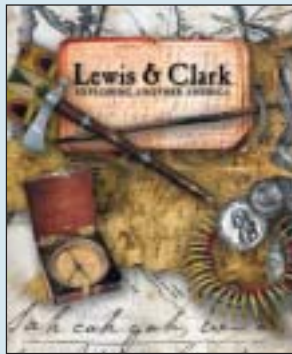




Missouri Press News

Your inside story for
September 2003



11 Great Lewis & Clark features available free.



8 Teachers learn to use newspapers in their classrooms.



Postal commissioners hear from Missourians

MPA members and postal commissioners walk to the UMC Alumni Center. From the left are Helen and Gary Sosniecki, Doug Crews, Ron Cunningham, Commissioner George Omas, Commissioner Tony Hammond, Jack Whitaker, Gary Beissenherz and Jim Sterling. Hidden by the group are Jim Kennedy and Brian Steffens. Read about the commissioners' visit on page 6.



Get free material for
National Newspaper Week.

21

MPA's Convention is just around the corner. **3**



Possum runs amuck in Monett!

16



Shelby Countians get into their local newspaper.

13

Regular Features

- President 2
- Kitchell on NIE 8
- On the Move 12
- Obituaries 17
- Scrapbook 18
- Housekeeping 21
- Jean Maneke 22
- Nostalgia 25

Rules worse than junk faxes

'Getting permission' getting out of hand

Will there come a day when we'll be allowed to send newspapers only to those who not only paid for subscriptions but who also provided explicit, signed, written and notarized permission to use their mailboxes, lawns, doorknobs and/or porches to do so?

Will all of the news in our newspapers someday have to contain only the names and photos of those who provided explicit, signed, written and notarized permission to use their names and images, whether it be for births, traffic violations, graduations, anniversaries, or whatever? Will we be required to have signed permission from relatives of the deceased before we can publish names and details of deaths?

Will we see a time when only people in government will be allowed to know anything about anyone to whom we are not related?

None of that seems too much of a stretch when considering what we have come to with no-call lists and now the almost stealth no-fax rule. What's next, the no-mail list? Or how about the no-speak-until-spoken-to list? Will it become a crime to look at someone without having explicit, written and notarized permission to do so?

Of course, all of the no-this and no-that we're dealing with now is an over-reaction to what has made all of us angry at one time or another. After all, who among us looks forward to receiving telemarketing calls? And I admit to feeling my share of disgust over receiving unsolicited junk faxes and e-mails. But I am yet to place my name on any no-call list, so you can call me to tell me how much you disagree with me — for as long as I'm willing to listen.

As for the no-fax rule hidden within the national no-call rule, my greater concern — so far — is about any customer who doesn't receive a fax from us when he/she is wanting it and wanting it NOW, or even YESTERDAY.

Any concerns about anyone who might complain about having received a fax from us without having provided us with his/her explicit, signed, written permission to send information to his/her fax number — the same number he/she published on business cards and letterheads — are secondary to that greater concern.

That's not to suggest that all businesses shouldn't heed advice to seek from their customers explicit, signed, written approval to communicate with them by fax, until this absurd rule is changed.

It's just to say that I'm A LOT more bothered by having to fill out forms providing that permission to others to send faxes to us than I am by any unsolicited faxes I've ever received. I have to wonder if our customers won't feel as I do about that when we ask for their permission.

Problem is, they are more likely to be angry with us for asking than they will be with the fools who made it necessary. In other words, it will again be the poor messenger who gets killed.

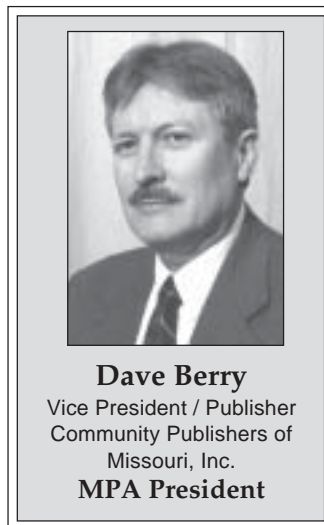
Seems to me that tuition and admission standards for law schools should be increased, so as to reduce the number of lawyers who don't have enough legitimate business to keep

them busy.

Perhaps filing for election to the U.S. Congress should also require passing a test and having a minimum number of years of firsthand experience in business. Perhaps the same should apply for anyone wanting to work in government.

Then again, perhaps all of that is an overreaction, too. I better stop before someone overreacts to my opinion and suggests that we all be licensed before forming and expressing opinions.

Sure wouldn't want to disturb anyone's privacy with my unlicensed opinion. □



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Convention time in Kansas City

MPA will follow NNA with meeting at Hyatt Regency Hotel

Missouri Press Association will honor its Newspaper Hall of Fame inductees Saturday evening, Sept. 27, during the MPA Convention in Kansas City.

This event is the focal program for MPA's annual meeting, which will be held at the Hyatt Regency Crown Center Hotel. Convention activities will begin Friday evening with a reception in the MPA President's suite. The Presidential Suite also will be the site of a reception after the Hall of Fame Banquet Saturday evening.

This year's Hall of Fame inductees are: Lila and the late Bob Gunn of *The Adrian Journal*; the late Elston "E.J." Melton of the *Cooper County Record*, Boonville; Bill Miller, Sr. of the *Washington Missourian*; Gary Rust of the *Southeast Missourian*, Cape Girardeau; and Jim Sterling of

the program for the national meeting.

MPA will not have a Foundation Auction or a Trade Show this year. Those activities will be during the NNA meeting. Missouri Press Foundation will share the proceeds of the auction in return for MPA coordination of the event.

Missouri Press will auction a small

Better Newspaper Contest awards will be presented alphabetically by newspaper. Gold Cups will be awarded at the end of the program, and tabloids with the judges' comments will be available.

MPA Convention sessions all will be held Saturday. Here is the schedule.



number of items at its Awards Luncheon and the Hall of Fame Banquet. Proceeds will go to the Missouri Press Foundation.

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

Missouri newspaper people can attend the Trade Show at no cost on Friday. You will need an NNA or MPA nametag to enter the Trade Show. Visit the booths and bid on auction items.

MPA members are encouraged to provide items to the auction. Send your donations to the MPA Office, 802 Locust St., Columbia, MO 65201.

Questions regarding the auction may be directed to Lesa Litty at MPA, (573) 449-4167, litty@socket.net.

During the Awards Luncheon on Saturday be sure to vote for the Best of Show winner from among the entries in the Better Newspaper Contest photography categories. Photo entries will be displayed

along with all of the other winners in the contest.

The Best of Show voting is intended to provide some fun for guests and extra recognition to a photographer. You will be allowed one vote.

The Awards Luncheon reception will begin at 11:30 a.m.

✍ 8 a.m.—Col. Donald E. Ballard

Kansas City native Col. Donald E. Ballard is Missouri's only living recipient of the Congressional Medal of Honor.

✍ 9:15 a.m.—Karolyn Cannata-Winge

Karolyn Cannata-Winge will provide suggestions on how to improve the design of your newspaper. She owns Jersey Girl Designs and conducts workshops in design and management.

✍ 9:15 a.m.—Russell Viers

Adobe trainer Russell Viers will talk about desktop publishing techniques and programs that can make your job easier and your newspaper better.

✍ 9:15 a.m.—Randy Bennett

Randy Bennett, who leads the Newspaper Association of America's readership projects, will discuss readership.

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

A panel of Missouri newspaper people who were affected by the spring tornadoes will talk about how they responded. Participants will be Dave Berry, *Bolivar Herald-Free Press*; Angie Borgedalen, *Liberty Tribune*; Jack Miles, *Liberty Sun-News Group*; Dan Steinbeck, *Canton Press-News Journal*; and Marilyn Ellis, *Stockton Cedar County Republican*.

MPA Convention guests will gather for breakfast Sunday morning in the hotel. Those who wish will travel to Kauffman Stadium to see the Royals play the Chicago White Sox at 1 p.m. Sunday. □



Newspaper Hall of Fame inductees receive Pinnacle Awards. Plaques with their likenesses are hung in the conference room at the Missouri Press office in Columbia and in the Student Lounge of Lee Hills Hall, home of the Missouri School of Journalism.

the Missouri School of Journalism.

MPA's meeting will commence as the National Newspaper Association Convention adjourns. That meeting will be Wednesday-Friday, Sept. 24-26, in the Hyatt. Details of the NNA meeting can be found at nna.org.

A number of Missourians will be on



Bill, Mary and Lora Steiner spent many late hours over the past decades putting together ads and pasting up pages in the composing room of *The Vandalia Leader*. They're going to take a break after selling the weekly to

Helen and Gary Sosniecki, who became the owners on Aug. 29. Although the new owners are newspaper veterans, the Steiners plan to help the Sosnieckis for a few weeks until they get their feet on the ground.

Steiners sell after 52 years at *Vandalia Leader*

One family moved out; another moved in. Both came out on top.

Missouri Press Association's First Vice President, Gary Sosniecki, and his wife and business partner, Helen, have returned to their first love, weekly newspapering. They bought *The Vandalia Leader* from the Steiner family — Lora and her children, Bill and Mary.

The Sosnieckis, formerly publishers of the *Lebanon Daily Record*, took over ownership of the Audrain County newspaper on Aug. 29. That ended 52 years of ownership for the Steiners.

The late Pete Steiner, back in 1951, worked in Bland selling advertising for a small group of weeklies owned by Norman Gallagher. After making his rounds,

he would return to the print shop to help put the paper together, and he got hooked, Lora said.

"He came home and said, 'You know, I'd like to have a paper of my own,'" she said.

The Steiners talked about the family's start in Vandalia and their sale of the paper in the newspaper office on a quiet Thursday afternoon.

When the *Vandalia Leader* went up for sale, Pete Steiner didn't hesitate.

"It was in bad shape when we got here," Lora said. "There was no subscription list. Pete wanted a paper so badly we just bought it."

They bought *The Leader* from Fred DeTeinne in 1951. Pete went right to work, but Lora had to stay behind in

Bland. "I had to wait for Mary to be born before I could go," she said.

Ten years later the Steiners bought the competing *Vandalia Press* and the *Ladonia Herald* and combined them into the *Vandalia Leader-Press*.

Missouri Press members elected Steiner to be their president in 1978. His column for *Missouri Press News* magazine carried the same title as his newspaper column, "P.S. by Pete Steiner."

In November that year, the 55-year-old publisher died unexpectedly of an apparent ruptured aneurysm.

Two of the Steiners' three children moved home. Their son, Bill, was a student at Westminster College in Fulton. Their daughter, Mary, was taking a break from college and had just begun work at the *Columbia Daily Tribune*. Bill and Mary have been working at *The Leader* since their father's death.

The elder daughter, Cindy Steiner, is director of physical therapy for Shriners Children's Hospital in St. Louis.

Mary, in addition to her newspaper work, has done the job printing since their printer retired in 1997.

Before 1971, when *The Leader* went offset, three linotype machines and a newspaper printing press filled the back shop with their constant clatter, oppressive heat and bulky presence.

In recent years Mary has been leaving at 5:30 each Wednesday morning to take the pages to Louisiana for printing.

The early Wednesday press run allowed Bill to get Tuesday night's City Council news into the paper.

The Steiners have strong feelings about the role of community newspaper people.

"It's just intensely rewarding to get so close to a town," Mary said, although it isn't all fun and games. "You even write obituaries for people whose births you wrote about. You can get fully involved.

"It's important that people in a small town make an attempt to govern themselves well. The paper needs to make sure government stays accountable and open," she said.

Mary and Bill are volunteer firemen.

"The bank, school and newspaper are



Helen and Gary Sosniecki, right, were house hunting in Vandalia and stopped by the *Leader* office. That called for a group photo of the former and new owners of the paper. The Sosnieckis have been active members of Missouri Press Association and Ozark Press Association for many years. Gary will be President of MPA in 2004.

the backbone of a community, and if any one of those isn't doing its job, it's a detriment to the community," Bill said.

Two part-time employees help with *The Leader*, which has circulation of about 2,350. Vandalia has a population of just over 3,900, including the 1,400 inmates at Missouri's new prison for women.

The new owners of *The Leader*, Helen and Gary Sosniecki, were featured in the August issue of *Missouri Press News*. In July they received the Eugene Cervi Award,

the highest award presented by the International Society of Weekly Newspaper Editors.

Gary is in line to become President of Missouri Press Association on Jan. 1. Officers will be elected later this month at the annual Convention in Kansas City. Helen is Past President of Ozark Press

Association.

The Sosnieckis, both 52, were married in 1973 on the day they graduated from the Missouri School of Journalism.

At different times they owned and published the weekly *Humansville Star-Leader* and the *Webster County Citizen* in Seymour before becoming co-publishers of the *Lebanon Daily Record*.

They now have returned to what they like best — weekly newspapering. And the Steiners are going to slow down, at least for now.

"We haven't had more than a four-day vacation since we've been here," Mary said. "There's always something you should be doing."

Lora Steiner summed it up nicely for the family. "We need a break." □

Friends and associates wishing to send greetings to the Steiners can mail them to Lora Steiner at 512 South Clark, Vandalia, MO 63382.

Managing Editor, Inc.



Kimberly Rich

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(215) 886-5662

Postal commissioners visit MPA

Publishers stress need for better service at Sectional Centers

Two members of the federal Postal Rate Commission, Chairman George Omas and Commissioner Tony Hammond, visited the Missouri Press Association office Aug. 13.

They also briefly toured the National Newspaper Association office, the School of Journalism and nearby campus sites. They concluded their visit with a dinner at the MU Alumni Center.

Earlier in the day, Omas and Hammond had visited *The Washington Missourian* office and plant. Bill Miller, Sr., publisher, and Jerry Repert, NNA director, were their hosts.

A number of publishers at the Columbia meeting told the commissioners that their local postal service is good. Delivery bogs down after papers reach sectional centers, they said.

Omas said he's beginning to see a pattern — complaints are not about local service, the problem is far away. He picked up this same theme from publishers during Mississippi newspaper visits, he said.

Hammond said that while they don't call it Revenue Forgone any more, the President's Postal Commission has recommended that special treatment still be given to newspapers and non-profit publications.

Omas said the Postal Rate Commission has been pushing to get more financial information from the Postal Service, but the PRC doesn't have subpoena power. A good deal of what the USPS shares with the PRC is voluntary, he said. He would like the PRC to have subpoena power over Postal records, and for the

USPS to use the same type of budgeting process as the Securities and Exchange Commission.

Omas noted the Postal Board of Governors has turned down PRC recommendations before, but the PRC and Board of Governors are trying to establish a better working relationship.

Omas said he believes the President's Postal Commission report, which was



MPA Executive Director Doug Crews, right, gets in some lobbying with Postal Rate Commission Chairman George Omas before dinner at the Reynolds Alumni Center on the UMC campus.

turned in recently, was a very good one. The recommendations affect all classes of mail. Periodicals "came out smelling like roses" in the report as far as preferential treatment, he said.

Omas and Hammond both support the experimental, three-year Negotiated Service Agreement (NSA) with Capital One, a credit card company. Capital One will get a lower postage rate when it meets a certain number of pieces mailed.

Doug Crews, MPA executive director, asked Omas if newspapers collectively could get an NSA. Could all NNA members, for instance, fall under one NSA?

Omas said he had thought about that,

and it might be worth pursuing.

Returning to the delivery problem, Omas suggested an NNA task force to explore ways to overcome the deterioration of delivery when periodicals hit sectional centers. If you can "shine a light" on the problem from a national perspective, that might make a difference, he said.

Hammond, a former resident of southwest Missouri, said he has a soft spot in his heart for country newspapers and rural mail delivery. "I want to see the USPS survive because of the people who live on the gravel roads who want to receive the Bolivar paper, the Humansville paper, the *Hermitage Index*," Hammond said.

Also attending the 90-minute meeting in Columbia were:

- Dave Berry, MPA President, Bolivar
- Gary Sosniecki, MPA First Vice President, Vandalia
- Helen Sosniecki, Vandalia
- Jack Whitaker, MPA Director, Hannibal
- Gary Beissenherz, NNA State Chairman, Concordia
- Jim Kennedy, circulation manager, Bolivar
- Ron Cunningham, MPA Postal Consultant, Rogersville
- Brian Steffens, Executive Director, NNA, Columbia
- Jim Sterling, Professor, School of Journalism
- Kent Ford, MPA Editor, Columbia
- Steve Saltzman, Columbia Postmaster. □

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Dwight Bitikofer and Don Corrigan, owners of the *Webster-Kirkwood Times*, stand front and center surrounded by their staff for a 25th anniversary portrait. (*Webster-Kirkwood Times* photo)

Webster-Kirkwood Times notes 25th anniversary of founding

The *Webster-Kirkwood Times* celebrated its 25th anniversary in July. Some of the original staff observed the occasion.

Three students at Webster College, now Webster University, got the idea for the paper: J.B. Lester, Maureen Zegel and Dwight Bitikofer. They worked together on the college's newspaper, *The Journal*.

The first issue of the *Times*, a 12-page tabloid dated July 13,

rolled off presses in Waterloo, Ill., in July 1978. The 15,000 copies were crammed into two Volkswagen beetles and driven to a mailer in St. Louis.

"When all of the advertising revenue was collected from the first issue of the paper, a second was published in August. Before the end of the year, the original \$1,500 borrowed for up-front costs had been repaid. We were in business," wrote Bitikofer.

Soon, a new journalism professor at Webster College moved to town. The next spring Don Corrigan became *Kirkwood* editor, and *The Webster Times* became *Webster-Kirkwood Times*, soon a

twice-monthly.

In 1986 a second paper was started in Crestwood, Sunset Hills and Affton. It was called the *Gravois-Watson Times*, but was changed in 1989 when the *Times* company purchased the *South County News*. The combined paper was named *South County News-Times*, later shortened to *South County Times*.

Over the years partners left the company, which now is owned by Bitikofer and Corrigan.

Present staffers include Kevin Murphy, Carol Hemphill, Polly Brackman, Louis Bonfanti, Sheila Buckles, Tam Tin Tang, Marianne Fuhrmann, Michelle Weintz, Dennie O'Dowd, Kent Tentschert, Ellen Josephsen, Kim Besterfeldt, Jan Streib, Randy Drilingas, Fran Belz, Terry Cassidy, Linda Mullins, Marty Harris, Renee Cacioppo, Ursula Ruhl, Diana Linsley and Christina Crowell.

(From an article by Dwight Bitikofer.)

As part of its observance the *Times* held an anniversary picnic July 14 at a Webster Groves park. Musical entertainment was provided along with games for the kids, hot dogs and cookies. □



Strangers in town; they must be lost

Jab's Gab:

This wonderful twin-lake area of ours has been brimming with welcome visitors during the past month including many from other states.

When I was a kid, a car license with a plate other than Missouri would most always mean one of three things:

1. Someone was here to attend a funeral.
2. Someone was here to attend a wedding.
3. Someone had gotten damn good and lost.

Anyway, many of our July visitors drove around and took in the sights. And many of us older native Warsawians, who aren't yet quite used to it all, were driving around looking at the tourists.

It was grand.

—*Benton County Enterprise*, Warsaw □

Missourians attended July meeting in Ireland

A number of Missourians attended the July meeting of the International Society of Weekly Newspaper Editors in Galway, Ireland.

Chad Stebbins, a journalism advisor and faculty member at Missouri Southern State University, is the executive secretary of ISWNE. He gave a number of reports at the meeting.

Accompanying Stebbins were his family, Laurel, Brennan and Grant Stebbins, Carl Junction.

Other Missourians attending were Jim Sawyer, Willard; and Christine and Devri Brock, Carl Junction.

Gary and Helen Sosniecki, Vandalia, received ISWNE's highest honor, the Eugene Cervi Award, at the conference. They were unable to attend because of the death of Gary's father. □

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2nd MU NIE course scheduled for 2004

This summer, University of Missouri graduated a class of experts — highly trained in using the newspaper to teach just about every subject covered in a K-12 school day.

Thirteen newspapers answered our call to send educators from their communities through a graduate course on using the newspaper in the classroom.

We called it *The Living Textbook: Integrating the Newspaper into the K-12 Curriculum*. Newspapers funded Teacher Ambassador Scholarships, paying course fees and housing expenses for the two-day seminar.

We had two goals in creating this project. First, we wanted to build a strong foundation of value.

We wanted to show teachers how to incorporate the newspaper into what they already teach. We wanted to demonstrate how easily the newspaper can be used to meet a multitude of state-mandated standards. And we wanted to convince them that using the newspaper in their classrooms could help their students score better on standardized tests.

And second, we hoped to make them messengers. In return for their scholarships, the teachers agreed to return to their communities to share what they learned with others.

The group that gathered in Columbia July 31 was diverse. Participants came from as far north as Trenton and as far south as El Dorado Springs. Their disciplines ranged from kindergarten gifted education to high school English to professional journalists. (Some newspapers took advantage of the opportunity to train staff.) We had teachers just getting started through two with nearly a quarter

century of chalk time.

One thing they all had in common was a willingness to give up two days of their summer to learn how to use the newspaper with their students.

A newspaper lesson should always begin with background on the medium, so we spent more than half of our first day in the newspaper.

The *Columbia Daily Tribune* graciously hosted our group for a tour and lunch. The *Tribune's* Vicki Russell, Mary Twenter and Andy Waters led small groups on a detailed walk through their operation. Over lunch organized by Craig Kellmann, Twenter elaborated on several aspects of the industry and our hosts fielded questions.

Back in the classroom, the agenda alternated between guest speakers in core discipline areas and

hands-on newspaper activities. Kathleen Boswell, coordinator of NIE at the *Sedalia Democrat*, and Diane Goold, who coordinates NIE for the *St. Joseph News-Press*, both dropped in to present their favorite activities with the teachers.

Feedback from the participants was excellent. I'm convinced we met our goals and that there are 19 more people in Missouri helping our newspapers reach young readers — and those who guide them our way.

And hopefully, we're just getting started. MU Direct has invited us to organize the course again for next year.

Plan to participate by offering one or more Teacher Ambassador Scholarships to educators in your community. It's such a small investment for what could be a tremendous return.

The 2004 Living Textbook Course at



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

UMC, will be held from noon to 4 p.m., Wednesday, July 21, from 8:30 to 4:30 Thursday, July 22, and from 8:30 to 12:30 Friday, July 23, 2004. Based on feedback from this year's group, we split the program into two half days and one full day.

Cost for each teacher scholarship, which includes two nights' housing on campus and course fees, will be similar to this year's \$175 cost.

Ads you can use to promote the course will be available soon at mopress.com. Again we'll be obligated to send 20 participants, so please make plans to support this project — you have a year to pick the best candidates.

Lewis & Clark Project

Don't overlook the information in this issue on our Lewis & Clark projects available this fall to Missouri Press Association member newspapers. There won't be better resources to excite readers young and old about the bicentennial of this historic journey than your newspaper. Don't miss the adventure.

(More information about this series is in this issue.)

Tips for Parents Features

The Tips for Parents features, created in partnership with the Missouri State Teachers Association, are now available on our website. The six features can be published at any time — as a series or just as needed.

NAA Literacy Materials Available

Take a look at the pieces of the Family Literacy Project available from the Newspaper Association of America. The information is free and available on our website and includes a variety of options for promoting family literacy in September (International Literacy Day is Sept. 8) and beyond.

First High School Civics Feature Ready

The Supreme Court of the United States has weighed in on the lives of high school students several times over the last 50 years. This year, The Missouri Bar and MPA have chosen four cases that have greatly impacted how things are done in high schools throughout the nation and are creating quarterly NIE fea



New ambassadors for Newspaper In Education

Sixteen teachers and three newspaper professionals participated in this year's course, "The Living Textbook: Integrating the Newspaper Into the K-12 Curriculum," held July 31 and Aug. 1 at the University of Missouri, Columbia.

Participants were, front row, from left: Gana Harris, Owensville High, sponsored by the Gasconade County Republican; Katie Grusing, Warrensburg High, sponsored by the Warrensburg Daily Star-Journal; Linda Cokley, Francis Howell Schools, sponsored by the St. Louis Post-Dispatch; Jeremy Zaerr, The Kansas City Star; Nona Miller, Owensville High, sponsored by the Gasconade County Republican; Laura McDonald, Rissler Elementary, Trenton, sponsored by the Trenton Republican Times; and Shelley Allison, Douglass High, Columbia, sponsored by the Columbia Daily Tribune.

Middle row: Dawn Kitchell, Missouri Press Association NIE coordinator; Tricia Crews, Mill Creek Elementary, Columbia; Shirley Robertson, Bourbon High, sponsored by the Cuba Free Press; Lauri Link, Gerald Elementary, sponsored by the Washington Missourian; Betty Ann Howald, Steelville R-3 Schools, sponsored by the Steelville Star-Crawford Mirror; Dixie Crawshaw, Christian County Headliner-News, Ozark; and Jessie Shields, Cuba High, sponsored by the Cuba Free Press.

Back row: Jennifer Wirthwein, Washington Middle and High, sponsored by the Washington Missourian; Mary Skyvalidas, Rock Bridge Elementary, Columbia, sponsored by the Columbia Daily Tribune; Debra Vickers, El Dorado Springs R-2, sponsored by the El Dorado Springs Sun; Bruce Dougherty, Coronado Middle School, sponsored by The Kansas City Star; Dean Birdsong, Whittier Alternative School, sponsored by The Sedalia Democrat; and Christy Hahn, Cuba Free-Press.

tures.

Each quarter-page piece will contain brief information about the case, how the court ruled and activities to use with high school students. The first in the series, "Symbolic Speech in High Schools: Exploring Tinker vs. Des Moines School District (1969)," is now available on our website.

A Reminder

If you have any trouble navigating any of the links on our Newspaper In Educa-

tion web pages, please contact Shawn Cockrum at MPA. He's the hero in charge of that wonderful site!

And Finally ...

Please visit us at the Missouri Press Association booth at the National Newspaper Association Convention Thursday and Friday, Sept. 25 and 26, at the Hyatt Regency Crown Center Hotel in Kansas City.

That's the place to be for Missouri newspaper men and women. □

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The *Columbia Daily Tribune's* Mary Twenter, Andy Waters and Vicki Russell gave the teachers attending the NIE program at UMC a close look at how a newspaper is created by giving tours and answering questions over lunch. Here Twenter, left, explains the operation of the newsroom to Katie Grusing, Warrensburg High School; Jeremy Zaerr, *The Kansas City Star*; Dixie Crawshaw, *Christian County Headliner-News*; Dean Birdsong, Whittier Alternative School, Sedalia, and Christy Hahn, *Cuba Free Press*.



Above, Lauri Link, Gerald Elementary, and Nona Miller, Owensville High, work on an assignment. The teachers listened to presentations by educators on using the newspaper in specific content areas, then worked through newspaper activities that reinforced the concepts.

Learning ABCs of NIE



The *Cuba Free Press* and *Steelville Star-Crawford Mirror* took the greatest advantage of the course, sponsoring three teachers and a *Cuba Free Press* staff member. From left they are: Betty Ann Howald, a technology and publications teacher with Steelville R-3 Schools; Christy Hahn, *Cuba Free Press*; Shirley Robertson, a social studies teacher at Bourbon High; and Jessie Shields, an English teacher at Cuba High.

It's time for a rhyme

Diane Goold, Newspaper In Education coordinator for the *St. Joseph News-Press*, was inspired by a session at the recent NIE Central States Conference in St. Joseph. Here's the result.

'NIE to the Rescue'

Tw'as the month of August and all through
the land
Teachers were starting the school year to
plan.
They had plan books and notebooks and
ideas galore
And bulletin board borders strewn all over
the floor.

They sat at their desks, their computers or
at home
Making final arrangements by e-mail and
phone.
When to their distress this notice appeared,
"We're out of money - for the entire school
year!"

"Oh no!" They cried and began to plead
"How will we pay for the things that we
need?
How can we teach them Reading & Math,
Social Studies, Art, Science & all that?
No new textbooks, less supplies, oh what
will we do?"
That's when I started calling on sponsors
like you.

You see, we can offer them all that they
need,
Everyday of the year, Yes we can, Yes indeed!

The newspaper teaches Reading & Math,
Social Studies, Art, Science, all of that.
Your part in this problem is simple as can
be,
Become a classroom newspaper sponsor and
leave the rest to me.
I'll supply them with lessons and ideas
galore,
Kids will be reading everywhere, at their
desks or on the floor.
How can we do this? How can it be?
With your classroom newspaper funding it's
easy - for we're NIE! □

Lewis & Clark series a sure hit!

16-page special section will be offered nationwide in January

With enough publications participating, there may be no better resource for learning about the Lewis and Clark expedition than Missouri newspapers this fall.

Next spring marks the 200th Anniversary of the expedition. To note that occasion, Missouri Press Association will offer three Lewis and Clark products this fall free to its member newspapers.

Missouri Historical Society is organizing the official national commemorative exhibition, as well as a state-focused touring exhibition.

In partnership with the Society, Dawn Kitchell, MPA's Newspaper In Education coordinator, spent more than a year developing newspaper features to help tell the story.

"Two years ago I started looking for newspaper resources to teach young people about Lewis and Clark," Kitchell said. "Nothing existed, so we were in an awesome position to work with the Missouri Historical Society to use the objects and documents being collected for the exhibits to create something special.

"In Missouri, there really are two stories to tell, so we've used what we feel are the two best formats for telling those stories," she said.

The first, "Lewis & Clark's Missouri," is a series of eight 4-column-by-10.5-inch camera-ready features that tells the story of the expedition's experiences in Missouri before the trip, as it made its way west and upon its return.

The themes of the series follow those in the panel show by the same name that will tour the state in the next few years.

The "Lewis & Clark's Missouri" series will be available in early September.

"The second story belongs to everyone," Kitchell said. "It's the story of di-

verse cultures and how they impacted the expedition and the future of our nation."

To tell this story, Missouri Press and the Historical Society are creating a 16-page special section titled "Lewis & Clark: Exploring Another America."

The themes addressed in this histori-

encountered along the trail.

This special section will be available in mid-October for newspapers to publish.

The final piece of the project ties everything together. MPA is creating a 12-page guide that will assist teachers in helping their students make connections from history to current events. All activities in the guide will incorporate the newspaper.

"Our vision for this project is exciting young people about history and sharing with them a newer perspective than perhaps they'd find in their textbooks," Kitchell said. "But these are stories that appeal to readers of all ages."

Kitchell expects the 16-page special section will interest readers from all states. Once the materials make their debut this fall in Missouri newspapers, the tab and teacher guide will be available nationwide for sale beginning in January.

"In Missouri, we saw the Corps of Discovery off and we'll be the first to commemorate that history 200 years later in our newspapers," she said.

Thanks to a grant from the Missouri Historical Society, the entire Lewis and Clark news-

paper project is free to Missouri newspapers. The in-paper series will be available on-line beginning in early September, and the 16-page tab and teacher guide will be available in mid-October.

Kitchell said special arrangements are being made that may allow smaller newspapers the opportunity to purchase printed copies of the 16-page section for schools or special uses.

For more information, contact Dawn Kitchell, MPA's Newspaper In Education coordinator, at (636)390-2821 or dawn.kitchell@sbcglobal.net. □



cal section include: diplomacy and politics; the role of women; mapping the landscape; animals; warriors and soldiers; language; trade and property; curing and plants.

Each theme addresses both the Euro-American and the American Indian perspectives with emphasis on specific tribes.

Graphics will include the pieces featured in the national exhibit and gathered from institutions across the country. The center pages will feature a color map of the journey identifying Indian tribes

On the Move



Katie Duncan formerly worked at Kennett daily.



Amy Beichler is helping weekly's customers.

Bolivar

The *Herald-Free Press* added two people to its staff recently.

Katie Duncan, formerly a reporter and page designer at the *Daily Dunklin Democrat* in Kennett, is a new reporter for the Bolivar weekly. She also has experience in ad design and as sports editor for the *Cedar County Republican* in Stockton.

Duncan is a 1999 graduate of Southwest Baptist University in Bolivar. She and her husband, Shane, recently moved to Bolivar.

Amy Beichler joined the staff as a customer service representative. She's a 2001 graduate of Bolivar High School and previously worked at St. Clair County Health Center.

Fayette

Denise Guttery has been hired as sports information director and assistant director of public relations and publications at Central Methodist College in Fayette.

Guttery has a journalism degree from Kansas State and recently completed a master's in sports administration at K.U.

Chicago

Alan Wolfgang, who worked for Missouri Press briefly in the 1990s, has been promoted to senior vice president/newspaper relations for PARADE magazine. Prior to his promotion, Wolfgang was vice president/midwest manager of newspaper relations, operating from the magazine's Chicago office. He now will be based in New York and will coordinate all activities relating to PARADE's more

than 335 distributing newspapers.

Buffalo

Steven Anderson has joined the *Buffalo Reflex* as a general assignment and sports reporter.

Anderson was raised in southern Iowa and educated at UMKC. He worked in graphic design and writing for four years in Fort Smith, Ark.

In 1998 he founded Read-West Online Magazine, which promotes authors and writings of Western literature.

Anderson writes freelance fiction and book reviews under the pen name of Steven Law. He also manages online publicity for a number of authors.

Springfield

Tom Tate is the new production director for the Gannett company's *Springfield News-Leader*. Tate joined the newspaper in 1992 as the pre-press manager. He was named production manager and in 2001 became assistant to the production director.

Tate was a key player in the *News-Leader's* recent building project that brought a new press online in June 2002.

Tate succeeded Jerry Quinn, who moved to *The Coloradoan*, a Gannett

newspaper in Fort Collins. Quinn will help manage a major building project for *The Coloradoan*.

Harrisonville

Jennifer Leeper has replaced Brian Pommier on the staff of the *Cass County Democrat Missourian* in Harrisonville.

Leeper is a graduate of the KU journalism school and worked for the *Topeka Capital Journal*. While in school she wrote for other Kansas City area publications.

Before joining the *Democrat Missourian* she was a marketing coordinator for Kansas City Water Services and then marketing director for CompuNet Engineering in Overland Park.

Leeper, a Kansas City native, lives in South Kansas City with her husband, Dan. She covers county government for the *Democrat Missourian*.

Kearney

Kearney-area native Quinn Gregg has joined the staff of *The Kearney Courier* as advertising director. He attended the University of Kansas and spent six years in the Navy.

Gregg worked more than three years at Townsend Communications in the Kansas City region as assistant sales manager, and at the *Olathe Daily News* and the *Miami County Republic* in Kansas.

Gregg and his wife, Linda, have two young children. □

Linn editor a veteran from many places

Linn's *Unterrified Democrat* has a new editor, effective July 2. C. Allen Mesick introduced himself to the weekly's readers in a June column. Here are some of his comments.

"I grew up a Wildcat in Manhattan, Kan., and moving to Missouri meant moving back home in many ways...

"At the newspaper, the now unfamiliar smell of hot wax and ink are reminders of how it used to be. Not just on the technological side of putting out a paper, but in remembering the days when a small town paper belonged in the small town... It is a welcome change to get back to writing about and working for people who matter, you the readers..."

"Over the years I worked for a handful of weekly publications and even started one of my own in a community in Mon-

tana where no paper existed..."

"I moved on to daily newspapers, only to discover I didn't fit well in the departmentalized world of the big boys..."

"I landed in eastern Colorado, working as the publisher for small-town papers, working for corporations."

"In May, the FCC decided it was OK for these large corporations to own the market, to create a monopoly of business and news... I saw it as the final straw that would eventually break those small, struggling hometown papers across the country. I set out to find just such a paper and, with the best of my abilities, help it survive and prosper..."

"Don't be afraid to call and offer advice, news tips, ideas, or just to say hello and invite yourself in for a cup of coffee at BJ's or the Drive In. I'm buying." □



The SNOOPS team in the Shelby County Relay for Life modeled clothing made out of newspapers. Brenda Milner, in the nightgown on the left, and a *Shelbina Democrat* staffer made the outfits. Milner's daughter, Jessica, is modeling the wedding gown. Publisher Cele Gilbert is on the right wearing a newspaper vest. Her son, Bryan, sports the tuxedo. The other models are Mike Magruder in Jamaica shorts, Erica Milner in the cover-up and Learel Peak in the prison garb. (*Shelbina Democrat* photos)

Jerri Hewitt, right, and her "Andrews" sisters, Carole Simpson-Burton, left, and Glenna Eagan, center, had to raise bail to get out of jail.



"The Andrews Sisters" entertained in the lip sync event. Among the trio is Jerri Hewitt, right front.

How to get in the paper — literally

Newspaper people are never ones to back down from a story. However, most of the time they are in the background, covering the big event.

On July 26, Rogers and Jerri Hewitt, former publishers of *The Shelby County Herald* in Shelbyville, and Cele Gilbert, publisher of *The Shelbina Democrat*, were a part of Shelby County's Relay for Life.

The event, in only its third year, raised \$48,000.

Rog and Jerri were members of the Courthouse Patriots team; Cele was captain of the SNOOPS.

The Hewitts participated in the lip sync competition, in which Jerri played one of the Andrews Sisters and Rog performed as part of the USO entourage performing with them.

The SNOOPS fashioned all of their clothes for the Fashion Show out of copies of *The Democrat*. Team members modeled a wedding dress and tuxedo, a prison suit, Jamaica shorts, swimming suit cover-up and visor, vest and a nightgown.

Jerri and Cele both found themselves arrested, handcuffed and slapped in the slammer for the Jail-'n-Bail event. □

Join circulation group for annual meeting Sept. 27 at Lake Ozark

The annual meeting of the Missouri Circulation Management Association (MCMA) will be Saturday, Sept. 27. A golf scramble will be played Friday.

MCMA's theme is "Necessary Tools for Circulation Success." Meeting registration costs \$20, which includes MCMA dues. No meals are included in the meeting. All meals will be on your own.

Hotel rooms at the Holiday Inn cost \$89.

Call or email Ken Carpenter in Kansas City to register for the meeting and golf outing, (816) 454-9660, ext. 3100; kenc@townsendprint.com. His address is Dispatch-Tribune Newspapers, 7007 N.E. Parvin Rd., Kansas City, MO 64117.

Get to Lake of the Ozarks early for a golf outing on Friday, Sept. 26. Tee-off will be at 1 p.m. at Sycamore Creek Golf Club for a two-person scramble.

Here's the complete agenda.

Friday, Sept. 26

1 p.m. — Golf at Sycamore Creek.
8 p.m. — Join other circulation people for supper and conversation at a favorite restaurant.

Saturday, Sept. 27

8:30 a.m. — Introductions.
9:00 a.m. — Building Circulation Teams Through Communications / Delegation / Leadership (Discussion and practice of techniques).
10:30 a.m. — Break.
11:00 a.m. — Roundtable discussion of your successful promotions (Please bring one or two promotional ideas, flyers and/or advertisements that have worked for you).
12 noon — Lunch on your own.
1:30 p.m. — Mailing Requirements for Periodicals.
2:30 p.m. — Break.
3:00 p.m. — Open Forum (Bring your questions/suggestions to discuss and present different viewpoints and solu-

tions).

4:00 p.m. — Election of officers.

5:00 p.m. — Adjourn. □

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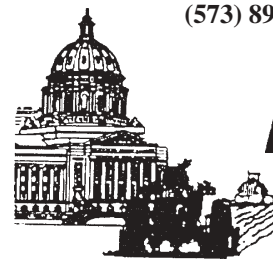
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Groom's coat had matching sleeves

(The following item appeared in the September 1953 issue of *Missouri Press News* under the headline "Editor Writes Own Wedding / Story Without Bride's Help.")

All editors get aroused occasionally at the lengthy wedding reports they publish, particularly the portions devoted to the number of buttons on the back of the bride's gown. One editor has finally revolted, according to the *Nevada Daily Mail*.

When Jack R. Terry, editor of the *Lamoni, Iowa, Chronicle*, got married recently, he wrote up his own wedding:

"Nuptial vows were recited by Jack R. Terry of Lamoni and Miss Helen Copehaver of Polo, Ill., on Friday afternoon.

"The double-ring service was read at the home of the bride's parents by the Rev. Benjamin E. Bollman of the Polo Presbyterian Church.

"Given in marriage by his whole family, which was only too glad to get rid of him, the groom chose for his wedding a

Wedding stories overcome editor

single-breasted suit of tan imported English cloth with a faint shadow stripe. Fashioned with wrist-length sleeves and slash pockets, the handsome gabardine coat had two lapels, one on either side. In the left hand lapel the groom wore a white carnation boutonniere. The trousers were fashioned with belt loops and zipper and had a becoming cuff on each leg, near the bottom. A white shirt with cunningly conceived French cuffs and an ingenious button-down front was loaned by the groom's father for the occasion. A silk tie of green, laced with diagonal white stripes, fell from the groom's neck and was tucked inside the suit. He also wore shoes.

"Donald R. Hurdle of Rockford, Ill., an old school mate of the groom, served as best man. He chose a suit of tan gabardine, lighter than that of the groom. He also had two lapels, two cuffs and a green

tie. The shirt was his own. He wore a white carnation boutonniere on his left lapel.

"Miss Molley Rideout of Freeport, Ill., was maid of honor.

"For his son's wedding, Mr. Terry wore a single-breasted suit of aquamarine gabardine imported from England. He carried a pink grudge and wore a white carnation. The bride's father chose a cinnamon-brown gabardine suit with a figured brown tie. He also wore a white carnation.

"For his going-away, the groom had no choice. He wore the tan gabardine suit or nothing. The bride accompanied him to the Lake of the Ozarks for a honeymoon." □

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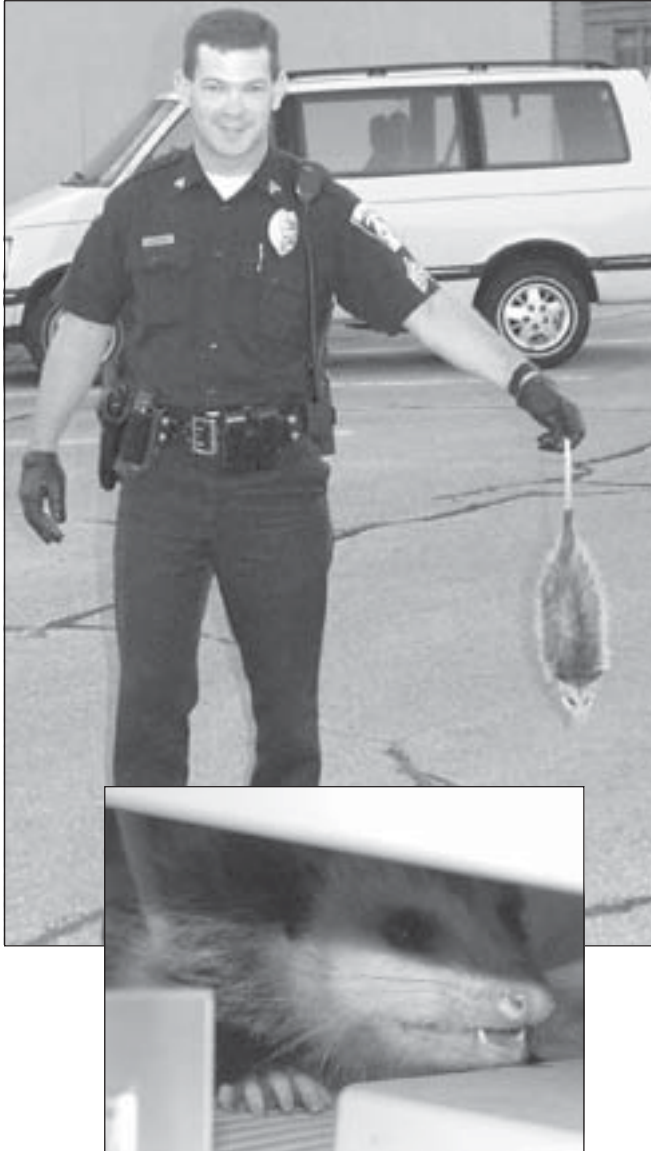
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Cops break up standoff between editor, possum

Staff members of *The Monett Times*, reporting for work on a recent Monday, noticed cute little paw prints on some dusty shelves and a few “good morning” gifts in piles around the office.

Throughout the day, they tiptoed around, took flashlights into the darkroom and wondered about the mystery visitor.

About 8 p.m. managing editor Murray Bishoff was putting the finishing touches on his day, when wandering down the hall, like a house guest rising from a long nap, came a small possum.

Bishoff and the critter eyed each other, and the possum continued its stroll.

Bishoff, in his normal restrained manner, ran in circles trying to figure out what to do. He armed himself with an empty trash pail and approached the furry rodent in the newsroom. It had scurried up the wall behind a desk and settled comfortably behind a computer monitor.

Bishoff called the law.

Two officers responded, but neither had a good plan of action. Bishoff tried flushing the possum with his camera flash, but that just made it display its dental defenses.

The officers circled.

Sgt. Jerry Harrison remembered a similar situation during which an animal control officer grabbed a possum by the tail and carried it away.

Harrison sized up his quarry, saw an opening and grabbed its tail, pulling it out as the crowd went wild.

Bishoff and the officers posed for photos with their quarry, which was taken outside, shooed away and invited to not come back.

—From a story in *The Monett Times* □

Inland honors Missourians

Three Missouri newspapers won awards in recent Inland Press Association competition.

Inland and NAA's Co-op Committee sponsored the Co-op Advertising Competition.

The *St. Louis Post-Dispatch* won two awards:

- ✦ Honorable Mention for “Putting Kids First” in the Association Non-Profits category.

- ✦ First Place for “The Gateway – East Pharmacy Association” in the Health / Medical category.

The *West Plains Daily Quill* and the

Southeast Missourian, Cape Girardeau, won in the 2003 Special Sections Idea Competition sponsored by Inland and Newspaper Special Section Network. A total of 116 newspapers entered 808 sections in 12 categories.

- ✦ *Daily Quill*: Honorable Mention for “150 Years in West Plains” in the Glossy category, under 25,000 circulation.

- ✦ *Southeast Missourian*: Third Place for “Southeast Missourian Jr.” in the Family, under 25,000 circulation, category. □

Sedalia printing cited

The *Sedalia Democrat* has received two honorable mention awards for printing excellence in competition sponsored by the Web Printing Association.

John Grimes is the *Democrat's* pressroom foreman. Dennis Bunn is the night shift foreman. Their crews print a large number of commercial publications in addition to the daily paper on a 12-unit Goss Urbanite press.

They received awards for best two-color piece printed offset on newsprint for a Scott Joplin International Ragtime Festival special section, and for best innovative product using size, color and design on any stock for *The Democrat's* 2002 Club Directory. □

Obituaries

Eldon

Carl Edward Winter

88 — Former publisher

Carl Edward Winter, Tucson, Ariz., former owner of the *Eldon Advertiser*; died July 28, 2003.

Mr. Winter bought the *Advertiser* in 1946 and entered into partnership with Wallace Vernon in 1948. In 1953 he left the partnership and owned a newspaper in Berea, Ohio, from 1953 until 1955.

He moved to Arizona in 1955 and published and edited newspapers in several communities there until he retired. Mr. Winter was a founding member of the Arizona Chapter of Sigma Delta Xi, the national journalism society.

His wife of 55 years, Dixie Larrabee Winter, preceded him in death. Surviving are three children and five grandchildren.

St. Louis

John Curley

50—*Post-Dispatch* writer

John Curley, who joined the *Post-Dispatch* in 1986, died of lung cancer July 28, 2003, at his home in Festus.

Mr. Curley earlier had worked for *The Wall Street Journal*, the *Albuquerque Journal* and the *Irish Independent* in Dublin. He was a son of Walter Curley, the U.S. ambassador to Ireland during the Ford administration and ambassador to France under President George Bush.

Mr. Curley studied at Yale, the University of Grenoble in France and at Washington University in St. Louis, where he earned an MBA in 1996.

Mr. Curley leaves a daughter, a son, a

Jean Maneke

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sister, a brother and his parents.

St. Louis

John Schoemehl

87—Longtime pressman

John H. Schoemehl, who worked at the *St. Louis Post-Dispatch* for nearly 30 years, died July 31, 2003, after a short illness.

Mr. Schoemehl began working at the newspaper after World War II. He retired in the 1970s.

His wife of nearly 60 years, Margaret, preceded him in death.

Mr. Schoemehl leaves three sons, two daughters, a sister, a brother, 16 grandchildren and six great-grandchildren.

St. Louis

Leah Carol Rehg

80—Former editor, reporter

Leah Carol Rehg, a former reporter for the *St. Louis Globe-Democrat* and then a community publisher, died of cancer July 22, 2003, at a Bridgeton

nursing home.

Mrs. Rehg was North County bureau chief for the *Globe-Democrat*, but left the paper in 1985. She then started a monthly newspaper called *Ferguson Focus*, for which she did all the work. It folded when Mrs. Rehg retired in 2000.

Her husband, Robert Rehg Sr., executive director of the St. Louis Police Officers' Association, died in 1986. Mrs. Rehg leaves three sons and two grandchildren.

Cape Girardeau

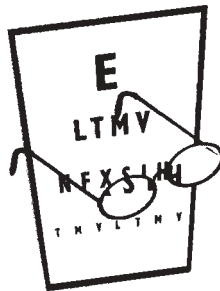
Jean Bell Mosley

89—Columnist since 1955

Jean Bell Mosley, a columnist for the *Southeast Missourian*, Cape Girardeau, and a short story and magazine writer, died July 11, 2003, at Southeast Missouri Hospital.

Many of Mrs. Mosley's stories were set among the farms and hills she traveled as a youngster in southeastern Missouri. She published six books. Many of her works received awards from literary, arts and civic organizations. □

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Scrapbook

✍ St. Louis

A trio of writers held a Meet the Authors fund-raiser Aug. 8.

Rick Desloge of the *St. Louis Business Journal* wrote a book about PT boat squadrons in World War II.

Riverfront Times writer of Street Talk, William Stage, wrote a collection of 62 humorous short stories.

Former *Post-Dispatch* sports writer Mike Eisenbath, now with Edward Jones, wrote "Cardinals Encyclopedia."

A portion of all book sale proceeds went to Healthy Communities of St. Charles County.

✍ Springfield

The July/August issue of *Presstime*, a publication of the Newspaper Association of America, carried an article titled "Responding to Disaster" by Cindy Butner, market development director of the *Springfield News-Leader*.

Butner wrote about how the newspaper created a program to focus the community on recovery efforts and to provide information to help residents do that.

✍ Buffalo

The Reflex moved its office in August to the west end of the building it occupies. Its street address didn't change.

✍ Nixa

Kids won four bicycles, 100 helmets and 50 pairs of elbow and knee pads at the Back-to-School Safety Fair held Aug. 16 in the parking lot of the *Nixa News-Enterprise*.

Local organizations joined the newspaper in sponsoring the event, which was held in response to school budget cuts. Those cuts resulted in extended distance from school a child must live to ride the bus.

With more children walking and riding bicycles to school, officials thought a safety program was needed.

✍ Jefferson City

Jane Haslag, classified ad manager at the *News Tribune*, attended the Newspaper Association of America's National Classified Advertising Conference in Las Vegas. She has managed the *News Tribune* Classified Advertising Department for 19 years.

Among sessions she attended were training in call center management, branding and marketing, and customer service, among others.



Photography winner

Michael Ransdell, left, a staff photographer for *The Kansas City Star*, was named the Region 7 National Press Photographer of the Year for 2002 during a meeting of the National Press Photographers Association in Chicago in June. While in college Ransdell took pictures for the *Trenton Republican-Times*. He received the award from NPPA Region 7 Associate Director Jeff Roberts, center, and Kansas City freelance photographer Todd Feedback. Region 7 is comprised of Missouri, Kansas, Oklahoma and Arkansas. (Photo provided by the *Trenton Republican-Times*.)

✍ Independence

An oil painting titled "Past the Flowers" won the Best of Show Award in the recent Examiner Art Show, the first time for the event.

Twenty-three artists participated in the two-day show, which was hosted by the Independence Art Association.

On Sept. 18 the *Examiner* will hold its 6th Annual Newspaper In Education Golf

Tournament at Bent Oak Golf Club in Oak Grove.

✍ Kansas City

Two columnists for *The Daily Record* were named "Women Who Mean Business" by *The Kansas City Business Journal*. They were among 25 women honored July 25 at a luncheon at the Hyatt Regency Crown Center.

Denise Henning, a plaintiffs attorney with Henning & Bough, co-writes "Trial Topics" for *The Daily Record*.

Constance Ward of RSM McGladrey, writes the "We See It" column for the paper.

✍ Marceline

General manager Kerry Beaver presented the \$500 Marceline Press Scholarship to Kent Melton, who is entering Moberly Area Community College this fall. Melton plans to earn an associate's degree, then transfer to UMC to study journalism.

✍ Ozark

Citizens joined *Headliner-News* staffers for an open house on June 25. Guests toured the newspaper office, visited with staff and had a picnic lunch. Many of them won door prizes that ranged from classified ads to a gas grill.

✍ Palmyra

The *Spectator* is asking its readers to provide the mailing addresses of their relatives who are serving in the armed forces in Afghanistan and Iraq. Free subscriptions will be started for the service people.

✍ Chillicothe

The *Constitution-Tribune* held Hot Dog Daze cookouts in July at local businesses. Free hot dogs and lemonade were served to people who stopped by.

✍ Kansas City

The Star was among eight newspapers honored in July by the AP Managing Editors for their freedom of information ef-

forts.

The Star received a citation for battling the University of Missouri in court for more than four years to gain public access to audits that the university did on its own departments.

The Star and the *Springfield News-Leader* were among the seven finalists for APME's Freedom of Information Award, which was won by the *Wichita Eagle*.

The *News-Leader* was recognized for reporting on the case of the death of a toddler in foster care, which led to reforms in the state's foster care system.

🦅 Bowling Green

The *Bowling Green Times* observed its 130th anniversary with an open house on Aug. 8. It gave away prizes and served refreshments at the newspaper office.

A.W. Robinson started the newspaper as the *Pike County Express* in Curryville. T.B. Morrison bought the newspaper in 1876 and moved it to Bowling Green.

Lakeway Publishers of Morristown, Tenn., now owns the *Times*. Staffing the paper are Linda Luebrecht, general manager/bookkeeper; Helen Jennings, circulation manager/typesetter; Laura Smith, ad manager; and Nathan Lilley, editor. Walt Gilbert is the publisher, working out of the office of the *Louisiana Press-Journal*.

🦅 Lebanon

The *Daily Record* in July published an insert titled "Hometown Heroes: Korea." It contained stories about Laclede Countians who served in the Korean War in 1950-53.

🦅 Cameron

Burglars got six computers and two digital cameras from the offices of the *Cameron Citizen Observer* in July.



The Bowling Green team

This quartet keeps the *Bowling Green Times* going strong. They are editor Nathan Lilley, ad manager Laura Smith, general manager Linda Luebrecht and circulation manager and typesetter Helen Jennings. (*Bowling Green Times* photo.)

The newspaper's server, which contains back-ups of work and records, apparently was the next item to be taken, but it was left on the floor of the office.

🦅 Canton

Sons of two *Press-News Journal* employees made their marks as the junior coverage team at the Lewis County Fair this summer.

Andrew Steinbeck, 11, the son of editor Dan and Carla Steinbeck, wrote stories. David Spurgeon, 10, son of staffer Dawn and Pete Spurgeon, took pictures.

🦅 Park Hills

High School students Savannah Springstun and Amber Brand worked as interns at the *Daily Journal* this summer through the federally funded Upward Bound program at Mineral Area Community College.

Springstun, a junior at North County High School, hopes to make journalism

a career. This was her second internship at the *Daily Journal*.

Brand will be a sophomore at Potosi this term.

Both of the girls helped design pages, wrote stories and took pictures. They worked on the Teen News page, which ran in Sunday issues.

🦅 Cabool

Cabool Ministerial Alliance presented the *Cabool Enterprise* with a Golden Pen Award in recognition of the special section the weekly put together for a revival last spring.

🦅 Perryville

The *Perry County Republic-Monitor* sponsored its annual Red Cross blood drive July 29.

"This is the big one," said volunteer drive organizer Ken Killian. "This is the drive we're really counting on to help us get through the summer shortages."

The newspaper provided ham sandwiches and cookies for donors. Drawings were held, and the first 350 donors received Donor Prize Packs.

🦅 Belton

The Belton branch of the Cass County Public Library has added to its collection 108 years of *The Star-Herald* on microfilm. It contains weekly issues of the paper from 1892 to 2000.

Similar microfilm has been available at the Harrisonville library for some time. A local citizen, Jack Dryden, uses the microfilm frequently. He and *The Star-Herald* contributed the \$825 to provide copies of the microfilm to the Belton library.

🦅 Kahoka

The *Hometown Journal* has changed its printing time from Friday night to Monday night.

Owner Joe Roberts told readers the change was made to provide more up-to-

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date news coverage. It also allows the weekly to use color.

The *Hometown Journal* has moved from the west side of the town square to the south side. Its address now is 258 West Main.

Sedalia

Two Central Missouri State University students who have served as interns at *The Sedalia Democrat* won awards in a Society of Professional Journalists regional competition.

David Stonner, photo editor of the *Muleskinner* student newspaper at CMSU, took five awards: first and second in feature photography, second in spot news photography, second in photo illustration and third in sports photography.

Chris Gump, sports editor of the *Muleskinner*, received a second place in sports writing.

Students from Missouri, Iowa, Kansas and Nebraska participated.

Liberty

Jack C. Ventimiglia, editor of the *Liberty Sun-News*, was recently named Rotarian of the Year for the Liberty club. He was honored for increasing public awareness of the local Rotary Club.

Kansas City

The son of a couple who chronicled his military experiences in columns for *The Kansas City Star* was among four crewmen killed in July when a navy helicopter crashed in Italy.

Jody Cox, a news and sports producer for the *Star's* website, KansasCity.com, confirmed that his son, Samuel Patrick Cox, 21, was among those killed.

The younger Cox enlisted in 2001. He was due home Sept. 9. He intended to enroll at the University of Missouri to study electrical engineering and then to become a jet pilot.

Monroe City

The United Way is sponsoring the mailing of *The Lake Gazette* to local service people who are stationed overseas or far away. *The Lake Gazette* donates the papers; the United Way pays for postage.

Maryville

Every home in Nodaway County received the Aug. 14 issue of the *Nodaway News Leader*. That project joined two purposes, to promote the newspaper through a sample mailing and to spread the news about the results of the Nodaway County 4-H and FFA Livestock Premium Sale results.

The paper carried photos of all of the FFA and 4-H youths who exhibited livestock in the event.

Excelsior Springs

Natalie Bransky, 24, a staffer of *The Excelsior Springs Standard* and *Town & Country Leader* was injured in a two-vehicle crash July 31. She was taken to Liberty Hospital, treated and released the following morning.

The Highway Patrol reported a pickup truck crossed the center line of Highway 10 and collided with Bransky's Geo Storm, totaling it.

Seneca

The weekly *News-Dispatch* has added a C section titled "Inspiration and Such." It contains a church directory, news about area churches, the "Remember

When" and "Country Pastor" columns, other inspirational stories, features and comics.

Several new features also have been added to the A and B sections.

Branson

The Daily News was among the organizations and individuals honored by the Branson Veterans History Project in July. General manager Roger Frieze accepted a plaque for the newspaper.

The paper was cited for providing storage and space for archived tapes and transcriptions and for coverage of the project, which collects and archives personal stories of American veterans to keep for future generations.

Columbia

Carl Edwards, the stepson of Jim Sterling of the Missouri School of Journalism, is having a good rookie season on the Craftsman Truck racing circuit.

Edwards is the son of Nancy Sterling, who was married several months ago to the former weekly newspaper publisher. The Sterlings have been traveling around the Midwest watching Edwards race. He has won three times and finished well a number of other times.

Edwards is known for doing a back flip after winning a race.

Kennett

Jack Stapleton, publisher of Stapleton's Missouri Political Newsletter and writer of newspaper columns about Missouri politics, is home after eight days of intense respiratory therapy and physical rehabilitation in a Kennett hospital.

His address is P.O. Box 747, Kennett, MO 63857. □

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Write letters to lawmakers to kill absurd 'no-fax rule'

That absurd "permission to fax" regulation that got us all stirred up in August gives you an excellent opportunity for some payback.

Many publishers, especially of weekly newspapers, run boilerplate columns every week from their legislators, both federal and state. Whether newspapers should give regular space to legislators/politicians isn't the topic here.

In July the FCC changed the rules on us without much warning. Beginning Aug. 25 we could no longer send faxes of a commercial nature without written permission to do so from the recipient.

That has changed. Implementation of the no-fax rule has been delayed until Jan. 1, 2005.

Here's the point. That delay gives us time to send that stupid rule to the shelf permanently.

You remember all of those lawmakers whose columns you run week after week? Write them all letters. Several letters to each one, if you feel like it.

Be brief, be to the point and be resolute. Tell those people you want implementation of that "do-not fax" rule stopped indefinitely.

Tell them we've already got rules about sending unsolicited faxes. If they're serious about controlling faxes, they should include themselves in the rules. Politicians shouldn't be free to flood newspapers with faxes during election campaigns if businesses can't use fax machines to conduct business.



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

Don't just complain about rules and regulations. Write letters to your legislators. They owe you something — if nothing more than their attention — for all that free space you give them. Encourage the business people in your community to write similar letters.

If 100,000 newspapers and other businesses around the country did that, lawmakers would take notice. The lawmakers then might tell the FCC bureaucrats to get real with their fax rules.

You could use your letter to lawmakers as an editorial.

Your MPA website has lots of material for you to use free of charge, including several features about Lewis & Clark. Look closely at the Newspaper In Education link at mopress.com.

Two series of stories about Lewis & Clark are available. The Kay Hively series

"Here They Come!," for which there is a fee, and the new free "Lewis & Clark's Missouri" series both are excellent.

Soon, an entire newspaper section on Lewis & Clark will be available to Missouri newspapers. Read about all of these items in Dawn Kitchell's NIE report.

If you're not using this excellent, free material, you're ignoring a gift that would enhance the content of any newspaper, big or small, including yours.

If you don't like the internet, or your computers are too old or your modem is too slow, call the MPA office and we'll get this material to you.

This is good stuff. It took lots of time and work to develop. It was developed for you, and it's free. Your readers will praise you for using it. All you have to do is fetch it — mopress.com — Services/Newspapers In Education.

While you're there, download some house ads that promote Public Notices. Also get material for Literacy Day and National Newspaper Week, both of which are coming soon.

(Read more about Newspaper Week at the bottom of this page.)

The MPA Convention will be here soon. If you're still holding out, please get your registration material in now.

Missouri Press needs to know who's going to be in Kansas City. Tickets and registration packets need to be prepared. The hotel wants to know how many people will be at each meal and how many rooms will be taken.

This month's magazine has lots of fun items in it. I hope you enjoy reading it as much as I enjoyed putting it all together for you. □

Free material for National Newspaper Week

Plan now to participate in National Newspaper Week, Oct. 5-11. The theme is "The Newspaper...A Nation Talking To Itself."

Missouri Press Association is sponsoring NNW for its members, so your newspaper may use the NNW materials available online.

All the things you need can be found on the Kentucky Press As-

sociation website: kypress.com/nnwkit.

Included on the site is a Presidential Proclamation, the National Newspaper Week logo in various formats, editorial cartoons emphasizing the newspaper's role in a democracy, things to do to observe the week, public notice ads, articles about a free press and much more.



Additional articles may be submitted before Oct. 5 so visit the website as often as you want be-

tween now and October 2003.

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

John O'Brien, executive director of the New Jersey Press Association, is this year's NNW chairman. □

Sunshine Law getting more rulings in courts

Board members clash over secrecy of records

The Eastern District Court of Appeals recently issued an interesting Sunshine Law decision. This is the second decision out of that court in recent months dealing with Sunshine Law issues, and it makes one wonder about the basic principles of the law that the eastern district considers fundamental.

A few months ago, some of you may remember, that court issued a ruling in a case filed by a member of the public. In part of its ruling, the court held that because that member of the public did not properly address the request to the custodian of records, the Sunshine Law did not apply to that citizen, and the body's failure to properly respond did not constitute a Sunshine Law violation. This ruling seemed quite a blow to the ability of the public to in good faith obtain information from a public body under situations that are often difficult, at best.

Now the court has concluded that a purposeful violation of the law occurred in a case involving a board of education. However, the court gives us not a clue as

to what evidence it believed supported this holding, so it will be extremely difficult to use this case as precedent in future situations.

The newest case arose out of a school board budget meeting where the budget was approved. Several board members, thinking the budget could still be amended, were disseminating additional budget recommendations.

Others on the board were upset by this action and sought an investigation into the board members' actions.

Several reports, titled "Confidential Investigation," were disseminated to some of the board members. Later, during a closed meeting for a discussion of legal and personnel matters, the board decided to investigate the conduct and character of the board members attempting these additional budget changes. That investigation triggered a suit being filed by the board members against the others on the board, seeking to have the investigation stopped and claiming a Sunshine Law violation.

The Sunshine Law allegation was

based upon the Board's refusal to release to the board members the letters between the board president and the board's attorney, and the fact that the board had no custodian of records as is required by the Sunshine Law.

After trial, the court declared that the Sunshine Law was violated and awarded the plaintiffs \$11,200 in attorneys' fees and fined the president of the school board \$100 for a purposeful violation of the law.

On appeal, the Eastern District Court of Appeals decided that the letters between the board president and the board's attorney were indeed closed public records. The court detailed again that the board president alone did not constitute a public governmental body and that the letters he held were not subject to the Sunshine Law. However, since other letters were retained by the board, those letters became subject to the Sunshine Law.

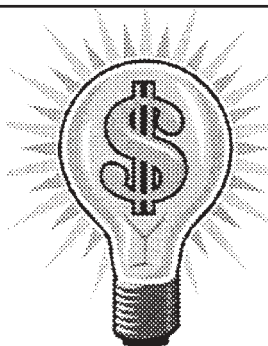
The court goes into a detailed discussion about some of the letters and whether they constitute legal work product and thereby are properly subject to being a closed record under Section 610.021 (1). Because legal work product "shall" be considered a closed record under that section, the appellate court concluded that the lower court decision finding that the board and the board's attorney had violated the Sunshine Law was wrong.

The appellate court then considered the issue of whether a custodian of records had been appointed by the school board. While the plaintiffs' petition did not allege that the board had failed to appoint a custodian of records, there was



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testimony at the trial on this issue and it was clear to the trial court that no custodian of records had been appointed.

Further, the trial court had considered actions by the board at a meeting in which the board selected legal counsel and discussed a preliminary investigation letter relating to the dissident board members. The act of hiring an attorney "relates to legal actions, causes of actions or litigation," the appellate court concluded. Therefore, this meeting was properly closed. Similarly, the vote was proper to close the meeting to discuss the preliminary investigative letter because it related to a potential cause of action by the board against the board members who were continuing to agitate about the budget and who eventually filed this lawsuit against the other board members.

The appellate court further addresses the fines and penalties allegations by stating first that since the letters held by the board attorney were not public records, the fact that he refused to produce them and the fact that the board supported his

actions in refusing to release them does not constitute a purposeful violation and therefore the fine assessed by the trial court was improper. However, the court concludes that there was sufficient evidence to support a finding that the board purposefully violated the law by failing to appoint a custodian of records. Based upon this finding, the court concluded that the award of attorneys fees to the plaintiffs was justified.

What do we learn from this case?

Well, perhaps we learn that public bodies that fail to appoint a custodian of records may have purposefully violated the law, although this court does not give us a standard as to what evidence will support that conclusion.

Clearly, the eastern district bench believes that the duties of the custodian are critical, inasmuch as we have one decision where failure to appoint a custodian resulted in a finding of a purposeful violation, and another decision where failure to make the request of the custodian resulted in the court finding that no Sun-

shine Law violation occurred for the body's failure to produce documents.

Well, inasmuch as it's been too hot of a summer to think too heavily about these issues, let's turn our thoughts to cooler months, when the legislative session gears up next January. What happened in August along the east coast should be an eye-opener to all of us. Yes, I am talking about the power outage and no, I am not talking about your newspapers losing power. I'm talking about the public utility companies and their persistent efforts to close some of their records under the Sunshine Law.

Whenever a mass failure occurs such as happened in August, the public has a right to question the causes and what actions might be taken to prevent such a devastating event. Clearly, this right of access to information lies even more heavily when a utility is publicly owned. Public utilities need to be reminded of this accountability to the public and the problems that arise in terms of this accountability when they seek to close their records. □



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Press Women members honored

Eleven members of the Missouri Affiliate of the National Federation of Press Women received national awards in the 2003 Communications Contest.

First-place winners included Debbie Sanders of Mansfield, who led the Missouri winners with three top awards and one third-place award for her work as public information director with the Mansfield R-IV Schools.

Kristen Peterson of Frontenac received three awards for photographs. Her photo called "Celebrating Friendship" for a school's annual report received the top award in a revolving category, "America's Heroes," now in its second year.

The Missouri affiliate's only entry in the books category, "American Dietetic Association Complete Food and Nutrition Guide," re-written and revised for its second printing by Roberta Duyff of Ballwin, received first place in the in-

structional category of non-fiction books. The registered dietitian also received a second-place award for her health articles in "Today's Health and Wellness."

Julie Buzbee of St. Joseph received two awards, including a first place for her work on material for the United Methodist Communications website.

Other Missouri Affiliate members who received awards were the following: Janice Denham (Kirkwood), food editor of Suburban Journals, three awards for the section, food articles and headlines;

Susan Fadem (Olivette), editor-in-chief of *St. Louis Homes & Lifestyles Magazine*; special articles on the home;

Annette Sanders (Columbia), freelancer, for an ad for the Memorial Day weekend tribute to veterans;

Pam Soetaert (Lampe), photo feature in the *Stone County Gazette*,

Kathie Sutin (Olivette), freelancer, for

stories on business, government and continuing coverage of a story in the *St. Louis Post-Dispatch*;

Donna Vandiver (Ballwin), president of The Vandiver Group, color ad for an industry;

Karen Zarky, publisher of "Senior Circuit," ad for the magazine's "Lifetime of Love."

Awards will be presented Sept. 6 at the NFPW Communications Conference in Wilmington, Del.

NFPW is an organization of professional journalists and communicators in journalism, public relations, education, publishing and other fields. □

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Nostalgia

September
1943

Missouri
Press News

✍ Norman B. Gallagher, manager of Tri-County Publications, said the *Maries County Gazette* at Vienna has been added to the Tri-County group. The *Gazette* was purchased from Carl A. and Madolyn H. Baldwin.

Tri-County publishes the *Osage County Republican* at Linn, the *Bland Courier* and the *Belle Banner*. It also prints the *Newburg Democrat*.

✍ The *Mexico Ledger* asked farm subscribers to send in interesting news about their farms.

The paper desires information on the farm labor situation, the size of beef or dairy cattle herds, acres of farm crops planted or to be planted, how many chickens are being raised and how many eggs produced. The *Ledger* states that these and other timely farm subjects are of interest to everyone.

✍ Arthur Aull, editor of the *Lamar Democrat*, was the victim of two irate women who struck him several times with a club in protest of an article which had appeared in his paper.

Aull, writing of the encounter, said he was hit about eight times and had suffered a gash, severed artery and painful bruises.

✍ L.N. Searcey, former state senator, bought the *Summersville News* last month and moved the printing plant to Emi-

nence. His son, J. Ben Searcey, prosecuting attorney of Shannon County, is editor of the paper at Eminence.

✍ The pictures of 424 Livingston County servicemen have appeared in the *Chillicothe Constitution-Tribune* during the last year.

One or more pictures have appeared each day to remind readers "to write to servicemen, to pray for them, to watch and weed victory gardens, to buy bonds, and to pitch in and work for them and for victory."

✍ H.J. Waters, Jr., publisher of the *Columbia Tribune*, was elected president of the Conservation Federation of Missouri at the directors meeting in Jefferson City.

✍ L.M. Truesdell is the new advertising manager of the *Maryville Daily Forum*, succeeding Ben F. Weir, who is now manager of the *Nevada Daily Mail*.

O.S. Stauffer, Topeka, president of Stauffer Publications, Weir and M.W. Stauffer of Maryville purchased the *Daily Mail* and *Evening Post* and the *Southwest Mail* and *Weekly Post* on Sept. 1, forming the Nevada Publishing Co.

✍ Mrs. R.B. Dool, 56, wife of the editor and publisher of the *Lamar Leader*, died Aug. 27 from burns she received the evening before when a gasoline stove she was filling exploded.

The stove flared up as Mrs. Dool was preparing the evening meal at her home.

✍ Suspending publication recently, some for the duration of the war, were the *Liberty Chronicle*, the *Fair Play Advocate*, the *Leeton Times*, and the *Craig Tribune*.

September
1953

Missouri
Press News

✍ Mr. and Mrs. Jac Zimmerman are the new owners and publishers of the *Willow Springs News*. The paper has been owned since 1934 by J.W. Brown, Jr., Willow Springs postmaster.

Mr. and Mrs. Zimmerman formerly owned the *Miller County Autogram* at Tuscombina before selling it to Eldon Printing Co.

✍ A long line of Pearces attending the Missouri Linotype School ended this fall when Miss Betty Pearce completed the course. Among the earlier Pearces were Betty's brother, Earl R., and her cousins Jesse, Donald Lee, and Ray, Jr.

Betty is going to set type for Jim Miller at the *Washington Missourian*. Her brother is an operator at the *St. Louis Post-Dispatch*, where her father, Earl A., also sets types.

Betty has three uncles Pearce. They make their living setting type in Dallas, Memphis and Blytheville, Ark.

According to Betty, there are not more Pearces in any branch of the family ready for the family occupation, and the Linotype School will have to get along without that familiar name on its rolls.

✍ Newspapers that have suspended publication recently include the *Brookfield Argus-Farmer*, the *Polo News-Herald*, *Craig Leader*, *Higbee News*, *Neosho Times*, *Osborn Enterprise* and *Maitland Herald*. □



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EDITOR / PUBLISHER: Need person with strong reporting skills, photography for northeast Missouri county seat newspaper. Salary, plus group hospital insurance. Contact Dennis Williams, Clarence Courier, PO Box 10, Clarence, MO 63437. Phone 660-699-2344 or email: clarencecourier@mcmsys.com. 8-25

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EDITORIAL PAGE EDITOR: The Northwest Arkansas Times, a locally oriented newspaper serving Fayetteville and Washington County, Ark., seeks a thoughtful journalist to serve as editorial writer and editorial page editor. Responsibilities include producing daily local editorials based on discussions with the newspaper editorial board and original

research, writing a weekly column, coordinating letters to the editor and columns by staff and freelance writers, interacting with people in the community in a variety of ways. Some newsroom copy editing required. The job requires quick learner about local issues, logical thinker who possesses an ability to understand complicated issues and advocate well in writing the newspaper's editorial position. An ability to explain and defend the newspaper's editorial perspective is vital. If you can show an ability to write persuasively and accurately, please submit a cover letter, resume and relevant writing samples to: Melinda Lenda, Community Publishers Inc., PO Box 1049, Bentonville AR 72712. 7-24

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CALENDAR

September

13 — Missouri v. Eastern Illinois football: 10:30 a.m. pregame reception in Hearnese Fieldhouse; 1 a.m. kickoff

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

March

17-20 — NNA Government Affairs Conference, Wyndham Washington, D.C.

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