



Missouri Press News

You inside story for April 2004



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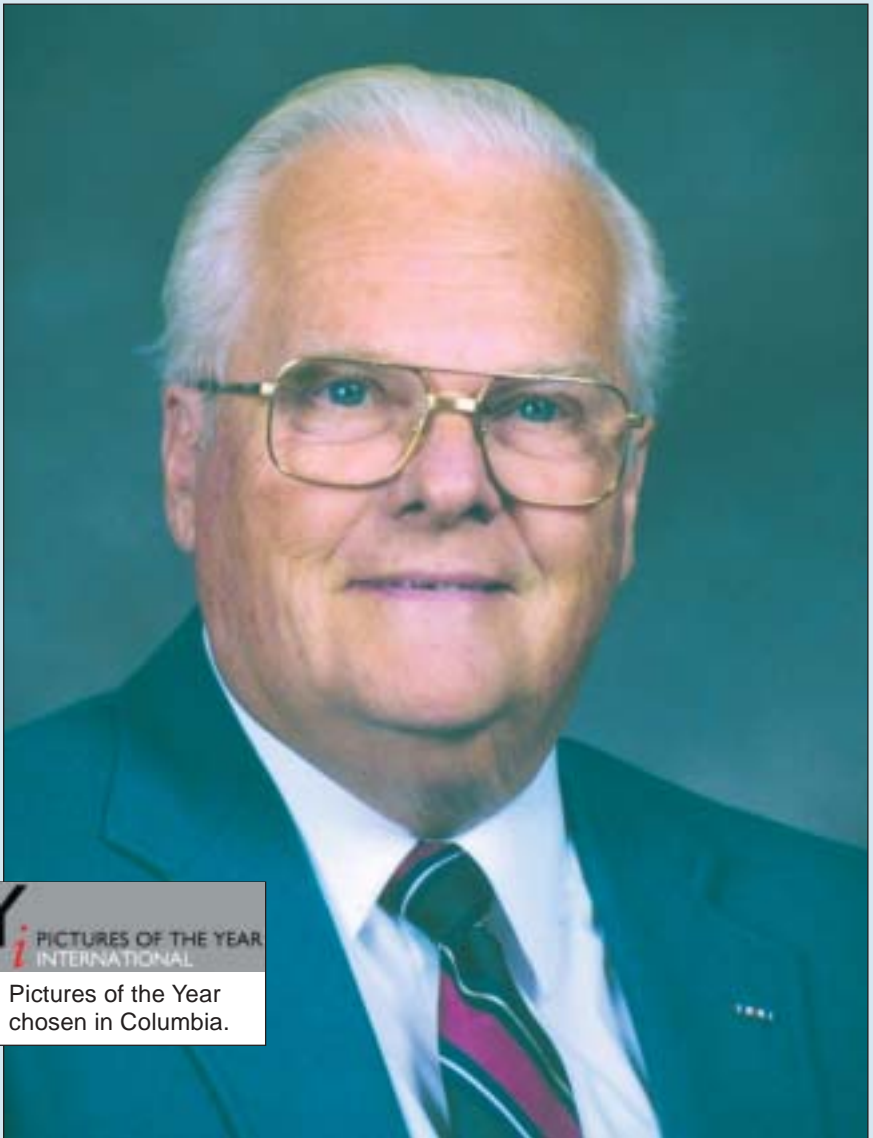
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Missouri newspaperman remembered

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Bill Bray will be missed

The last time I talked to Bill Bray was at last year's MPA convention in Kansas City. I asked Bill to reminisce about the late Pete Steiner, a former owner of *The Vandalia Leader*.

Pete died unexpectedly in 1978, shortly before the end of his term as MPA president. Bill gave me an anecdote that I used in my column the next week.

I never met Pete Steiner, but I was fortunate to know Bill Bray. Helen and I (and Doug Crews and the late Craig Watkins of Cameron) were in Bill's Community Journalism class at MU in the spring of 1973. And when Helen and I bought our first newspaper, the *Humansville Star-Leader*, in 1980, Bill gave freely of his advice each time we called the MPA office for help, which was often.

Many of you worked with Bill longer than we did and knew him much better. Helen and I share in your loss. Bill was a behind-the-scenes legend in Missouri journalism, and his advice as well as the man will be missed by all of us.

Besides Bill Bray's advice, the most-important role MPA played for us in our early years as newspaper owners was through the Better Newspaper Contest. The contest was a chance to prove to ourselves and our community that we were doing a good job.

In those days we shared Polk County with Jim Sterling's giant *Bolivar Herald-Free Press*, and it was great fun to find a category where we could beat the *Herald-Free Press*.

The competition must have been good for all of us. Bolivar regularly won the Gold Cup when Helen and I were competing against it, except for the year Jim's paper in our adjoining county, the *Cedar County Republican*, won, thanks to the superior work of editors Jeff and Kim Chism Jasper.

Later, when Helen and I bought the *Webster County Citizen*, our county-seat competitor, Gordon Nordquist's *Marshfield Mail*, won two Gold Cups.

In those years, the contest luncheon was a Big Deal. Who in the audience can forget the featured speaker at the 1985 luncheon, Missourian John Testrake, heroic pilot of hijacked TWA Flight 847, a 17-day drama that gripped the world that year?

Later contest luncheons weren't always so impressive. The guest speakers were dropped, sandwiches were substituted for a full meal, and the emphasis was on moving through the awards list as fast as possible rather than allowing the winners a chance to bask in their accomplishments.

Yet, the contest luncheon remained the No. 1 attraction of each convention. Dozens of Missouri journalists come to the MPA convention every year for no reason other than to receive their hard-earned awards.

In recent years, the contest luncheon has been restored to the prominence it should have. Last year's was one of the best yet. And an entertaining speaker already has been booked for this year's contest luncheon in Springfield.

You can be a part of it by entering the Better Newspaper Contest. This year's Contest Committee, under the leadership of Dan Wehmer of Seymour and with many first-time members who are contest regulars, reviewed

the rules from top to bottom.

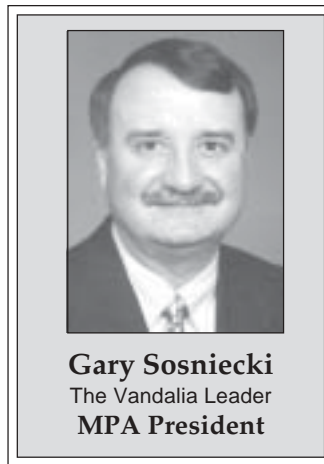
"There is a ton of change," Dan reported to me.

Four categories were added. Three were changed. Two were dropped due to lack of entries. Circulation divisions were added to a number of categories.

And the committee made it clear that no exceptions will be made to the April 30 entry deadline. Your entries must be post-marked by that date or they will be discarded.

The rules were published in last month's magazine and the March 3 *Bulletin*. You also can find them on the MPA website at mopress.com.

I look forward to presenting you with your awards at a memorable contest luncheon in Springfield this September. □



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Association, Inc.

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Missouri's newspaperman dies

Bill Bray led the Missouri Press Association for 37 years

William A. "Bill" Bray, 79, former executive director of the Missouri Press Association, died at 4:30 a.m. Wednesday, March 3, 2004, at his home near Camdenton.

Mr. Bray, who maintained a home in Columbia, fought for community newspapers and championed their cause his entire life. He succumbed to liver cancer after a lengthy illness.

"Bill Bray was a behind-the-scenes legend in Missouri journalism," said Gary Sosniecki, president of the Missouri Press Association. "He revitalized the Missouri Press Association, building it over 37 years into the respected organization that it is today and, in the process, helping Missouri newspapers improve themselves.

Sosniecki and his wife, Helen, publish *The Vandalia Leader*. "Bill also trained generations of Missouri community journalists, both through the personal advice he gave us when we called for help and through his class at the School of Journalism. Helen and I were his students in both regards, and we will miss his knowledge and his friendship."

Mr. Bray retired in 1989 after a 37-year career leading the state press association and its more than 300 member newspapers. He made an impact beyond measure in the newspaper industry across Missouri and throughout the nation.

Mr. Bray was born on Dec. 4, 1924, in Bethany, to Chester and Goldie Bray. He married Jo Anne Pace on Feb. 7, 1953, in Odessa.

Survivors are his wife of 51 years, Jo

Anne; two children, David P. Bray and his wife, Deborah Bray, of Columbia; Brenda Anne Ledbetter and her husband, Michael, of Camdenton; and six grandchildren: Katie and Christie Bray of

Tempe, Ariz.; Lucas and Trent Ledbetter of Camdenton; Courtney and Ashley Brown of Scottsdale, Ariz.

Mr. Bray was hired in 1938 as a printer's devil by the late Louis Bowman, publisher of the *Tri-County News* in King City. He made \$2 a week as a high school freshman, sweeping the floor, melting lead for the printer and stoking the furnace.

Bowman, a graduate of the University of Missouri School of Journalism in Columbia, encouraged Bill to attend the journalism school.

After his graduation from King City High

School, Bill enrolled at the University for one year before serving in the U.S. Army in World War II. He fought in the Battle of the Ardennes and the Battle of the Bulge, and received the Purple Heart, Silver Star and other medals.

"He is clearly from 'The Greatest Generation,' one who fought in World War II and re-

turned home with nary a thought that anyone owed him anything for his service," said Dave Berry, 2003 MPA presi-

dent. "He and many others like him set about the task of building better communities, better organizations, a better nation and a better world.

"There is no way to know how many people Bill inspired to own or at least work on community newspapers, but it's easy to know that there are many who have followed his huge footprints through the jungle. I'm proud to say I am one," Berry said.

After the war, Mr. Bray returned to MU as a sophomore. He graduated in 1948 with a bachelor of journalism degree.

Along with a partner, Russell Larkin, Mr. Bray bought *The Odessan*, a weekly newspaper in Odessa, in 1948. He was publisher for five years before being recruited by members of the Missouri Press Association to return to Columbia to lead the press association and teach community journalism at the school.

He taught classes at the Journalism School from 1953 until 1984, and many of his students were the sons and daughters of Missouri newspaper publishers who later entered the publishing business.

"Whenever Bill Bray would speak I would listen closely," said William L. Miller Sr., publisher of *The Washington Missourian* and president of MPA in 2000. "He had a keen knowledge of community newspapers and their role in a community. He always emphasized the importance of thorough cover-

age of the community, including getting as many names and pictures in the newspaper as possible. He was an excellent



Bill Bray was a decorated Army veteran of World War II and an internationally known veteran of newspapering.

He was a newspaperman's newspaperman. He knew the newspaper business; he knew how to cover the news; he knew what makes a good editorial; he knew advertising; he knew politics. He was savvy, versed in all aspects of how to publish a newspaper.

When Bill spoke, people listened. I've seen him as a bulldog, fighting for what was right, whether it be a Sunshine Law legislative issue in Jefferson City, or a postal delivery problem for a 900-circulation weekly. But also, he was the kindest most gentle gentleman I've known.

—Doug Crews, Executive Director, Missouri Press Association

teacher of journalism and an outstanding leader of the Missouri Press Association.”

Mr. Bray’s expertise in the newspaper business, advertising and politics turned the Missouri Press Association into a full-service organization.

During his tenure at the press association, he initiated new advertising placement programs. He and Jo Anne, who also worked for MPA, founded the Missouri Press Clipping Bureau, and he lobbied in Jefferson City representing the interests of Missouri newspapers and the public.

He fought for open meetings and open records of state and local government, and he was instrumental in lobbying for Missouri’s first Sunshine Law in 1973.

Mr. Bray helped lead the association’s successful campaign in the late 1960s to buy a headquarters building for MPA in Columbia. Missouri Press Association was among the first state press associations to own its headquarters.

In 1959, Bray served as president of the Newspaper Association Managers, Inc., the group representing state, regional and national press association managers in North America.

In 1963, Missouri Gov. John Dalton recruited Bray to serve as press secretary for Missouri’s first trade mission to Europe.

He was a founding member of the Missouri Press-Bar Commission in 1971. He was the founding secretary-treasurer and director of the Missouri Press Foundation in 1984.

Mr. Bray was an expert on state laws affecting public notices published in newspapers, and he contributed a chapter on the subject in the book, “The Newspaper,” pub-



In 1982 the National Newspaper Association presented Bill Bray with its James O. Amos Award, the highest honor presented by NNA to a community newspaperman. In 1985 Bill received the University of Missouri’s Honor Medal for Distinguished Service to Journalism.

lished in 1981 by the National Newspaper Association. He was a member of the NNA and a director and advisor for NNA’s former advertising subsidiary,

American Newspaper Representatives.

He received the James O. Amos Award in 1982, the highest honor presented to a community newspaperman by the National Newspaper Association.

In 1984, the National Association of Secretaries of State pres-

ented Bray its Distinguished Service Medal for Public Service. In 1985, he received the Honor Medal for Distinguished Service to Journalism from the

University of Missouri School of Journalism.

In 1989, he was the recipient of the James C. Kirkpatrick Distinguished Service Award, presented by the Northwest Missouri Press Association. Also, he received the Republic of China (Taiwan) Government Information Office’s International Communications Service Award.

He was a member of the Society of Professional Journalists, the Kansas City Press Club, the Advertising Club of St. Louis, the Institute of Newspaper Controllers and Finance Officers, and the Missouri Society of Association Executives.

In 1991, Mr. Bray was inducted among the first class of honorees chosen for the Missouri Press Association Newspaper Hall of Fame. The Hall of Fame is displayed in the William A. Bray Conference Room of the MPA Building in Columbia.

Services for Mr. Bray were held at 1 p.m. Tuesday, March 9, 2004, at First Christian Church in Columbia. Interment was in Memorial Gardens Cemetery, Columbia. □

“Bill had a tremendous influence on three generations of Missouri newspapers. As a leader in the Missouri Press Association he helped publishers produce better newspapers and worked in Jefferson City to analyze and support bills that would affect the newspaper industry in the state. As a teacher in the School of Journalism he guided, advised and taught many of us who have moved into the newspaper field. Bill was a great friend and a great person. When many of us think newspapers, we think Bill Bray.”

— Jim Sterling, professor of community newspaper management, Missouri School of Journalism; 1985 president of MPA.

Bill trained generations of Missouri journalists

“Bill Bray was a behind-the-scenes legend in Missouri journalism. He revitalized the Missouri Press Association, building it over 37 years into the respected organization that it is today and, in the process, helping Missouri newspapers improve themselves.”

“Bill also trained generations of Missouri community journalists, both through the personal advice he gave us when we called for help and through his class at the School of Journalism. Helen and I were his students in both regards, and we will miss his knowledge and his friendship.”

—Gary Sosniecki, President,
Missouri Press Association,
Co-publisher with his wife, Helen,
of *The Vandalia Leader*

He had a keen knowledge of community newspapers

“Whenever Bill Bray would speak I would listen closely. He had a keen knowledge of community newspapers and their role in a community. He always emphasized the importance of thorough coverage of the community, including getting as many names and pictures in the newspaper as possible. He was an excellent teacher of journalism and an outstanding leader of the Missouri Press Association.”

—Bill Miller Sr.,
2000 President of MPA

Bill came to my rescue

“Bill was always accessible and ready to help. As a young publisher with a lot of desire and much less ability, more than once Bill came to my rescue with wise counsel. He was a wonderful source for legal guidance, advertising policy issues, management issues and, more often than not, he provided just a friendly listening post.”

—Bill James,
1998 president of MPA

Odessa publisher knew Bill when he published *Odessan*

By BETTY SPAAR
Publisher, *The Odessan*

Bill Bray came into my life when I was about 16 years old.

When Bill and Russ Larkin, recent Mizzou Journalism School graduates, purchased *The Odessan* in 1948, my father was publisher of *The Holden Progress*. I don't recall how Bill and my parents became friends, but I do remember that almost every Thursday night after the two papers were printed that our family and Bill went to dinner somewhere.

It was a family tradition. It was a celebration that another issue had been “put to bed.”

My parents, Les and Madeline Simpson, adored Bill. Mom and Dad were at Jo Anne and Bill's marriage ceremony at the First Christian Church in Odessa. When I enrolled as a sophomore at the University of Missouri, Jo Anne and Bill were moving to Columbia, where Bill took over as executive director of the Missouri Press Association.

When I entered Journalism School, Bill was my advisor. He taught classes in the publishing sequence, which was my major. What fun it was to know the teacher. Because he knew my name I was called on frequently.

I also worked in the Missouri Press Association office, which was upstairs in Walter Williams Hall. For a few months I even put the magazine together from press clippings.

One of my favorite stories about Bill involves his love for sweets. Jo Anne, a

new bride, had put Bill on a diet and was monitoring his food intake carefully. Little did she know that the other women in the office, certainly not me — I couldn't cook — were bringing in goodies each day — cookies, candy and other treats. That all ended when Jo Anne made a surprise visit to the office!

Mom and Dad traveled all across the United States with the Brays. I cannot begin to relate the stories of their times together, but they always brought a smile to Daddy's face when he talked about one of their “adventures.”

In 1960 I purchased *The Odessan*, not from Bill but from Joe Western, who had purchased *The Odessan* from Bill in 1954.

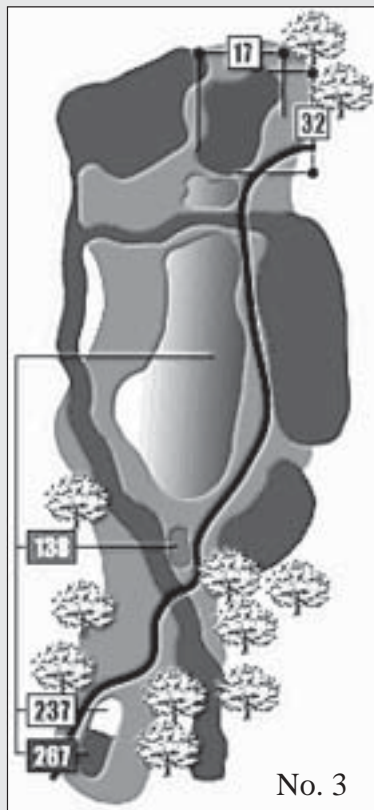
One of Bills' Odessa cohorts and friends, Bob Oliphant, president of the bank of Odessa, loves to recall their years in the community and their “foot races” on the main street.

It also is noteworthy that Bill was the owner/publisher of *The Odessan* when current MPA executive director Doug Crews was born in Odessa.

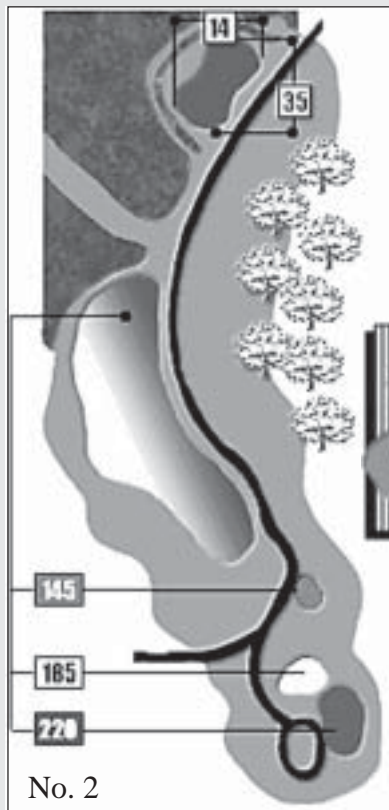
Through the years Bill was always there to assist in so many ways. His last year as manager of the Press Association was the year I was president, which is another special memory.

Bill was a dear friend, a mentor, a wonderful example for all of us. He had that special way of making everyone his friend, and I'm delighted he was a part of our extended MPA family for so many years. □

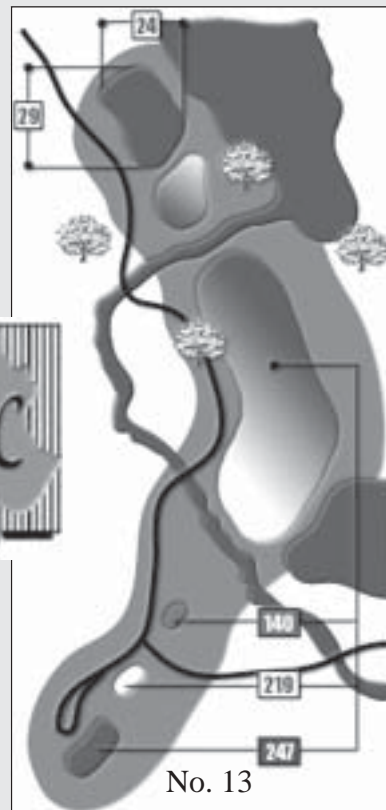
Contributions in the memory of William A. Bray are being accepted by the Missouri Press Foundation, 802 Locust St., Columbia MO 65201. His family is planning to establish a William A. Bray Scholarship for deserving students at the Missouri School of Journalism.



No. 3



No. 2



No. 13

2004 MPA

Porter Fisher Golf Classic

8 a.m. Shotgun; 2-Person Scramble

Friday, June 4; Sycamore Creek Golf Club, Osage Beach

Please Consider a Contribution

Would you or your newspaper consider a \$25 or \$50 contribution to the tournament prize/expense fund? If so, make a check to Missouri Press Association and send it to MPA or bring it to the golf course.

Thank you.

Be at the golf course by 7:30 to pay your fees and prepare for the shotgun tee-off. **Do NOT send money to Missouri Press.** If you do not have a foursome, you will be assigned to one. Send your registration to: Missouri Press Golf, 802 Locust St., Columbia, MO 65203; fax to (573) 874-5894; or email your name(s) to kford@socket.net.

Name(s): _____

Co. / Newspaper: _____

Address / Phone: _____

\$45

(Pay at clubhouse, do not send money to MPA.)

**Greens Fee,
Cart, Lunch,
Longest Putt,
Longest Drive
Prizes;
Winners
Trophies & Prizes**

Directions: Turn north off Highway 54 on Lake Road 54-56 (Nichols Road). Clubhouse is about a mile up the road on top of a hill on your right. Lake Road 54-56 is near the hospital, west of the Grand Glaize bridge and just east of Route KK.

Editors, publishers gather in J.C.

Annual Day at the Capitol draws newspaper people from around state

Jefferson City News Tribune

More than 100 members of the press converged in the Capital City March 4 to better understand the state's political issues, meet with Missouri legislators and have lunch at the Governor's Mansion.

Co-sponsored by the Missouri Press Association and the Associated Press, many of the attendees represent the dozens of weekly and daily newspapers published across the state.

Debbie Coonrod, a reporter with the *Shelby County Herald* in Shelbyville, said the event is "a great opportunity for Missouri newspapers, especially small newspapers, to meet with political leaders and let them listen to us."

Coonrod said she took the opportunity to visit with local legislators and plans to contrast their remarks with the views she also heard from state party leaders.

Steve Walsh, a reporter for MissouriNet, said he wanted to understand where the Holden v. McCaskill campaign is headed.

"This is the campaign which is first on the docket; the primary is in August. They can't lose any time and they'll have to differentiate themselves," he said.

Walsh added the event is a good opportunity to "get an idea what reporters outside the Capitol are thinking and better understand the concerns of their readers and listeners."

Gary Sosniecki, president of the Missouri Press Association and co-publisher of *The Vandalia Leader*, said his readers are intensely focused on local news right now because the area high school basketball team has won 21 games in a row and is facing a district tournament challenge.

But he said some statewide issues still rise to the forefront.

"Anything to do with agriculture," he explained.

Sosniecki said he was also able to lob-

Situated in the rolling farmland of northeast Missouri, Shelby County is concerned about economic development, transportation and education funding.

by legislators about possible changes to the state's Sunshine Law.

Coonrod believes small communities have a lot at stake right now. Situated in the rolling farmland of northeast Missouri, Shelby County is concerned about economic development, transportation and education funding, she said.

Local schools' budgets are "really in a tenuous state," she said. "Until (school officials) know what their budget is going to be, they have to look at worst-case scenarios."



Gov. and Mrs. Holden visit with Betty Spaar (left) of *The Odessan* and Judy Beissenherz of *The Concordian* during lunch in the Governor's Mansion. Lunch in the Mansion, followed by a question-and-answer session in the third floor ballroom, has been a staple on this event agenda for a number of years. (UPI photo by Bill Greenblatt)

She came with her publisher, Dennis Williams, who also publishes the *Clarence Courier*.

Williams said his community's No. 1 priority is to fill a 700,000 square foot manufacturing facility abandoned when those jobs fled to Mexico.

He said he likely will use the event to generate editorial content.

Doug Crews, executive director of the MPA, said, "We try to get members of the Legislature or statewide officials who are in the news."

He said his organization tries to give members a forum to "focus on Jefferson City."

"And, it's always a treat to come to the mansion," he added. □



The Day at the Capitol group listens to presentations in the Senate Lounge during the morning portion of the annual meeting in Jefferson City. The AP joins Missouri Press Association in sponsoring this annual event.

Hearing from the newsmakers

State Auditor Claire McCaskill, a candidate for the Democratic nomination for governor, was among the speakers at the March 4 Day at the Capitol program. (The photos on this page were taken by Gary Sosniecki, President of MPA.)



Sales training April 15-16 in St. Louis

Not just ad staffers, but publishers, editors, reporters and circulation people would get their newspaper's money's worth from the April meeting of the Missouri Advertising Managers' Association.

Everyone wants to know how to make more money with their newspapers. You won't get better lessons anywhere than you'll get from this program.

Peter W. Wagner will be the speaker for the April 15-16 meeting at the Sheraton Westport Lakeside Chalet in St. Louis. This newspaper man and media consultant from Iowa publishes one of the best weekly newspapers in the country, *The N'West Iowa REVIEW*.

The National Newspaper Association and other newspaper organizations have honored *The REVIEW* repeatedly with their top awards.



The meeting will begin at 12:30 p.m. Thursday and adjourn at 11:30 a.m. Friday. You won't have to buy lots of hotel meals, and you'll only need one night's lodging to attend this training program.

The workshop is designed that way to encourage more MPA members to attend the program and take advantage of this revenue-boosting training.

Wagner will give two presentations at the MAMA meeting. He'll speak Thursday afternoon and Friday morning.

Dinner reservations have been made at four nearby restaurants. You can choose which to attend Thursday evening. Later, you'll be able to see the show at Funny Bone Comedy Club free of charge.

Information about the meeting, the speaker and the costs are included in the registration form, which has been sent to your newspaper. The form also is on mopress.com. □

Editors meeting in St. Louis

The Missouri Society of Newspaper Editors and the AP Managing Editors annual meeting will be Thursday and Friday, April 1-2, at the Sheraton Westport Plaza Tower Hotel in St. Louis.

Gov. Bob Holden will speak at the APME Awards Luncheon at noon Friday.

The program will open Thursday afternoon with a presentation "The 7.5 Habits of Highly Successful Journalists" by Dick Weiss, deputy metro editor/Sunday, of the *St. Louis Post-Dispatch*.

Guests will have dinner on their own that evening at one of four restaurants,

then attend free the Funny Bone Comedy Club show.

Friday morning sessions are an update by Jean Maneke, MPA's Legal Hotline counselor; a session titled "Ethics in Journalism," and finally a meeting with aspiring journalists from area universities.

The Awards Luncheon will end the program.

Details about the meeting are on the registration form, which has been mailed to all MPA members. Information also is on the MPA website, mopress.com. □



Good reading for governor

Missouri Press Association's historian, Dr. Bill Taft, left, presents to Gov. Bob Holden a copy of his latest volume, "Show-Me Journalists: The First 200 Years," during Day at the Capitol March 4. Dr. Taft is a retired professor of journalism history and principles at the Missouri School of Journalism. He has written a number of books about Missouri newspapers and newspaper people. You can get copies of "The First 200 Years" from the Missouri Press office. Cost is \$20, including shipping. All proceeds go to the Missouri Press Foundation. Call (573) 449-4167 or email jpourde@socket.net to order. (UPI Photo by Bill Greenblatt.)

Obituaries

Seymour

Sara Good

76 — Former publisher

Sara Good, who with husband Max owned and published the *Webster County Citizen* for nearly 21 years, died Feb. 20, 2004, at her home in Carthage.

Mrs. Good moved to Carthage after the death of her husband in 1999.

The Goods moved to Seymour in 1968 after purchasing the *Citizen* from Joe and Jessie Stanard. Mrs. Good wrote the column "Home Front" for nearly two decades.

They sold the paper in 1988 to Gary and Helen Sosniecki.

The Goods had three children, four grandchildren and five great-grandchildren.

Maryville

Amanda Duty

22 — Reporter

Amanda Duty, a reporter for the *Maryville Daily Forum*, died of cancer Feb. 23, 2004.

She had joined the newspaper in March of 2003 and was diagnosed in October. □

K.C. Star wins triple crown of sports journalism awards

The *Kansas City Star's* sports section has won the "Triple Crown" of sports journalism awards at judging in February by the Associated Press Sports Editors in Kissimmee, Fla.

To win the Triple Crown the sports section must place among the nation's top 10 newspapers in three categories: Special sections, daily sections and Sunday sections.

Only one other newspaper in the nation with a circulation of more than 250,000 — the *Boston Globe* — won the triple crown this year.

The special section for which *The Star* was honored took an in-depth look at baseball in Latin America. Assistant managing editor/sports Mike Fannin came up with the project.

The Star also won more individual writing awards than any other newspaper in the nation:

✍ Joe Posnanski repeated as a top-10 columnist. He also finished in the top 10 for game story writing, feature writing and project reporting. Five other writers joined Posnanski in reporting on *The Star's* project entry, the special baseball section: Bob Dutton, Dick Kaegel, Randy Covitz, Wright Thompson and Jeffrey Flanagan.

✍ Thompson and Sam Mellinger placed among the top 10 for feature writing: Thompson for a story on a well-known Chiefs fan who was in the witness protection program, and Mellinger for a story on Rockhurst High football player Tony Temple.

✍ Kansas beat writer Jason King placed among the nation's top 10 for breaking news on his story that Kansas had hired Bill Self to replace Roy Williams. □

Foundation to fund 16 internships

Students will apply for 4-, 6- or 8-week jobs in first year of new program

Summer internships for 16 newspapers will be funded this year by the Missouri Press Foundation.

The Foundation board, meeting by conference call March 11, approved spending about \$14,000 for four-, six- or eight-week internships at papers all around Missouri.

These internships replace the college scholarships the Foundation has provided in previous years. No scholarships were awarded last year.

This is the first year of the internship program. All 16 newspapers that applied for internship grants were approved.



Newspapers who hire interns through this program must agree to pay them an amount that matches what the newspaper receives from the Foundation.

Newspapers and interns will be asked to write reports on the experience.

Newspapers will receive \$1,000 for eight-week internships, \$750 for six weeks and \$500 for four weeks.

The list of newspapers has been sent to the journalism departments of colleges and universities around Missouri. It is up to students to apply to the newspapers for the internships.

Newspapers then will interview the students who apply and hire the ones they want.

Newspapers that requested internships are:

The Northeast News (Kansas City)

Boone County Journal, Ashland

Community Publishers, Inc. (Bolivar, et al)

Houston Herald

Jefferson County Leader, Festus

Pike Press

Branson Daily News

Vandalia Leader

Adrian Journal

Daily Dunklin Democrat, Kennett

The Odessan

Pleasant Hill Times

Call Newspapers, St. Louis

The Fulton Sun

Atchison County Mail, Rock Port

Waynesville Daily Guide. □

Centralia editor to run for 9th District position

Jeff Hedberg, managing editor of the *Centralia Fireside Guard*, has filed as a Republican candidate for the Missouri House of Representatives, Ninth District.

This will be his second attempt to win the office.



Jeff Hedberg is in his second campaign.

The district includes all or part of Monroe, Howard, Boone, Audrain and Chariton counties.

Hedberg was born in Hannibal and attended Monroe City and Centralia schools and Moberly Area Junior College.

He is second vice president of the Show-Me Press Association. He has served on the board of directors of the Centralia United Way, the Centralia Historical Society and Centralia Chamber of Commerce.

He is married to the former Dawn Shellabarger, and they have three children: Rachael, Gregory and Suzanne. □

To the MPA Family,



William A. Bray
Dec. 4, 1924 - March 3, 2004

Our most sincere thanks for your prayers over these last months, for the wonderful phone calls and your kind letters and cards. We'll always cherish the thoughts and memories of Bill you shared with us.

The Family of
Bill Bray:
Jo Anne, David, Brenda,
Spouses
and Grandchildren

Press Women awards will be given April 24

Six area communicators will receive the National Federation of Press Women's Quest Award at the 23rd annual Quest luncheon on Saturday, April 24, at The Junior League in Frontenac.

A reception will begin at 11:30 a.m. with lunch at noon.

The award, sponsored by the Missouri affiliate of National Federation of Press Women, recognizes communicators whose performances reflect an enduring quest for the highest standards of ethics and excellence in journalism.

It is named for the late Virginia Betts White, a leader in St. Louis communications for more than 40 years.

This year's honorees are: Mike Bush, anchor, KSDK, Channel 5; Bill McClellan, columnist, *St. Louis Post-Dispatch*; Virginia Trent, Special Events; Dorothy Weiner, editor-in-chief, *Ladue News*, and Dr. Katie Wright, columnist, *St. Louis Argus*.

A lifetime achievement award will be presented to Martin Duggan, host and producer of Donnybrook, KETC, Channel 9. Duggan retired as managing editor of the now defunct St. Louis *Globe-Democrat*.

Tickets are \$40. Proceeds support college scholarships for journalism students.

For information call (314) 426-5215 or (314) 692-9017. □

Lancaster Excelsior closes after 137 years

The *Lancaster Excelsior*, a 137-year-old weekly in Schuyler County, closed operations after its March 31 edition.

Publisher Ann Bunch said the decision was based on the loss of local advertising.

Bunch has had the paper for sale for three years. There has been some interest, but no takers, she said. Her poor health has made running the paper difficult, she said.

Bunch said she wanted to keep the paper open long enough for the county to run sample ballots for the April elections.

Another reason for the closing is that two of the paper's four employees are leaving soon to attend college, Bunch said.

The last issue of *The Excelsior* was the first issue of its 138th year. □

Southeast Press meeting

Tour of *Southeast Missourian's* new printing plant on agenda for April 16 meeting in Cape Girardeau

Southeast Missouri Press Association will meet Friday, April 16, at Southeast Missouri State University in Cape Girardeau.

This 112th annual meeting will feature a forum with candidates for state-wide office and a tour of the *Southeast Missourian's* new printing plant and computer-to-plate imaging system.



The "What a Great Idea!" Contest will be held, as will concurrent breakout sessions.

The Association will present its Mildred Wallhausen Award and attend a reception at Wildwood hosted by the University.

Costs remain the same as last year, \$65 for registration and \$15 for lunch. A newspaper pays one registration fee, which covers Southeast Press membership dues, for all of its employees.

Register with secretary-treasurer Michelle Freidrich of the *Daily American Republic*, P.O. Box 7, Poplar Bluff, MO 63901. □

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On Tap for the Conference

- Candidate Forum (candidates for statewide office have been invited).
- Tour of the *Southeast Missourian's* new printing plant.
- What a Great Idea! Contest.
- Breakout Sessions.
- Business meeting and awards luncheon.
- Reception at Wildwood hosted by Southeast Missouri State University.

Names of all who will attend:

Membership to SEMO Press Association

- Admission to all sessions for all employees
- Reception at Wildwood

\$65

Lunch ... \$15 per person

- Presentation of the Millie Wallhausen Friend of SEMO Press Award
- Annual business meeting
- Election of 2004-2005 Officers

Number to attend
Luncheon

x \$15

Lunch Cost

Total Investment

\$

Please send registration and payment to:

Michelle Freidrich, The Daily American Republic, P.O. Box 7, Poplar Bluff, MO 63901.
For information contact Annabeth Miller at the Dexter Daily Statesman, (573) 624-4545;
news@dailystatesman.com.

Scrapbook

Portageville

Arzine French received a Community Award certificate of appreciation for her 47 years with the *Missourian-News*. Awards were presented at the annual Portageville Chamber of Commerce Banquet in February.

Scott Seal, general manager of the *Missourian-News*, presented the award.

Fulton

The Fulton Sun sponsored a free performance on March 12 of the Falconaires, a U.S. Air Force Academy Band.

The 18-member jazz ensemble performed "Thanks for the memories," a tribute to Bob Hope and the music that shaped a nation, in Champ Auditorium at Westminster College.

Fredericktown

Alan Kopitsky and Bimbi Lopez received awards of recognition for more

than 10 years of service to the *Democrat News* in Fredericktown. Kopitsky is the paper's news general manager and Lopez is the office manager.

The awards were presented at the Pulitzer Missouri Annual Meeting Feb. 19.

Mexico

Mexico Senior High School senior Lauren Miller was chosen Feb. 21 as Missouri High School Journalism Student of the Year. The selection was made by the Missouri Interscholastic Press Association at the Missouri School of Journalism.

Lauren will be among the candidates for national Journalism Student of the Year. That selection will be made April 4 at the Journalism Education Association spring convention in San Diego. Lauren will attend the meeting.

Lauren is co-editor of *The Growl*. Her adviser is Kathy Craghead.

West Plains

West Plains Daily Quill editor/publisher Frank L. Martin III has been elected to a three-year term on the 15-member board of directors of the Missouri Foundation for Health.

The Foundation was established in January 2000 through the for-profit conversion of Blue Cross Blue Shield. It serves 84 Missouri counties.

Springfield

The *News-Leader* has acquired *Parent & Family* magazine from Meyer Communications. It published its first issue of the monthly magazine March 8.

The free publication is distributed through elementary schools, convenience stores and McDonald's.

Sedalia

A motor route carrier for the *Sedalia Democrat*, Diana L. Morris, 48, was killed in a car accident about 1:30 a.m. Feb. 18. She apparently lost control of her car in deep ruts on a frozen gravel road, the Highway Patrol reported. The 1998 Honda ran off the road, overturned

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and caught fire.

Morris was delivering papers at the time of the crash.

Carrollton

Three ninth graders visited the *Carrollton Democrat* in February as part of the annual Job Shadowing Day.

At the newspaper, students learned about producing a newspaper, watched the press run and tagged along with reporter Nikki Krier as she photographed other job-shadows.

"I learned that it takes a lot of manpower to run a newspaper," Sandy Ryan wrote about her visit to the *Democrat*.

Hazelwood

Mike Elder, Chris Oth, Scott Larkin, Elaine King, Bryce Chapman, Scott Bandle and publisher Carolyn Marty, all of the *North County Journal*, helped serve Hardee's Sausage and Egg Biscuits during the Rise and Shine for Heat-Up St. Louis fund-raiser in February.

Volunteers working as counter helpers from 6-10:30 a.m. at Hardee's locations in Missouri and Illinois raised more than

\$40,000 to help families pay utility bills.

St. Louis

Sylvester Brown, Jr., Metro columnist for the *Post-Dispatch*, has been named a 2004 St. Louis Gateway Classic Sports Foundation "Outstanding African-American Citizen of the Year."

Brown and others were honored at a Feb. 21 ceremony sponsored by the St. Louis Gateway Classic. The Classic offers sports and academic programs for young people throughout the year.

Before joining the *Post-Dispatch*, Brown, 46, and his wife, Victoria, published *Take Five Magazine* for 15 years.

Bolivar

The publications of Community Publishers Inc./Mo., now share a website with two Arkansas newspapers owned by CPI. Ozarks Newsstand is a free digital newsletter available only to those who register. A link to it is sent out three times a week.

Participating newspapers are the *Harrison Daily Times* and the *Newton County Times* in Arkansas and the *Bolivar Her-*

ald-Free Press, Buffalo Reflex, Cedar County Republican, Christian County Headliner News, Marshfield Mail, Nixa News-Enterprise, South County Mail and Republic Monitor.

Columbia

Andrea Flynn, a copy editor for the *Columbia Daily Tribune*, and Jake Mongler were married Jan. 3 at Audrain County Historical Society Church.

The bride is a 2000 graduate of Mexico High School and a December 2003 graduate of the University of Missouri with a degree in agricultural journalism.

Joplin

David Stonner, a photographer for *The Joplin Globe*, and Angela Rackers of Kansas City were married Dec. 20 at St. Joseph's Cathedral in Jefferson City.

Stonner is a 1999 graduate of Helias High School in Jefferson City and a 2003 graduate of Central Missouri State University.

His bride is a 2000 graduate of Helias and a student at Central Missouri State's School of Nursing. □

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Grisham hero a community editor

You'll be able to identify with leading character in 'The Last Juror'

By DUANE DAILEY
MU Professor Emeritus,
Agricultural Journalis

When John Grisham writes a new novel it hits the top of the best seller list within about one week of release. His stories deal in one aspect or another of the legal system, featuring a lawyer or other player in the justice system.

His newest book, "The Last Juror," could have been titled "The Small-Town Weekly Editor." But, that might not sell.

Jurors are included in the story; but, the hero is a 23-year old "cub reporter" on the *Ford County Times* in Clanton, Miss. J. William Traynor, who was dubbed "Willie" the week he arrived, soon becomes owner of the bankrupt weekly newspaper.

When the story opens Traynor has dropped out of journalism school after five years at Syracuse. (No MU School of Journalism influence here.) His original career choice was to be an investigative reporter at the *Washington Post*. Then his goal shifted to foreign correspondent, traveling the world, seducing women, and writing Pulitzer Prize stories.

But, booted out of school, he figures a small-town newspaper would be a "gold mine" and "a low-pressure job."

One delight when reading this book is that you can add your own reality checks. Journalists will find plenty of these opportunities. For example,

Traynor buys a hot-type newspaper, circulation 1,200, but within a year he can afford to buy an offset press and take on printing neighboring weeklies. There is no explanation of how he fit this big new press into the quaint old building on the south side of the square, described in the first chapter. (It has a basement in which no one dares go.)

A rape and murder, soon after the new editor takes over, provide copy and photos needed to double circulation.

Residents of small towns will recognize some of the characters. Grisham has been writing about the legal system so long that he must be a magnet for stories of colorful small-town lawyers and habitués of county courthouses.

This being a novel of the South, there is the well-entrenched and corrupt sheriff who needs to be ousted. And, of course, there are closed meetings to campaign against.

Sure it is fiction, but reality peeks through. The county has a Board of Supervisors, comparable to what Missouri had in county judges, who know the political currency of culverts and gravel.

There is school desegregation to cover (this is the 1970s) and more shootings. A big-box retail store arrives on the edge of town, ruining businesses around the square.

And, there are the obituaries. Even when faltering, the *Ford County Times* was noted for the favorable sendoff of deceased citizens.

The new editor, received warmly with southern hospitality, knows he will never be accepted fully because his granddaddy did not know their granddaddies. But he is tolerated. And the citizens realize he will have the final say in their obituaries.

Oh yes, there is a plot: The accused murderer, son of a dastardly local family, threatens the jurors before he is sentenced to "life" in the state pen. When paroled nine years later, the jurors who sent him up begin dying from sniper fire. But, all of that is kind of secondary.

There are hints of connections to our state, including a divorcé from a small town near Springfield Traynor briefly "falls in love with."

Editors can enjoy the side suspense when an Atlanta media firm offers to buy for considerable money the now prospering weekly. Will Willie sell?

Read about it. See if you enjoy it as much as Grisham fans, who are gaining their impressions of community journalism from this book.

("The Last Juror" by John Grisham, Doubleday, New York, 355 pp., \$27.95.)□

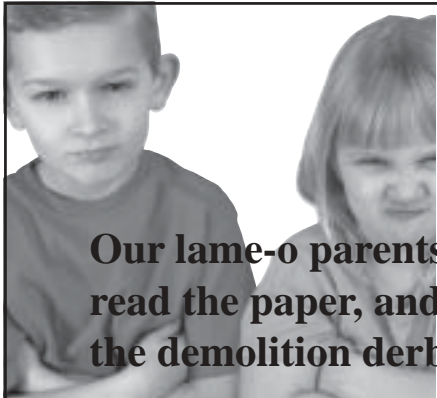
Booted out of school, he figures a small-town newspaper would be a "gold mine" and "a low-pressure job."

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Casting their poker chip votes for the best ads from the Tennessee Press Association are John Spaar, Odessa; Charlie Fischer, Sedalia; Ed Steele, Columbia; and Kathy

Fairchild, Mt. Vernon. Different color chips had different values. The ads that got the most poker chip points won. Tennessee's ads were judged Feb. 26 in Columbia.

Chips fall on best Tennessee ads



Finishing up the judging of one category are Dawn Spurgeon and Karin Althoff of Canton, Sue Heifner of the Missouri Press staff, and Jennifer Pegler of Canton.

Judges for the Tennessee Press Association Ad Contest were Loren Meyer, *Eldon Advertiser*; Don Warden, *Gasconade County Republican*, Owensville; Aaron Weaver, *Morgan County Press*, Stover; Kathy Fairchild, *Lawrence County Record*, Mt. Vernon; John Spaar, *The Odessan*; Ed Steele, Columbia; Sue Heifner, MPA, Columbia; Charlie Fischer, *Sedalia Democrat*; Jim Sterling, School of Journalism; Trish Dunn, *Tipton Times*; Dorothy Batson, *Versailles Leader-Statesman*; and Dawn Spurgeon, Jennifer Pegler and Karin Althoff, *Canton Press-News Journal*. Tennessee Press people judged the Missouri Advertising Managers' Association contest March 4 in Nashville.

Publisher asks for easier records access

Walt Gilbert, publisher of the *Hermann Advertiser-Courier* and other newspapers in eastern Missouri, spoke at a Hermann City Council meeting in February. He pointed out elements of the Sunshine Law that he said the City Council was not following.

Citizens who attend a council meeting are supposed to be given a place to wait when the elected officials go into closed session, Gilbert told the City Council. Citizens can't be locked out of the building where the meeting is being held.

Copies of the rough draft of minutes and the city administrator's reports are public records, Gilbert said. Copies should be provided when requested.

The city has been withholding the previous month's minutes and the city administrators' reports until the aldermen have approved them.

City attorney P. Dennis Barks told Gilbert that holding documents until they are approved is a matter of city policy. He said he would be willing to review decisions on the matter.

Gilbert said it would help the city give an atmosphere of openness to the citizens by making copies available, and withholding copies of records is not legal.

—*Hermann Advertiser-Courier* □

Two 19-year-olds charged in sports editor's death

Two 19-year-old Columbia natives have been arrested and charged with the 2001 murder of *Columbia Daily Tribune* sports editor Kent Heitholt.

A tip to police led to the arrest on March 10 of Charles Timothy Erickson, 19, Columbia, and Ryan William Ferguson, 19, Kansas City. Both were 17 when the murder occurred early on the morning of Nov. 1. Heitholt, 48, had just left work and was feeding a stray cat in the newspaper parking lot when he was assaulted. He had celebrated his fifth anniversary with the *Tribune* on that shift.

Heitholt suffered a number of injuries but died of strangulation.

Ferguson has been charged with first-degree murder and robbery, Erickson with second-degree murder and robbery. □

Newspaper would like county to set agendas, provide minutes

Is it too much to ask to expect the Cooper County Commission to hold regular, legal meetings so that Cooper County citizens could follow the decisions made regarding their tax money?

Currently the commissioners convene on Mondays and Thursdays, allowing citizens to wander in and wander out at their convenience. Issues are discussed with no advance notice to the public. The best notice most get of county business is a copy of the minutes submitted to the newspaper long after the fact.

Is it too much to ask for a little more timely communication?

Minutes from the commission meetings are not published in a timely manner. While anyone could go to the court-

house and request copies at any time of the handwritten notes, typed copies of the meeting minutes are routinely made available weeks, sometimes months, after the meetings have been held and the decisions made.

Cooper County citizens have a right to know what decisions are being made on the second floor of

the courthouse. Ignoring requests for better communication in the form of regular, organized meetings and legal agendas shows a lack of respect for county residents and the democratic process.

We don't believe that is too much to ask of the commission that is in charge of Cooper County. The taxpayers deserve more!

—*Boonville Daily News* □



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Best photos chosen in Columbia

COLUMBIA —Winners of the 61st Annual Pictures of the Year International (POYi) Competition, one of the world's largest and most prestigious photojournalism contests, have been announced by the Missouri School of Journalism.

Judges viewed nearly 26,000 photographs, 2,500 newspaper and magazine pages, submitted by more than 1,300 newspaper and magazine photographers and editors from 338 publications from more than 25 countries.

Awards were given in 46 distinct categories by a panel of 14 of the world's leading photographers and editors, who made the winning selections during 19 days of judging from Feb. 15 through March 2 on the MU campus.

Winning photographs can be seen at poyi.org.

Carolyn Cole of *The Los Angeles Times* was named Newspaper Photographer of the Year (NPOY), the competition's top award in the newspaper division. Cole's competition portfolio included a body of work from the Iraqi war and aftermath. The judges were impressed with the strong personal connection and bringing humanity to times of violence and upheaval.

Jacob Ehrbahn, a staff photographer with the Danish newspaper *Politiken*, received second place NPOY. His portfolio contained a story about homeless children in Mongolia who live in heating



tunnels under the streets and another strong story about Afghanistan after the war.

Mark Zaleski, photographer at the *Press-Enterprise* (Riverside, CA) received



This photo is among the work submitted by Carolyn Cole of *The Los Angeles Times*, who was judged the Newspaper Photographer of the Year in the POYi competition. Cole's work and the other winning photos can be seen at poyi.org, from where this photo was downloaded.

third place NPOY. His portfolio contained stories about an obese boy, another about the California wildfires and an essay on a morgue.

Bryan Patrick, staff photographer with *The Sacramento Bee*, won an Award of Excellence for his portfolio.

James Nachtwey of *VII / TIME Magazine* was named Magazine Photographer of the Year (MPOY) for an unprecedented eighth time. His winning portfolio includes stories about the Iraq war, with pictures that represented both the Iraq and the U.S. troops' points of views.

Danny Wilcox Frazier, a freelance photographer, received the Community Awareness Award for his essay, "Through a Lens Darkly: Photographs from Rural Iowa." His

photographs formed a tone poem explaining the transition of Iowa farms once prosperous, now because of economic difficulties and new immigrants seeking a new identity.

Winning photos can be seen at poyi.org.

Nancy Pastor won a Judges' Special Recognition for her work with the Maryland tobacco farmers and the issues of

smoking and attendant diseases caused by smoking. She is a staff photographer with the *Washington Times*.

The Los Angeles Times won the Angus McDougall Overall Excellence in Editing Award, in recognition of the newspaper's consistently high level of work in picture editing

and presentation.

The Jasper Herald won first place in the Best Use of Photographs by a Newspaper under 100,000, and *The Los Angeles Times* won in the same category over 100,000.

These and other winners will be honored during the annual POYi awards ceremonies and education programs, April 16 and 17, at the Missouri School of Journalism. The program will be open to the public.

The director of POYI is David Rees, associate professor and co-director of the Missouri Photo Workshop, Missouri School of Journalism. □

Publisher appreciates officials' open attitude

We can best explain how the Sunshine Law works in Southern Boone County for local residents and their newspaper by offering typical examples:

- When Ashland City Hall was audited this past year, this newspaper was informed, quoted to and nearly instructed by Mayor Alan Bauer and City Administrator Ken Eftink to make sure our readers knew they could obtain a full copy of the audit at no charge by simply asking for it at City Hall. The city budget and minutes from city meetings are placed in the Southern Boone Library. ... Ask any alderman or city employee a straight question and you'll get a straight answer.

- In today's newspaper, we have itemized some of the costs of SoBoCo school Special Services programs. Those numbers came without hesitation from Superintendent Mitch Holbrook's Office. ... That sort of leadership filters into board meetings where a few years ago board members had no fear of letting the public know exactly what it might cost for a football program.

- When the Southern Boone Fire Protection District and the Boone County Sheriff's Department recently passed a bond issue and a sales tax, they made it abundantly clear what it would cost the taxpayers. We think the issues passed due to the trust taxpayers have in those agencies and their willingness to be up front with the voters.

Those agencies, along with local law enforcement and the Missouri Highway Patrol, also let readers see how they do their jobs and what news is happening in their community by working with us to safely photograph and document scenes of fire, accidents and arrests. Their primary objective is to wrap up an incident scene safely, as is ours.

We appreciate the fact that we are able to work with local government agencies in such an open manner. Many governmental agencies to this day will close a meeting on the pretense of a legal issue or personnel matter, but we find that to be a rare occurrence in our community — as it should be.

—Boone County Journal, Ashland

Retired American writer is 95

Melba Sweets, a columnist and contributing editor for years of the *St. Louis American*, observed her 95th birthday on Feb. 26.

Mrs. Sweets, the wife of the late Nathaniel A. Sweets, who bought the paper from its founders in 1932, wrote the

THE
ST. LOUIS AMERICAN

gossip column "Mel & Thel" with longtime friend the late Thelma Dickerson.

Mrs. Sweets met and wrote about prominent black figures, including Thurgood Marshall, Paul Robeson, poet Sterling Brown and Katherine Dunham.

In an interview for the paper's 75th anniversary last year, she said her proudest memory is of a letter she received from Langston Hughes about how much he enjoyed her gossip column while passing through St. Louis.

"Back in those days, on Monday

nights, folks our color could go on the boats on the Mississippi River," Mrs. Sweets said of the column. "So we would talk about who was there and what they were wearing and who they were with."

In today's *American* newsroom, Mrs.

Sweets is known as the "chief critic" of the newspaper.

Until recently she would call the paper to give her critique of stories and to make sure her opinion was heard in the newsroom.

The Sweets' children developed their parents' penchant for news. Ellen, Nathaniel Jr. and Fred Sweets worked around the clock with their parents to make sure the paper got out. Ellen now is food editor of the *Denver Post*. Fred is a senior photo editor for the Associated Press.

—The St. Louis American □



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Thanks for help with college judging

Missouri Press Association and the Missouri College Media Association thank the following people for judging the MCMA newspaper contest.

Twenty-six schools submitted entries in 26 categories. The schools were divided into four classes, according to enrollment, with all two-year schools competing in one of the classes.

Entries were mailed to the judges for their rulings and comments.

Winners will receive certificates at the annual MCMA meeting, which will be held in St. Louis in April.

Judges were:

Ginger Lamb, Peter Crawford, Stephanie Mitchum Murphy, *Kansas City Daily Record*

Rob Viehman, *Cuba Free Press*

Lisa Schlichtman, *Cassville Democrat*

Marilyn Ellis and Becky Goff, *Cedar*

County Republican, Stockton

Dave Marner and Bob McKee, *Gasconade County Republican*, Owensville

Staff of the *Trenton Republican-Times*

Kayla Rinker, Will Dean and Virginia Fairchild, *Lawrence County Record*, Mt.

Vernon

Chris Boultinghouse, *Mound City News*

Kevin Jones and Alvin Reid, *St. Louis American*

Dane Vernon, Ginny Duffield and Tim Flora, *Eldon Advertiser*

C.J. Janovy, Kendrick Blackwood, Nathan Dinsdale, Joe Miller, Scott Wilson and Tony Ortega, *The Pitch*, Kansas City

Jack Miles, *Liberty Sun-News*

Barbie Rogers, Lonnie Thiele, Lauren Smith, Erica Evans, Tabble Portwood, Sarah Lamb and Kelly Joplin, *Doniphan*

Prospect-News

Justin Ballard, Charlotte Marsh, Bill Breshears and Jim Hamilton, *Bolivar Herald-Free Press*

Beth McPherson, *Weston Chronicle*

Denelle Spear, *Buffalo Reflex*

Dan Wehmer and Fred Spriggs, *Webster County Citizen*, Seymour

Charlie Fischer, *Sedalia Democrat*

Dan Steinbeck, *Canton Press-News Journal*

Joan Elliott, *Washington Missourian*

Adam Letterman, *Marshfield Mail*

Mary Lou Montgomery, *Hannibal Courier-Post*

Tracy Abeln, *Northeast News*, Kansas City

Bruce Wallace, *Boone County Journal*, Ashland

Kathy Whipple and Janese Heavin, *Kearney Courier*

Lisa Manns, David Sheets and Mark Colosimo, *St. Louis Post-Dispatch*

Kent Ford, Missouri Press Association □



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Honest have nothing to worry about

By JIM HAMILTON
Bolivar Herald-Free Press

We have to wonder whose interests they have at heart. Representatives of the Missouri Municipal League and Missouri School Boards Association testified before the House General Laws Committee (recently) in opposition to a bill that would fine elected boards up to \$1,000 for "gross negligence" and up to \$5,000 for a "purposeful" violation of the state's Sunshine Law.

Current law allows for a fine of up to \$500 for a "purposeful" violation. House Bill 1402, introduced by Rep. Jack Goodman of Mt. Vernon and co-sponsored by Speaker Catherine Hanaway, proposes to put



Jim Hamilton has been a Southwest Missouri newspaper man for many years.

these new teeth in the law to discourage intentional disregard of the state's public meetings and open records law. Representatives of the Missouri Press Association testified in support of the new measures.

Any journalist long assigned to covering meetings of public boards has at some time experienced the kind of

"purposeful" violations of open government and public trust addressed in HB 1402. It was not on behalf of journalists that MPA representatives spoke, however, but on behalf of Missouri citizens who have a right to oversee the actions of boards responsible for the administration of millions of

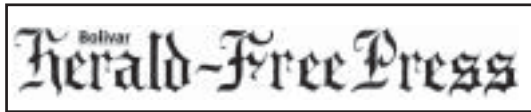
tax dollars and the supervision of public employees.

The sole intent of the Sunshine Law is to keep government by the people open to the people. Any board or organization afraid of the light allowed by the Sunshine Law is inherently suspect.

Rep. Bryan Stevenson of Joplin and Rep. Bryan Pratt of Blue Springs,

vocal opponents of the stiffer fines, said some board members would quit and others would decline to seek public office if the law were passed. If they can't stand the light, maybe they should.

Increased penalties for willfully betraying the public trust should be no deterrent to honest men and women, but an encouragement to the citizenry they serve and represent. □



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Suing weekly publisher gets this column space

Papers need to sue to make sun shine

In March, I went to Steelville for a hearing on a Motion for Summary Judgment filed in a sunshine law case which was brought by the *Cuba Free Press* against the Cuba City Council. The paper complains about three instances where the council met in closed session and then took votes in those closed meetings that went beyond the scope of the reason why the meetings were called.

While I was there, Rob Viehman, publisher of the *Cuba Free Press*, and I talked about what has happened to him and his paper as a result of the bringing of this case. His thoughts were fascinating.

Bringing a sunshine lawsuit against a public body is not an inexpensive task. Lawyers' fees (even under the discount afforded to MPA members by this firm pursuant to the MPA retainer contract) are a sizeable expense. But Rob had some fascinating thoughts about the benefits of such a suit, and I am turning my column over to him this month to express those.

It's time for Missouri publishers to make sure the sun shines on government

Our society's laws are only good if they are enforced, and that is especially true of the Missouri Sunshine Law. No matter how the law is finally amended by the Missouri Legislature this session, it's time that newspaper publishers throughout the state stand together and take action to make sure our elected offi-

cial are following it.

For many years, my newspaper was like the majority of others around the state. Each time our school board or city council held an illegal closed session we would be quick to write an editorial telling our readers their rights had been violated. We would quote the Sunshine Law, making sure we were specific about just how it had been broken and what consequences the board members could face for meeting or acting illegally.

It made for a good editorial that Thursday, and good birdcage lining by Saturday.

Sometimes we even confronted aldermen or board members during an actual meeting to challenge their reasons for kicking us, and the public, out of the room. Never had it prevented them from going into a closed session.

Less than six months after I took ownership of the *Cuba Free Press* in the fall of 2002, I put my money where my ink was and filed suit against the Cuba City Council for its repeated violation of the Sunshine Law. In just the short time I had owned the paper, the council had met illegally three times. And in reviewing minutes from the past two years, I also found several other violations — all done after regular editorials had appeared chastising the mayor and aldermen for meeting illegally.

I have to admit I was more than a lit-



Jean Maneke
MPA
Legal Hotline
Counselor

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tle hesitant to file the suit. One of our aldermen is co-owner of a large real estate firm in town, another is an optometrist and a third is an investment specialist. All were good advertisers.

After announcing the lawsuit in the newspaper, however, I quickly realized I had done the right thing, no matter what those three advertisers might do. I received numerous compliments for finally standing up to the city. I heard it all from "it's about time" to "I'm so proud of you." There was not one negative comment! I honestly believe nothing I've done in my short tenure as a publisher has helped my credibility more than filing that lawsuit. And as for those three advertisers, they're still with me.

The impact of the suit on the city council was immediate. The council changed its procedures for going into closed sessions and has since talked about topics in open aldermen had previously discussed in private. The city's attorney has pressed me to settle the lawsuit several times, but the aldermen would not agree to admit they had violated the law — something I have demanded from the start.

The case was finally heard March 15, with a ruling scheduled to come by mid-April. Unfortunately, that will be about one week after this year's municipal election. Regardless of the outcome, I've already proven my point.

This lawsuit certainly hasn't been cheap, but I view it as an investment in the future of my publication. To date, it's been worth every penny. And if the judge ultimately rules in my favor, even if the council members aren't fined, I won't be able to put a price tag on the respect it will bring to my newspaper.

The Sunshine Law is worthless unless we are all willing to start making government follow it. And you do that by filing lawsuits, not by just writing editorials. The next time your city council or school board meets illegally, go ahead and write your editorial. Then call your lawyer!

— Rob Viehman, *Cuba Free Press* □

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Send a teacher to NIE camp

Help promote 'Living Textbook' course July 21-23 at UMC

WANTED: Publishers and newspaper managers who want young readers but need help organizing a Newspaper In Education program.

REWARD: A community member who believes in the importance of your newspaper to the education and quality of life of young people and their families, someone who can help organize and train others in the same principals.

HOW TO COLLECT THE REWARD:

Participate in the MPA Teacher Ambassador Scholarship Program. Sign your newspaper up to send one or more educators and/or newspaper staff members to attend a 16-hour Newspaper In Education training program at the University of Missouri.

This year's course, "The Living Textbook: Integrating the Newspaper into the K-12 Curriculum," will be held July 21-23 on the Columbia campus. The session will begin at noon on Wednesday and will conclude at 12:30 p.m. on Friday.

The cost for each scholarship is \$195. This includes the university's seminar fee, materials, meals during the session and overnight housing Wednesday and Thursday on campus.

The course may be taken for one hour of graduate credit from University of Missouri at an additional cost.

In return for your scholarship, participants will agree to organize and conduct a teacher workshop in your community to share what they learn.

This is the second year for this Missouri Press Association-sponsored course. The seminar is facilitated by MPA's NIE coordinator Dawn Kitchell. Educators from a variety of subject areas will address ways to use the newspaper to im-

prove standardized test scores and to achieve competency in areas required by the Missouri Show Me Standards.

The workshop also provides outstanding training to newspaper staff members who are involved with Newspaper In Education efforts. The course provides an in-depth look at the newspaper itself, in addition to its educational role.

To sign up to participate in this summer's Teacher Ambassador project, send an e-mail to Kitchell at kitchell@fidnet.com or complete and return the sign-up form that will be provided in the MPA *Bulletin*.

Ads that will help your newspaper to promote the course scholarships are available on-

line on the main NIE page. Two ads are available: 1) promote the course and scholarship you will offer, 2) promote the course only.

Newspapers interested in participating should promote the opportunity to teachers during April and May. Space on the ads allows you to add contact information. Some newspapers simply ask for calls from interested folks, others ask for a letter of interest.

For more information on the Teacher Ambassador Scholarship Program, please contact Dawn Kitchell.

The headline on an article in my newspaper last week read: "Survey Points

to Need to Educate Consumers About State's Agriculture."

The story, based on a 2003 survey by the Missouri Department of Agriculture at the University of Missouri-Columbia, found that more than 90 percent of the respondents polled said they believe it is important for Missouri children to know how their food is produced. And 42 percent said the responsibility for educating them should fall to schools and teachers.

Your newspaper can lead the way in this effort by publishing the "What's Growin' On in Missouri" tabloid or 8-part in-paper series, both now available on-line at mopress.com.

Produced in partnership with the Missouri Department of Agriculture, the material educates readers young and old on the value of Missouri agriculture to feeding our nation and world.

The 8-part series offers a condensed version of the material included inside the 16-page tabloid. The back cover of the tabloid is

available for you to seek sponsorship of the piece.

Looking ahead to next school year, here are some dates you might consider including "What's Growin' On in Missouri" in your newspaper: Oct. 20th - Missouri Day; Nov. 19-25 - National Farm-City Week; Feb. 21-25 - National FFA Week; March 20-26 - National Agriculture Week. □



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

TEACHER SCHOLARSHIP OPPORTUNITY

July 21-23
The Living Textbook - Integrating the Newspaper into the K-12 Curriculum
University of Missouri, Columbia

We're offering an area teacher the opportunity to attend a three-day college course for K-12 teachers on using the newspaper as a resource in the classroom.

The course will cover media literacy and will look at ways to integrate the newspaper as a resource in language arts, social studies, math, science, technology and art. It will address ways to use the newspaper to improve standardized test scores and to achieve competency in areas required by the Missouri Show Me Standards.

This newspaper is providing this opportunity as part of a statewide Newspaper In Education Teacher Ambassador Scholarship Program. As part of the agreement between newspapers and educators they sponsor, the participants will share their knowledge at a Newspaper In Education teacher workshop.

Course expenses and two nights housing for scholarship recipient will be provided by the newspaper. Participants may elect to take the course for one hour of graduate credit as well.

Teachers interested in this scholarship opportunity should send a letter with contact information, grade level, subjects you teach and a brief description of why you would like to attend this course. Send your letters to:

add your newspaper name, address and deadline for applications

For more information on this summer seminar for educators, visit www.mudirect.missouri.edu/catalog or call (636)390-2821



Kay Hively signs autographs on one of her speaking stops while her husband, Russell, looks on. Students at one NIE class made a quilt based on "The Little Horse Mystery," one of the Missouri Press Foundation's serial stories by Hively that the local newspaper published last year. (Photo by the *State Journal-Register*, Springfield, Ill.)

Kay Hively promotes serial stories on trip to Springfield, Ill.

Kay Hively, author of the children's serial stories for Missouri Press Foundation, and her husband, Russell, were recent guests of the Central Illinois Reading Circle and the *State Journal-Register* in Springfield, Ill. The Hivelys spoke at a meeting of the reading teachers and visited elementary classrooms in Springfield, Petersburg, and Riverton.

As a "guest author" Kay talked to the students about reading, writing and about how she wrote her Lewis and Clark story "Here They Come." Russell, who often portrays Captain William Clark, appeared with Kay and talked about the Lewis and Clark Expedition.

Eddie Weaver, Newspaper In Education director at the *Journal-Register*, is using "Here They Come" in the Wednesday edition of the newspaper. Weaver was host and guide for the Hivelys on their two-day visit to Illinois. □

Central States NIE Conference in June in Springdale, Ark.

"Back to Basics" is the theme for the Central States NIE Conference, which will be Thursday-Friday, June 24-25, in Springdale, Ark. *The Morning News* in Springdale will be the host.

Discussion topics will include curriculum guides and how to use them, key points in soliciting sponsors for Newspapers In Education, and a "how to" on teachers workshops.

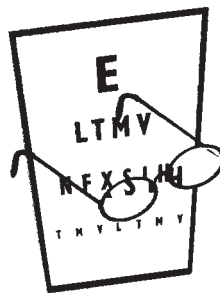
A group of local teachers who use NIE will hold a Q&A session.

Guests may arrive Wednesday evening, June 23, for a social gathering. Meetings will end about noon on Friday.

Registration is \$50. Room rates at the Ameri-Suites Hotel in Rogers, Ark., are \$59. Call (479) 633-8555 to reserve a room. The hotel is just east of I-540 on Walnut Street, Exit 85.

For more information or to register, contact Ralph Franklin, NIE coordinator at *The Morning News*, (479) 872-5059, rfranklin@nwaonline.net. □

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



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Executive Director**

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

How about a redesign to excite your readers?

We need a public “I Might Be Carrying” list

Working on contests — particularly judging them — forces you to examine newspapers closely with a critical eye. After a couple of hours you conclude that lots of newspapers need makeovers.

Entries in the annual Missouri College Media Contest went to the far corners of the state for judging. All 56 judges have returned their entries, safe and sound. The winners' certificates are printed and ready to be distributed to students from 27 schools on Saturday, April 3.

Most of the judges did fine work, taking time to examine each entry and jotting a few comments. A few judges didn't write comments on any of the entries. That's unfortunate. Contests have a prominent element of instruction. If the judge fails to write comments, the entrant learns nothing.

The Tennessee Press Association brought its advertising and newspaper contests to Columbia for judging recently. Our contest will be taken to Nashville for judging this spring.

The college and Tennessee contests made it clear that many newspapers need to devote some time and money to design training.

The top newspapers — college and pro — sparkle. They delight and entertain.

Unfortunately, many newspapers don't change with the times. Since 1990 we've had a global internet to provide us with instant information. A large percentage of the population has become cell phone junkies. Personal digital assistants keep people connected at all times.

Against that background of change, we have the majority of newspapers look-

ing just like they did 20-30 years ago — or more. Even a newspaper that redesigned five years ago needs an update.

You want to know why newspaper readership stagnates? One reason is that newspapers, aesthetically, are not keeping pace with their audience. Stale-appearing newspapers will not attract new readers in our colorful, fast-paced, sensually driven society.

Your newspaper probably is colorful and exciting. Your readers no doubt delight in your informative, entertaining, challenging publication. Other readers don't find their grandfather's newspaper to be relevant.

See the great design work being done around the world with an internet search for newspaper design. Check snd.org (Society of News Design) and ronreason.com.



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

Some progress has been made on the Sunshine Law bill in the Legislature. The Senate passed a version that sets a standard low fee for copies of public records and increases the maximum fine for violations.

What the bill doesn't do is lower the burden of proof. You still would have to prove the law was violated on purpose to collect your attorney fees.

Keep an eye on this legislation as it proceeds through the House. Discuss it with your legislators.

This idea should win me a prize of some kind. Maybe a Nobel Prize for social engineering. This idea could end violent crime in our lifetimes.

Missourians now can strap handguns to their legs or another personal hiding place. People who support concealed car-

ry say criminals won't rob people because they won't know who has a gun and who doesn't. Criminals are notoriously cautious that way.

(The reality is that the crooks simply won't be as polite as before. They'll sneak up on you instead of being upfront. We now need another law to make ambushing illegal. "Robbers must approach their victims from the front so as to eliminate surprise and give those carrying firearms a chance to draw their weapons. Failure to rob purposefully from the front carries a penalty of up to five years in prison and/or a \$500 fine. Failure of the victim to prove the assailant's purposeful attempt to sneak up will nullify this section.")

Here's the prize-winning anti-crime idea. Everyone needs to wear a pin-on button that says "I Carry."

If criminals will be discouraged by not knowing if someone has a concealed weapon, they would be totally put off if everyone claimed to be carrying one.

Our state will keep secret the names of people who have permits to carry a concealed weapon. Here proponents rejigger the argument for concealing weapons. They say that if crooks know who has a concealed-carry permit, they'll target them to steal their weapons. But in backing concealed-carry legislation, they said crooks would hesitate to accost people who might have a concealed weapon.

Which is it? Either crooks will avoid gun packers or they'll target them.

The state needs another list, this one definitely open to the public, criminals included. (Here's another chance to legislate. "No fair using this public record to purposefully commit a crime.")

Everyone knows criminals do extensive research. Your more savvy thugs do background checks of their victims.

If we had a public "Maybe, Maybe Not" list, everyone could pay a fee — you always have to pay a fee, otherwise, why have a law — and put their names on the "maybe I'm carrying a weapon, maybe I'm not carrying" list. That would really stump criminals who are conscientious about their business plans.

Anyway, it won't be long before you see in the checkout line a display with buttons sporting a handgun aimed at you and the words "I Carry." You could pick up a few bucks selling them. □



Anything for the cause

This bunch from Vernon Publishing Co., Eldon, dressed up as newsies for the Special Olympics Polar Bear Plunge on Feb. 21 at Osage Beach. They are Mike Jones, Luke Dudenhoeffer, Trevor Vernon, Phil Dutcher and Troy Sinclair. (Vernon Publishing photo by Cathy Mitchell)

Springfield writer among four to be inducted into Hall of Fame

The Writers Hall of Fame® of America will induct John Steinbeck, Deborah Chester, Constance Levy and Dale Freeman April 21 at Southwest Missouri State University, Springfield.

Author John Steinbeck will be recognized for his body of written work that includes 16 novels. In 1940 he won both the National Book Award and the Pulitzer Prize. He was awarded the Nobel Prize for Literature in 1962.

Dale Freeman, a popular Ozarks writer and journalist, was chosen for his writing career, starting as a reporter for Springfield newspapers in 1944. He eventually rose to the position of executive editor.

His popular "Ozarker" column was a favorite among readers. Upon retirement, Freeman served as editor-in-residence and lecturer in journalism for more than a decade at SMSU.

During his career, he served as chair-

man of the American Society of Newspaper Editors and was a member of the Associated Press Managing Editors Association. He is currently a contributing editor for *OzarksWatch* magazine and has published four books.

Constance Levy is a children's poet from St. Louis. She has written for magazines such as *Cricket*, *Spider* and *Creative Classroom*.

Deborah Chester has published 34 novels and is a professor of professional writing for the University of Oklahoma's College of Journalism and Mass Communication. She was named Oklahoma Writer of the Year in 1985. Her latest bestselling trilogy, "The Sword, The Ring, and The Chalice" has grown into a seven-book series.

The Writers Hall of Fame of America was established in Springfield in 1994 to foster an interest in writing among people of all ages. □

Festus

Bill Phelan, 44, of Affton, has been promoted to managing editor of the Jefferson County Journals. He joined the *Journal* as a general assignment reporter in June 2001.

In his new position he will oversee publication of the *Jefferson County Journal*, the *Meramec Journal* and the *News Democrat Journal* from the Festus headquarters of Jefferson County Publications.

The Journals are a Pulitzer company.

A St. Louis native, Phelan began his journalism career in 1987 after graduating from Broadcast Center. Most of his career has been in radio.

He attended Meramec Community College and Moberly Area College.



Bill Phelan joined the Journals in 2001.

Sedalia

The Sedalia *News Journal* has hired Brandi Turley as a staff writer.

A 2001 graduate of Sacred Heart High School, Turley attended Missouri Valley College in Marshall, where she wrote for the paper.

She plans to attend Central Missouri State University in Warrensburg and study photography.



Brandi Turley wrote for her college publication.

Holden

Jill Reed has joined the staff of the *Holden Image*. She will work in news and advertising, replacing Tammy Long, who left to pursue other interests.

Reed has a marketing degree from Central Missouri State University and an associate's degree in business from State Fair Community College.

Reed and her husband Steve recently moved to Holden from Iowa. □

Dow Jones Fund awards scholarships

The Dow Jones Newspaper Fund awarded \$1,000 college scholarships to four staff writers and two photographers in last summer's Dow Jones high school journalism workshops. The awards were for their published articles and photographs in the workshop competitions.

Among the scholarship recipients is Nicholas Garcia, a senior at Pueblo South High School in Pueblo, Colo. Nicholas attended the AHANA Journalism Workshop at the Missouri School of Journalism.

The Newspaper Fund will send 123 college undergraduate and graduate students to work as reporters and copy editors at newspapers this summer.

Brian Brooks of the Missouri School of Journalism will train copy editing interns during a two-week program at the University of Missouri. Among his interns will be Valerie Green, a UMC stu-

dent, who will intern at the *Star Tribune* in Minneapolis.

Students who will train at San Diego State University include Amal Balasubramanian, UMC, *San Jose Mercury News*; Renee Fullerton, UMC, *The Kansas City Star*; Kathleen Makarewicz, UMC, *The Kansas City Star*.

Hilary Solan, UMC, will train at the University of Texas at Austin and intern at the *Beaumont* (Texas) *Enterprise*.

Among students who will train at Penn State University are: Patrick Garvin, UMC, *The Daily Star*, Oneonto, N.Y.; Laura Hordesky, Truman State University, Ashland (Ore.) *Daily Tidings* and *Mail Tribune*; and Blythe Terrell, UMC, *Travers City* (Mich.) *Record-Eagle*.

These copy editing interns will train at Temple University in Philadelphia: Anglea Hayes, UMC, *Newsday*; Roxanne Jones, UMC, *The New York Times*; Chakira Lane, Truman State, *Newsday*.

Nicholas Dugan, UMC, will get copy editing training at the University of North Carolina and will intern at the *Bradenton* (Fla.) *Herald*.

Training at the University of Nebraska will be Christopher Rapp, UMC, *St. Paul Pioneer Press*, and Shawn Reid, UMC, *The Sporting News*, St. Louis.

Business reporting interns, who will train at New York University, include Tyra Hughley, UMC, *The Democrat and Chronicle*, Rochester, N.Y. □

Member says 'thanks'

Email to Missouri Press:

Thank you for a wonderful day today at the Capitol. I really appreciate the support that MPA gives to me as I attempt to do my job every day. :-) I'm proud to be a part of the MPA.

—St. James Leader-Journal

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"It's quick, easy and simple." "a great tool!" "... download the ad, change the information and you're done." very convenient being able to access it at different locations. The fact that you can use a concept from the ideas in the Spec Ads Library and modify it to fit your own ad is a great feature." "EVERYbody loves it!" When I'm on deadline it helps me with ideas and the corresponding ad is already built for me." "Convenient when on tight deadlines because that's the way it's done for you." "The number of hours each week is remarkable." "Even though I've never learned how to use it quickly and production time has been cut down considerably." "It's one more tool that will make my reps more efficient on the road in selling spec ads." "It's really beneficial. Over all the quality is excellent. It is a clean site." "It's one of the best I've ever used!" "I'll use it."

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

"Production time has been cut down considerably."

Nostalgia

April
1944 Missouri
PressNews

/Hermann

The *Hermann Independent* suspended publication with the issue of March 24. Herbert Gerdemann, publisher, was unable to hire anyone to help his wife with the mechanical work since his induction into the army.

/Puxico

The *Puxico Press* was sold last month to Dennis Bacon. G.R. Derby, who was the founder and owner of the paper, published the first issue 10 years ago.

Derby now will spend his entire time in publishing the *Gideon News* and an eight-page edition for the Malden Army Air Field.

/Holden

Mrs. C.L. Hobart, co-publisher with her husband of the *Holden Progress*, died shortly after being struck by a car March 29 as she and Mr. Hobart were walking to their home in Holden after attending a moving picture. Mrs. Hobart died in an ambulance on the way to Kansas City.

/Slater

John K. McMullen, publisher of the *Slater News-Rustler*, has a daughter and two sons serving in the armed forces.

Lloyd E. McMullen is in training to be a naval storekeeper. Ens. Lorraine McMullen is stationed in Washington, D.C., where she is officer in charge of the death gratuity unit and legal advisor for casualties section of the navy. Sgt. Duayne K. McMullen is assistant to the officer in charge of the Classification Division at Camp Fannin, Tyler, Texas.

April
1954 Missouri
PressNews

/Lake Taneycomo

Members of the Northwest Press Association will return to Lake Taneycomo June 11-13 for the annual outing meet-

ing of this group. This will mark the 29th year the association has held a spring meeting on the lake.

/Smithton

The *Smithton Times*, a weekly newspaper published for 27 years by Mrs. Edna Wilcoxson Hill, has been sold to Miss Rose Liebbrand, Sedalia.

Mrs. Hill, 67, died April 5 following a fall in which she fractured a hip. She also suffered from a heart ailment.

Miss Liebbrand, a former newspaper-woman in Oregon, Washington and the Far East, is presently operating a gift shop in Sedalia.

Joining the WAC's in 1942, she was stationed for a time at the Sedalia Air Force base, and she remained in Sedalia after the war's close.

/New Cambria

The *New Cambria Leader*, a weekly newspaper in the northwest part of Macon County, has been sold to Mr. and Mrs. Frank A. Budd of Omaha. The Budds, who operate a printing establishment in Omaha, intend to move their equipment to New Cambria.

/Perryville

A new and larger newspaper press — a model A Duplex — has been installed at the plant of the *Perry County Republican*, according to the editors, H.E. Guth and P.L. Zoeller.

Press time at the Perryville weekly has been cut from an average of 26.5 hours to four hours.

/Chaffee

Al Westland, editor and publisher of *The Jimplicute* at Illmo, has announced that he will begin the publication of *The Chaffee Leader*, in Scott County.

/Keytesville

Residents of Keytesville and surrounding towns can now buy their automobile licenses and driving licenses at the *Chariton Courier* office.

Everett Kirby, editor, has added the

license bureau to his office as a public service because of the *Courier's* central location. But there is also a partially self-ish motive involved — having the people come in to buy licenses gives Kirby the chance to meet personally a lot of people, gather personal news items, and sell subscriptions.

April
1964 Missouri
PressNews

/Clinton

Floyd H. Pinkston, editor of the *Clinton Eye*, and James C. Kirkpatrick, publisher of the *Windsor Review*, were guests of the Air Force recently for a tour of Vandenberg Air Force Base, Calif.

The tour was designed to acquaint area professional and businessmen with missile operations such as the Minuteman, which is being installed in silos in west central Missouri.

/St. Louis

The Sunday, Feb. 16, edition of the *St. Louis Post-Dispatch* was the largest newspaper ever published in the St. Louis area. It contained 476 pages and 600,000 lines of advertising. This was a special edition commemorating the founding of St. Louis, which is now celebrating its 200th anniversary.

Fifty-two boxcars brought in the 1,575 tons of newsprint required for the total press run of more than 660,000 copies. Thirty tons of ink were used.

The five-pound newspaper had 24 sections, selling for the newspaper's regular Sunday price of 25¢.

/Cassville

Mrs. Lillian Ennis and J.W. "Stogy" Ennis have purchased the interest of Emory Melton in the *Cassville Republican* with the new publishers becoming sole owners of the newspaper.

Mrs. Ennis and Melton had been co-publishers since the death of her husband, Wayne, last May.

/Orrick

Lee Meador, publisher of the *Hardin Journal*, has announced the sale of the *Orrick Sentinel* to Mr. and Mrs. Morton Holman, editors and publishers of the *Lawson Review*. □

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

ADVERTISING DIRECTOR: The Garden City Telegram, a 10,300-circulation daily serving a growing, dynamic, diverse community in southwestern Kansas, needs an advertising director. The ideal candidate will be an imaginative thinker ready to oversee display and classified sales and creative services. The director works closely with the editor/publisher developing advertising rates and contract terms; leads the newspaper's marketing committee; and develops and maintains the department's budget. Competitive pay based on sales performance. Full benefits package. Please submit a letter of application and resume by April 15 to: Dena Sattler, Advertising Director, The Garden City Telegram, P.O. Box 958, Garden City, KS 67846; Or e-mail to: denas@gctelegram.com. EOE/Smoke free. 3-20

ADVERTISING SALES: Major Accounts/New Business Development position. Great opportunity for eager, knowledgeable person. Research background helpful with strong computer skills (Excel, Word, Power Point). Some travel. Salary plus commission and car allowance. Health Benefits available. Send your resume to the Dispatch Tribune Newspapers in Kansas City, Mo. debbiec@townsendprint.com or fax to Debbie at (816) 414-3330. 3-15

BUSINESS MANAGER: Community Publishers is looking for a Business Manager for our Missouri weeklies. Strong accounting background. Capability to manage multiple locations and projects. Solid PC skills. Oversee the business of office operations at each of our eight newspapers. Competitive salary, along with health and dental insurance, 401(k), profit sharing and a paid time off program. Send your resume, along with salary history to: Tracey Proctor, Human Resource Coordinator, Community Publishers, Inc., P. O. Box 330, Bolivar, MO 65613-0330; or

email to: traceyp@cpimo.com. 3-11

SPORTS EDITOR needed for small south central Kansas Daily. Writing, pagination, some photography. Experience preferred. Send clips, resume to James Jordan, news@arkcity.net or write 200 E. 5th Ave. Arkansas City, KS 67005; 612-442-4200. 3-10

PAGE DESIGNER: The Southwest Times Record and The Morning News universal desk, located in Fort Smith, Ark., have an opening for a page designer who is a good copy editor and wants to be a leader. THREE TO FIVE YEARS DAILY NEWSPAPER EXPERIENCE PREFERRED. The ideal candidate should be adept at layout, packaging and editing and should have strong headline and copy editing skills and a good command of English and Associated Press style. Quark skills are a must. Competitive pay and benefits. FAMILIARITY WITH SOUTHWEST HELPFUL. Please send cover letter, resume and work samples to Human Resources, P.O. Box 1359, Fort Smith, AR, 72901, or e-mail to Universal Desk Editor, gwoods@swtimes.com. 2-25

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

RETAIL ADVERTISING MANAGER: Responsibilities include training/coaching sales account representatives, working with clients, directing projects and assisting in other ways to meet sales goals. Management experience, knowledge of print and broadcast media, excellent interpersonal and organizational skills, ability to motivate and knowledge of mid-Missouri marketplace. Degree in advertising

or comparable experience necessary. Salary and benefits are competitive; health insurance, vacation and sick leave, 401(k) plan, company gym. Send resume and salary requirements to the Columbia Daily Tribune, Attn: Personnel, P.O. Box 798, Columbia, MO 65205 or email srinehart@tribmail.com EOE/Drug Free Workplace. 2-25

EDITOR/REPORTER: Weekly group seeking a well-rounded individual versed in all aspects of news reporting. 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

FOR SALE

EQUIPMENT: Xrite silver recovery unit, AB Dick 360 press, Betalog 130 densitometer, Kansa 320 4 station inserter, light tables, Robertson 580 camera & Gam's, Plate/film punch. Chanute Tribune, SE Kansas (620) 431-4100 Bruce. 3-10

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

TWICE-WEEKLY: County seat twice weekly in neighboring state with sister county seat property. Gross rev. @\$1M and CF @\$225k. If you would like to consider a transaction, call our offices today. National Media Associates, Edward Anderson-Broker, 417-336-3457 or email at: Brokered1@aol.com. 3-17

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CALENDAR

April

- 1-2 — Missouri Society of Newspaper Editors, Sheraton Westport Plaza Tower, St. Louis.
- 15-16 — Missouri Advertising Managers' Association, Sheraton Westport Lakeside Chalet, St. Louis
- 16 — Southeast Missouri Press Association meeting, Southeast Missouri State University, Cape Girardeau
- 22 — Missouri Newspaper In Education Committee meeting, 10:30 a.m., MPA, Columbia

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.



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