



Missouri Press News

You inside story for March 2004



- 7** Southeast Missouri Press Association meeting registration form.

McDonald County Press

- 8** McDonald County Newspapers sold to Stephens Media Group.



- 21** Mayor denied minutes to closed meeting of city council.



Generous gift will build Journalism Institute

A \$31 million grant from the Donald W. Reynolds Foundation will be used to develop the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism. It is the largest grant in the history of the University of Missouri. Read about the project on pages 4 and 5, and read a brief biography of the benefactor on page 6. (MU News Bureau photo)



Daily Tribune holds Lewis & Clark / newspaper workshop for teachers.

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Let MPS sell at your local rate

Help us get more political advertising into your newspaper

A volunteer for a statewide candidate called my office a few weeks ago to ask if we were covering the candidate's upcoming appearance in our county seat. I gave my standard reply, which is that we'll gladly cover candidates if they come to our town, but, as a local newspaper, we won't travel to cover them making news somewhere else.

I then asked the volunteer if the candidate planned to buy any newspaper advertising this year. The volunteer didn't know how to respond. Nor did another volunteer from the same campaign of whom I had asked the same question a month earlier.

I didn't expect the volunteers to know whether their campaign budget includes print advertising. But it didn't hurt to ask the question. Today's volunteers may be tomorrow's campaign operatives.

Only 5 percent or less of the millions spent on political advertising currently goes to newspapers, the Newspaper Association of America's director of marketing and advertising estimated in *Editor & Publisher* magazine.

Getting more political advertising into your newspaper this year is a goal of the Missouri Press Service. Last year, Missouri Press geared up for the 2004 campaign by commissioning a statewide poll by Pulse Research, an independent research firm from Portland, Ore. The poll showed many strengths for newspapers, including that we are the least-offensive of all forms of political advertising.

Dozens of you attended Missouri Press-sponsored seminars throughout the state last fall learning how to implement the results of the poll at the local level. Now, Missouri Press advertising director Mike Sell and our Political Advertising Committee, led by Dalton Wright of Lebanon, are gearing up

for our own statewide campaign — to convince the people who control advertising spending for statewide and congressional candidates that newspapers should be an important part of their media mix this year.

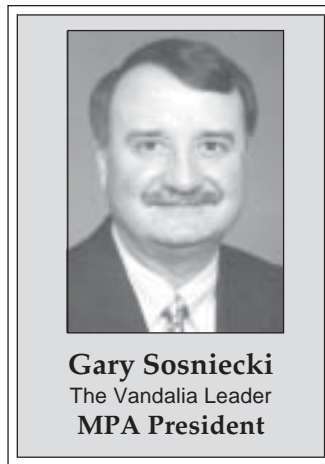
Initial meetings with those decision-makers have gone well, but having a positive response to our research is a long way from putting dollars in our pockets. Your help is needed.

If Missouri Press is to have a chance at selling more political advertising, we must be able to sell at a cost-per-thousand that is competitive with broadcast media. We can't do that with the national rates that some MPA members charge. If you don't already have one, your newspaper will be asked to come up with a political rate that Missouri Press can use to market your newspaper this election cycle.

This should be the same rate you charge candidates who buy from you directly, but Missouri Press will need a commission to cover its sales costs. Allowing Missouri

Press to sell political advertising at your local rate and still take a commission would be ideal. Remember, any political advertising Missouri Press sells for you this year will be revenue you probably didn't have before. Plan on hearing from Mike Sell.

Nobody expects Missouri Press' political-advertising campaign to work miracles immediately. We are trying to educate an entire generation of political consultants who are unfamiliar with the benefits newspapers can offer their clients. But if we all work together, if we all remain patient and focused on our objective, Missouri newspapers — and Missouri candidates — will be winners in the long run. □



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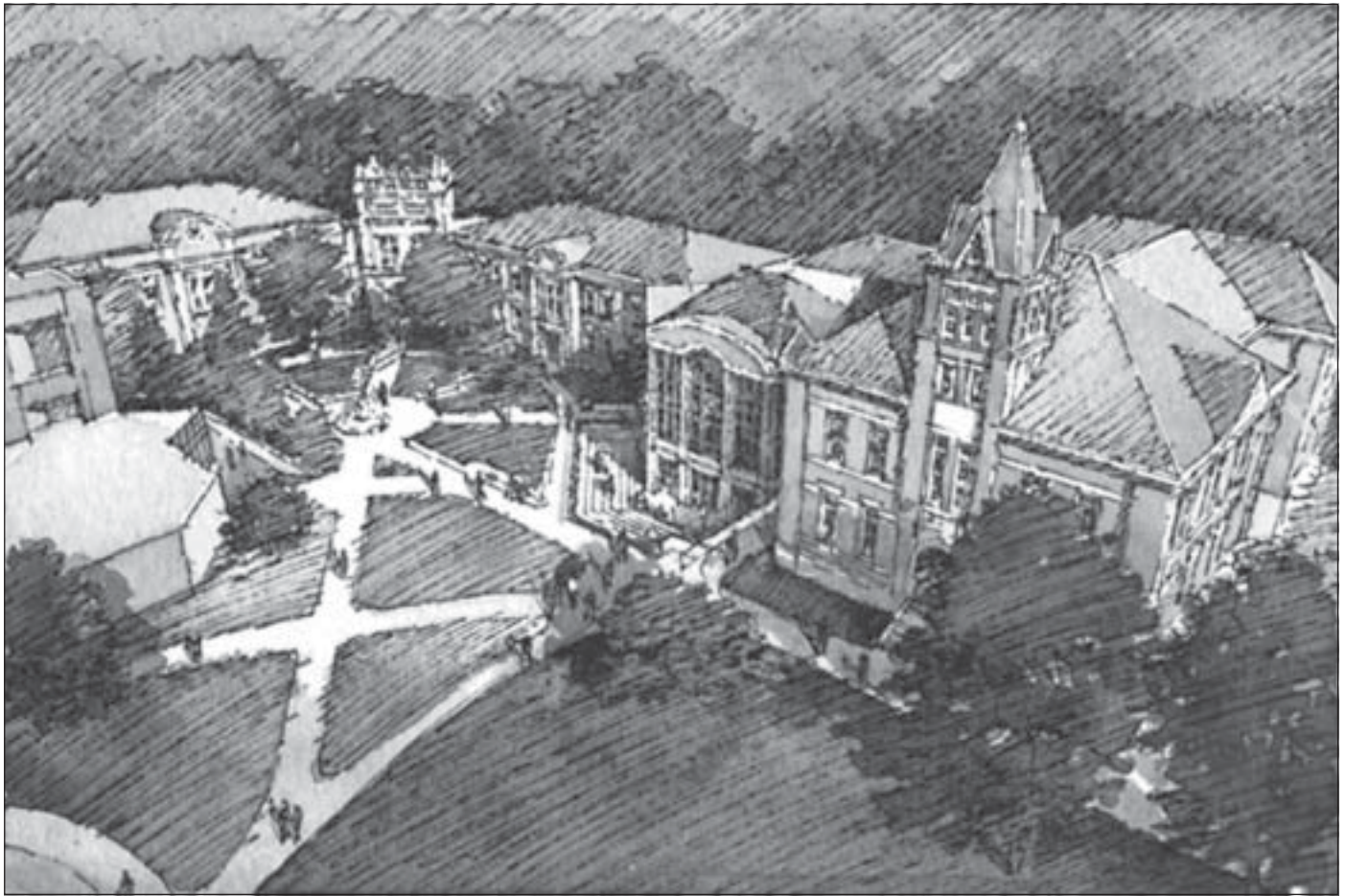
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This is the architect's rendition of what the northeast corner of Francis Quadrangle at MU will look like after the new Journalism School building is completed. The large building on the right is the former Sociology building that

will be totally renovated. Next to it is the new building. Some renovation also will be done to Walter Williams Hall, which is in the center. The other structures are the corner archway, Neff Hall and Gannett Hall.

\$31 million for Reynolds Institute

COLUMBIA — The Donald W. Reynolds Foundation is awarding \$31 million to the Missouri School of Journalism for the creation of the Donald W. Reynolds Journalism Institute, a center that will focus on advanced studies of journalism and its role in democratic societies.

The award is the largest private donation ever to the University of Missouri.

Plans for the Reynolds Institute were announced Feb. 9 by Fred W. Smith, chairman of the Foundation. Richard Wallace, chancellor of the University of Missouri-Columbia, accepted the gift on behalf of the University.

The award will include up to \$16.73 million to build a new building and renovate two existing buildings on the MU campus to house the institute. An addi-

tional \$1.83 million will fund technology and furnishings for the high-tech facilities.

In addition, up to \$12.43 million will be made available over a six-year period to fund the Institute's staff salaries, programs and operations.

Donald W. Reynolds, who passed away in 1993, was a 1927 graduate of the School of Journalism. Reynolds turned an initial \$1,000 investment — part of it borrowed — into the Donrey Media Group, one of the largest privately held communications companies in the United States. Fred W. Smith was the president and chief executive officer of that organization.

In announcing the award, Smith said the new Reynolds Institute would provide an exceptional environment of

learning for both students and practicing journalists.

"The Foundation trustees and I feel that the University of Missouri School of Journalism is uniquely positioned in its ability and capability to create a world-class center for journalism studies. Missouri's reputation for high quality, hands-on education and research were instrumental in the trustees' decision to fund the institute here. We trust that the Donald W. Reynolds Journalism Institute will become a fixture in journalism education that will have a positive impact on individuals and the industry for generations," said Smith.

The School of Journalism, the first in the world, will celebrate its centennial in 2008. It operates its own community daily newspaper, the *Columbia Missouri*

an, and its own network affiliate television station, KOMU-TV. Journalism students also get hands-on experience at the University's KBIA radio, *IPI Global Journalist* magazine, and several School-related online media.

Through its Center for Advanced Social Research, the School conducts research on media-related issues for media, government and non-profit organizations. The School is also the national headquarters for a number of national journalism organizations, including Investigative Reporters and Editors, National Newspaper Association, The Journalism and Women Symposium, and The Society of American Business Editors and Writers.

Chancellor Wallace thanked the Foundation "for the vision to make this extraordinary investment in the campus.

"This is truly a transformational gift," he said. "Our internationally known School of Journalism will have the resources to partner with citizens and other organizations to strengthen journalism. We attract the finest journalism students, scholars and practitioners from all over the world; now they will be even better served. We are pleased that the trustees saw Mr. Reynolds' alma mater as the appropriate location for the institute and we will do everything within our ability to see that the Donald W. Reynolds Journalism Institute will honor his contributions to the field of journalism and communications.

Dean Mills, dean of the School of Journalism, said the Reynolds Foundation gift will enable the School to build on its existing teaching and research

strengths "to help journalists better serve democracy, and to help citizens better understand how journalism works.

"And we at Missouri will work very hard," he said, "to ensure that the Reynolds Institute quickly takes its place as the leading center in the world for developing, testing and disseminating new and better approaches to journalism.

"We envision an institute that will bring together some of the world's best practitioners and scholars of journalism and give them the time and the technology-rich environment to develop and test new and better forms of journalism. And we see citizens — who have the largest stake in quality journalism — as continuing collaborators in that process," said Mills.

He said the Institute will focus its activities on three areas:

1. The Reynolds Fellows program, in which four visiting and two MU faculty will work on projects aimed at improving the practice and understanding of journalism.

2. Experiments using new technologies for journalism and advertising, developed in the Institute's Journalism Futures Laboratory and its Technology Demonstration Center.

3. Forums, workshops, lectures and other programs in which journalists, citizens and academics work together to strengthen the quality of journalism in democratic societies.

To house the Institute, the University will erect a new building and renovate two others on the northeast corner of historic Francis Quadrangle. Shaughnessy Fickle and Scott Architects of Kan-

sas City drew preliminary plans for the project in preparation for the proposal to the Reynolds Foundation.

A Victorian gothic structure built in 1892 to house the School of Law, currently vacant, will be renovated to house Institute offices and the Journalism Library. A modern four-story structure will be constructed inside the historic brick and limestone exterior.

A new building, with an exterior designed to match the historic buildings on the Quad, will be erected between the 1892 building and Walter Williams Hall, part of the journalism complex at the north end of the Quad.

The new building and renovated space in Walter Williams will house a public reception and exhibition area, a 120-seat forum equipped as a broadcast-quality television studio, the Journalism Futures Laboratory, the Technology Demonstration Center, multimedia editing stations, seminar rooms and offices for visiting professionals and scholars.

Mills said the new facilities could be completed by spring or summer 2007.

It is the second major MU building project financed by the Reynolds Foundation. The Donald W. Reynolds Alumni Center, dedicated in 1992, was built with a \$9 million gift from the Foundation — at the time, the largest gift in the history of the University.

The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by Mr. Reynolds. Headquartered in Las Vegas, it is one of the 50 largest private foundations in the United States.

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Newspaper roots were deep, wide

Donald W. Reynolds was born in Fort Worth, Texas on Sept. 23, 1906. His father, Gaines W. Reynolds, was a traveling door-to-door grocery salesman.

Mr. Reynolds was raised from the age of three in Oklahoma City. He was a hawker for the *Oklahoma News* in his youth, selling newspapers at the railway depot.

He attended the University of Missouri in Columbia, graduating in 1927 with a degree in journalism.

His first job after college was working at the Kansas City *Journal Post*. He also worked, for brief periods of time, at the *Indianapolis Times* and the *Austin American-Statesman*.

His first business venture was a photo

engraving plant, which provided printing plates for newspapers.

In 1940, he purchased the Okmulgee *Daily Times* (Oklahoma) and the *Southwest American* and *Times Record* (Arkansas) creating the Donrey Media Group.



Donald Reynolds was a 1927 J School graduate.

Mr. Reynolds served in the army (from 1942-1945) during World War II. He attained the rank of major. He served both in military intelligence and was the officer in charge of *YANK* (London Edition), the soldiers' newspaper. He served in the Pacific and European theaters. He was the recipient of the Legion of Merit, the Purple Heart

and Bronze Star.

Mr. Reynolds continuously looked for newspapers to purchase in small community markets. At the time of his death in

1993, he owned over 50 newspapers. His largest property was the *Las Vegas Review-Journal* in Las Vegas, Nevada.

In 1947, Donrey established radio station KFSA in Fort Smith, Ark., entering the electronic field. In addition to numerous radio stations, Mr. Reynolds also operated television stations in Arkansas, Nevada and Texas and cable systems in Arkansas, California and Oklahoma.

Donrey entered the outdoor advertising business in 1963, acquiring properties in Las Vegas and Reno, Nev., in 1963.

It was Mr. Reynolds' philosophy that "local editors and newscasters should determine the editorial and news policies of their properties."

Mr. Reynolds passed away on April 2, 1993.

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McDonald County newspapers sold to Stephens Media

LITTLE ROCK, Ark. (AP) — The Stephens Media Group has acquired six weekly newspapers in McDonald County.

The Las Vegas-based company announced that for an undisclosed price it bought the *McDonald County Press*, *McDonald County News Gazette*, *Anderson Graphic*, *Southwest City Republic*, *Goodman News Dispatch* and *El Tiempo*.

The papers have a combined circulation of 13,500. Customers will be offered daily delivery of *The Morning News*, a Stephens-owned daily newspaper in Springdale, Ark., according to Sherman Frederick, chief executive officer of Stephens Media Group.

Frederick said no changes were planned for the editorial focus, and all the employees will be retained. Also, George Pogue, president of McDonald County Newspapers Inc., will remain publisher of the six papers. The papers were owned by the Pogue family since 1951.

Stephens Media Group operates daily and weekly newspapers in eight states, including three dailies in northwest Arkansas. □

Publisher plans to continue serving his communities

By **GEORGE POGUE, Publisher**
McDonald County Newspaper

I received a very sweet call from County Collector Atkins Monday afternoon (Feb. 2). She had heard that I had sold the county newspapers and she conveyed her appreciation for my father's and my efforts over the years. I assured her that I would still be publisher and that I would still be around for the people of our area.

My father, Ralph, purchased the Noel newspaper in February of 1951. I grew up in the business and often was referred to as the "printer's devil." As a child, there were many days that I was covered in ink.

Ralph stayed on course, with my mother guiding him. Theirs was a mission of environment, economy and education. I have bigger feet than my Dad, but I have always been smart enough to know that I would never fill his shoes. Yet I have, and will continue, to follow in his footsteps.

Some important qualities I learned early in life were to maintain a sense of humor, be fair, seek the truth and let that truth be known.

Although I dream and hope, just like each of you, I also recognize reality. The times are changing. New challenges are before us. I have realized that McDonald County will need more than I can offer. That played a major role in my decision to sell to the Stephens Media Group. Their organization is professional, visionary and the people are absolutely delightful.

Not only do you still have me to kick around, but you will have a much greater newspaper to represent you and our communities. You may say this is the end of an era. But I say it is the beginning of a new era.

To Cloteel Atkins, and to the rest of you, may God bless you for being my friends through the good and bad. I will continue to strive to work for the benefit of our communities. □

MPA members join to promote Sunshine

Missouri newspapers and the Missouri Press Association pulled together to promote "Sunshine Week" in Missouri early in February. The observance began with "Sunshine Sunday" Feb. 8, with editorials and op-ed pieces in newspapers across the state.

The articles focused on the Missouri Sunshine Law, Sunshine Law initiatives in the Missouri Legislature, how-to stories about the law (for instance, how citizens submit a request for public records), and other activities.

The idea was to build greater public — and legislative — support for the Sunshine Law by showing how citizens can use it to hold government accountable. By observing Sunshine Week, the newspapers and MPA could amplify their

individual voices and have a greater impact.

The facing page contains the names of all of the newspapers that participated, according to monitoring of papers in the MPA office and through the clipping service.

Missouri's largest newspapers supported this initiative from the beginning. Editorial page editors Robert Leger, *Springfield News-Leader*; Christine Bertelson, *St. Louis Post-Dispatch*; and Miriam Pepper, *The Kansas City Star*, were instrumental in proposing and planning the activity.

Sunshine Week continued Feb. 9-14 with editorials, stories, reprints, and public service ads published in weeklies and dailies.

All editorials, stories and other materi-

als were available for reprinting throughout the week. MPA's website associate Mary Dempsey posted all materials on mopress.com, and the Associated Press helped with distribution.

Op-ed pieces were written by MPA attorney Jean Maneke and Charles Davis, director of the Freedom of Information Center at the University of Missouri.

John Darkow of the *Columbia Daily Tribune* contributed cartoons. Material published in the newspapers circulated throughout the state Capitol as the legislators' news service provided copies of the stories.

Newspapers are encouraged to share their reactions to Sunshine Week and to offer suggestions for improving similar observances in the future. □



Missouri Press Association thanks these newspapers for participating in Sunshine Week by printing editorials and cartoons about the importance of openness in government. Much of the material printed in your newspapers circulated in the halls of the state Capitol, impressing many legislators with the volume of material printed. Well done!

Adrian Journal
 Appleton City Journal
 Boone County Journal, Ashland
 Aurora Advertiser
 The Journal, Belton
 Bethany Republican-Clipper
 Bolivar Herald Free-Press
 Boonville Daily News
 Branson Taney County Times
 Branson Tri-Lakes Daily News
 Braymer Bee
 Buffalo Reflex
 Cabool Enterprise
 Camdenton Lake Sun-Leader
 Cameron Citizen Observer
 Southeast Missourian, Cape Girardeau
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 Kirksville Daily Express & News

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 Lebanon Daily Record
 Liberty Sun-News
 Lincoln New Era
 Macon Chronicle-Herald
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 Ozark Christian County Headliner-News
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 Platte Sun, Parkville
 Paris Monroe County Appeal
 Perry County Republic-Monitor, Perryville
 Piedmont Wayne County Journal-Banner
 The Landmark, Platte City
 Platte County Citizen, Platte City
 Clinton County Leader, Plattsburg
 Poplar Bluff Daily American Republic
 Republic Monitor
 Rich Hill Mining Review
 Richmond Daily News
 Rolla Daily News
 St. Joseph Buchanan County News
 St. Joseph News-Press
 St. Louis Post-Dispatch
 St. Louis Suburban Journals
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 Seneca News-Dispatch
 Sikeston Daily Standard Democrat
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 Smithville Lake Herald
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 Trenton Republican-Times
 Tuscumbia Miller County Autogram-Sentinel
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 Washington Missourian
 Waynesville Daily Guide
 Webb City Sentinel
 Weston Chronicle
 West Plains Daily Quill
 Windsor Review

*Did your newspaper participate, but it's not listed here?
 Let us know. The list of participants will be posted on
 mopress.com.*

News-Leader executive elected chairman of APME committee

NEW YORK (AP) — David Ledford, executive editor of the News-Leader in Springfield, has been elected vice chair of the Journalism Today committee of the Associated Press Managing Editors association.

The selection, during the APME board of directors meeting here on Feb. 2, places Ledford on the succession ladder to become president for the 2008 annual conference.

Ledford was elected to the association's board of directors in 1999 and re-elected in 2002. He headed the group's marketing committee and previously was

editor of its quarterly magazine, *APME News*. He also held leadership roles in other APME committees.



Before joining the *News-Leader* in 2001, Ledford was executive editor of the *Argus Leader* in Sioux Falls, S.D., and deputy editor of *The Salt Lake Tribune*. He previously held positions at *The Trentonian* in New Jersey, *The Daily News* in Moscow, Idaho, and *The Spokesman-Review* in Spokane, Wash.

APME is an organization of editors and managing editors of the more than 1,500 newspapers served by the AP. □

Reader cheers Moberly paper for winning contest awards

Dear Editor:
Hooray, Hooray for the *Moberly Monitor-Index* and staff.

There was a picture on the front page of the *Index* in January, 2004.

The *Index* earned two state awards in the 2003 Missouri Press Foundation Better Newspaper Contest.

Bob Cunningham won first place for the "Best Editorial" for an article concerning the "Sunshine Law and the Randolph County Commission."

The staff won one for the "Best Special Section" on a 50-Something tab that

publishes monthly.

I think it's wonderful that they won it.

They deserve it. They are all so nice and friendly when you go in, and they all would bend over backward to help you and do what you want.

I've done business with the *Moberly Monitor-Index* for 37 years. Never had a cross word with any of them; as I said, they all are so nice and friendly.

You all have done a great job. Keep up the good work and I hope you win many, many more awards and I'm sure you will.

Dianna Dartman
Moberly, Mo. □



Paul Stevens' father honored in Fort Dodge

FORT DODGE, Iowa (AP) — More than 350 people attended a Feb. 15 open house to honor Walter B. Stevens, editor emeritus of *The Messenger*, for 50 years of service to the community.

Stevens, 87, still shows up each day and writes editorials, as well as two weekly columns. He is the father of Paul Stevens, the AP's vice president for its central region and former chief of the Kansas City bureau.

The Iowa Legislature and Gov. Tom Vilsack sent certificates of recognition.

"As long as Iowa is home to journalists like Walt Stevens, we will continue to represent the very best of America's traditions of engaged, participatory democracy and a vigorous free press," the governor wrote.

Stevens' career began in 1935 at *The Cedar County News* in his home town of Hartington, Neb. He also worked at *The Daily Dispatch* in Brainerd, Minn.; *The Daily Standard* in Excelsior Springs; and *The Evening Democrat* in Fort Madison before he was named managing editor of *The Messenger* in 1954.

"I did find a good place to live, and wonderful people to work with and write about," Stevens said. □

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Press Women annual workshop March 13

ST. LOUIS —The National Federation of Press Women (NFPW) – Missouri Affiliate will devote its annual workshop March 13 to exploring the topic “Milestones: Making, Reporting and Remembering History.”

Learn how others “made, reported, and remembered history” and how you can, too.

The event, open to the public, will begin with continental breakfast at 8 a.m. at the Holiday Inn Southwest/Viking Conference Center, 10709 Watson Road at Lindbergh Blvd., Sunset Hills/St. Louis. The workshop includes speakers and lunch until 2 p.m.

Headlining the conference will be:

- Keynoter Dan Gray, KMOX radio anchor and reporter, who has worked in St. Louis for more than half of his 30

St. Louis meeting will focus on ‘making history’

years with the media, covering stories that range from presidential debates to neighborhood heroism.

- Culinary historian Mary Gunderson of Yankton, S.D., author of *The Food Journal of Lewis & Clark: Recipes for an Expedition*, who has deftly parlayed a love of history, food and a serendipitous locale on the Lewis and Clark route into a lifetime project.

- Daniel Pearlmuter, who collaborated on the recent documentary “*Gaslight Square: The Forgotten Landmark*,” which aired on KETC-Channel 9. He is revis-

ing his latest collaboration into a musical.

- Researcher Diane Radamacher, who spent two decades studying and researching the 1904 World’s Fair in St. Louis to write a new and well-received book, “*Still Shining!*”

Registration should be made by March 8. Send check of \$45 for members and students, \$50 for non-members, payable to “Missouri Affiliate – NFPW” by March 8th to: Karen Zarky – NFPW, 729 Bates St., St. Louis, MO 63111.

For registration information contact her at (314) 353-1666. Give name, address, phone and e-mail information. Please state preference of baked chicken breast or baked butter-crumble fish for lunch entrée. □

NAA wants fair regulation of postal rates

VIENNA, Va. - Congress should establish a rigorous regulatory framework for our nation’s postal system so that mailers are protected from excessive rates and cross-subsidization, Newspaper Association of America President and CEO John F. Sturm said in written testimony submitted recently before the Government Reform Committee’s Special Panel on Postal Reform and Oversight. The Committee is considering a proposal by the President’s Commission on the U.S. Postal Service to modernize and restructure the postal system.

In his testimony, Sturm noted that NAA members represent nearly 90 percent of U.S. daily circulation and are among the leading local users of postal services, spending more than \$700 million annually.

“Newspapers want a healthy and vibrant postal system to serve our needs -

and the needs of the nation - for generations to come,” Sturm said.

While over the years the Postal Service has inappropriately picked sides in the market competition over advertising between two of its mail customers - newspapers and direct mailers - the newspaper industry has been encouraged by the actions of Postmaster General Jack Potter to refocus the U.S. Postal Service on its core mission of mail delivery, Sturm said.

However, he added, current law does not give the Postal Rate Commission “appropriate tools” to regulate the Postal Service effectively. For instance, the service’s failure to measure and allocate

costs fairly has led to rising First-Class postage rates, while the price for telephone and Internet service have declined as costs have fallen, Sturm said.

“Ironically, the problem the Postal Service now faces is that decades of exploiting its monopoly may finally have killed the golden goose, as citizen and small business mailers increasingly explore alternatives to First-Class mail delivery.”

While the newspaper industry supports an appropriate amount of rate flexibility within an indexing regimen, Sturm said, the industry opposes special rates for individual mailers in the form of negotiated service agreements. □

Jean Maneke

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Scrapbook

Kansas City

Jason Whitlock, sports columnist for *The Kansas City Star*, held his third annual "Look Good, Feel Good, Do Good" event for Big Brothers Big Sisters of Greater Kansas City on Jan. 15 at the American Jazz Museum.

During the event Whitlock awarded a custom-made suit to the man judged best dressed.

In January Whitlock attended an "apology dinner" for him in Windsor.

A fan of his column, Helen Woolridge, and her daughter, Joy, talked to Whitlock during one of his radio programs. They commented about his occasional strong language on the air.

Whitlock accepted an invitation to join them for a birthday dinner for Woolridge's grandson.

In a later radio program in January, Whitlock told about the wonderful meal

he'd had in Windsor and his plans to return this summer for a fish fry.

Leeds Summit

The twice-weekly *Journal* planned to change to morning delivery on March 3. To introduce the new morning edition, *The Journal* planned to print 27,000 copies of the March 3 paper and deliver it free to 90 percent of the households in town. Staffers also handed out copies of the paper at locations around town.

Publisher Steve Curd said changing to morning delivery would give *Journal* readers fresher news.

St. Joseph

The *News-Press* on Feb. 1 launched a new Sunday section titled "Life Styles" to replace its "You & Yours" section.

More local content will be in the section. It will focus on parenting, fashion

and beauty, technology, people and pets, hobbies and recreation and personal relationships.

A feature titled "News Express" began in January. It is a daily page 1 column with updates of continuing news stories.

A number of other content and design changes have been made at the *News-Press* in recent weeks.

Washington

Susan Miller Warden of the *Washington Missourian* is a member of the new Franklin County Children, Family and Mental Health Board of Trustees. That board held its first meeting in January.

Stockton

Since a tornado destroyed or damaged much of the community last May, the *Cedar County Republican* has been on the move. It's been in a couple of temporary locations since then, but at the end of January moved into its new permanent office.

The weekly now is on the northwest corner of the town square in one end of a

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This will only take a second

This is what you get when you want your newspaper staffers to get their picture taken. This bunch from the *Cedar County Republican* in Stockton apparently was too excited about moving into their new office at the end of January to stand still for a silly thing like a photograph. Since a tornado damaged their office last spring, this group worked from temporary quarters until moving into their permanent location on the town square. They are editor Charlie Meeks, office manager Jana Hendricks, general manager/sales manager Marilyn Ellis, creative designer Becky Groff and reporter Aaron Sims. Sports editor Justin Ballard and circulation manager Randall Stafford were absent when this outfit prevailed upon Kathy Hicks, who was on her way to work, to take a picture.

cently for his many years of service on the board of the Boone County Community Trust.

New members of the Trust include *Tribune* associate publisher Vicki Russell, who is Waters' wife.

Bolivar

Readers of the *Bolivar Herald-Free Press* could win movie tickets, food and movie rentals in the ninth annual Academy Awards Contest.

To win, readers had to guess the winners of the Academy Awards in six categories. Winners of the cinematography and original song were tie-breakers.

Kansas City

Angie Reiskamp, an ad salesperson for *The Pitch* in Kansas City, plans to be married May 22 in Jamaica to Brian Nelson, a pricing analyst for Sprint Business.

St. Joseph

Opinion editor Mark Sheehan of the *St. Joseph News-Press* gave a presentation on jazz musician Coleman Hawkins at the Jan. 27 Tuesday Night Talks lecture.

Chillicothe

The *Constitution-Tribune* was named the Outstanding Business Community Service Award recipient at the annual awards banquet of the Chillicothe Area Chamber of Commerce.

The award won by the newspaper recognizes a business that is involved in civic projects that keep the community beautiful, prosperous and progressive and is an ambassador for the community to promote economic development.

Sedalia

The Sedalia Democrat was chosen the 2003 Media Supporter of the Year for Special Olympics Missouri.

Lisa Lynn, *The Democrat's* advertising director, accepted the award at the Special Olympics annual awards banquet at Chateau on the Lake, Branson, in January.

"Central Area staff members are able to walk into the newspaper and talk directly to the editor about their events," said Don Holbert, Central Area director for Special Olympics Missouri. "*The Sedalia Democrat* graciously sponsored the

new building. It held an open house Feb. 6, at which the local FFA chapter served free burgers.

New subscribers and renewers received \$5 off during the open house.

Hannibal

The Courier-Post held its Bridal Extravaganza 10 a.m.-2 p.m. Feb. 21 at the Quality Inn & Suites hotel.

Plattsburg

Helen Biggerstaff observed her 100th birthday in January at Plattsburg Senior Center. Mrs. Biggerstaff and her husband, the late John Biggerstaff, purchased the *Clinton County Leader* from C.F. Ward on March 6, 1950. They sold the weekly to the late Skip and Franc E. Tinnen on Jan. 1, 1969.

The Tinnen's son, Steve, now owns and publishes the newspaper.

Kennett

The *Daily Dunklin Democrat's* advertising staff will be recognized in the Metro Plus Business section of the April issue of Metro Creative Graphics magazine.

A special Newspaper In Education section the *Democrat* ran in May 2003 will be featured in a story describing how the cover of the section was created.

Vandalia

The Vandalia Leader, published by MPA President Gary Sosniecki and his wife, Helen, will observe the 130th anniversary of its founding this year.

It is believed that the first issue of the paper was published Sept. 3, 1874.

Columbia

Hank Waters III, publisher of the *Columbia Daily Tribune*, was recognized re-

firetruck pull, bringing the organization more exposure and an opportunity to earn more funds. Their dedication truly benefits the movement.”

Park Hills

Dwight Stricklin was named the 2003 *Daily Journal* Employee of the Year. Stricklin has worked as a paginator for the *Daily Journal* since December 2002.

Aurora

Kim McCully, editor of *The Aurora Advertiser*, received the Loyd R. Ellis Award at the Aurora Chamber of Commerce annual banquet in January. The award is named for a longtime local businessman who is deceased.

McCully has been active for years in community events from helping sponsor drug-free dances for teenagers to being active in the Rotary Club and assisting with Meals on Wheels and working to keep the Drury University satellite campus in Aurora.

Dexter

Dexter Mayor Joe Weber presented former *Daily Statesman* publisher Bar-

bara Hill with a proclamation from the city recognizing her for four decades of service to the community.

Mrs. Hill retired at the end of January.



Barbara Hill is honored by the city of Dexter.

Kansas City

Lewis Diuguid, vice president of community relations and a columnist for *The Kansas City Star*, was honored in January by the Black Chamber of Commerce. He received the Diversity Award at the Black Chamber Ball.

Hamilton

The *Hamilton Advocate* and the *Braymer Bee*, both published by Anne and Marshall Tezon, now are being printed on Wednesday. Previously the Bee was printed on Thursday.

This change has resulted in a later arrival time back in Hamilton for the *Advo-*

cate.

Although the tabloid-size papers are distinct, they do have some pages in common, such as the classified ad pages and record items like deaths, births and courthouse news.

St. Louis

Dr. Donald M. Suggs, publisher of *The St. Louis American*, will be honored at the inaugural Mentor St. Louis Dinner Gala March 6 at the Renaissance Grand Hotel.

Suggs is being honored for his “long-standing commitment to supporting and improving public education in St. Louis.”

Mentor St. Louis provides more than 1,300 St. Louis Public School elementary students with one-to-one relationships with more than 1,000 volunteer mentors.

Smithville

Jean Maneke, Missouri Press Association’s Legal Hotline counselor, gave a presentation on the Sunshine Law Feb. 12 at Smithville Middle School.

Public officials who must abide by the open records and meetings statutes were invited.

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and Missouri Press Foundation sponsored the meeting.

Brookfield

Telephone service was out on a Monday, Tuesday and part of Wednesday early in February at the *Linn County Leader* office.

The thrice-weekly *Leader* is a new paper, emerging from the January merger of the weekly *Marceline Press* and the daily *News-Bulletin* in Brookfield.

Richmond

George Phillips of Excelsior Springs discovered copies of an old *St. Louis Republic* newspaper under the floorboards in an old house he was working on in Richmond in January.

The paper was dated April 28, 1896, a Tuesday morning edition.

Phillips said he found the paper between two floor layers. The people who built the house laid the first boards, then put the papers down for insulation and put another layer of boards on top of that.

Most of the pages were shredded by the shifting of the floor, Phillips said.

Ads in the paper offered a pocket watch for \$1.50, a railroad timetable and an auction sale at Walnut Park in St. Louis.

Troy

The *Lincoln County Journal* invited readers to play its Annual Valentine Scramble Contest.

They could unscramble the business name in each heart found on pages 6a and 7a by using the hints provided. After solving each name, the number of each heart was placed next to the correct business name listed on the entry form. All 48 blanks had to be completed.

The first correct entry drawn received a diamond bracelet from a local jewelry store. Second place won a dozen roses from a flower shop. A pizzeria provided a \$25 gift certificate for third place.

Ste. Genevieve

Residents of Ste. Genevieve County were invited to speak out about the future of their community through a survey conducted by the *Ste. Genevieve Herald*.

The survey was an effort to tap public

sentiment about the state of the county and what direction it should take.

In conjunction with the printed survey, the *Herald* asked local officials, business people, educators and professionals their ideas about the community's direction.

A copy of the printed survey was on the paper's website.

When the paper did a similar survey in the late 1980s, it received almost 1,000 replies. It hoped for more participation this time.

Washington

Susan Miller Warden, assistant managing editor of the *Washington Missourian*, gave birth to a son, William Douglas Warden, on Jan. 16 at St. John's Mercy Medical Center in St. Louis.

Sue's husband, Doug, is the manager of Wolf Hollow Golf Course in Washington. William is their first child. He weighed 8 pounds, 7 ounces.

Also from Washington, Bill Miller Jr., general manager of Missourian Publishing Co., is the new president of the Washington Area Chamber of Commerce. □

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Remind your audience how important reading is

March is a celebration of reading! For decades National Newspaper In Education Week has been commemorated during the first week in March. And for the past six years, the National Education Association has been promoting Read Across America, a reading event celebrated on or near March 2, the birthday of Dr. Seuss.

Reading, be it in a good newspaper or a good book, is something we must encourage all year long, but it's exciting to celebrate our efforts during this month.

During Newspaper In Education Week — or month — I encourage each of you to use your platform as the voice of your community to remind your readers, young and old, how important reading is. Let them know about your efforts to create relationships with young readers through Newspaper In Education programs. Remind them why we need a literate, informed citizenry. Challenge parents to read with their children.



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

This month we're celebrating Newspaper In Education Week in this column with a success story from one of our member newspapers and by announcing another FREE feature available to MPA newspapers.

The *Columbia Daily Tribune* is one of more than 70 Missouri newspapers that have used our

Lewis and Clark materials in the newspaper. As part of its local project, the *Tribune* also hosted a teacher workshop. Both the workshop and the features were tremendously successful, and Craig Kellmann wrote for us this month to share this success of the Tribune In Education program.

Many of you know I've been buzzing with excitement for the last few years about a youth literacy project I've been involved with at the *Washington Missourian*. The growth of that program is rooted in a monthly book column, Book Buzz, that suggests three quality children's books and encourages young people to

offer feedback on their reading.

Beginning this month that column is available FREE to any newspaper, anywhere, through Missouri Press Association. Book Buzz has been a tremendous community service success for the *Missourian*,

but more simply it offers newspapers the opportunity to promote reading through a monthly feature that will be read by parents, grandparents, children and teachers. Information on the Book Buzz Picks column can be found on the NIE pages on MPA's website, www.mopress.com.

Finally, just a reminder about other timely materials available on our website. You can download the Newspaper Association of America's NIE Week 2004 teacher guide and in-paper features. And our "Reading Across Missouri" feature celebrating Dr. Seuss books with newspaper activities can be used to promote the Seussentennial — Dr. Seuss' 100th Birthday!

March also boasts National Agriculture Week and our new 16-page tabloid, "What's Growin' On in Missouri" is now available for download or on CD. □



Post-Dispatch launches direct mail service

St. Louis Post-Dispatch LLC is expanding its advertising reach with a direct-mail venture that will handle circulars for Dierbergs Markets Inc. and Shop 'n Save Warehouse Foods Inc.

The company won the business away from ADVO Inc., a direct mailing service. Dierbergs had used ADVO for about 15 years.

The Local Values program was to begin March 1, allowing participants to target specific geographic zones through the *Post-Dispatch's* carrier network and the mail, said Matthew G. Kraner, the pa-

per's general manager.

Subscribers in the targeted areas will get circulars in their papers, and non-subscribers will get them in the mail.

ADVO, based in Windsor, Conn., has targeted mailings that reach 67 million households each Monday.

The *Post-Dispatch* hopes to lure more customers to the direct-mail service through cost savings and other advantages, such as the ability to target recipients and the chance to piggy-back on the popularity of the grocery circulars.

Probably 90 to 95 percent of daily

newspapers are doing some kind of direct mail in an effort to give advertisers total market coverage, said Bob Brinkmann, executive director of the Newspaper Target Marketing Coalition, an industry group in Washington.

The *Post-Dispatch* long had relied on independent agents to deliver many of its newspapers. The company has been buying out those agents in recent years, and now has 75 percent of home-delivery and single-copy distribution.

—*St. Louis Post-Dispatch* □

Paper earns credits for teachers

Lewis & Clark tab is foundation for *Columbia Daily Tribune* workshop

The response we had to this workshop was incredible. By the time our promotional ad ran for the second time, we were completely full.

By CRAIG KELLMANN
Sales & Promotions Manager
Tribune In Education Coordinator

The *Columbia Daily Tribune* in January held a teacher's workshop to compliment the Missouri Press Association's Lewis and Clark tab and teacher's guide.

The goal of our workshop was to arm teachers with fun activities, countless resources and a little more knowledge to take back to their camp. Much like Lewis & Clark used gifts to make peace with the Indians, we hoped that the "gifts" teachers received at the workshop would be passed on to their students, so they too could experience what it might have been like some 200 years ago.

George Drouillard (re-enacted by Grady Manis — complete with French accent and donning the early 1800's attire), started the day's journey by telling the audience why he was commissioned for the expedition and what types of things they would encounter throughout. Drouillard claimed "My English is not so good, but my math, here I am good. I make \$25 stipend per month, others they make only \$5. That makes me 5 times more."

After Drouillard set the tone, members of the Missouri River Communities Network, Lewis & Clark Bicentennial Americorps Project took

the helm and set up six different activities for teachers. The stations included journal writing, map reading and map making, venturing out, making peace



Lewis
& Clark



School teachers and other residents of central Missouri packed a workshop on the Lewis & Clark expedition and how to use Newspaper In Education material and the newspaper the classroom. The *Columbia Daily Tribune* conducted the workshop in a local hotel. (*Columbia Daily Tribune* photo)

medallions, Native American life and interaction with Black Bear, and Q&A with Drouillard. All the activities were aimed at supplying teachers with resources they could easily incorporate into their classrooms.

We (Tribune In Education members) ended the workshop by challenging teachers to take major topics in the tab (Planning for an Expedition, Politics and Diplomacy, Trade and Property, etc.) and, using the newspaper, find articles describing the same types of issues society faces today. We also made the proclamation that on any given day, no matter what grade level or what subject,

teachers could take the newspaper and relate it to their class.

We had a total of 61 people register for the workshop, which was approved

by Columbia Public School's, enabling attendees to receive 3 hours of in-service credit. We've found that workshops outside a classroom setting seem to go better. This workshop was held at Stoney Creek Inn and was a natural fit for the day's theme.

The response we had to this workshop was incredible. By the time our promotional ad ran for the second time, we were completely full. We had spouses of teachers, teachers from more than 60 miles away and even had the Mayor of Hartsburg (a river community just south of Columbia) in attendance.

I would highly recommend other NIE programs setting up a workshop of their own. The interest in Lewis and Clark is enormous. Everything we have done related to this topic has exceeded our expectations. Oh, and the tab, we have about 3,000 (at the time of writing) additional papers going into area schools the day it publishes. □



On the Move

Plattsburg

Kimberly Mercer has joined the ad sales staff of the *Clinton County Leader* and *The Paper* in Plattsburg.

A native of Illinois, Mercer earned a business management degree at Southeast Illinois College.

Mercer and her husband, Jeremy, and her daughter, Cassie, moved to Holt in October.



Kimberly Mercer moved to the Plattsburg area last fall.

Lamar

Seventh grader Taylor Rutledge is writing about school sports for the *Lamar Democrat*. She is closely supervised by sports editor Chris Morrow, who hopes Taylor will cover sports for the *Democrat* through high school and perhaps beyond.

Harrisonville

Amelia Wigton has joined the staff of the *Cass County Democrat-Missourian* as a news writer and photographer. Wigton received a degree in print journalism from Southwest Missouri State University in 2002.

Wigton previously was news and special sections editor at a daily newspaper in Stephenville, Texas. She is a 1997 graduate of Belton High School.

Hermitage

The *Hermitage Index* has added the work of two freelancers to its pages.

Janet Gordon of Wheatland, who works at a veterinary clinic in Bolivar, is writing, taking pictures and selling ads for the *Index*.

Fran Baldwin of Weaubleau is writing news and feature stories for the weekly.

Sikeston

Standard Democrat sports writer Derek James has been promoted to sports editor. He replaced Lance Hanlin, who accepted a job as sports editor of the *Post Register* in Idaho Falls, Idaho.

James has worked in the *Standard Democrat* sports department for seven years. He is a 1993 graduate of Sikeston High School and December 1999 journalism graduate of Southeast Missouri State University, Cape Girardeau.

Salisbury

Press-Spectator editor Lucy Vaughn, who is planning to retire next January, is reducing her work schedule.

Vaughn has worked for the *Press-Spectator* for more than 44 years. She has been editor since 1989.

St. James

Lisa Happel, a lifelong resident of St. James, is the new ad salesperson for the *Leader-Journal*.

Happel has a 5-year-old daughter.

Liberty

Melissa Padgett, a former ad salesperson for the *Liberty Tribune*, has left the paper and taken a position with Reece & Nichols Realtors, Excelsior Springs. □

Springfield News-Leader has jobs program on TV

The *News-Leader* in Springfield in January launched an employment program called CareerBuilder TV on the WB network.

Every Monday from 6:30-7 a.m. job seekers can find a comprehensive and up-to-date listing of local job openings.

People who see a job that interests them can go to the *News-Leader's* CareerBuilder website at NewsLeader.com or check the newspaper's classified section to find out how to apply.

Cindy Butner is marketing director for the CareerBuilder service. □

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Meet the Staff: Missouri Press Association



Doug Crews is the executive director of Missouri Press Association. He is a 1973 graduate of the Missouri School of Journalism and joined MPA in 1979 after owning and publishing weekly newspapers in Missouri. He became executive director Jan. 1, 1990, at the retirement of Bill Bray. Doug and his wife, Tricia, have two children.



Right out of Sturgeon High School in 1969, **Connie Whitney** joined Missouri Press Association. She is responsible for preparing insertion orders, preparing advertising invoices and paying publications for placed advertising. Connie and her husband, Eddie, live in the country near Sturgeon. Eddie raises cattle and Connie runs a mobile home moving service. They have two grown children.



Kent Ford, an Iowa native, is a 1974 graduate of the School of Journalism. He joined Missouri Press in June 1989. He produces *Missouri Press News* magazine and the *Bulletin* newsletter. Kent is a Navy veteran, a former reporter and editor for daily newspapers and a former owner of a weekly. He and his wife, Sharon, have two grown children.



Sue Heifner joined the ad sales staff of Missouri Press in July 2000. Sue is a graduate of the University of Missouri and taught high school for five years. She has more than 20 years of advertising sales experience for newspapers and radio. Sue calls on political candidates, state agencies, advertising agencies and business accounts throughout the state. She is single and lives in Jefferson City.



Jennifer Plourde is the coordinator for the Statewide Classified Advertising Network and assists with preparation of national advertising material. Jennifer joined Missouri Press in July 2000. She is the daughter of Mike Sell, MPA's ad director. Jennifer's husband, Bob, is an administrator and head girls basketball coach at Rock Bridge High School in Columbia. The Plourdes have a daughter.



When you call the Missouri Press office in Columbia, most of the time you'll be greeted by **Karen Philp**. Karen joined Missouri Press in July 1998. She keeps the books for Missouri Press, handles reception duties and sends out bills to *Missouri Press News* advertisers. A native of Licking, Karen and her husband, Kevin, live in rural Columbia. They have two grown sons.



Lesa Litty is the convention coordinator and member services director for Missouri Press. She joined the staff in January 1999. Lesa is responsible for organizing Missouri Press meetings, negotiating with hotels and restaurants, handling meeting registration and processing orders for other Missouri Press programs. Lesa and her husband, Chris, live in New Bloomfield. They have two daughters.



Mary Dempsey, a senior at the Missouri School of Journalism, works part-time at MPA as the website administrator. She joined the staff in October. Mary is a graduate of O'Fallon Township High School in Illinois and plans to graduate from the University in May. She's a reporter and copy editor for the *Columbia Missourian* and does website work for *The Missourian* and *The Maneater*, the student newspaper at UMC.



Advertising director **Mike Sell** joined the association staff in April 1994. He is a 1971 graduate of the Missouri School of Journalism, a Navy veteran and former owner and editor of the *Monroe City News* weekly newspaper. Mike also produces the Missouri Newspaper Directory. He and his wife, Barbara, have three grown children. One of their three daughters, Jennifer Plourde, also works for Missouri Press.

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'They can be proud of the work they do'

For the 114th time, members of the Northwest Missouri Press Association will meet this weekend (Jan. 15-16) to recharge their journalistic batteries and renew old friendships.

We are happy to welcome them to town and to celebrate this morning the important work they do for their communities and Northwest Missouri.

A good, small-town newspaper is the cement that binds its community together. It tells you what is happening at your child's school. It keeps a close eye on how your city officials spend tax dollars. And when it comes time for your community to consider this or that tax, your newspaper arms you with the facts you need to know to cast an intelligent vote.

It's not an easy job. The hours are long. Council meetings can run slow and late. Each high school game is important to the parents of the players on even the worst team. And a good rural newspaper is expected to cover every event from a pinewood derby to the annual church

harvest dinner.

Running a small newspaper can be emotionally draining. A good newspaperman or woman is there when a family celebrates a reunion of four generations and when tragedy visits that same family.

The newspaper honors the community's victories and reports honestly on its setbacks. Its critics are vocal. Its supporters always seem reluctant to buy an ad.

These journalists understand their readers because those readers are also neighbors. They know how important small businesses are to the community because they also run a small business. They understand their communities and work to make them better. They also know firsthand how hard it is to make everyone happy.

Together, the journalists gathered here this weekend make Northwest Missouri a better place to live. They can be proud of the work they do.

—*St. Joseph News-Press*, Jan. 16, 2004 □

Former official prefers Sunshine

MARY STRICKLAND
Former councilwoman
and mayor of Aurora

Rural grade school in Missouri during the Eisenhower years shaped my civic beliefs. So my election to the Aurora City Council as an adult was accompanied by the expectation that everyone in government would support obedience of laws, individual and government alike.

Partway through my first term in office, an agenda item was added to and discussed at a closed session after I left (with the knowledge and permission of the Council).

Upon hearing of it, I formally requested the minutes of that closed session — and was denied.

They can't do that, I thought.

Well, maybe they could. Exhausting every remedy known to me, I kept hitting dead ends. My early-acquired belief in the system began to crumble.

Discussion with the local newspaper publisher suggested two courses of ac-

tion: I could sue the city in circuit court or seek a Missouri attorney general's opinion.

The latter was quickest and cheapest. About three months later, I was rewarded with an answer affirming my right to have access to the minutes of the meeting. (Attorney General's Opinion No. 82-97, Jan. 10, 1997.)

Fallout both before and after that decision was unpleasant. There were efforts at intimidation, and interaction at council meetings deteriorated.

Was it worth it? Absolutely. But how many citizens have been denied and dropped it because they haven't had the opportunity to grow thicker skin in public office?

There are large holes in the Sunshine Law. Enforcement is obviously one of the biggest. How about requiring public bodies to post discussion of violations as an agenda item once a month?

Keeping the convened board legally on track in closed meetings is often cited as the job of the person taking minutes.

That's an unrealistic expectation since that person is usually an employee of the board.

Although not a foolproof method for keeping on track, minutes for closed meetings are critical. They must, however, also be presented and verified for accuracy (by vote) in a closed session.

Sunshine Law violations occur often, many without intent or consequence. But it's the thin end of the wedge.

Changing the law to allow attorney fees to be paid when negligent violations are challenged in court should cause governing bodies to more closely scrutinize their actions.

Communication and consensus through phone and email are magnets for Sunshine law violation.

Democracy is messy, cumbersome, takes a long time and is sometimes embarrassing, but the people are paying for the operation of it. They have the right to know what's going on.

—*Springfield News-Leader*: □

'Media attention' no excuse for secrecy

Recent rulings keep courts open

Missouri, in its Constitution, states in Article I that the courts of this state "shall be open to every person." Further, case law in this state has upheld that "knowledge of juror identities allows the public to verify the impartiality of key participants in the administration of justice and thereby ensures fairness."

Therefore, it is a rare occasion in this state when a judge closes access to information on jurors. As many in the media remember, just last January our Supreme Court decided, in its operating rules, that there is a presumptiveness of openness in juror lists in the state. This is not the case in every state.

Several months ago, the court in New York which is hearing the trial of Martha Stewart decided to close to the media the juror selection process in that courtroom. Potential jurors called to a Detroit courtroom in March last year were greeted with unusual efforts at secrecy, set up in conjunction with the trial of a terrorist suspect implicated in the Sept. 11, 2001, assault.

In light of the security issues likely to arise in the upcoming Michael Jackson trial, it will not be a surprise if the judge in that case — who has already attempted to gag the prosecutors and defense attorneys — decides there must be efforts made to secure the potential jurors for that trial.

Just recently, a step in the name of access was made when a court of appeals in New York overturned the lower court orders barring the media from the Martha Stewart jury selection process. Providing the media with a transcript of the proceedings was not sufficient, the court of

appeals held. "One cannot transcribe an anguished look or a nervous tic," the appellate court stated. "Emotions, gestures, facial expressions, and pregnant pauses do not appear on the reported transcript." the court said.



Jean Maneke
MPA
Legal Hotline
Counselor

(816) 753-9000
Fax (816) 753-9009

Clearly, the court held, there is a presumption of openness in such activities. There must be evidence of a "substantial probability" that Stewart's right to an impartial jury would be prejudiced by publicity that closure would prevent.

An unsubstantiated concern that exposure might result in potential jurors failing to give fully truthful answers did not rise to that standard, the court held.

In another interesting observation, the court considered the potential for pretrial prejudice on the part of the jurors. "We note that prospective jurors are likely to have preconceptions about the defendants in almost every criminal case that attracts media attention. If this fact alone were sufficient to warrant closure, then courts could routinely deny the media access to those cases of most interest to the public, and the exception to openness would swallow the rule," the court held.

The court concluded it was unlikely a potential juror would be intimidated by the media, but not intimidated by the defendants who were present in the courtroom, in regard to revealing personal prejudices regarding the defendants and potential conflicts to serving.

"The mere fact that the suit has been the subject of intense media coverage is not, however, sufficient to justify closure. To hold otherwise would render the First Amendment right of access meaningless; the very demand for openness would

paradoxically defeat its availability," the court concluded.

Access to juror information plays an important role in ensuring the public that the judicial process is working. Reporters who interview jurors have uncovered evidence of misconduct, such as that discovered in a case in Ohio where a juror voted for a verdict because he was anxious to end his service and return home.

In the case last year of the trial in Detroit of the accused terrorist, a university professor who had earlier assisted in the defense of a man charged in the 1993 World Trade Center bombing noted that such restrictions on the jury-selection process, rather than comfort the potential jurors, may actually lead to an "atmosphere of fear."

The Detroit News, in pointing out that the order closing the entire process was over-broad, noted that "closing everything to the public sacrifices the very rights that we are defending in the war against terrorism." As the representatives of the public, we must be constantly vigilant that efforts made to close information in the name of "security" do not overreach the risk and create a secret society.

Missouri Press Association, at this time of the year, is in a constant struggle to reign in overly zealous efforts by law enforcement interests to restrict access to information that is important to all of us.

Whether we are talking about access to security plans for buildings or whether we are talking about access to the names of your neighbors who are serving on the jury at the courthouse this week, we the public need to understand that access to information protects us from abuse. It does not harm us, instead it is the sole platform that protects the rights which we have been granted in this country. □

Carl Edwards wins again

Carl Edwards won the first Craftsman Truck Series race of the year at Daytona Speedway in February. The race was part of the Daytona 500 festivities.

Edwards is the son of Nancy Sterling, wife of Journalism School professor Jim Sterling. He was Rookie of the Year last season on the Craftsman circuit. □

Obituaries

Camdenton

Gomer T. Richards

86 — Former publisher

Gomer T. Richards, Camdenton, a former owner of *The Reveille* in Camdenton, died Jan. 10, 2004, at Lake Regional Hospital in Osage Beach.

Mr. Richards was a co-owner with his father and brother of *The Reveille* for 50 years. He then established his own printing business.

He leaves his wife of 60 years, Lillian; three daughters, 10 grandchildren, 12 great-grandchildren and six great-great-grandchildren.

Mound City

Christine Boultinghouse

97 — Mother of publisher

Christine Boultinghouse, Racine, Wis., mother of the publisher of the *Mound City News*, Chris Boultinghouse, died Jan. 14, 2004.

Survivors include three daughters, two sons, 12 grandchildren, 17 great-grandchildren and seven great-great-grandchildren.

St. Louis

Earl B. Taylor Jr.

81 — Longtime machinist

Earl B. Taylor Jr., a machinist at the *Post-Dispatch* for almost 49 years, died Jan. 27, 2004, at his son's home in

Sunshine case reassigned

Judge George Crocker Baldrige has been assigned a Sunshine Law lawsuit brought against Nevada City Manager Craig Hubler in Vernon County Circuit Court. The suit alleges a Sunshine Law violation and challenges bidding practices related to electrical work conducted in 2003 at a building in Nevada.

Circuit Judge James Bickel recused himself in December. The case then was assigned to James P. Anderton, associate circuit judge in Hickory County.

In January, the defendant's attorney requested another judge, which led to Baldrige's being assigned the case. □

Florissant.

Mr. Taylor joined the *Post-Dispatch* in 1955. He planned to retire March 1.

Washington

Elsie Mallinckrodt

85 — Longtime correspondent

Elsie Mallinckrodt, a country correspondent for the *Washington Missourian* for more than 40 years, died Jan. 30, 2004.

Mrs. Mallinckrodt wrote about the people around her home in the Femme Osage and Augusta area. She had to give up her column after suffering a stroke in 2001. Until she moved into a nursing home, Mrs. Mallinckrodt lived in the Femme Osage farmhouse in which she was born in 1918.

Kansas City

Ruth Wilson

88 — Business manager

Ruth Wilson, business manager of the *Townsend Dispatch-Tribune news-*

papers for 38 years, died Jan. 25, 2004. She had retired a year ago at age 87.

Mrs. Wilson was among the first employees hired by Harold G. Townsend after he bought the *Press Dispatch* in North Kansas City in 1964.

Columbia

Paul Knies

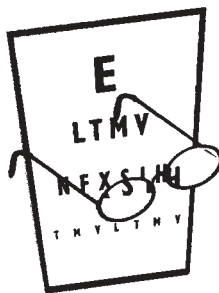
86 — Father of MPA associate

Paul Knies, the father-in-law of MPA advertising manager Mike Sell, died of lymphoma Feb. 14, 2004, at his home in Columbia.

Mr. Knies worked his entire career for Metropolitan Life Insurance Co. in New York City. He retired in 1980. He and his wife, Evadna, moved to Columbia in 1998 to be near their daughter, Barbara Sell.

Survivors are his wife and daughter, two sons, four granddaughters and several great-grandchildren. Among the granddaughters is Jennifer Plourde, a daughter of Mike and Barbara Sell, who also works for MPA. □

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**Zoe W. Lyle
Executive Director**

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

Officials using law to muzzle comment

Read and get to know the Sunshine Law

One item on our read order for the clipping bureau is any mention of the Sunshine Law.

When those words, or “open records” or “open meeting” or “closed meeting” appear in your paper, Missouri Press gets a copy of the story they appeared in.

A weird, ubiquitous trend has developed in those clippings. Public officials in many areas around the state have got it into their heads that they can't discuss anything at a public meeting that isn't on their agendas. Reacting to that, they are eliminating the public comment portions of their meetings. Citizens will bring up topics not on the agenda, they say, and that will violate the Sunshine Law.

Here is a paragraph from one of these stories:

“It (school board) also voted to remove a public comments section of its monthly meetings. The board hopes this will eliminate spur-of-the-moment grievances. Citizens will still be allowed to address the board, but have to follow certain procedures in accordance to the Missouri Sunshine Law.”

That is wrong!

Reporters and editors, don't allow elected officials to turn the Sunshine Law into a weapon to use against the free speech of your readers. Nowhere in the law does it say a public body can or should muzzle a citizen because that person might talk about something not on the agenda.

The Sunshine Law isn't long or complicated. It would make a short chapter in a book. Everyone on a newspaper staff who has anything to do with local government news should read the Sunshine Law.

When local officials make incorrect

statements about what the Sunshine Law says, newspapers should not report it as if it were fact.

Have a staff meeting and read the Sunshine Law together. The text is linked from the front page of mopress.com.

Missouri Press has a Legal Hotline staffed by attorney Jean Maneke who knows the Sunshine Law. If you're confused or unsure about something, call her. That's what Missouri Press pays her for.



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

As in the case above, public officials are using the Sunshine Law to avoid confronting citizens who are irritated about something.

Public officials oppose increasing fines and boosting accountability for Sunshine Law violations. They claim that action would discourage people from serving on city councils, schools boards and county commissions.

That's exactly why fines and accountability need to be greater. People who don't want to listen to citizen complaints in open meetings and who don't believe it's their duty as public officials to know and follow the law are not serving the public, they are disserving it. They need to be discouraged from holding public office.

On the day the Northwest Missouri Press Association convened in St. Joseph in January, the lead editorial in the local daily — the *St. Joseph News-Press* — saluted the association and its members. It has done that for many years. The editorial is reprinted in this magazine. You'll enjoy reading it.

It's a nice tradition and an even nicer gesture from the *News-Press* to its associates from the region.

The mayor of St. Joseph always greets the group, too. He or she takes a few shots at the *News-Press*, thanks it for the vital role it plays in the life of the community and welcomes the newspaper folks to town. Classy touch, appreciated, too.

It would be nice if other newspapers around the state would acknowledge their brethren when they're in town. The local school board sure won't say “howdy” to a bunch of undesirable nuisances like newspaper people. Why not say welcome in your newspaper?

Just so you know, the Postal Service that many of you depend upon for delivery is going after the same advertising dollars you are. The Postal Service is fighting for its life. Boosting advertising mail revenue is a big part of its survival strategy.

The front page of the Dec. 1 issue of *DM News* (The Newspaper of Record for Direct Marketers), had a story about a CD created by USPS to promote direct mail. (Direct mail is advertising mail.)

The Postal Service sent its own direct mail solicitation to 100,000 small businesses. It contained the CD, which provided information about how the businesses could start their own direct mail campaigns.

Marty Emery, the service's manager of customer and industry marketing, devised the CD. Here's one of his comments to *DM News*.

“Attracting advertising dollars into the mailbox is the postal service's No. 1 growth opportunity bar none, and so I am always looking to communicate the value and relevance of mail for advertising purposes.”

I've said it before. If the quasi-public Postal Service — which doesn't pay taxes — is going to compete against the private print advertising industry — which pays taxes, it should give up its monopoly on the mailbox. If it had competition for delivery, perhaps its No. 1 priority would be providing service.

A private company might do a better job of delivering mail. We'll never know until the mailbox opens to them. If that happens, you can tell the delivery company not to put any more junk in there. □

Nostalgia

March
1944

Missouri
PressNews

/Mexico

L.M. White, publisher of the *Mexico Ledger* and president of the Inland Daily Press Association, was called to Washington, D.C., this month by the U.S. Treasury.

He served on an Editorial Advisory Committee to guide the Treasury on war bond publicity.

White was a guest at a press conference in President Franklin D. Roosevelt's office at the White House.

/Columbia

Americans who are interned as prisoners of war can devote a portion of the time that is heavy on their hands to pursuing courses of study in which they are interested. Among the fields open to American war prisoners, in courses to be provided through the War Prisoners' Aid Division of the YMCA at New York City, is a general course in journalism.

This course has been compiled by four faculty members of the University of Missouri School of Journalism.

/Canton

Mr. and Mrs. L.L. Dimmitt, publishers of the *Canton Press-News* and the *Lewis County Journal*, have purchased a two-story building in Canton for their business. The building will be completely refurbished and will afford more space.

/Kirksville

Mrs. Alta May Beason, machine compositor for the *Kirksville Weekly Graphic*, was fatally shot March 1 in front of a Kirksville restaurant by her divorced husband. She was on her way to work at the time.

/Mexico

The Mexico Ledger's "Name the Bomber" contest was won by the Rev. Lewis McAdow with the name "Little Dixie Boomerang, (It Always Comes Back)." The contest was held to name the Flying

Fortress which is to be bought through the purchase of Series E war bonds by residents of Audrain County.

/St. Charles

Lt. Ronald F. Thomson, 26, son of R.M. Thomson, editor of the *St. Charles Banner-News*, was killed in action on New Britain Island Feb. 6.

Lt. Thomson graduated from the Missouri School of Journalism in 1941. Before entering the service he was advertising manager for the *Banner-News*.

March
1954

Missouri
PressNews

/Bowling Green

With the installation Feb. 27 of an Intertype composing machine equipped with an automatic teletypesetter, the *Bowling Green Times* becomes the first weekly publication in the state to have such automatic equipment.

/Canton

L.L. Dimmitt, publisher of the *Canton Press-News* and the Monticello *Lewis County Journal*, has purchased the *Lewis County News* from W.L. Breuer. Plans call for the consolidation of the *News* with the *Journal*.

/Drexel

Clyde W. Thomas, for the last eight years a printer at the *Inter-City Press*, Fairmount, has bought the *Drexel Star* from Mr. and Mrs. Orlyn Fleenor, effective March 15.

/LaPlata

The publishers of the *La Plata Home Press* sent out this announcement:

"The board of directors of W.H. and Anne Ledbetter (a holding company), having conservatively refrained from any dividend disbursement for more than two years, have declared a 100% STORK dividend in the form of a Preferred, fully paid, non-voting (until 21 years) securities of a newly created subsidiary, hereaf-

ter known as Matthew Frank Ledbetter. "The new issue was first offered to the public Feb. 14, 1954, at 5:32 a.m., at the Moberly Woodlawn Hospital, showing great activity and opening strong at 8 pounds, nine ounces with promise of great gain. Being an infant industry, it is recognized as a fluid investment and its sponsors expect it to be a howling success."

March
1964

Missouri
PressNews

/Warrensburg

After a half century in one location on West Culton Street, the *Warrensburg Star-Journal* will soon be moving to a new modern, fully air-conditioned building a half block east of the Johnson County Courthouse on East Market Street.

/Washington

James L. Miller, publisher of the *Washington Missourian* and *Citizen*, is expected to return in March after an extended tour of the South Pacific with several out-of-state newspapermen.

The itinerary included Tahiti, New Zealand, Australia and Solomon Islands.

/Trenton

The *Trenton Republican-Times* is now being printed by offset. The new press was delivered Feb. 15. W.O. Lenhart and W.W. Alexander are publishers of the daily.

/Lancaster

Schuyler County Weeklies, owned by J.F. Forsythe, has installed a new Teletypesetter and a new Model 5 Linotype. The Teletypesetter is being operated at the Lancaster office. The group of papers are the *Lancaster Excelsior*, the *Greentop Reporter*, the *Downing News* and the *Queen City Monitor-Leader*.

/St. Joseph

Dean Earl F. English of the University of Missouri School of Journalism is the new president of the Northwest Missouri Press Association. He succeeds Bill Plummer, editor of the *Chillicothe Constitution-Tribune*. □

Marketplace

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

HELP WANTED

BUSINESS / GROWTH REPORTER: The *Northwest Arkansas Times* seeks an enterprising and aggressive reporter for local business developments, economic and population changes and other growth-related issues in the dynamic area of Fayetteville and Washington County, Ark. A strong ability to produce and to dig out enterprise stories is vital, along with an ability to write clearly and accurately. Candidates may apply by sending published clips, a resume and cover letter explaining why you are the right person for this job to NWAT growth beat, Attn: Melinda Lenda, Community Publishers Inc., P.O. Box 1049, Bentonville AR, 72712. 2-23

ASSOCIATE EDITOR: Experienced editor sought for Polk County's oldest continuous business. Our award-winning publication needs a person who can write, also computer oriented, and is familiar with all aspects of the paper. Success pays well and comes with good benefits. Send resume complete with compensation history to: Human Resources, Community Publishers, Inc., PO Box 330, Bolivar, MO 65613, or email traceyp@cpimo.com. 2-24

EDITOR/REPORTER: Weekly newspaper group is seeking applications for an Editor/Reporter. We're seeking a well-rounded individual versed in all aspects of news reporting. Applicant will be responsible for local features, hard news and some sports. Working knowledge of Quark XPress and Photoshop desired. Please send resume, references, salary requirements and clips to: Osage Valley Publishing, Inc, PO Box 23, Windsor, MO 65360 or email to jkrier@iland.net. 2-18

COPY EDITOR: The Quincy Herald-Whig, a 25,000-circulation daily newspaper in West-Central Illinois, is seeking a copy editor/page designer. We're looking for someone with energy who enjoys the challenge of taking a role in all operations on the copy desk. Good editing and headline writing skills are a must. Experience in Quark XPress is recommended. The Herald-Whig is an M-F afternoon, Sa-Su AM daily. Here's your chance to work desk and still have nights and Sundays free. We're located on the banks of the Mississippi River, 127 miles north

of St. Louis and 100 miles west of Springfield, Ill. Send a cover letter, resume and clips to Executive Editor Mike Hilfrink, Quincy Herald-Whig, 130 S. Fifth, Quincy, Ill. 62301; Fax (217) 221-3395; or call Copy Desk Chief Gerri Berendzen at (217) 221-3371; or toll-free at (800) 373-9444). 2-10

SPORTS EDITOR for award-winning Harris paper. Nine 4A-1A schools, community college with nationally ranked wrestling program & excellent hunting/fishing in Southeast Kansas' foothills of the Ozarks. Lots of action for experienced, strong writer. Great benefits. Resume/clips: Jim Cook, ME, Parsons Sun, PO Box 836, Parsons KS 67357-0836. jcook@parsonssun.com. 1-29

REPORTERS: Award winning daily newspaper in Columbia, MO has openings for a Business Reporter and General Assignment Reporter. Business Reporter responsibilities include reporting and writing business stories of local interest. Applicants must have solid deadline-oriented newswriting experience or a journalism degree. Both positions are regular full-time with benefits including health insurance, vacation pay, sick pay and 401(k). Send resume and clips to the Columbia Daily Tribune, Attention: Personnel, P.O. Box 798, Columbia, MO 65205 or email srinehart@tribmail.com EOE/ Drugfree Workplace. 1-21

CIRCULATION SYSTEMS ADMINISTRATOR: Seeking top circulation software manager/analyst for 24,000-daily circulation newspaper. Minimum requirements: BS in Computer Science or equivalent experience, three years circulation experience, management experience, proficiency in Crystal, Access and Excel software, knowledge of Oracle and DSI circulation software a plus. The Columbia Daily Tribune is family owned and offers a very nice benefits package. Either mail or e-mail resume and cover letter with salary requirements and history to: Columbia Daily Tribune, Attention Personnel, 101 N. 4th Street, Columbia, MO 65201 or email srinehart@tribmail.com. EOE / Drugfree Workplace. 1-21

NEWS WRITER: The Cameron Citizen-Observer is a local weekly in Northwest Missouri. We need an aggressive reporter who loves the newspaper business and wants to be part of our team. The perfect candidate would have a degree in Journalism or English, knowledge of Photoshop and Quark and some photography experience. Excellent benefits package including group health and dental insurance and paid vacation. Send resume, references and clips to: Darin Sparks, Cameron Citizen-Observer, PO Box 498, Cameron, MO 64429 or fax 816-632-6543. 8 a.m. to 5 p.m. 1-8

AD MANAGER: We've lost our ad manager! A promotion to publisher of a sister newspaper has

left us looking for a key leader at the Duncan Banner, a 9,500 circulation six-day daily. The Banner is located in southwest Oklahoma, within easy driving distance of Oklahoma City and Dallas. The ideal candidate will bring energy, enthusiasm, and a proven track record of building, motivating and coaching a team of sales professionals to reach and surpass company goals in a diversity of offerings while being personally productive in expanding advertising and marketing reach of the Banner, the Waurika News-Democrat, a TMC, and our recently redesigned web site. Resumes should be sent to Floyd Jernigan, publisher, via email at fjernigan@cnhi.com or to the above at the Duncan Banner, P.O. Box 1268, Duncan, Okla., 73534-1268. 1-7

AD SALES: The Landmark, Platte County's fastest growing paid circulation newspaper, has an opening for an advertising sales representative. Top commission paid. Send resume/letter to Ivan Foley, publisher, via email at ivan@plattecountylanmark.com or call 816-858-0363. 1-7

MANAGING EDITOR: Show-Me Publishing is currently seeking a managing editor its Kansas City office. The position will manage and ensure on-time performance within the editorial production schedule; track and enforce compliance to schedule with each individual writer and handle a couple of monthly columns that average 2000 words; work closely with Publisher and handle the close of each issue (whatever it takes), including line cuts, caption/headline writing, and research concerns; supervise research of the Book of Lists; schedule and supervise Special Interest Publications and specials; and hire freelancers as necessary to minimize conflicts with production of main book. Requirements: The ideal candidate will have: A complete understanding of the publishing process for magazines; an excellent grasp of contemporary English usage; bachelor's degree in Journalism or English; minimum 5 years managerial experience; experience in editing/writing lively, substantive, smart, useful articles; demonstrated experience troubleshooting edit and production on a 4-color publication; proficiency in Microsoft Word and Quark; skills with editing and writing on computer; experience with Microsoft Access, Excel and Internet desirable. Mail your resume, cover letter, recent clips and references to: HR Dept., Ingram's Magazine, 306 E 12th, Ste 1014, Kansas City, MO 64106; Fax 816.474.1111; email: editorial@ingramsonline.com. No Phone Calls! 1-8

FOR SALE

PRINTING BUSINESS: Well-established printing business, in business since 1969. Well equipped. Many long-term repeat accounts. Two-story brick building with extra lot for parking. Reason for selling — owners getting old and ready to retire. Call (573) 431-2195. 1-8

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CALENDAR

March

- 1-5 — Newspaper in Education Week
- 4 — MPA/AP Day at the Capitol
- 17-20 — NNA Government Affairs Conference, Wyndham Washington DC
- 18 — MPA judges Tennessee Newspaper Contest

April

- 1-2 — Missouri Society of Newspaper Editors, Sheraton Westport Hotel, St. Louis.
- 15-16 — Missouri Advertising Managers' Association, Sheraton Westport Hotel, St. Louis
- 16 — Southeast Missouri Press Association meeting, Southeast Missouri State University, Cape Girardeau

May

- 6 — Past Presidents & Spouses Dinner, Country Club of Missouri, Columbia

June

- 3 — MPA/MPS Board meeting, Holiday Inn, Lake Ozark
- 3-5 — Show-Me Press Association meeting, Holiday Inn, Lake Ozark
- 4 — MPA Porter Fisher Golf Classic, Sycamore Creek Golf Course, Osage Beach
- 11 — Ozark Press Association meeting, Springfield
- 24-25 — Central States NIE Conference, Springdale, Ark.

July

- 21-23 — The Living Textbook, Newspaper In Education Teacher Workshop, UMC

September

- 9-11 — 138th Annual MPA Convention & Trade Show, University Plaza Hotel & Convention Center, Springfield
- 15-18 — 118th Annual National Newspaper Association Convention, Denver, Colo.



Gardeners are part of our electric co-op.



Missouri's Electric Cooperatives

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