.

### **🦅 Aurora** **New Flag and Redesign**

*The Aurora Advertiser* has a new flag and design. With new computer equip-

ment the paper is working to streamline production and improve the appearance of *The Advertiser*.

### **🦅 Kansas City** **Editorial Writer Honored**

Editorial writer Laura Scott of *The Kansas City Star* received the Spotlight Award from the Kansas City Chapter of the Missouri Association for Social Welfare.

Scott was honored for "outstanding coverage of social welfare issues." She writes about children, education, social services, state government and the environment.

### **🦅 Warrensburg** **Press Problems Delay Issue**

Press problems delayed printing of an issue of the Warrensburg *Daily Star-Journal* in May. After deciding to bypass the problem and run all photos in black and white, the crew printed the paper three hours later than usual.

A couple of days later a problem with page negative equipment resulted in a similar outcome — no color.

### **🦅 Liberty** **Temporary Office**

Since a tornado damaged its building on May 4, the *Liberty Tribune* has moved into a temporary office next door.

Bricks from a neighboring building fell on the *Tribune's* building. That neighboring building, which shared a wall with the *Tribune*, has been torn down. □



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# Sunshine Award

## Nomination

# 2003

Nominate someone  
for this  
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July 31!

You are encouraged to nominate a citizen of Missouri or an official of a city, school, county or the state who has demonstrated support for the Missouri Sunshine Law and an understanding of its importance.

Winners will receive plaques in September at the 2003 MPA Convention at the Hyatt Regency Crown Center Hotel in Kansas City.

Simply send your nominee's name and address, along with a letter explaining why you are nominating the person and documentation and evidence supporting your nomination, to: Missouri Press Association, Sunshine Award Nomination, 802 Locust St., Columbia, MO 65201-7799.

The deadline for nominations is July 31, 2003. (Nominees who were not chosen in 2002 will be renominated automatically in 2003.)

# Poll shows loss of trust in media

## Community workshops can help restore confidence

By DAVID BURTON  
University Extension

Over the past 10 years, study after study has found that American citizens are losing confidence in the news media. This includes a study published May 28, 2003, by *USA Today* and Gallup Poll that found only 36 percent of Americans “believe news organizations get the facts straight.”

The downward trend began in the 1980s and gained steam in the 1990s, long-before the Jayson Blair scandal at the *New York Times* gave the credibility of large newspapers a black eye.

Finding ways to restore the public's trust in the news media is the purpose of a public deliberation program developed by the Kettring Foundation and being delivered in southwest Missouri by University of Missouri Outreach and Extension. Both organizations believe that restoring the nation's trust in the news media is vital to the continued success of our democracy.

The area's first news media issues forum was held in Springfield May 19. Forty people attended and deliberated all sides of this issue before making choices and finding common ground.

It was apparent from the forum's beginning that a majority of citizens no longer trust the news media.

Some citizens think the news media cover up real stories for the sake of owners or advertisers. Others find liberal bias in much of what is written and said (or left out). Still others find the news sensationalized and hyped for the sole purpose of profit. Meanwhile, others say the news media is nothing but entertainment while the real hard issues of our culture get ignored.

Over 80 percent of participants agreed that irresponsible journalists are eroding

public trust in the news media. The blame, however, was placed on owners, with 85 percent of participants saying the news media are “more concerned with profits than with public service.”

There was also universal agreement that the “failure” of America's news media is a serious challenge to the functioning of our democracy. However, there was some difference regarding the source of the news media's failure and few solid solutions on how to fix it.

Only 15 percent of participants agreed with licensing journalists like lawyers and teachers.

“The ownership of too much of the media industry rests in a handful of huge companies,” was agreed to by 85 percent of forum participants. There was support for public broadcasting, with 48 percent supporting more funding (although the issue of tax money being used was a concern).

There was support for making the media more accountable to the public interests, but no suggestions of how this could be accomplished without additional government involvement.

The idea of “getting citizens involved” with the news media was the most appealing to participants. However, it was not without concerns. There was agree-

ment that citizens need to engage the news media more and take a more active role.

There was also agreement that the news media needs to do a better job of listening to the citizens of their community. In fact, 93 percent of forum participants agreed, “the local media should initiate community discussions of civic issues in their communities.”

This issue of restoring the public trust is a serious one for the future of our nation's democracy. It is serious for the news media too, especially when 50 percent of participants agreed with giving the federal government power to “more strictly regulate the news media.”

Your newspaper has an opportunity to host a Public Issues Forum on restoring the public's trust in the news media. If you would be interested in bringing that University Outreach and Extension program to your community, contact me.

David L. Burton is the civic communication specialist with University Outreach and Extension, 833 Boonville, Springfield, MO 65801. Tel: (417) 862-9284, ext. 16.

Need answers? See: [outreach.missouri.edu](http://outreach.missouri.edu), Southwest Region News Service: [outreach.missouri.edu/swregion/news](http://outreach.missouri.edu/swregion/news). □

## Join MPA at Mizzou football game Sept. 13

Missouri Press will welcome members and their guests to the Mizzou football game against Eastern Illinois Sept. 13. Kickoff is 1 p.m. MPA's hospitality party will begin a couple of hours earlier.

Details of this year's program have not yet been mailed to newspapers, but they will be similar to previous football promotions.

Your newspaper will receive tickets in exchange for advertising of equal value from the MU Athletic Department. You can use your tickets for your family or staff, give them to local advertisers or turn them over to Missouri Press for distribution to advertisers and associates.

Watch for details and respond promptly. □

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What constitutes a 'legal' newspaper?

# Public notices cause newspapers to feud

**R**egular calls to the Press Association's hotline deal with a paper's status under the Missouri public notice statute.

These calls are always difficult, because generally they involve a paper which is disputing another paper's status under that same statute.

Since the dues that all of you pay are used to fund the hotline services, I must be very careful in handling those calls. Each of you is a client of this firm.

As you know, lawyers are not allowed to represent a client when that representation is in conflict with the lawyer's representation of another client.

I frequently have to defer answering tough questions about this issue and refer the caller to the paper's private attorney in order to avoid that conflict of interest.

**M**ost of you are very understanding about this issue. But it is clear that this is a subject about which there is great confusion. For that reason, I want to devote this column to the provisions of chapter 493 in hopes of creating a permanent reference to the terms of Missouri's legal publications law.

First, the key statute that relates to this subject is Section 493.050, which provides the terms under which public notices must be published. Any time a notice is required by law to be published or any time a publication must be made affecting title to real estate, the statute

says that it must be published in a daily, triweekly, semiweekly or weekly newspaper of general circulation in the county where located AND which has been admitted to the post office as periodicals class matter in the city where it is published.

In addition, it must have been published regularly and consecutively for three years and must have a list of bona fide subscribers who have paid or agreed to pay a certain price for the subscription for a certain period

of time.

(There is a provision allowing for a successor to a defunct newspaper of general circulation to qualify as a public notice paper if it began publication no later than 30 days after the termination of the earlier paper. There is also an exemption for newspapers which must suspend publication due to the owner or publisher being inducted into the armed forces during times of war, which one would hope would be a rare occurrence.)

There are very few cases in the history of this statute (which dates back to 1879 in another format). Probably the most prominent case relating to the interpretation of Section 493.050 is *Press-Journal Publishing Co. v. St. Peters Courier-Post*, a 1980 case decided by the Eastern District Court of Appeals. This case, filed by the publisher of the *Wentzville Union*, a weekly newspaper, sought a judgment declaring that the *St. Peters Courier-Post*



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and the *St. Louis Post-Dispatch* were not legal notice publications for St. Charles County because they did not meet the requirements of Section 493.050.

The court looked first at whether the language in Section 493.050 which says "newspaper of general circulation in the county where located" means that their printing facilities and plant must be located within that county.

In deciding the meaning of those words, the court reviewed the history of the statute and its earlier language. In 1879, the language of the predecessor statute was clear that the newspaper was required to be published and circulated in the county in question. It was in 1927 that the language was changed to where it merely required that the newspaper be generally circulated in the county. And although the statute has been modified several times since the 1927 version, the language regarding where the paper is published has never been re-added to the statute.

Another issue addressed in this case involved the publication of the *St. Charles Courier-Post*, which was a new paper begun after its owner purchased the assets of the *O'Fallon-St. Peters Times*, which ceased publication. The *Courier-Post* began publication the week after the *Times* ceased printing and labeled its first paper as "Volume 1, No. 1."

**H**owever, the court found there was substantial evidence that the change of name and ownership did not cause it to lose its ability to tie onto its publication period the publication period of the predecessor paper. In fact, the court even cited cases from other jurisdictions in which courts have found that a newspaper was a "going" paper even if it missed a few issues during the period of continuous publication.

Earlier, the Missouri Supreme Court addressed this issue of continuous publication in *State ex rel Henderson v. Proctor*, a 1962 decision that arose out of a question about a paper missing continuous publication by one week. The court

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examined a case in another jurisdiction, then looked back at the statutory language as it had been amended in 1937. It found that the purpose of the statute was to ensure the paper was a "well-established" newspaper, "upon the theory that, by reason of long establishment of the newspaper in which it is published, the notice will be more likely to come to the attention of a greater number of citizens of the county."

While the court refused to take this opinion much beyond the particular facts before it in this one instance, it did find that the fact that the publisher took one week off for vacation did not defeat it being a legal publication pursuant to Section 493.050.

In 1955, the Supreme Court addressed the issue of whether a notice of a school election had to be published in a newspaper of the county where the issue was on the ballot. The court, in *State of Missouri ex rel Reorganized School District No. R-6, of Daviess County v. Holman*, acknowledged that the *DeKalb County Herald* was a newspaper of general circulation in the county affected by

the ballot issue. The only requirement on publication of the issue, which was based on a requirement in Section 165.680, was that it be published in at least one paper "of general circulation in the county ... affected..." (This language parallels to some extent the language in Section 493.050 and is of note because of the court's observation on the "general circulation" terminology.) Because the statute did not require that the paper be printed in the county at issue, the court held that the publication in the *DeKalb County Herald* was sufficient, even though it was not a paper published in Daviess County.

There are other provisions in chapter 493 that are important to note.

Section 493.025 provides that the rate charged for publication of a notice shall be the "regular local classified advertising rate" which has been in effect for at least 30 days before publication of the notice.

That statute is modified by Section 493.027, which says that in any first class county and in St. Louis, a board consisting of the circuit court judges may qualify papers for publication of legal notices

and may review and approve rates which may be charged for such notices. Public officials are mandated by Section 493.040 to accept the "most advantageous terms" in negotiating for legal notices. Section 493.070 provides that in cities of 100,000 or more, all public notices which must be published shall be published in a daily newspaper which meets the requirements of Section 493.050.

Section 493.100 provides that in cities of more than 600,000 residents, notices of power of sale of real estate must run in a daily newspaper with annual cash receipts from circulation in excess of \$6,000. These papers, according to Section 493.110, are selected by the circuit court judges in much the same way that Section 493.027 provides for selection of legal notice papers.

And last, but not least by any means, no paper may give a rebate or cash payment to someone publishing a public notice or they will be guilty of a misdemeanor with a potential fine and imprisonment. □

## Post-Dispatch printed two Jayson Blair errors

An article in the May 18 issue of the *St. Louis Post-Dispatch* pointed out two times when the newspaper carried inaccuracies traced back to *New York Times* reporter Jayson Blair.

Neither of the items carried the byline of Blair, who was fired by the *Times* after discovery of his penchant for mistakes and fabrication of facts.

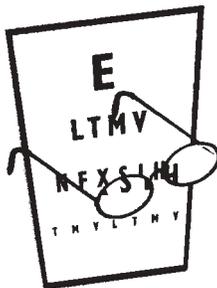
False information from Blair's reporting appeared in compilation stories in the *Post-Dispatch* about the Washington-area sniper shootings and about the rescue in Iraq of Pfc. Jessica Lynch.

A story in the *Post-Dispatch* said the newspaper searched its archives for stories that may have included information reported originally by Blair. □

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Executive Director**

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# Blair deceit chills newsroom

By ELLEN SOETEBER  
*Post-Dispatch* Editor

This past week (in mid-May), 14 of the *Post-Dispatch's* top editors gathered around a conference room table. In front of each of us lay a copy of the same material: an extraordinary, four-page, breast-baring examination by *The New York Times* of the massive deceit perpetrated on its readers by reporter Jayson Blair.

For 75 minutes, we dissected the case and debated our own policies and practices, all with this question in mind: What are we doing and what more should we be doing, to minimize our vulnerability to any such deceit happening here?

Similar conversations were going on in

newsrooms across the United States. Journalists were jolted by the details and the extent of the fraud at *The New York Times*, and by how long it took the newspaper to catch on to Blair and act.

The three most heinous crimes in journalism are plagiarism, fabrication or falsification of material, and a lack of due care in getting the facts straight. These are the cardinal sins of newspaperdom.

Jayson Blair committed all three, repeatedly and recklessly.

As a cub reporter assigned to cover local news, Blair had a rate of factual errors that was "extraordinarily high," the *Times* reported.

Things got worse. Elevated to national reporting, the *Times* wrote, Blair "misled readers and *Times* colleagues with dis-

patches that purported to be from Maryland, Texas and other states, when often he was far away, in New York. He fabricated comments. He concocted scenes. He stole material from other newspapers and wire services. He selected details from photographs to create the impression he had been somewhere or seen someone, when he had not."

As I read this account last Sunday, I felt physically ill. As I write this several days later, I am still shaken.

So are my newsroom colleagues. For while many of our critics and even some of our friends like to think we routinely "make things up," it isn't so. It happens rarely. But when it does happen, it wounds our credibility and pains us grievously... □

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

# Newspapers show power of writing

June 3— Ozarks Voices  
TO: *Springfield News-Leader*

**J**ayson Blair has done a huge disservice to the print media. But those of us who read newspapers are going to continue to do so. Print media covers crucial stories that I never see on the evening news; it provides perspective and analysis.

... One of the reasons the print media is so valuable is its very vulnerability to being checked.

That which is written down is always more transparent. A written contract is favored over a handshake. A document is evidence in court, while hearsay is inadmissible. You can quote me the Bible, but I want you to cite the chapter and verse so I can look it up for myself. And if I doubt you, I will check, and only when I have seen the words for myself will I believe them. Such is the power of the written word.

How do I know what the politicians said yesterday or last week? It's harder for them to deny it when it's written down and run off in mass printings. We hold, and have always held, the print media to a higher standard of truth than we do our politicians. Who's surprised when a politician lies? But when a reporter does it, that is news.

**T**he newspaper stories that are true and can be proved to be so are cause for considerably more worry than one newspaper reporter who was found to be making up stories and who is now having a field day with the media.

If you want the truth about an issue, rely on a variety of sources, compare them, check any facts that seem questionable, and then make up your mind.

With personal computers and the internet, newspapers from across the nation and around the world are only a few clicks away. They are worthy of your attention.

Read them.  
(A Springfield reader)□



## Lobby of Piedmont paper a military gallery

Photographs of more than 70 area men and women who are serving in the military grace the wall in the front office at the *Wayne County Journal-Banner* in Piedmont. The display grows weekly. The Proud Salute feature includes framed pictures and short biographies of each service member. Nu-Dell Manufacturing Co., Inc., donated the frames. Staff members who helped with the project are Dale Jimerson, Janice Haggett, Jimmy Keith, Kim Million-Gipson, Karen Arledge and Brenda Ellinghouse. (*Journal-Banner* photo)

## Decline of farming in Missouri led to demise of ag newspapers

**S**everal newspapers in the collection of the State Historical Society of Missouri reflect Missouri's agricultural heritage. These papers, aimed at farmers and their families, featured educational and entertaining articles. The majority of the agricultural newspapers in the collection were published from the 1880s through the 1950s.

Two newspapers, the *Missouri and Arkansas Farmer and Fruitman* and the *Missouri and Kansas Farmer*, promoted the settlement of southwest Missouri, southeast Kansas, and northwest Arkansas. Established in the 1880s, these newspapers printed testimonials from settlers and visitors about the rich agricultural promise of the area.

Other agricultural newspapers promoted improved farming methods. Columns devoted to livestock and poultry raising, dairying, horticulture, and row crops described characteristics of stock

breeds and encouraged farmers to rotate crops and pack fruit properly for shipping.

Pages for farm wives provided recipes and dress patterns as well as letters received from readers. *The St. Joseph Stock Yards Journal* included detailed information about the selling prices and number of livestock brought to the city's stockyards.

The content of agricultural newspapers evolved during the Twentieth Century. The *South Central Ozarks Farmer*, a supplement to the *Mountain Grove Journal* and the *Cabool Enterprise* during the 1970s, expressed concern about the increasing number of corporate farms.

In 1974 the publisher attended a consumer/farmer relations institute that examined "the great middle ground that lies between the farmer and the super-market grocery cart."

—State Historical Society  
of Missouri Newsletter□

## Housekeeping

# Maybe city's officials are just slow learners

### Papers that work to improve win most awards

**A** weekly newspaper publisher in Missouri found a solution to that ignorance-as-an-excuse problem with the Sunshine Law. He's suing his city council. He may not win this time, but he figures the education they'll get will mitigate their ignorance.

Rob Viehman of the *Cuba Free Press* got fed up with writing editorials and pointing out the finer points of the open meetings law. He editorialized about his suit. Here's his last paragraph.

"After being sued once for violating the Sunshine Law, they should be well versed in what the requirements of the law are. If they violate it again in the future, they'll face another lawsuit and the 'I didn't know I couldn't do that' defense will be worthless. I hope they remember that every time they vote to go into closed session, no matter what the reason."

He doesn't think he'll lose, though. The city clerk's minutes of the closed meetings note discussions of business not allowed in closed meetings. And on the ignorance argument, he has photos in his archives of the mayor and council members attending a seminar a couple of years ago. MPA hotline attorney Jean Maneke was the presenter. Her topic — the Sunshine Law.

Viehman is one of those newspaper people who likes to go to press meetings to learn and visit. He's got lots to share, too. When you see him, ask him how his Sunshine Law instruction is going.

**A**nother Missouri publisher who never hesitates to share his opinions commented on the *New York Times'* humiliation over its lying reporter, Jayson Blair.

Hank Waters' comments in his *Co-*

*lumbia Daily Tribune* echoed many from across the country. Newspapers must be constantly vigilant to the accuracy of their news.

Waters ended with a plea to his readers about a point that many pundits mentioned in passing. Almost overlooked in the frenzy of journalistic navel gazing was the fact that many of the people who knew Jason Blair lied didn't bother to complain to the newspaper.

If readers no longer bother to call attention to our errors, newspapers truly have become irrelevant.

Here's how Waters addressed that point.

"I beg our readers to stay interested and skeptical. Let us know when we have made an error. Credibility of our news report is our primary asset. We solicit your help in preserving it."

Regular readers of Waters' editorials — he writes an editorial for virtually every issue — know that's not double talk.

His daily piece sometimes has a correction of a fact or detail from an earlier editorial. Waters' readers know he's a straight shooter and where he stands in the fray.

**M**issouri Press encourages you to share this magazine and the *MPA Bulletin* with your staff. If members of your staff would like to receive their own copies of *Missouri Press News*, let us know. We'll add them to the mailing list.

MPA regularly has programs and workshops that may be of interest to your staff people. Among the reasons staffers say they don't attend those sessions is that they don't know about them.

Missouri Press promotes its activities heavily. If a newspaper person isn't aware of them, either she doesn't care or she

isn't getting the information passed along to her.

We can't do anything if she doesn't care. But if she is interested, we hope you'll help us inform her.

Information about all of our activities and sign-up sheets to participate are on our website. Make a little sign and tack it over the coffee pot: "Check mopress.com for information about newspaper activities in Missouri."

Here's another dilemma. Newspapers don't want to send employees to meetings during the week, pay for the absence and not get any work out of their people. If the meeting is on Saturday, staffers don't want to take their own time and pay for the session themselves.

Whether to provide training for staff members is a management decision, sometimes made by a person hundreds of miles away in a newspaper group's corporate office. It's difficult, from a distant boardroom, to judge the value of workshops on a bottom line.

This personal observation should add perspective. Every issue published by member newspapers comes through the Missouri Press office in Columbia. A quantifiable, verifiable, authentic direct correlation exists between the number of awards a newspaper wins and the times we see people from that newspaper at workshops and meetings.

**W**inning newspapers work at getting better, and it shows. The evidence passes through this office every day and every week. Those newspapers crackle with compelling photography and energetic writing. They're bursting with advertising.

I'm going to hunker down a little bit before this next comment. It may strike a nerve, but someone's got to voice it.

If you think your community or your newspaper can't get along just fine if you take a vacation or attend a meeting, you've got an overinflated opinion of yourself and an underinflated opinion of your newspaper. If the president of the United States can take a week off every couple of months, you can step out now and then.

Lock the door. Get out of town. Come to a meeting. Have some fun. Learn something and get to know some of the most interesting and creative people you'll ever meet — newspaper folks. □



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

# Obituaries

## Kansas City

### Lucile Bluford

91 — Publisher of *The Call*

**L**ucile H. Bluford, who began working at the *Kansas City Call* in 1932 and continued until she was 87, died after a brief illness June 13, 2003.

Miss Bluford was a graduate of the University of Kansas. She sued the University of Missouri in 1939 to gain admission to graduate journalism classes. She lost the suit, but it led to the development of a journalism program at Lincoln University in Jefferson City.

She became editor of *The Call* in 1955. The paper fought for integration and civil rights, but it also crusaded for projects Miss Bluford felt would benefit all of Kansas City.

The University of Missouri in 1984 awarded Miss Bluford its Honor Medal for Distinguished Service in Journalism.

Miss Bluford retired five years ago but retained her titles of editor and publisher. She was recognized last fall as the Greater Kansas City Chamber of Commerce's Kansas Citian of the Year for 2002.

## St. Louis

### Charles E. Bolfig

91 — Veteran of *Post*

**C**harles E. Bolfig, who joined the *St. Louis Post-Dispatch* as a copy boy in 1926, died of a heart attack May 18, 2003.

After serving in the Navy during World War II, Mr. Bolfig returned to the *Post-Dispatch*. He worked in subscription sales and later as a circulation department supervisor. He retired in 1976.

His wife died in 1993. Mr. Bolfig leaves a son and two grandchildren.

## St. Louis

### Shirley J. Althoff

73 — Former features editor

**S**hirley J. Althoff, Clayton, a former features editor for the old *St. Louis Globe-Democrat*, died June 3, 2003, of complications of pneumonia.

Miss Althoff joined the *Globe-Democrat* as a reporter in 1953 and later became features editor. She retired from the paper in 1984 and became public relations director for the former Deaconess Hospital until 1991.

## Willow Springs

### Cecil Rowe Findley

78 — National Geographic editor

**C**ecil Rowe Findley, who earned the National Geographic Society's Distinguished Service Award, died April 9, 2003, at his home in Falls Church, Va.

Mr. Findley grew up in Willow Springs and earned a journalism degree at the University of Missouri. He worked for the *West Plains Daily Quill*, *Nevada Daily Mail*, and *The Kansas City Star* before joining the National Geographic Society as a writer and editor.

Mr. Findley covered 25,000 miles of the American West for the Geographic's book "The Great American Deserts."

While working on a story about national forests, he ran across geologists monitoring Mt. St. Helens in Washing-

ton. Had he not taken the day off to visit friends on May 18, 1980, he may have been blown up when the volcano erupted. He returned to the scene and wrote about the event.

After retiring in 1990 he wrote five books for the U.S. Postal Service commemorating the 50<sup>th</sup> anniversary of World War II.

Mr. Findley leaves his wife, Mary; three sons and two granddaughters.

## St. Joseph

### James R. Finlay

47 — Graphic artist

**A**rtist and columnist James R. Finlay, who began designing maps, charts and illustrations for the *St. Joseph News-Press* in 1993, died unexpectedly June 5, 2003, at a St. Joseph hospital.

Mr. Finlay began writing columns two years ago. They soon became a regular feature of every other issue of the Sunday *News-Press*.

Survivors are his wife, Mary; his mother and a sister. □



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### HELP WANTED

**REPORTERS:** Immediate opening for 2 general assignment reporters. The Benton County Daily Record is an all-local daily newspaper in the 6th fastest growing market in the nation. We need aggressive reporters who love the newspaper business and want to be a part of our growing team. Photography experience preferred. Excellent benefits package including group health and dental insurance, 401K and 401K match, profit sharing and paid time off. Send resumé and clips to: Melinda Lenda, Community Publishers, Inc., PO Box 1049, Bentonville AR 72712 or fax 479-271-3788. 6-18

**PRESS OPERATORS:** Springfield, Mo., commercial printer needs heat or cold web press operators, asst. operators, roll tenders and pre-press techs. Competitive pay, bonus, excellent benefits in a clean, new work environment. Send description of work experience to: Press Positions, Attn: Human Resources, PO Box 1049, Bentonville, AR. 72712, fax 479-271-3788, email, [melindal@commpub.com](mailto:melindal@commpub.com) or call 479-271-3749 for an application. EOE 6-18

**SPECIAL PROJECTS SALESPERSON:** The St. Joseph News-Press seeks a sharp individual in the retail sales area. Focus on planning, goal-setting, and the achievement of new business will be paramount. Develop new business through new and innovative ideas to generate new revenue outside of the standard retail and classified norm; be responsible for creating and implementing new ideas to sell by yourself or training the sales staff for their participation; develop a plan for increased revenue. Positive customer service attitude; two years of outside sales experience; college degree in business or marketing; and the ability to identify and/or create new sales opportunities. Send resumé with salary history to: Tony Luke, Retail Sales Manager, P.O. Box 29, St. Joseph, MO 64502, or email to: [tonyl@npgco.com](mailto:tonyl@npgco.com). 6-11

**EDITOR:** Regional editor for six newspaper chain in West Central Illinois one hour from St Louis. We publish award winning newspapers in a fast paced environment and a fast growing area. Ideal candidate would have two to five years experience in community newspapers. Call Julie Boren, publisher, 217-285-2345. 6-10

**REPORTER:** Immediate opening for the entertainment/health beat position at award-winning

suburban daily. Applicants should have proven writing experience, be able to fill in on any beat, and capable of working in a fast-paced environment. Please send resumé and clips to Dale Brendel, general manager, The Examiner, Independence, MO 64050, or email to [dbrendel@examiner.net](mailto:dbrendel@examiner.net). 6-16

**REPORTER:** The Rolla Daily News (pop. 16,400; circ. 5,212) has an immediate opening for a general assignment reporter and feature writer. Please send resumé and samples to Publisher Steve Sowers, P.O. Box 808, Rolla, MO 65402, or fax to (573) 341-5847, or call toll-free (888) 882-2468. 6-4

**AD SALES REP:** The Rolla Daily News (pop. 16,400; circ. 5,212) has an immediate opening for an advertising sales representative. Please send resumé or contact Publisher Steve Sowers, PO Box 808, Rolla, MO 65402, fax to (573) 341-5847, or call toll-free (888) 882-2468. 6-4

**CIRCULATION DIRECTOR:** Midwest daily seeks key manager for staff of 40. Strong leader and motivator, excellent organizational and analytical skills, ability to delegate and manage results through division managers, excellent communication skills, extensive computer software knowledge, budgeting experience, examples of successfully managing a complex operation, at least 5 years of circulation management. Send resumé and salary history to: Columbia Daily Tribune, Scott Rinehart, 101 N. Fourth St., Columbia, MO 65201 or email to [srinehart@tribmail.com](mailto:srinehart@tribmail.com). 6-3

**EXECUTIVE DIRECTOR:** The Maryland, Delaware D.C. Press Association, 160 daily and weekly newspaper members, seeks an Executive Director. Applicants should have: proven leadership and management skills; 5 yrs experience in newspapers, association mgmt or related fields; excellent written/oral communication and interpersonal skills; and ability to achieve business-plan objectives. Detailed knowledge of newspaper industry preferred. Competitive salary and benefits. Send resumé by July 15, 2003, to MDDC Press Assn., 2191 Defense Highway, Suite 300, Crofton, MD 21114-2487, or e-mail to [search@mddcpress.com](mailto:search@mddcpress.com). EOE 6-4

**AD ACCOUNT EXECUTIVE:** Great opportunity to join growing sales department of a niche newspaper serving the greater Kansas City area. Prior display advertising experience desired. Base salary, commission and bonuses. Send resume, salary requirements and references to The Daily Record, 405 E. 13th St., KCMO 64106. EOE. 6-4

**NEWS REPORTER:** Cover legal, business news and feature stories. 1-3 years experience. Photo exp. +. Assist with other newspaper tasks, layout and design. Knowledge of Quark, Photoshop and Illustrator a +. Send clips, resume to Publisher, The Daily Record, 405 E. 13th Street, Suite 101, KCMO 64106. EOE. 5-12

**REPORTER:** Daily newspaper in southwest Missouri seeks versatile reporter to handle general news and lifestyles stories. Our new staff

member will be free to find his or her own stories and features in a position that will be extremely flexible. Page layout skills are needed, with some basic photography ability a plus. Contact Managing Editor Ron Graber, The Carthage Press, 527 S. Main St., Carthage, MO 64836 or email [rgraber@carthagepress.com](mailto:rgraber@carthagepress.com). 5-8

**NEWS EDITOR:** The Kirksville Daily Express needs a news editor. Benefits, including health insurance and chance to advance in Liberty Group Publishing. Send resumé and clips to Larry Freels, Publisher, PO Box 809, Kirksville, MO 64501. 5-8

### JOB WANTED

**SPORTSWRITER** for 9,000 circulation New Mexico daily seeking sports writing position at larger daily, preferably with a sports staff of three or more people. Strong writer and copy editor, with adequate layout skills. Contact Dave Wagner at (505) 742-0202 (home), or (505) 763-6991, or email [dave\\_wagner@link.freedom.com](mailto:dave_wagner@link.freedom.com). 6-9

### FOR SALE

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**GROUP OF THREE** small weeklies, Southwest Missouri, legal, combination section, grossing over \$75,000. Owner selling due to health. Write: Tri-County News, P.O. Box 514, Strafford, MO 65757; email: [randydale587644@aol.com](mailto:randydale587644@aol.com). 6-5

**HUMOR COLUMNIST:** Columnist currently running in the Sparks (NV) Tribune seeks to add humor to your paper. This 700-word weekly column gives baby boomers a laugh as one of their own takes aim at trends and the lighter side of growing old unwillingly. Only \$5/column, emailed to you at the beginning of the month. Read samples at: [www.danshermanonline.com](http://www.danshermanonline.com), email [dan@danshermanonline.com](mailto:dan@danshermanonline.com) or call (775) 746-2946. 5-16

**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-Di-patch, PO Box 1110, Seneca, MO 64865. 10-31

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## CALENDAR

### July

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

### September

**13** — Missouri v. Eastern Illinois football; pregame tent reception and game

**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

**26-27** — Missouri Circulation Management Association meeting, Holiday Inn, Lake Ozark. Golf Friday, sessions Saturday.

### December

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

## *Sedalia Democrat* fires writer for plagiarism

Sports writer and movie reviewer Michael Kinney, 29, was fired by *The Sedalia Democrat* for plagiarism.

A review of Kinney's work by editor Oliver Wiest revealed that he had copied material from a syndicated movie review in his own reviews and that he had plagiarized others in his sports columns.

Wiest's review began after a reader called to say a movie review by Kinney was much like one he had read earlier.

*The Democrat* hired Kinney as a sports writer in December 2001. He began writing movie reviews last year. □



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