



Press

Missouri News

Your inside story for
June 2004



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Little Miss Muffett spilled her curds and whey at the Louisiana Chamber of Commerce banquet.



Southeast Missouri Press Association will meet June 25 in Cape Girardeau.

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MPA wins national Newspaper In Education award

Missouri Press Association won the award for Best Newspaper In Education State Program at the Newspaper Association of America's NIE Conference in Los Angeles in May. Accepting the award for Missouri were Dawn Kitchell, center, MPA's NIE state director; Angie Clark, right, *St. Louis Post-Dispatch* NIE coordinator; and Jim Sajevic, NIE coordinator for *The Kansas City Star*. This is the second year MPA received this award. In this year's contest State Programs were moved from the Category section to the General Excellence section. So, instead of submitting a portfolio of 50 pages, Kitchell had to submit a 100-page portfolio detailing our entire program.

Missouri Press Association will hold its annual Convention and Trade Show in Springfield in September.

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News ethics must be taught

How well do you know your reporters?

Jack Kelley never covered a cops beat. He never covered a city council. Those omissions in his resumé jumped off the pages of the April/May *American Journalism Review* as I read its extensive coverage of our industry's latest scandal.

Don't know who Jack Kelley is? You need to, especially if you're a publisher who trusts your newsroom to run on autopilot.

For much of his 21-year career there, Jack Kelley was the biggest name on the nation's biggest newspaper, *USA Today*. "For years *USA Today* star Jack Kelley filed amazingly vivid reports from virtually every major international scene," AJR wrote. "And for just as long, doubts simmered about his work."

A year ago, the newspaper got serious about checking into those doubts. The doubts grew into allegations, the allegations grew into scandal. Kelley, who resigned in January as the evidence against him mounted, was a liar, a fabricator and a plagiarist.

In a full-page report of an independent investigation in the April 22 *USA Today*, the newspaper reported that Kelley "fabricated and plagiarized stories for at least 12 years, often wrapping his own contrived accounts around the legitimate work of journalists from rival publications..." He "made up parts of at least 20 stories" and "lifted at least a hundred passages from other publications."

Fresh out of college, Kelley worked at *USA Today* from the paper's startup in 1982. He rose from a news assistant to full-fledged staff reporter in four years. While most young reporters were cutting their teeth covering cops and courts, school boards and city councils, Kelley was cutting his teeth on national stories like the Challenger disaster and, in an irony apparent nearly two decades later, the fall of televangelist Jim Bakker.

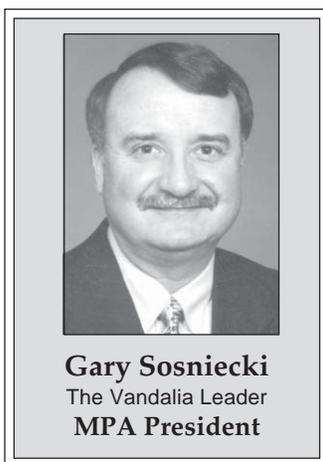
Chances are that Jack Kelley never had an angry small-town

mayor chew his butt over a city-council story. Chances are he's never argued with a school superintendent over a closed meeting.

Chances are he's never had his car pulled over and surrounded by sheriff's deputies at night after writing a story the sheriff didn't like. Chances are he's never been given a grammar lesson by a judge he misquoted; the bad grammar was a giveaway.

All those things have happened to me, and I became a better reporter, a more-accurate reporter and a more-careful reporter because of them. Jack Kelley — and Jayson Blair before him — didn't have the opportunity to become better reporters because they were rushed through their respective newsrooms. They didn't cover the beats that beginning reporters need to master.

... are we so busy getting out the next edition that we miss the red flags ...



How well do we know the reporters in our newsrooms? Are they accurate? Do they do their own work? Do they understand basic newsroom ethics? Do they respond promptly and courteously to reader complaints about errors?

Just as importantly, do our newspapers take the time to teach these qualities to the talented — and the not-so-talented — reporters in our newsrooms? Or are we so busy getting out the next edition that we miss the red flags that tell us something about a reporter's story is amiss. (I plead guilty to that offense, too.)

I feel fortunate to have had good editors early in my career who taught me journalistic right from wrong. I feel sorry for Jack Kelley that he didn't have them, too. □



VOL. 72, NO. 6
JUNE 2004
Official publication of
Missouri Press
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MISSOURI PRESS NEWS (ISSN 00266671) is published every month for \$7.50 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-7799; phone (573) 449-4167; fax (573) 874-5894; e-mail dcrews@socket.net; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-7799. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-7799.

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www.mpcrf.org

See you in Springfield Sept. 9-11

138th MPA Convention will be enlightening and entertaining

Plenty of southern Missouri entertainment and newspaper talk await you at the Missouri Press Association Convention and Trade Show this fall.

MPA President Gary Sosniecki of Vandalia will be the host for the 138th Annual MPA meeting to be held Sept. 9-11 at the University Plaza Hotel in Springfield.

Fun events will be a golf outing, a tour of Fantastic Caverns with a barbecue dinner and bluegrass music, entertainment by ragtime pianist Gary Ellison and Ozark storyteller Mitch Jayne.

Several people will be inducted into the MPA Newspaper Hall of Fame, and awards will be presented to the winners of the Missouri Press Foundation Better Newspaper Contest.

Slipped in among the fun stuff will be some educa-

tional sessions.

Jean Maneke, MPA's Legal Hotline counselor, is organizing a panel of reporters and public officials who will talk about hypothetical but common situations they face.

Cliff Schiappa, assistant bureau chief

for the Associated Press in Kansas City, will give a presentation on digital photography.

The MPA Newspaper In Education Committee will meet. It also will have a session for people involved with NIE at their newspapers.

A candidate forum will be held to give those up for statewide election in November an opportunity to talk about their positions on the issues.

Speakers will include Peter Herschend, whose family founded Silver Dollar City; and Reid Ashe, president of Media General.

The Trade Show will be open Friday only.

Complete registration information and agenda details will be provided as they become firm. It all will be available on the MPA website, mopress.com. □



The atrium of the University Plaza Hotel in Springfield will become familiar to those who attend the MPA Convention there in September.

— 2004 Convention Agenda —

Here is the tentative schedule of events for the Convention. The Trade Show will be open all day Friday only.

Thursday, Sept. 9

8 a.m. — MPA / MPS Board breakfast
 8 a.m.-Noon — Trade Show Vendors set up
 10 a.m. — Nominating Committee
 11 a.m. — Registration opens
 Noon — Golf at Rivercut Golf Course
 5:30 p.m. — Buses begin departing for Fantastic Caverns
 6 p.m. — Tour of Caverns, Barbecue

Dinner, Wires & Wood
 Bluegrass Music
 8 p.m. — Buses return to hotel, hospitality suite open

Friday, Sept. 10

8 a.m. — Registration opens
 8 a.m. — Breakfast in the Trade Show: Speaker, Peter Herschend
 9 a.m. — Candidates Forum
 9 a.m.-Noon — NIE Training
 Noon — Lunch in the Trade Show: Speaker, Reid Ashe; MPA Business Meeting, Election of Officers
 1:30-4 p.m. — Trade Show Roundup

and Foundation Silent Auction
 6 p.m. — Hall of Fame Reception: Ragtime Pianist Gary Ellison
 6:45 p.m. — Hall of Fame Banquet, Gary Ellison to Perform

Saturday, Sept. 11

8 a.m. — Registration opens
 8 a.m. — Weeklies / Dailies breakfasts
 9 a.m. — Concurrent Sessions
 Digital Photography: Cliff Schiappa
 Panel: Open Meetings/Records
 10:30 a.m. — Concurrent Sessions
 Newspapers In Education (Session not yet firm)
 11:30 a.m. — Reception
 Noon — Awards Luncheon: Humorist Mitch Jayne. □



Cave site for cool MPA reception

As visitors board a comfortable Jeep-drawn tram for the 55-minute tour of America's ride-through cave, they begin a journey back in time.

Fantastic Caverns, just northwest of Springfield, is one of more than 5,600 known caves that dot the Missouri landscape. Of these, just 18 are open to visitors — and only one offers a riding tour.

Guests at the MPA Convention will tour the cave Thursday evening, Sept. 9, and have a barbecue dinner on the grounds. The bluegrass band Wires & Wood will entertain.

Riding wasn't even an option back in

1867, when the first known explorers visited Fantastic Caverns. They were 12 women who, equipped with ropes and ladders, ventured inside to answer the owner's advertisement for cave explorers.

With only flickering torches or lanterns for light, they surely saw only a hint of the cave's splendors as they groped their way along

its dark and slippery passages. It is unlikely that anyone else had been there before them — the cave shows no signs of human habitation.

Today's riding tour tells a different

story. Along the roomy, brightly lit passageways, visitors can see thousands of speleothems — cave formations that include stalactites and stalagmites, tiny soda straws, cave pearls, massive columns and flowstones, thin and delicate draperies and more. These distinctive formations, each one like no other, and all created by water a drop at a time, take us back though the ages to a day when no human footstep was heard here.

Since the tour is entirely by tram, families with small children, senior citizens and the physically challenged can all sit back and enjoy the ride. Temperatures inside the cave always hover around 60 degrees, making it a wonderful adventure regardless of the season. □



Stories of Ozarks for awards luncheon

Writer and humorist Mitch Jayne gives talks around the state, telling of life in the Ozarks and the people who live there.

He'll be telling some of his whoppers and bawdy tales during the Awards Luncheon at the MPA Convention this fall.

Jayne has settled in Southeast Missouri, where he writes columns for *Today's Farmer* magazine and *The Current Wave* newspaper in Eminence. He's a former musician who played with The Dillard's, the group that appeared as the Darling

Boys on the Andy Griffith TV show.

Jayne taught in one of the last one-room schools, where he learned the customs and dialects from his students. In a 1993 *Missouri Conservationist* article, Jayne wrote of the "Pure Spenserian English, saved in this remote pocket of time by people who were satisfied with their mountains and saw no need to borrow words from strangers when theirs served so well."

Later Jayne became a radio personality in Salem, where his program "Hickory Holler Time" became a hit. During this

Jane was a Darling Boy on Andy Griffith.

time he met the Dillard brothers, and they began performing around the country, including in Los Angeles and at Carnegie Hall as guests of Arlo Guthrie.

Jayne had two novels published in California. His latest book, "Home Grown Stories and Home Fried Lies," was published in May 2000 by Wildstone Media, St. Louis.

An *Arkansas Democrat* book reviewer wrote of it: "When a compendium as beautiful as Mitch Jayne's book arrives on the scene, ... it provokes delicious pleasure in encountering again those rare and quaint but infinitely expressive old Ozark words, and that tradition of the Ozark storyteller who can make you laugh one minute and sob the next." □

Weekly editors will meet June 30-July 4 in Illinois

The International Society of Weekly Newspaper Editors will hold its 50th anniversary annual conference June 30-July 4 at Pere Marquette State Park near Graffton, Ill.

Details of the meeting can be found at iswne.org, or you can email Nancy Slepicka at [The Montgomery County News](mailto:thenews@consolidated.net), thenews@consolidated.net, or Clyde Wills at *The Metropolis Planet*, wills1@Shawneelink.net.

The Society has its headquarters at Missouri Southern State University in Joplin. Dr. Chad Stebbins is the secretary of the Society. □

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Director of AARP will speak at NNA meeting in Denver

Bill Novelli, executive director and CEO, AARP, will be the keynote speaker for the National Newspaper Association's 118th Annual Convention in Denver this fall.

Novelli will discuss the impact that the aging baby boomer population will have on the newspaper industry, citing Peter Drucker's observation that "The youth market is

over — the fastest growing group in the U.S. is aged 55 and over."

He will discuss what AARP has learned

about its membership's preferences in popular culture, their leisure activities, and their responses to marketing initiatives, and how these forces will impact the newspaper industry.

NNA's Convention will be Sept. 15-18. □



Rust buys newspaper in Shelbyville, Tenn.

SHELBYVILLE, Tenn. (AP) — The *Shelbyville Times-Gazette*, owned by the same family for nearly 128 years, has been sold to Rust Communications, the newspaper announced April 30.

The paper, which publishes Monday through Friday afternoons and has a circulation of 8,200, had been owned by David and Nina Gay Segroves.

Cape Girardeau-based Rust is a privately held media company publishing 50 newspapers in seven states, including the *State Gazette* in Dyersburg, Tenn. It also is partial owner of 17 radio stations in Missouri and Illinois.

Hugh Jones, a Murfreesboro, Tenn., native, is the paper's new publisher and part owner. All full-time employees of the *Times-Gazette* were offered positions with the company, he said. □

Ethics, postal issues on agenda for Ozark Press in Springfield

New legal and legislative issues facing newspapers will be discussed during the Ozark Press Association's annual meeting 9 a.m.-2 p.m. Friday, June 11, at the Clarion Hotel, 3333 S. Glenstone, Springfield.

Political candidates have been invited to speak to the group. Other discussion will be on postal issues, ethics and new legal issues facing newspapers. Newspapers are asked to take copies of their mailing forms.

Cost of the meeting is \$40 per newspaper. That covers attendance for one person from the newspaper. Additional people from the paper may

attend for \$25 each.

Non-member registrants will pay \$50 for the first person and \$35 for each additional person.

Fees cover lunch and any other costs.

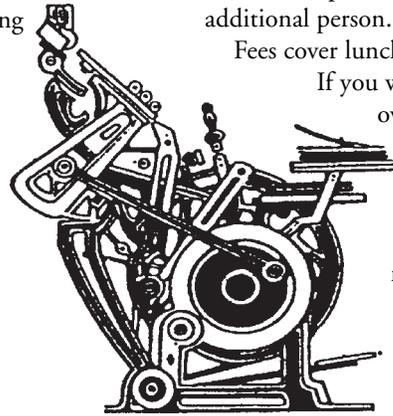
If you would like to stay overnight, call 800-756-

7318 to reserve a room at the Clarion.

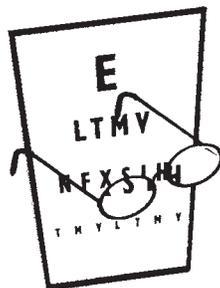
Send your meeting registration to OPA, C/O Jeff Schrag, The Daily Events, PO Box 1, Springfield, MO 65801.

Ozark Press asks you

to take copies of your newspaper to the meeting for an exchange table. You're also asked to take an item for the door prize drawings. □



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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.

Ozark Press Association

2004 Annual Meeting

9 A.M. - 2 P.M. • Friday, June 11

Clarion Hotel, 3333 S. Glenstone, Springfield

Come and join us for a day all about newspapers in the Ozarks.

We are planning sessions on:

- New legal and legislative issues facing newspapers with Jean Maneke
- One-on-one postal forum with Ron Cunningham (bring a copy of you postal form)
- Ethics of letters to the editor with David Burton, Missouri Extension

Annual business meeting and luncheon

Plus, we have invited candidates for statewide office to address the group

Only \$40 registration for OPA member newspapers and one employee, and \$25 for each additional registrant from your newspaper. You have a menu choice – roast sirloin of beef or chicken cordon bleu. (Be sure to note your choice below).

BRING COPIES OF YOUR NEWSPAPER – WE'LL SET UP AN EXCHANGE TABLE!

OPA ANNUAL MEETING REGISTRATION

| Newspaper: | | Chicken | Beef |
|---|--------------|---------|-------|
| First Registrant | _____ @ \$40 | _____ | _____ |
| Second Registrant | _____ @ \$25 | _____ | _____ |
| Third Registrant | _____ @ \$25 | _____ | _____ |
| Fourth Registrant | _____ @ \$25 | _____ | _____ |
| Each registrant from non-OPA member newspaper | | | |
| First Registrant | _____ @ \$50 | _____ | _____ |
| Second Registrant | _____ @ \$35 | _____ | _____ |

Total enclosed: _____

**Send registration with payment by May 28, 2004, to
OPA, c/o Jeff Schrag, The Daily Events, PO Box Box 1, Springfield, MO 65801**

Can you donate something from your newspaper or town for a door prize?

If so, tell us what and we'll list your newspaper in the program. Prize: _____

A small block of rooms has been set aside for those wishing to stay overnight on June 10 or June 12 at a convention rate of \$59.95 per night plus tax. Please make reservations on you own, requesting the OPA rate. Please phone 1-800-756-7318.

On the Move

Marthasville

Mary Schaper is the new advertising manager at *The Marthasville Record*. She started May 6.



Mary Schaper served in Operation Desert Storm in Iraq.

A Missouri native, Schaper is a 10-year veteran of the Air Force/Air National Guard. She served in Operation Desert Storm and the Great Flood of 1993.

Schaper and her husband, Robert, have three children.

Humansville

Susan Walthour has replaced Marion White as the reporter/receptionist of the *Humansville Star Leader*.

Walthour served in the navy from 1983-1994. She has worked in a number of jobs in Humansville and served a two-year term on the Board of Aldermen.

In addition to her reporting duties, Walthour will be on duty at the newspaper office from 8 a.m. until noon on Mondays and Fridays.

Lexington

Mark Lamoree has joined the news staff of *The Lexington News*.

Lamoree grew up in Kansas City and graduated from Rockhurst High School. He earned a degree in political science at Loyola University in Chicago.

He served four years in the Marine Corps and now serves in the Air Force Reserve.

Springfield

Michaela Brunmeier is the *News-Leader's* new advertising sales manager for weekly publications. She formerly was ad director at the Gannett Co.'s newspaper in Muskogee, Okla. She will manage *Pennypower* and *Guidon*.

Brunmeier previously worked at the *News-Leader*, a Gannett newspaper, start-

ing as an ad sales representative and later becoming the online manager before being promoted to the Muskogee position.

Reno, Nev.

Former *St. Louis Post-Dispatch* managing editor Cole C. Campbell has been named dean of the University of Nevada-Reno's Reynolds School of Journalism, effective July 1.

Campbell worked at the *Post-Dispatch* for 3-1/2 years, leaving in April 2000.

Advance

After traveling around the country in various jobs, Gary Carrington has returned to Southeast Missouri where he grew up. Carrington is the manager of the Advance office of the the *North Standard Countian*.



Gary Carrington has returned to his native area.

He was born in Morehouse and delivered the *Sikeston Standard* there. He worked at MacDonnell Douglas in St. Louis for a time and then joined the Marine Corps.

Carrington and his wife, Warnell, settled in St. Charles after he left the Corps. They lived in a cabin at Lake of the Ozarks for several years before moving to Advance in 2003.

Brunswick

Jacie DeWeese, who began writing the Indian Grove Area News for *The Brunswicker* when she was in fifth grade, has resigned. She has graduated from high school and will attend the University of Missouri.

Ash Grove

Diana Trent is the new manager for the *Ash Grove Commonwealth*.

Trent, her husband, Don, and their son, Shawn, moved to Ash Grove three

years ago.

Bolivar



Katie Duncan has worked in Stockton and Kennett.

Katie Duncan, education reporter and Newspaper In Education coordinator for the *Bolivar Herald-Free Press*, has been named associate editor. She has worked for the weekly since July 30, 2003.

Duncan is a 1999 graduate of Southwest Baptist University. She replaced Charlotte Marsch, who resigned in February.

Duncan has experience working at the *Cedar County Republican* in Stockton and the *Daily Dunklin Democrat* in Kennett.

Maryville

Liberty Group Publishing has named Kelley Yagel Baldwin managing editor of the *Maryville Daily Forum*. She succeeded Cody Snapp, who resigned to complete a college degree.

Baldwin is a native of Brookfield and a graduate of Northwest Missouri State University. She worked at KMBC-TV in Kansas City and then as media relations specialist for Northwest Missouri State.



Kelley Baldwin worked at KMBC-TV in Kansas City.

Marble Hill

Sarah Gowen is the new ad sales representative for *The Banner Press* in Marble Hill. She is a 2000 graduate of Leopold High School and attended East Central College, where she earned an associate's degree in May 2002.

Gowen expects to graduate in December from Southeast Missouri State University with a degree in sports management. □

Depression didn't stop advertisers

From Jab's Gab

Benton County Enterprise, Warsaw

One of our more pleasurable chores is doing the "Of Days Gone By" column each week.

The March 1933 editions of *The Enterprise* gave a bit of insight as to the mood of area residents during and immediately following President Roosevelt's "bank holiday" after his inauguration in the depths of the Depression.

Remember, there was literally no money.

In the March 17, 1933, newspaper, Calbert Hardware in Warsaw ran the following advertisement: "Yes, we are back in the good old days when men traded goods for goods without the medium of money. We have hardware. What have you? Come in. Let's see if we can't trade. The American people have never been whipped and we aren't now by a big shot! We are in the dawn of a new era. Come on! Let's Go!"

And this assurance from Ryan Motor Company here: "Everything's going to be all right. Do you have something you want to trade for motor goods — Let's talk it over!"

The Model Cleaners had this to say: "We will accept anything we can use in exchange for cleaning and pressing clothes. Look your best and keep your spirits high!"

During a school board meeting this month, Superintendent Floyd Ray was rehired at an annual salary of \$1,500. That was a cut from the \$2,400 he had received the previous year.

Teachers also accepted a cut in pay with good grace. Grade instructors received \$75 a month and high school teachers were paid \$85.

The board also voted unanimously not to employ any women teachers that were married. The married women, it was felt, could be supported by their husbands.

And everyone was looking for ways to save a penny. My dad had this to say in his "Much About Nothing" column:

"Here's a tip on sharpening used safety razor blades — take a large tumbler and put a few drops of water on the bottom. Rub the blades gently several times over the moist surface of the glass and you will immediately have a blade as sharp as a new one. Confidentially, I followed the above instructions to the letter and it only made the blade duller if that is possible."

The sale of 3.2 beer had just been legalized (Prohibition would end that December) and the main topic of conversation among the "sporting set" was whether a bottle of brew was going to cost 10¢ or 15¢.

In a front page story, the newspaper headlined that the first shipment of suds was to arrive at the Warsaw depot at 9 a.m. April 7 on the Missouri Pacific. □

• "It's quick, easy and simple." "Everybody loves it!" "Images download fast." •

"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 half the work is done for you." "The number of hours saved each week is remarkable." "Everyone 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 very clean site." "It's one of the best resources I've found! It will all use."

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• "What took hours are now minutes." "It helps me with ideas I can use." •



Past Presidents gather

Missouri Press Association past presidents, their spouses and guests gathered at the Country Club of Missouri May 6 in Columbia for their annual dinner. Hosting this year's event were 1999 MPA president Bob Wilson, *Midland Standard*, and his wife, Suzie. Attendees included (from left, seated) Bob Wilson, Betty Spaar, and Rogers Hewitt. Middle row: Ralph Clayton, Wendell Lenhart,

Gary Sosniecki, Dave Berry, R. B. "Bob" Smith, Bill Miller, Sr., Tom Miller, Dane Vernon, Dr. William H. Taft, Ray Vickery, Jim Sterling, Ed Steele, and Chuck Haney. Upper row: Don Warden, Ken Cope, Dean R. Dean Mills, Bill Williams, Harold Ellinghouse, Robert Blosser, Wallace Vernon, and Bill James.

Southeast Press will meet June 25

Memphis Redbirds executive will talk about sports reporting

The Southeast Missouri Press Association will meet at Southeast Missouri State University, Cape Girardeau, on Friday, June 25. Sessions will be in the Seabaugh Polytechnic Building. Registration begins at 10 a.m.

SEMO Press urges its members and anyone interested to attend. A registration form is on the facing page.

SEMO Press postponed its annual meeting, which had been scheduled for April 16.

David Chase, general manager of the Memphis Redbirds and a former editor of *The Sporting News*, will speak at lunch and during a session on sports reporting and writing tips.

Other sessions will be a roundtable discussion of selling political advertising and a session for advertising sales people and graphic designers about newspaper

ads and special sections that work.

Elected officials have been invited to participate in a legislative forum. The meeting will close with a roundtable and social hour at 3:30.

An optional tour of the Cape Girardeau *Southeast Missourian's* new printing plant also is on the agenda. It will be conducted along with the business meet-

ing at the beginning of the day's activities.

The registration fee is \$65 per newspaper or business for SEMO Press dues, plus \$15 per person for lunch.

To register, contact Michelle Friedrich at the Daily American Republic, P.O. Box 7, Poplar Bluff, MO 63901, (573) 785-1414. □

Memorabilia donated to Missouri Press

A bit of Missouri Press Association history returned in April when John Bell donated items from his grandfather, Ovid Bell, to the Association. Ovid Bell was MPA president in 1913.

John Bell, of The Ovid Bell Press, Inc., Fulton, delivered to the MPA office photos and memorabilia of the Associa-

tion, its past presidents and the Missouri School of Journalism. The collection included Journalism Week programs, MPA Convention programs and an MPA Convention medal.

MPA will lend some of the material to the School of Journalism for use in its 100th anniversary observance in 2008. □

Join SEMO Press Association

112th Annual Conference—Friday, June 25, 2004
 Southeast Missouri State University, Cape Girardeau
 Seabaugh Polytechnic Building
 10 a.m. to 4:30 p.m.



David Chase

On Tap for the Conference

- Business Meeting / Optional tour of the *Southeast Missourian's* new printing plant.
- Awards Luncheon with David Chase, General Manager and President of the Memphis Redbirds.
- How to Sell Political Ads.
- Special Sections That Work!
- Sports Reporting / Writing Tips

Company Name _____

Address _____

City _____

State, Zip Code _____

Telephone _____

Fax _____

E-mail, Web site _____

Names of all who will attend: _____

Membership to SEMO Press Association

- Admission to all sessions for all employees

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Hermann hosted the third Missouri Photo Workshop in 1951. Now, a half-century later, MPW returns to take another look Sept. 19-25, 2004.

For more information about the 56th MPW and to get a downloadable application check out the website www.mophotoworkshop.org

For more than half a century the Missouri Photo Workshop has challenged photographers from around the world to become better storytellers. Founded in 1949 by the late Clifton C. Edom of the Missouri School of Journalism, MPW has traveled to a small Missouri town each year to spend a week documenting the unique character of each of those communities.

Faculty members have been many of America's leading newspaper and magazine photographers and photo editors; a roster of faculty and students reads like a Who's Who of photojournalism. Faculty of today includes some of the most energetic, productive and articulate documentarians currently working. All are experts dedicated to passing on the fundamentals of photo research, shooting and editing to those who hope to carry on these values and techniques in the future.

□

Missouri wins national award!

No Child Left Behind program should benefit NIE

In May I attended the National Newspaper In Education Conference in Los Angeles. This conference is organized by the Newspaper Association of America, and draws NIE professionals from across the United States and many other countries.

For the second year, Missouri Press Association was honored at the conference for having the best state program in the nation! It was a privilege to represent MPA, Missouri Press Foundation and our member newspapers in receiving the award.

May marked the beginning of my fourth year leading our association's youth initiatives, and I'm proud of what we've accomplished. But we can't rest on our laurels — we have work to do!

Some Missouri newspapers aren't making an effort to reach out to young readers. I don't believe anyone can make an argument against the importance of youth readership. So I hope this year we find ways to encourage even more participation.

A week's worth of keynotes, breakouts and networking can lead to brain overload. So I'll share more in depth on the conference later. But this month, I thought I'd share a few highlights from L.A.

Dr. Darla Shaw, an educator at Western Connecticut State University, works in our industry to tie Newspaper In Education into educational trends. Shaw presented a pre-conference session on No Child Left Behind Legislation and how it could be an asset for newspaper readership.

Shaw said the focus of NCLB Act and its Reading First initiative is on process — the process children use to read

and learn. She said NCLB promotes using newspapers and other periodicals and trade books and putting textbooks on the back burner.

"Kids don't read because they are overwhelmed," Shaw said. "They think they have to read and remember everything." Shaw said newspapers are great because a child doesn't have to read the whole story. The information gets less and less important at the end, so they've gotten all the facts at the beginning."

Shaw gave several examples of ways the newspaper can be used to teach the process of reading, and based on her description of the legislation, newspapers are a key tool in the NCLB classroom.

Another strong component of NCLB is involving parents. The newspaper is an affordable and accessible resource for families and truly, to complete the circle,

isn't that where we'd like our newspapers to end up?

Gregg Jones, chairman of NAA and co-publisher of the *Greeneville* (Tenn.) *Sun*, opened the conference with remarks

on newspaper readership.

Jones said the future of the newspaper industry is all about the readers — keeping them and attracting them.

He said people don't just wake up one day and read newspapers — "habits start early."

The industry used to depend on "cohort replacement," he said, but that rate has declined.

"Our industry hasn't done enough," Jones said. "Today if we want young readers, we're

"Today if we want young readers, we're going to have to go get them."

going to have to go get them."

"NIE is the single-most effective tool we have to start a newspaper reading habit," Jones said.

According to research by NAA, NIE programs touch 40 percent of all children in America. And Jones said what we believe in Missouri, that the opportunity may be even greater in small communities. □



Dawn Kitchell is MPA's NIE state director. Contact her at (636) 390-2821; kitchell@yhti.net

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Goodrich retires from Historical Society

COLUMBIA — James W. Goodrich, executive director of the State Historical Society of Missouri, has retired from the position he has held since 1985.

He also served as director of the Western Historical Manuscript Collection and as an adjunct professor in the University of Missouri-Columbia Department of History. Goodrich, reared in Sedalia and a graduate of Central Missouri State University, Warrensburg, received his PhD in history from the University of Missouri-Columbia.

After a brief term as state archivist in 1966, Goodrich joined the State Historical Society staff as assistant to the director in 1967. Prior to his appointment as executive director following the retirement of Richard S. Brownlee, Goodrich had also served as the Society's assistant

director and associate director. He was only the fifth director of the Society in its 106-year history.

Goodrich was associate editor and editor of the *Missouri Historical Review*, the Society's award-winning scholarly quarterly, throughout his tenure.

Under Goodrich's administration, the Society, founded by the Missouri Press Association in 1898 and a trustee of the state since 1901, continued to add to its outstanding reference and newspaper libraries. He was also responsible for acquiring significant additions to the collection of George Caleb Bingham artworks held by the Society and for establishing an oral history program.

In the late 1980s, the Society became the host institution for the National History Day in Missouri program. A fervent advocate of the importance of state and local history, Goodrich believed that the History Day program, which involves stu-

dents in grades 6-12 in historical research, was an excellent means of interesting young people in the history of their local area, state, and nation.

Active as a scholar, Goodrich edited one book and co-edited and contributed to three others. He wrote numerous articles for historical journals and encyclopedias. An avid collector of duck decoys, he also contributed articles on Missouri decoy carvers to several sporting magazines. Renowned for his extensive knowledge of Missouri history, Goodrich served as a resource for scholars, students, and local and family historians.

The State Historical Society honored Goodrich with its Distinguished Service Award and Medallion at the 2003 annual meeting. The Society's executive committee has established the James W. Goodrich Fund in the former executive director's honor. Interest from the corpus of the fund, which currently totals over \$25,000, will be used to support the mission of the Society and the Western Historical Manuscript Collection. □

Goodrich was also responsible for acquiring significant additions to the collection of George Caleb Bingham artworks.

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Serving the reader takes unusual turn

This note came in from the *Buffalo Reflex*.

Above and beyond the call of duty goes to general manager Denelle Spear.

We have a client who frequently drives to the front of the building and honks for us to come out and hand deliver a paper. Everyone in the office has taken turns to serve this 90+ year old.

But an incident today takes the cake.



Apparently she had been

honking for us to come out, but we did not hear her. She came inside, a bit upset. She asked for Ms. Spear. She had a short meeting with her and left happy. Denelle came out of the office astonished that the reason the elderly woman had come to the paper today was because she needed a tick removed from her back.

The *Reflex* is a full-service paper. □

Northwest Missouri Press awards first Marilyn Farmer Memorial Scholarship

MARYVILLE — Sarah Newton, a graduating senior at Central High School in St. Joseph, has been selected as the winner of the inaugural Marilyn (Stephens) Farmer Memorial Journalism Scholarship.

The \$500 scholarship is being awarded for the first time by the Northwest Missouri Press Association, according to President Kay Wilson, publisher and editor of the *Nodaway News Leader* in Maryville.

Applications were open to high school seniors from the 19-county region served by the press association. Students were judged on their educational experiences, including work on a school newspaper or yearbook, and a required essay discussing why the student plans to pursue a career

in journalism.

Newton, the daughter of Ken and Connie Newton of St. Joseph, plans to study journalism at the University of

Missouri-Columbia. Her essay included a discussion about how during her career she hopes to inspire and inform her readers about current affairs. Her closing passage noted, "I don't want to write just to write. I want my writing to make a difference."

William W. Farmer, the former publisher of the *Atchison County Mail* in Rock Port, made an initial gift in 2002 to establish the scholarship fund

in memory of his late wife, Marilyn. Further gifts from William Farmer and his sons, W.C. and Mike Farmer, and other donations recently brought the fund to a point where it could begin offering scholarships. □

William W. Farmer, the former publisher of the Atchison County Mail in Rock Port, made an initial gift in 2002 to establish the scholarship.

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Miss Muffett meets the spider

Knowing that Chamber of Commerce affairs can become a bit boring, publisher Walt Gilbert of the *Louisiana Press-Journal* and Martha Sue Smith determined to do something about it. The pair, regular emcees of the banquet, dressed up in various outfits during the annual Chamber dinner in April. As part of the evening's salute to the Louisiana Public Library, Gilbert and Smith portrayed Beauty and the Beast, Scarlet O'Hara and Rhett Butler, Roy Rogers and Dale Evans and Mother Goose and Little Miss Muffet. They changed while awards were presented. (*Louisiana Press-Journal* photo)

Scrapbook

Aurora

More than 60 people participated in this year's Traditional Easter/Spring Coloring Contest sponsored by *The Aurora Advertiser/Marionville Free Press* and other local businesses.

Winners stopped by the newspaper office to pick up Easter baskets full of goodies and to have their pictures taken.

Harrisonville

Linda Manlove-Braxton, a lawyer in the Kansas City office of the Missouri attorney general, gave a presentation on the Sunshine Law April 24 at the Harrisonville branch of Cass County Public Library.

Kansas City

Nearly 300 people attended *The Daily Record's* inaugural K.C. Legal Leaders of

the Year program April 13 at the Hyatt Regency Hotel.

Ten people were honored at the luncheon for their contributions to the legal community and the community at large.

Attorney Carl Holmes of Jamaica, N.Y., was the speaker. Holmes worked as a volunteer legal researcher for the NAACP in preparing final arguments for *Brown v. Board of Education*.

Ginger Lamb, publisher of *The Daily Record*, said, "As we mark the completion of 115 years of service to the legal community, it was a perfect time to honor some of the most dedicated individuals in the Kansas City legal community."

Lebanon

After a truck hit and demolished a significant portion of its building in April, the *Lebanon Daily Record* sought public

input on what the rebuilt structure should be like.

Owner Dalton Wright said, "We felt like it would be interesting to see what the community's desire was as far as rebuilding the building — whether to build it back the way it originally was, or to try to put in a more glass-and-metal structure, like an atrium, or perhaps go with some other look."

Wright said the publishing company is working to replace the damaged section with a functional structure as quickly as possible.

Dexter

The *Daily Statesman*, under the direction of special projects coordinator Anabeth Miller, is producing a book with stories from hometown veterans of World War II. Volumes will be produced for Stoddard and Dunklin counties.

The books will have three sections. In the first section will be photos and memorabilia from local veterans and their families. Photos of service people in uniform and information about their service will be in the second section.

Obituaries from local newspapers of those who died during the war and first-person accounts from some veterans will be in the third section.

Liberty

A year after a tornado struck Liberty on May 4, 2003, the *Liberty Tribune* is back in its building on Main Street. The newspaper held a grand opening on the one-year anniversary of the tornado.

The *Tribune* has been on the town square since its founding in 1846. The Townsend Communications weekly is one of the oldest newspapers west of the Mississippi River.

Fayette

John Hert, editor-publisher of the *Fayette Advertiser* and *Democrat-Leader* for 35 years, was among five Central Methodist College alumni who received Alumni Awards during reunion ceremonies at the college in April.

Hert began working at the newspapers in 1938 while attending CMC. After graduation and a number of journalism jobs, he returned to Fayette to become a partner in the newspaper with Virt and Bertie McClintic Mitchell in 1948. He

became sole owner in 1964.

He sold the papers to H. Denny and Barbara Davis in 1984. Hert still lives in Fayette.

Washington

Students from Four Rivers Career Center in Washington are working with *The Washington Missourian* to create a video to promote the Book Buzz Youth Literacy project. The students filmed testimonials from teachers, parents, school librarians and representatives of service clubs sponsoring the literacy project.

St. Louis

The *Post-Dispatch* Newspapers In Education program is offering free newspapers and curriculum material in June, July and August to all teachers in session.

The summer NIE program is offering the serial story "Noodles Makes a Boo-Boo," written by the same authors of last summer's serial story, "Luke in a Really Big Pickle."

Chapters will appear in the *Post-Dis-*

patch on Tuesdays and Thursdays June 17-July 8.

Chicothe

More than 75 exhibitors participated in the *Constitution-Tribune's* Spring Expo '04 April 17 in the high school gym.

Aurora

Kim McCully, editor of the *Aurora Advertiser/Marionville Free Press*, was married April 3 in Aurora to Brian Allen Mobley.

The bride was given away by her son, Jake.

A reception in the old Masonic Temple in Aurora featured cajun food.

KansasCity

Pulitzer Prize-winning journalist Rick Atkinson spoke at the 2004 Ernest Hemingway Writing Awards scholarship luncheon, sponsored by *The Kansas City Star* April 17.

More than 1,200 entries from 46 states and India competed for this year's awards. *The Star* awards the \$2,500 college scholarships to promote journalism excellence in feature, news, sports and commentary

writing at high school publications.

Winners of this year's awards:

- Alexandra Auld, Prosser High School, Prosser, Wash., feature writing.

- Anna Messinger, Lakota East High School, Liberty Township, Ohio, news writing.

- Alisa Cox, Century High School, Bismarck, N.D., sports writing.

- Daniel Ross-Rieder, Horace Mann High School, The Bronx, N.Y., commentary writing.

KansasCity

The Star's Food section has been nominated for a 2004 James Beard Foundation Journalism Award.

Named for the father of American gastronomy, the awards are considered the Oscars of food journalism.

The nomination is for best newspaper section with a circulation under 300,000. Jill Wendholt Silva is editor of the section. She has been food editor at *The Star* since 1993.

Wendholt Silva was nominated for a Beard award in 2002 in the newspaper series category.

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Lamar

Carolyn Head, who writes news about the Dade County Commission for the *Lamar Democrat*, is no longer reporting the commission news.

Head is a candidate for the commission, and it is the newspaper's policy that anyone running for or serving in an elected office cannot report on that office. Head continues to report other news.

Hannibal

The *Courier-Post* in April held its Newspapers In Education Silent Auction. Dozens of area merchants donated items for the fund-raiser. Proceeds will buy newspapers for area classrooms.

West Plains

Frank Martin III, editor and publisher of the *West Plains Daily Quill*, was a panelist for a community forum in March on the topic "Foreign Policy and How It Impacts Our Local Economy."

The other panelist was Dr. Jay Dee Martin, professor of economics at Southwest Missouri State University-West Plains.

Lyle Wright with the SMSU Small Business Development Center in West Plains moderated. Host for the event was the Ozark Citizens Awareness Project.

Cuba

A bone marrow drive was conducted at Cuba High School May 1 in hopes of finding a donor for a 14-year-old Cuba girl.

Funds were raised for 100 people to be tested to become potential donors. The *Cuba Free Press* pledged to pay for another 40 people to be tested.

Kansas City

Arthur S. Brisbane, president and publisher of *The Kansas City Star*, was named to the Union Station's board of directors in April.

The Star reported Brisbane joined the board at a pivotal time, as Union Station's collection of restaurants, shops and science museum is losing millions of dollars a year. Its plans for financial stability calls for generating new revenue streams from Kansas City residents or through regional taxes. □



Gary Rust, left, and his wife, Wendy, are congratulated on receiving the Friend of the University Award by Southeast Missouri State University President Kenneth Dobbins at The President's Council Dinner April 23 in Cape Girardeau. (*Southeast Missourian* photo)

Southeast Missouri State Univ. honors Gary and Wendy Rust

Cape Girardeau newspaper owner Gary Rust and his wife, Wendy, received the 2004 Friend of the University award from the Southeast Missouri University Foundation at an annual dinner April 23.

The award recognizes those who support and are closely associated with the mission, plans and programs of Southeast Missouri State University, school officials said.

Dr. Ken Dobbins, university president, presented the awards at the dinner at the Student Recreation Center.

"Gary and Wendy have made many contributions to the university over the years," Dobbins said, "including generous gifts to help build Dempster Hall for the Harrison College of Business and the River Campus."

In 2004, the Rusts finalized a six-figure gift to the foundation to help build and furnish a 200-plus-seat theater at the River Campus arts school.

Gary Rust served on the university

foundation board of directors for 13 years and became a director emeritus in 2000.

Wendy Rust is a long-time supporter of arts and theater education at the university. She served as president of the University School Parent-Teacher Association when her children attended the laboratory school on campus.

Mrs. Rust also supervised the landscaping and maintenance of the Johnson Faculty Center at Southeast.

Gary Rust is founder and chairman of Rust Communications, a media company headquartered in Cape Girardeau. The company owns 18 daily newspapers, including the *Southeast Missourian*, and more than 30 weekly newspapers, 20 websites and several niche magazines in seven states. It also has part ownership in Mississippi River Radio.

Rust has been inducted into the Missouri Press Association's Newspaper Hall of Fame. □

4th graders missed their deadline

Fourth graders who receive free issues of *The Republic-Monitor* twice each week decided to try making their own newspaper — and it wasn't easy, they say.

Koenig News was a class project for Emily Koenig's fourth grade class at Perryville Elementary School.

"We've been reading *The Republic-Monitor* all year long," Koenig said, "and then we read a book called 'The Landry News.' All the while, I knew we'd try making our own newspaper."

The class is part of *The Republic-Monitor's* Newspapers in Education program.

Koenig served as editor-in-chief and assigned students to various tasks.

The class's favorite story was about the birth of Aubrey Lorene Wortmann, whose parents both work at the school. Other stories were about homework, Su-

perbowl Sunday, the school's Accelerated Reading program, and a blackout that happened during the school day.

The students struggled with problems most newspaper people encounter.

"I was a thinker and Anna wouldn't take any of my ideas!"

"I was a cartoonist for our paper," said Michelle Daume. "It was fun overall, but the hardest thing about it was what to base the cartoon on."

Sam Brown said, "I was a thinker and Anna wouldn't take any of my ideas!"

Cody Rulevish struggled with his ideas, too. "It was sort of hard to do at some times because I ran out of ideas," he said.

Austin Vincent, who wants to be a professional singer or joker, said "It felt really cool" to make a newspaper.

The final editing job, according to Mrs. Koenig, was brutal.

"We kind of missed our deadline to have our newspaper finished," she said, "so by the time it came out in March we had a lot of Valentine's Day stuff in it."

"I had to cut a lot because of that and to fit it all in the space I had."

Editor Kayla Mitchell was a tough critic. "It was an okay newspaper," she said. "It was hard to correct the papers from the writers."

Writer Anna Nice said, "It wasn't the most easiest thing to be! I felt a little disappointed that all my words had been twisted or were missing."

"I did the jokes," said Joshua Stevens. "Like: Why did the cookie go to the doctor? Because he felt crumb-y. That wasn't in there."

Katlyn Lukefahr, who said she doesn't like school in general, did enjoy working on the class newspaper. "It was very good. My class worked really hard on it," she said. □

MPA will provide scholarship for Photo Workshop

Missouri Press Association again this year will provide a scholarship for a photographer from a member newspaper to attend the Missouri Photo Workshop. The 56th annual version of this world-famous workshop will be held Sept. 19-25 in Hermann.

The workshop is an intense training program, with professionals as instructors and mentors, on the skills and techniques of telling stories with photographs.

An information sheet is included in this magazine. You don't need to have the MPA scholarship to apply or to attend.

Applications must be in by July 30. The application form has a place for you to check if you want to apply for the MPA scholarship.

For more information about the Missouri Photo Workshop, its history, purpose and last year's photos, go to mphotoworkshop.org. □



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State, federal decisions uphold access limits

Access to records had a bad month

The right of access to public records has received some significant battering in the last month or so, both in Missouri and on a national level.

Recently, the Western District Court of Appeals in Kansas City handed down a long-awaited opinion regarding to what extent the courts must make their computerized data available to the public. Many of you use Case.Net regularly to seek information about particular cases in circuit courts in Missouri.

In addition to what is available to you on the internet, cases are entered into the court's data system under a variety of categories, meaning that theoretically it would be possible to access a list of all cases by, for example, case type. You and I cannot now sort and pull cases based on this criteria under Case.Net.

Instead, the court's own rules limit access to this data bank to only four categories: Case Number, File Date, Party Name and Calendar Date.

Kennedy F. Jones, a Jackson County

resident, wanted to access this data according to case type. His attorney argued to the Court that the information was public and that on that basis, the Court should be ordered to produce this data listing in the format requested.

He presented evidence to the trial court that it was indeed both technically and economically feasible to provide these records in the format he requested and that the Court's failure to do this was a violation of the Sunshine law.

The Court of Appeals acknowledged that it was possible to provide the access that the plaintiff sought because this information was indeed available. But, the Supreme Court's rules have restricted access to court records "except on a case by case basis ..." "Nothing in the Sunshine Law requires the Circuit Court to make the information contained in these electronic case records retrievable by any search method requested.

"Likewise, nothing in the Sunshine Law requires the Circuit Court to make the information available in a format

other than that in which it exists," the Appellate Court said.

In short, Mr. Jones lost. And so have you and I. The beauty of computerizing records is that it allows manipulation of data. Access via computerization is of limited value when one must still gather data elements case by case.

While the Court's ruling may be technically correct, it pierces to the heart the mandate in the Sunshine Law that the state's public policy is grounded in a liberal slant that records of public bodies be open to the public.

In other news, last month the U.S. Supreme Court issued a much-awaited opinion on the right of the public (and the media) to access death-scene photographs held by the government.

A Freedom of Information request was filed seeking the photographs of Vincent Foster, Jr.'s body. The government claimed that these photographs were exempt from disclosure under the exception for records or information compiled for law enforcement purposes if the release of the photos could be seen as an unwarranted invasion of personal privacy.

The Supreme Court had already ruled that a person could assert a privacy interest that would prohibit disclosure under 5 U.S.C. Section 552, Exemption 7(C). The case of National Archives v. Favish, however, involved the issue of whether this right could extend to the family of Foster. If it did, then the court had to weigh whether that privacy claim was outweighed by the public interest in disclosure.

Access

(continued on page 21)

Housing ad costs West Plains daily \$1,500

The *West Plains Daily Quill* agreed to pay a \$1,500 penalty on a charge of discrimination in connection with a for rent classified advertisement published in November.

The Metropolitan St. Louis Equal Housing Opportunity Council accused *The Quill* of discrimination and the issue was reported to the Missouri Commission on Human Rights (MCHR).

The ad asked for renters *age 50 and older*, (emphasis added) and was pub-

lished four times before it was discovered by *The Quill* and pulled from further

... The ad asked for renters age 50 and older.

printings. Officials with the newspaper told the advertiser the ad was illegal and would no longer be published.

Members of the council assessed a penalty of \$5,000, which was negotiated. *The Quill* countered with \$1,500, and

it was accepted.

Quill manager Jerry Womack said because of staff turnover and incomplete training, the advertisement was inadvertently allowed to be published. Upon discovery, publication was suspended and the customer was contacted for a revision of the advertising. The revision request was refused. We consequently canceled the remaining insertions of the advertisement.

—*West Plains Daily Quill* □

Lower court rulings on this matter had concluded that the privacy interests of the Foster family outweighed the public interest in disclosure. The plaintiff who was seeking disclosure argued that the exemption covered only a personal privacy interest and that it belonged to Foster, not to his family.

But the Supreme Court said that was too narrow an interpretation. The family seeks "to be shielded by the exemption to secure their own refuge from a sensation-seeking culture for their own peace of mind and tranquility, not for the sake of the deceased," the Court said.

This was not to say that the rights of family members were equal to the rights of a private individual. Rather, the court focused its attention on the traditional rights of family members to control disposition of the body of a deceased family member.

"Family members have a personal stake in ...objecting to unwarranted public exploitation that, by intruding upon their own grief, tends to degrade the rights and respect they seek to accord to

the deceased person ..."

The Court noted also a common law right of privacy dating back to the 19th Century in this country and a long-standing history of opinions of lower courts allowing exemptions to disclosure where the sensitivities of family members would be affected by the public disclosure of certain information relating to a deceased family member.

Then, addressing the balancing test contained in exemption 7(c) in cases where personal privacy is an issue, the Court noted that a citizen must show a significant public interest is sought to be advanced and that access to the informa-

tion is likely to do that.

The Court stated that "Exemption 7(c)'s public interest requirement is that the information is necessary to show the investigative agency or other responsible officials acted negligently or otherwise improperly in the performance of their duties," setting a clear standard or test for when the public interest may rise to overcome this personal privacy right.

"Only when the FOIA requester has produced evidence sufficient to satisfy this standard will there exist a counterweight on the FOIA scale for the court to balance against the cognizable privacy interests in the requested records." □

Sale of special *Stars* raises more than \$100k

Across Kansas City about 1,600 volunteers flagged down motorists at busy intersections and sold special editions of *The Kansas City Star* to raise money for the 17th annual Greater Kansas City Day.

Held on the day of the Royals' first home game of the season, the event raises

money to benefit the Rotary Youth Camp Foundation and local children's programs.

This was the third time the event raised more than \$100,000.

Among the volunteer newspaper hawkers was Sluggerrr, the Royals' mascot. □

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Teen Survey offers hope for industry

95 percent believe newspapers are important

Congratulations to Dawn Kitchell, MPA's Newspaper In Education state director, and to Missouri newspapers. The Association's NIE program won the top award for state programs again this year at the Newspaper Association of America's National NIE Conference.

Dawn and other Missourians attended the conference in Los Angeles and accepted the award.

You can help MPA keep its website up-to-date by checking the links from the site to your newspaper.

Links from the MPA website — mopress.com — to Missouri newspapers can be found in two locations. Near the top center of the website you'll see a drop-down menu titled "MPA Newspapers." Clicking on that title will open an alphabetical list of member newspapers. Names in that list link to newspaper websites or to an email address if a paper doesn't have a website.

Also on the front page of the website, on the right side near the bottom, is a small map of Missouri. If you click on that map you'll see a larger map that is divided into counties.

Clicking on a county will bring up a list of the newspapers in that county. Clicking on the newspaper names is supposed to link to the website or email address of that newspaper.

If you find a missing link, or if your email address or website URL has changed, please contact MPA and we'll get the link fixed.

The "2003 Teen Survey: Teens & Newspapers" offers hope for our industry.

USA Weekend magazine conducted the survey with help from the American Society of Newspaper Editors, the Newspaper Association of America Foundation and YouthNOISE.com.

More than 65,000 youths ages 13-18 participated in this survey.

Keep in mind that this survey was conducted by a magazine that appears in newspapers. That skews the results, but responses warrant thought.

Only 18 percent of the kids said they get most of their news from newspapers. Television provides 48% of them with most of their news.

That's not a particularly hopeful response for newspapers. But this one is: 79 percent of them think they will read a newspaper when they are adults. That's a higher

percentage of readers than today's adults!

Here's another interesting number: 57 percent of the youths think newspapers are very important, and another 38 percent said newspapers are somewhat important for an informed citizenry and democracy.

Together, those numbers total 95 percent!

Here are top answers to what they would like to see more of in their local newspaper:

- News by and for teens
- Entertainment/celebrities
- Weekend activities
- Fashion
- Editorials/opinion

Do you have any material in your newspaper produced by teenagers?

Have you ever run a feature story about tattoos or body piercing, not from the angle of being potential health haz-

ards, but from the angle of being trendy things that young people are doing?

Your older readers wonder why tattoos are popular. Ask some people who have them.

Do you know the names of today's popular musical artists or groups? Do you run locally written reviews of their work?

Commenting on the USA Weekend survey, Nicholas Lemann, dean of Columbia University's Graduate School of Journalism, said, "Teenagers ... are not entirely different from adults in their approach to newspapers. They read instrumentally, looking for material that is personally useful to them: sections explicitly about teenagers for high schools, movie listings, fashion stories, horoscopes."

As much as it might disgust you, have you ever had a feature story with local folks commenting on what's happening on TV's "Survivor" or "Fear Factor?"

Features with comments from local people about popular culture and national and international stories will always be of interest to readers of all ages.

A remodeled news focus with a fresh perspective on layout and design that keeps pace with change will do as much as anything to retain current readers and attract new ones.

79 percent of them think they will read a newspaper when they are adults.

It's not too early to make plans to attend the MPA

Convention this fall. We'll gather Sept. 9-11 in the University Plaza Hotel in Springfield.

Although the schedule is not firm, it's thickening, and you can read about the meeting and see the agenda in this month's magazine. You will receive continuous updates and information about the Convention. All of it will be on the website mopress.com.

MPA President Gary Sosniecki, co-publisher with his wife, Helen, of *The Vandalia Leader*, will be the host at the Convention.

With the Convention only a few weeks before the November elections, and with statewide candidates invited to speak, it should be interesting. □



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

Nostalgia

June
1944
Missouri
PressNews

Marionville

The Maritime Commission has announced that Liberty ships being built at Richmond, Calif., will be named for Charles J. Colden and Henry J. Waters.

Colden was one of the founders of the *Nodaway Forum* and once publisher of the *Parnell Sentinel*. He was serving as congressman from the 17th California district at the time of his death in 1938.

The late Henry J. Waters was an editor of *The Kansas City Star*. He was a widely known agricultural scientist and before editing the *Star* he was dean of the College of Agriculture at the University of Missouri and at Kansas State College, Manhattan. Henry J. Waters, Jr., is publisher of the *Columbia Tribune*.

Trenton

Miss Faye Birdsong, who has been editor of the *Trenton Republican-Times* for a little over a month, was recently praised by the *St. Joseph News-Press* for being a "one-mam" newspaper.

Miss Birdsong, a 22-year-old graduate of the Missouri School of Journalism, puts her paper to press six days a week, aided only by a part-time junior college student and a society writer.

Sedalia

Two former *Sedalia Democrat-Capital* reporters, now in the armed service, had a surprise meeting in New Guinea in the South Pacific. They are Lt. Jack Reuter, a member of the *Capital* force, and Lt. Edward Lawson, who was with the *Democrat* before his work with the Associated Press.

The good friends write they are "keeping everything under control."

Knob Noster

Bert Saults and James Wolfe, who are succeeding R.E. Thurston on the *Knob Noster Gem*, are probably the youngest editors in the state. Saults, a junior in the Knob Noster high school, is 17, and

Wolfe, a student at Central Missouri State Teachers College in Warrensburg and editor of the college paper, is 18.

Warrensburg

Pfc. Robert L. Baker makes good use of his copies of the *Warrensburg Star-Journal* when he receives them at his station in the Southwest Pacific. He writes:

"The papers I get aren't wasted. After I and several others read them I give them to the natives who use the papers to roll cigarettes. They make them at least a foot long and it surely looks funny. About a hundred went by here yesterday and they just about drove me crazy saluting."

Mexico

The files of the *Mexico Ledger*, daily and weekly editions, for the past 68 years are being microfilmed so that they may be properly preserved. It is believed that the *Ledger* is the first small city daily in the country to have its files microfilmed.

June
1954
Missouri
PressNews

St. Joseph

The *St. Joseph News-Press*, which dates back to May 3, 1879, published a 75th anniversary edition May 30, paying tribute to the territory it serves by writing exhaustive stories of businesses, organizations and people who had served their communities 50 years or more.

Union

A.A. Steinbeck, editor of the *Union Franklin County Tribune* and president of the Missouri Press Association, was a guest of the Ontario, Canada, government on a recent week-long tour of the province. He was a part of the group of 36 state press association presidents making the trip.

Lake Taneycomo

Sixty-five Northwest Missouri editors and their friends deserted the northwest June 11-13 to meet at Lake Taneycomo for their annual outing. Senator and Mrs. Freeland of the *Tri-Lakes Press* were hosts

for the annual fish fry.

Hermann

A new engraving plant is now in operation at the *Hermann Advertiser-Courier*, according to J.J. Graf, editor. The first picture to be engraved and used in the paper was printed June 4 and was a cut of the Memorial Day parade at Hermann.

Seymour

Joe Stanard, publisher of the *Seymour Webster County Citizen*, has patented a V-Belt Drive for Linotypes and Intertypes which is really good. Hundreds of machines in Missouri are equipped with his quiet, inexpensive drive and more are adding it every day.

June
1964
Missouri
PressNews

Washington

For the eighth time in nine years the *Washington Missourian* was judged winner in the General Excellence category for weekly newspapers having more than 2,000 circulation. It also was presented the Gold Cup award for scoring the most points in the Better Newspaper Contest.

In the daily field, the Gold Cup was presented to the *Independence Examiner*.

Drexel

Mr. and Mrs. Clyde W. Thomas of Independence are the new owners and publishers of the *Drexel Star*. The weekly was bought from Orlyn F. Fleenor, who has announced his retirement.

Tarkio

Mrs. George H. Kaufman has announced the sale of the *Tarkio Avalanche* to Mr. and Mrs. Raymond C. Henry. Henry has been business manager of the *Avalanche* for the past 10 years.

North Kansas City

The Clay County Publishing Co. in North Kansas City, publisher of the Dispatch newspapers, has been purchased by Harold G. Townsend Jr., a California newspaper executive.

Former owners were George I. Sandford, Loren Lamoreaux and Eugene Lewis. □

Springdale, Ark., a good place to be, if your paper has someone for NIE

“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.

On Thursday evening, guests will travel to the Daisy Air Rifle manufacturing plant in Neosho, Mo. They’ll be able to put together their own numbered, commemorative Red Ryder B.B. guns and take them home.

Conference guests may arrive Wednesday evening, June 23, for a social gathering in the hotel. 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 at the hotel or Ameri-Suites at (800) 833-1516 to reserve a room.

The hotel is one block east of I-540 on Walnut St., Exit 85.

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

Through years 4 editors killed because of newspaper work

By DR. WILLIAM H. TAFT
MPA Historian

During the nearly 200 years of newspaper publishing in Missouri, four editors have been killed in the line of duty. One was murdered by an employee. Two were killed while writing copy for the next edition. Another was beaten to death by a young man.

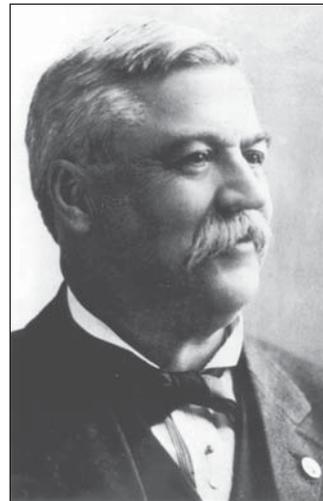
The first editor to be killed on the job was Dr. A.B. Thornton of the *Boonville News* in 1881. The city marshal was charged with the shooting that occurred in the editor’s office while Thornton was preparing copy for the next weekly edition.

In 1907 the editorial office of the *Kansas City Post* was the scene of a shooting when an editorial writer shot editor Hiram J. Groves because he had been fired. Groves’ condition was not termed serious at first. However, he died at his home several days later. The co-owner was also shot, but suffered no serious wounds.

Charles P. Vandiver of Keytesville was the next to lose his life. In 1910 the editor of the *Chariton County Courier* was

beaten up by a young man who strongly objected to the writer’s articles opposing a women’s group being formed in the community. Vandiver lived for several days following the attack.

The fourth martyr is the best known historically. Wesley L. Robertson of the *Gallatin Democrat* was killed in 1919 by a citizen who objected to the editor’s “caustic pen” comments about his drinking habits. Before witnesses he entered Robertson’s office and shot him.



Wesley L. Robertson was president of Missouri Press Association in 1901.

Each individual had a story to tell. Each was well known in his community. And in each case the cause of the conflict was locally oriented.

In each instance, editors across the state, including members and officers of the Missouri Press Association, were pallbearers. Many wrote editorials about the loss of such a prominent individual, known far and

wide for his newspaper career, his work within the community, and his interests in MPA.

(Dr. Taft has written accounts of each of the killings. They will be printed in later issues of *Missouri Press News*.)

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Obituaries

Joplin

William 'Bill' Howsmon 71 — Former publisher

William "Bill" Howsmon, former editor and publisher of the *Seneca News Dispatch*, *Wheaton Journal* and *Pierce City Leader-Journal*, died after a short illness May 22, 2004, at a Joplin hospital.

Mr. Howsmon served on the board of directors of the Missouri Press Association in 1980-81. He retired in 1990.

His wife, Wilma, died in 1998. Survivors are a son, two sisters, three grandchildren and two great-grandchildren.

St. Louis

Sally Thran Gunter

65 — Former reporter, editor

Sally Thran Gunter, a former *Post-Dispatch* reporter and assistant city editor, died of complications of cancer April 7, 2004, at her home.

Mrs. Gunter spent the mid-1960s working as a reporter and copy editor at the *St. Louis Review*, a Catholic newspaper. She joined the *Post-Dispatch* in 1969 and became one of the first women to

Writing workshop June 12 in Columbia

Join award-winning journalist and writing coach Dick Weiss on Saturday, June 12, in Columbia for Master the Story.

You'll study the techniques of the best journalists in the business and learn how they can be applied to stories you write.

Editors: Here's an effective way to provide training for your writers at a modest price. Reporters: You can learn new approaches, sharpen skills and get the feedback that you crave.

The workshop will be held from 10 a.m. to 3 p.m. at the *Columbia Daily Tribune*, 101 North 4th St., Columbia. Cost is \$65. For a registration form go to weisswrite.com/masterthestory-columbia061204.htm. For information email Dick Weiss at rweiss@palm.com. □

cover hard local news at the paper.

She was married in 1978 to Raymond T. Gunter, the newspaper's letters editor. Mrs. Gunter was promoted to assistant city editor before she resigned in 1979 to devote time to her family.

Recently she had been a writing coach and teacher at Aquinas Institute of Theology in St. Louis.

Survivors are her husband, a son, a daughter and a granddaughter.

Festus

Helen J. 'Donnie' Wright

83—Former owner

Helen J. "Donnie" Wright, who owned with her husband, Harold "Doc" Wright, the *Festus Daily News Democrat* for a number of years, died April 12, 2004.

The Wrights moved to Festus in 1952 when they bought the newspaper. They owned and operated it until the mid-1970s. They bought the local radio station in 1972 and ran it until 1989.

Mrs. Wright is survived by her hus-

band, a son and two grandchildren.

Bolivar

Veta Steinshouer

82 — Publisher's mother-in-law

Veta Steinshouer, the mother of Brenda Berry, Bolivar, died May 16, 2004. She was the mother-in-law of Dave Berry, vice president of Community Publishers, Inc., Bolivar.

Berry was president of Missouri Press Association in 2003.

Columbia

Evadna Knies

Mother of MPA associate

Evadna Knies, the mother-in-law of MPA advertising manager Mike Sell, died May 6, 2004. Her husband, Paul Knies, died in February.

Survivors are her daughter, Barbara; two sons, four granddaughters and several great-grandchildren. Granddaughter Jennifer Plourde, the daughter of Mike and Barbara Sell, also works at MPA. □

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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

REPORTER: Cedar County Republican is accepting resumes for a reporter in the Stockton area. Good wages, great benefits. Knowledge of Quark, NewsEditPro, Photoshop, helpful. Photography, pagination skills a plus. Complete an application at Cedar County Republican or fax resume to: Attn: Human Resources (417)-326-8701, or Email: traceyp@cpimo.com. 5-20

REPORTER: The Washington Missourian needs a reporter. Experience is preferred, but we are willing to train a rookie or recent graduate with the right stuff. 16,000 twice-weekly 50 miles from downtown St. Louis. Good pay and great benefits. Send resume, qualifications and clips to Ed Pruneau, managing editor, P.O. Box 336, Washington, Mo., 63090. 5-13

ADVERTISING SALES REP: Minimum qualifications are an Assoc's degree in Communications or related area (or equivalent) and six months to a year of sales experience, preferably in advertising or related area. Base plus commission, superb benefits. Apply to John Nelson, Columbia Missourian, P.O. Box 917, Columbia, MO 65205 or nelsonjr@missouri.edu. 5-4

NEWS EDITOR: The Benton County Daily Record in Bentonville, Ark. seeks an experienced, creative News Editor to lead the copy editing and design of its news pages. The successful applicant will oversee a staff of 3 copy editors. Proven skills in editing, design, headline writing, management and the ability to handle deadline pressure are essential. Good organization skills also are important. Experience in QuarkXPress and Photoshop are required. Send cover letter, resume and relevant work samples to: Melinda Lenda, Community Publishers Inc., PO Box 1049, Bentonville AR 72712 or e-mail melindal@commpub.com. 4-27

NEWS WRITER: The Cameron Citizen-Observer needs an aggressive reporter who loves the newspaper business and wants to be part of our team. Prefer degree in Journalism or English, knowledge of Photoshop and Quark and some photography experience. Excellent benefits. Send resume, references and clips to: Darin Sparks, Cameron Citizen-Observer, PO Box 498, Cameron, MO 64429 or fax 816-632-6543. 8 a.m. to 5 p.m. 4-27

ASSISTANT PUBLISHER: Assistant Publisher for group of six award winning weekly community newspapers in Illinois near St. Louis; hands on responsibility for three of the newspapers. Candidate should have at least five years of newspaper management experience, with a strong interest in the business side of newspapers, and a college degree. Realistically, how can your background and experience help us grow our company? Send resume, earnings history and other information to Publisher

Julie Boren, Campbell Publications, PO Box 70, Pittsfield, IL 62363. 4-21

REPORTER/EDITOR: General assignment reporter/weekend sports editor with the opportunity to be much more. Cover county government, county health department and work as Sunday sports editor and cover Bennett Spring State Park, Missouri's No. 1 state park. Sound like enough variety? Send your resume to: Editor, Lebanon Daily Record, P.O. Box 192, Lebanon, MO, 65536. 4-16

EDITOR: The Daily Statesman in Dexter, Mo., is seeking an editor for this five-day per week paper. Excellent writing, copy editing skills, knowledge of digital photography, Quark and AP style will also be essential. Competitive salary and good benefits that include medical and 401K plan. Cover letters and resumes should be sent to Bud Hunt, Daily Statesman, P.O. Box 579, Dexter, Mo. 63841; or email to bhunt@dddnews.com. 4-15

PUBLISHER position open at the Kansas City Kansan. Liberty Group Publishing seeks individual with strong newspaper advertising background to accept the leadership challenge at Kansas City's "other" daily. Experience and a proven success record essential. Base salary plus monthly bonus opportunities, health insurance, life insurance and 401k plan. Apply to Carter Zerbe, Regional Manager, czerbead@aol.com, 316-775-2218. 4-14

PUBLISHER/ADVERTISING DIRECTOR: If you are now an advertising director in a smaller-market newspaper / or a number 2 or 3 person in a 10,000 to 20,000 circulation daily or weekly, and have enough experience and horsepower to develop into a Publisher position we would like to hear from you. We are a professional, family owned newspaper group, looking for energetic, results oriented, men and women who are interested in additional training and opportunity for career advancement. Our newspapers are located in Iowa, Illinois, Indiana, Michigan, Pennsylvania and New York. Along with salary, we offer strong bonus packages, excellent benefits, and a team that is dedicated to achieving success. (The communities we serve are also great places to live and raise a family). Please send your resume with references and earnings history to: Box A, Missouri Press Association, 802 Locust St., Columbia, MO 65201. 4-12

AD DIRECTOR: The Fremont Tribune, a division of Lee Enterprises, has an immediate opening for an Advertising Director to join our management team. We are looking for a creative leader to drive our newspaper and online/internet advertising sales to the next level. If you are ready for a new challenge, with a quality company and newspaper, this position is for you. Must be able to motivate and lead sales force to sell multiple products and drive new business. If you have exceptional communication skills, demand staff accountability, deliver results, and want to make a difference, we are interested in you. Qualified individual must have 3-5 years sales experience. Management experience a plus. Newspaper experience preferred. Please submit your resume to: Jim Holland, Publisher, Fremont Tribune, P.O. BOX 9, FREMONT, NE 68025. E-mail: jim.holland@lee.net; 402-721-5001, Fax: 402-721-8047. 4-12

AD SALES: Full-time opening in advertising department of west-central Missouri daily newspaper. Located in university community near Whiteman Air Force Base and 50 miles from Kansas City. Seeking an advertising person with

initiative, organization and experience. Contact Mrs. Avis Tucker, Warrensburg Daily Star-Journal, 660-747-8123. 4-12

ADVERTISING SALES: Central Missouri media company is seeking a salesperson. This position would involve assisting area businesses with their advertising needs. Must be enthusiastic and enjoy working with our valued customers. This is a great position for a team player who is neat, efficient and self-motivated. Benefits include vacation, sick leave, 401k and medical insurance. Send resume to File 9, Missouri Press Association, Columbia, MO 65201. 4-8

PRESS II: We have a skilled position available in our press operations. The applicant must have 4 years experience in the operation of a web press. Duties include but are not limited to set up and activation of presses, adjustment of ink and water fountain, adjust guides, clean, oil, wash and re-ink presses. News King experience helpful. Interested applicants may submit resumes to: Columbia Missourian, Attn. Bill Greer, P.O. Box 917, Columbia, MO 65201 or apply in person at the University of Missouri, Heinkel Bldg, Columbia, MO. 4-6

RETAIL ADVERTISING MANAGER: Springfield News-Leader, a Gannett newspaper, is seeking a sales-focused individual to manage and direct the retail sales staff. Degree in Marketing, Business or related field, or equivalent years of experience. Three years of classified and/or retail sales experience is required. Competitive pay, excellent benefits, promotional opportunities locally and within the corporate organization. Send resume/cover letter to: Springfield News-Leader, Human Resources Department, 651 N. Boonville, Springfield, MO 65806 or nbass@springfi.gannett.com. EOE. 3-24

MANAGING EDITOR: Ozarks outdoors and travel publication, River Hills Traveler, is seeking someone to basically run the show. We need someone who has experience managing a newspaper or is ready to do so. Traveler is a monthly located in Piedmont, with most readers in the St. Louis area. To open a dialog, email resume to btodd@riverhillstraveler.com. 3-24

MANAGING EDITOR: The Guidon is seeking a Managing Editor. Weekly military newspaper for Ft. Leonard Wood, MO, published by the Springfield News-Leader, a Gannett newspaper. College degree (preferably in Journalism) or equivalent/relevant work experience. Editing background or related experience required. Competitive pay, excellent benefits, promotional opportunities locally and within the corporate organization. Send resume/cover letter to: Springfield News-Leader, Human Resources Department, 651 N. Boonville, Springfield, MO 65806 or nbass@springfi.gannett.com Equal Opportunity Employer. 3-24

FOR SALE

TWO WEEKLIES: Illness forces sale of two Northwest Missouri weeklies, with or without building. (816) 640-3292. 4-27

Missouri Newspaper Organizations

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

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OZARK PRESS ASSOCIATION: President, Keith Moore, Ava; Vice President, Fred Hall, Crane; Secretary-Treasurer, Jeff Schrag, Springfield. Directors: Dala Whittaker, Cabool; Rosemary Hailey, Mount Vernon; Brad Gentry, Houston; Roger Dillon, Eminence; Frank Martin III, West Plains. Past President: Helen Sosniecki.

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CALENDAR

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
- 10-11 — Inland Press Association Advertising Executives Conference, Radisson Hotel & Suites, St. Louis
- 11 — Ozark Press Association meeting, Springfield
- 24-25 — Central States NIE Conference, Springdale, Ark.
- 25 — Southeast Missouri Press Association Annual Meeting, Southeast Missouri State University, Cape Girardeau

July

- 30 — Northwest Missouri Press Association summer outing

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.

January 2005

- 20-21 — Northwest Missouri Press Association annual convention



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