



Missouri Press News

Your inside story for
July 2004



14 Pete Moss and Jennifer Wilson entertained at the Show-Me Press meeting.



Volunteers from Tennessee judged the Missouri Press contest June 10 in Nashville. **33**



Governor signs Sunshine Law bill

Gov. Bob Holden signed Senate Bill 1020, the Sunshine Law bill, in ceremonies on June 7 at the University of Missouri School of Journalism. The bill's open meetings and open records provisions will become effective Aug. 28. In the photo are, from left, Rep. Vicky Riback Wilson, Rep. Jack Goodman, unidentified, Rep. Jeff Harris, Rep. Mike Sutherland, Hank Waters of the Columbia Daily Tribune, commenting on the bill, Gov. Holden, MPA legislative consultant Harry Gallagher, Rep. Brian Munzlinger, Sen. Sarah Steelman, Sen. John Griesheimer (behind Sen. Steelman), Sen. Steelman's son, Michael; MPA President Gary Sosniecki, MPA counselor Jean Maneke, and MPA Executive Director Doug Crews.



4 Hall of Fame inductees named.



Peter Herschend, a founder of Silver Dollar City, will be among the speakers at the MPA Convention.

6



Regular Features

President **2** Jean Maneke **28**
 On the Move **16** Housekeeping **32**
 Scrapbook **18** Nostalgia **35**
 Kitchell on NIE **21** Obituaries **36**

Listings keep counties in line

Pressure will be on to eviscerate financial statements

The Missouri Press Association scored a major victory not only for newspapers but for the people of Missouri when Gov. Bob Holden signed Senate Bill 1020, the new Sunshine Law, on June 7.

Congratulations to everyone who participated in this effort to keep government at all levels open and honest. Next year, which is not an election year, our legislative challenge may be even more daunting. In 2005, we expect a full-scale assault on the county financial statement that is published every February in one newspaper in each second-, third- and fourth-class county.

MPA got a hint of what is to come in the last two weeks of the 2004 session when a late amendment to a bill destined for passage threatened to condense the county financial statement to a summary of revenues and expenditures, rather than the detailed listings it now includes.

Largely thanks to House Speaker Catherine Hanaway, this effort was derailed. But it will be back next year — and we need to be ready.

At the June 3 meeting of the MPA board, I appointed a committee to begin meeting with legislators and county clerks on this subject. We need to find out what their objections are to the present format, which has been around about 15 years. We need to negotiate changes that we all can live with, or, barring that, we need to prepare our strategy for the next session.

Chairman of our committee is Dane Vernon of Eldon. Other members are Gary Beissenherz of Concordia, Phil Conger of Bethany, Dave Berry of Bolivar and Bob Wilson of Milan.

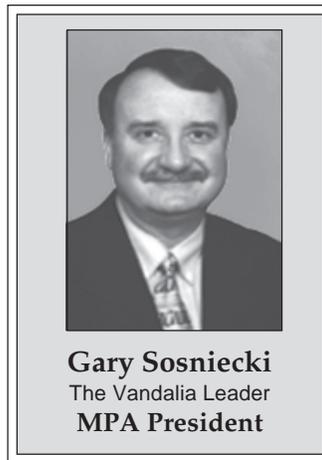
My guess is that legislators who favor condensing the county financial statement are doing so because they believe it is a cash cow for newspapers. And my guess is that some of you reading this are worried about losing a cash cow for newspapers. Therein

lies our problem.

As long as we as an industry view the county financial statement as a cash cow, rather than as an important tool for informing taxpayers about their government, we are in jeopardy of the legislature once again reducing the size of the statement.

Those of you who have been around Missouri newspapers since the early 1990s remember the last time legislators whittled away at the county financial statement. The law used to require that counties publish a list of every “warrant” — every check — it wrote over the course of a year. In those days, financial statements would fill a half-dozen or more newspaper pages in even the smallest counties, and, indeed, they made us money.

... as long as we ... view the county financial statement as a cash cow, ... we are in jeopardy ...



Now, the financial statements list every vendor who receives county money and the total they receive over the course of a year, but not every check. The financial statements are much smaller — usually filling about two newspaper pages — and competitive bidding in counties with more than one newspaper has dropped the price further.

In my county this year, county government paid about \$1.87 a column inch to publish the financial statement. That's not exactly a cash cow for any newspaper.

If you publish the only newspaper in a county and are over

Listings (continued on page 24)



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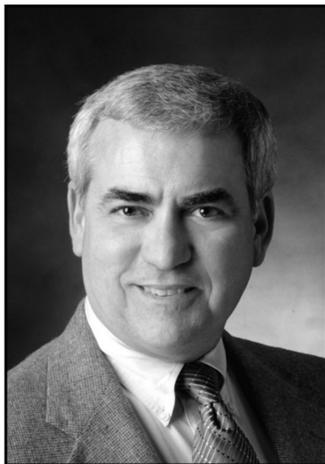
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Hall of Fame to induct 5 Sept. 10

Banquet will be part of MPA Convention & Trade Show in Springfield

Community newspaper publishers who seldom strayed far from home make up this year's group of five people who will be inducted in September into the Missouri Newspaper Hall of Fame.

The Missouri Press Association's Hall of Fame Committee selected the inductees from among nominations. An induction banquet will be held Friday, Sept. 10, at the MPA's annual Convention and Trade Show. That event will be held in Springfield Sept. 9-11.

This year's Hall of Fame inductees are:

- Allen Black, retired publisher of the *Malden Press-Merit*,
- Kenneth Cope, former publisher of the *Neosho Daily News*,
- Dale Freeman, former executive editor of the *Springfield News-Leader*,
- Kirk Powell, publisher of the *Pleasant Hill Times*,
- Jack Watters, former publisher of the *Marshfield Mail*.

To be considered for induction into the Newspaper Hall of Fame, a person must have made exemplary contributions to the newspaper industry over a number of years, lived honorably, influenced unselfishly, thought soundly and displayed community involvement.

MPA founded the Hall of Fame in 1991. Members include Joseph Pulitzer, Mark Twain and William Rockhill Nelson.

Below are brief biographies of this year's inductees.

Allen Black

Malden Publisher

Allen Black grew up in Missouri's Bootheel, where he labored his entire career to keep that region informed about the events and issues of the day.

He served in the Navy during World War II, then earned a journalism degree at the University of Missouri, graduating in 1950.

Black joined two other men who recently had launched the *Malden Press* weekly. By 1953, Black needed a new

partner, preferably a printer who wouldn't leave after a few months.

That partner appeared in the form of Miller Moll, editor of the *Scott County Democrat* in Benton. They paired well and published the *Malden Press-Merit* together until selling it in 1985. The paper returned to them two years later. Black bought Moll's interest in the paper, and in 1989 sold the publication to American Publishing Co.

Black also published the *Bernie Post*, *Gideon Journal* and *Parma Tribune*.

He is a past president of the Southeast Missouri Press Association and board member of the Missouri Press Association. He served many local and area civic and business organizations and was appointed an honorary colonel by Govs. Jim Blair and Warren Hearnes.

Black was married in 1954 to Frances James. They have two sons, a daughter, nine grandchildren and three great-grandchildren.

Kenneth Cope

Neosho Publisher

Kenneth Cope's newspaper career began in 1955. He worked for more than 30 years as advertising manager, business manager and publisher of the *Neosho Daily News*. At the age of 26 he was elected mayor of Neosho, the youngest mayor in the city's history.

American Publishing Co. purchased the Neosho newspaper, and Cope began a swift rise to become a executive vice president of that company, which later became Hollinger, Inc., and then Liberty

Group Publishing.

As Cope traveled the country shopping for newspapers, that company grew to more than 200 publications. Cope became a mentor and counselor for publishers around the country.

He served as president of the Neosho Area Chamber of Commerce, the Neosho Kiwanis Club, Neosho Industries, Inc., and the Industrial Development Authority of Newton County.

Cope's son, Randy, is publisher of the *Neosho Daily News*. His wife, Anne, is a former editor of the newspaper.

In 1989 Cope served as president of Missouri Press Association.

Dale Freeman

Springfield Executive

Beginning as a summer reporter for Springfield Newspapers in the 1940s, Dale Freeman advanced to become executive editor of that company in 1978.

After retiring from that position in 1980, Freeman became editor-in-residence and journal-

ism lecturer at Southwest Missouri State University until 1991.

Freeman grew up in Mansfield and worked at the weekly *Mansfield Mirror*. His early training continued at the *Columbia Missourian* and with Navy newspapers during his service years, 1945-46. While attending the University of Missouri, he played on the basketball team. He earned a degree from the School of Journalism in 1949.

From 1956 to 1959 Freeman was administrative assistant to U.S. Rep. Charles H. Brown of Missouri's 7th Congressional District.

Freeman served on the boards of many



Hall of Fame inductees receive pinnacle awards. Plaques are hung in the MPA office and at the School of Journalism.

professional organizations, among them the American Society of Newspaper Editors, AP Managing Editors and Mid-America Press Institute. He was the first president of the Greater Springfield Press Club.

He also served on the boards of many civic and business organizations, including the Greater Ozarks Hall of Fame, the Bank of Mansfield and the Laura Ingalls Wilder Association. He is a world traveler, having visited more than 80 countries.

Freeman merged the two Springfield newspapers into the *Saturday News* and *Leader Sunrise* edition in the 1970s. After Gannett purchased the company, it merged the morning and evening papers into the *News-Leader* in 1987.

Freeman has written four books with Ozarks topics. His latest is "How to Talk Ozark 'Thout Hardly even Tryin."

F. Kirk Powell

Pleasant Hill Publisher

Kirk Powell has the distinction of being a newspaper pioneer. He and his wife, Jan, were the first Missourians to use desktop publishing.

After buying two Apple computers and a laserwriter in the mid-1980s, they shared their experiences with many newspaper associates.

Powell grew up in Harrisonville, earned his journalism degree at MU in 1966 and went to work selling ads for the *Rochester Times-Union* in New York. A couple of years later he was back, working for J.W. Brown at the *Cass County Democrat-Missourian* in Harrisonville.

The Powells purchased the *Holden Progress* in 1975 from Les and Madeline Simpson, and Jan Powell put her design and business skills to work with her husband. They bought the *Pleasant Hill Times* in 1989 and sold the *Progress* two years later.

Powell is a past president of the Central Missouri Press Association, Missouri Society of Newspaper Editors and the Missouri Press Association (1994). He serves on the board of the Missouri Press Foundation.

He has served on many local organizations and is a past president of the Holden Chamber of Commerce and Pleasant Hill Chamber of Commerce. He has

served on the Park Board and the Planning & Zoning Commission.

The Powells have two daughters and three grandchildren.

John S. "Jack" Watters

Marshfield Publisher

Like the other nominees, Jack Watters never strayed far. He grew up in Marshfield and edited and published *The Marshfield Mail* from 1951 until 1989.

Watters served in the Army near the end World War II, then earned a degree at the Missouri School of Journalism in 1951.

Watters' family owned the weekly, so his career began as a printer's devil.

Through the years he did all of the jobs, from sweeping floors to taking pictures

to selling ads. He sold the newspaper in 1985 but continued as a part-time news writer for four years.

Watters served as president of Ozark Press Association and Missouri Republican Editorial Association.

His civic roles included two terms as president of the Marshfield School Board during 15 years as a member. He has also been president of the park board, fair board, Lions Club and Junior Chamber of Commerce.

As Chairman of the Friends of the Library in Webster County, Watters organized a drive that raised about \$400,000 for the construction of a new library.

Watters and his wife, Etta Jean, have three children. □



MPA Convention schedule

Thursday, Sept. 9

- 8 a.m. — MPA / MPS Board breakfast
- 8 a.m.-Noon — Vendors set up
- 10 a.m. — Nominating Committee
- 11 a.m. — Registration opens
- Noon — Golf at Rivercut Golf Course
- 5:30 — Buses depart for Fantastic Caverns
- 6 p.m. — Tour of Fantastic Caverns and Barbecue Dinner
- 8 p.m. — Buses return to hotel

Friday, Sept. 10

- 8 a.m. — Registration opens
- 8 a.m. — Breakfast in the Trade Show: Speaker, Peter Herschend
- 9 a.m. — Candidates Forum
- Noon — Lunch in the Trade Show: Speaker, Reid Ashe
- 1:30 p.m. — NIE Committee meeting
- 1:30-4 p.m. — Trade Show Roundup
- 6 p.m. — Hall of Fame Reception: Ragtime Pianist Gary Ellison
- 6:45 p.m. — Hall of Fame Banquet

Saturday, Sept. 11

- 8 a.m. — Registration opens
- 8 a.m. — Weeklies and Dailies breakfasts
- 9 a.m. — Concurrent sessions
- 11 a.m. — Awards Luncheon Reception
- Noon — Awards Luncheon: Humorist Mitch Jayne. □

Silver Dollar City founder to speak

Anyone who's lived in Missouri for more than a few months has heard of Silver Dollar City near Branson — maybe even been there. You'll get to know the place better at the MPA Convention in September.

Peter Herschend, co-owner and co-founder of Silver Dollar City, will speak at the Friday breakfast in the Trade Show on Sept. 10.

Herschend is vice chairman of the board of directors of Herschend Family Entertainment Corp. He holds a degree in business administration from the University of Missouri-Columbia (1958). He was awarded an honorary doctorate in business administration from Southwest Baptist University in Bolivar in 1989.

Like his brother, Jack, Herschend has devoted most of his life to his family's business interests. The brothers successfully combined their skills to develop several major attractions.

Herschend Family Entertainment (HFE) owns, operates or partners in nineteen properties in nine states. Prop-

erties include Showboat Branson Bell, White Water water park, The Grand Village shops, Talking Rocks Cavern, The Wilderness at Silver Dollar City campground and Celebration City theme

park. HFE is an operating partner with Dolly Parton in Dollywood theme park and Dolly's Splash Country water park, both in Pigeon Forge, Tenn., and the Dixie Stampede dinner attractions in Branson, Pigeon Forge, Myrtle Beach and Orlando.

In Georgia, HFE operates Atlanta's Stone Mountain Park in conjunction with the state of Georgia. HFE also partners with Ride the Ducks amphibious tours in

Branson, Baltimore, Seattle, Boston and Philadelphia. The attractions now employ over 5,000, and annually entertain more than 10 million guests.

Herschend has become well-known for his efforts to help set the direction of

tourism in Missouri. He has worked to extend the annual tourism season in the Branson area by championing such community projects as Branson Country Spring and Ozark Mountain Christmas.

His extensive professional involvements include his current service on the Missouri State Board of Education (board president from October 1994 to June 1996); president of the Missouri Attractions Association; board member of the Travel Industry Association of America; and past president of the Ozark Marketing Council, an organization he helped create.

He also serves as a director on the boards of the following organizations: The Missouri Chamber of Commerce, Acts 29 Ministries, International Association of Amusement Parks and Attractions, and Gordon College in Wenham, Mass. He is co-founder and president of the Upper White River Basin Foundation, focusing on water quality.

Herschend and his wife, JoDee, live in Branson. They have five children and seven grandchildren. □



Peter Herschend will speak at Friday breakfast.



Media General executive will visit

Reid Ashe, president and chief operating officer of Media General Inc., will speak at the Friday luncheon at the MPA Convention this September in Springfield.

Before being named president of the company, Ashe had served since 1997 as publisher of *The Tampa Tribune*, Media General's largest daily newspaper. Prior to joining Media General in 1996, he was publisher of *The Wichita* (Kan.) *Eagle*, and he also served as editor and publisher of *The Jackson* (Tenn.) *Sun*.

He joined *The Jackson* (Tennessee) *Sun* as a reporter in 1973. During this period he worked with MPA President Gary Sosniecki, who also worked for *The Sun*.

After holding positions as editorial writer, editorial page editor and executive

editor, Ashe became editor and publisher of *The Sun* in 1978.

He joined Knight Ridder, Inc. in 1984 as a general executive at its Miami headquarters and was assigned to lead the Viewtron project, an early on-line computer service designed for home users.

Ashe then moved to Knight Ridder's *Wichita Eagle*, first as senior vice president and general manager, and a year later was named president and publisher. He remained in that position until joining *The Tampa Tribune* as presi-



Reid Ashe will speak at Friday lunch.

dent and associate publisher in 1996.

Ashe graduated from Massachusetts Institute of Technology with an S.B. in electrical engineering in 1971. He and wife Lisa have two sons.

Media General is situated primarily in the Southeast, with interests in newspapers, television stations and interactive media. It operates 26 network-affiliated television stations, which reach more than 30 percent of Southeast households. Interactive media

services include more than 50 enterprises. □

Don't miss these other highlights

The top leaders of the National Newspaper Association and the Newspaper Association of America have confirmed they will attend the MPA Convention and Trade Show in Springfield.

Bob Sweeney, publisher of *The Villager Newspapers* in Denver, is president of NNA. Gregg Jones, co-publisher of the *Greeneville (TN) Sun*, is chairman of NAA.

Sweeney will report to MPA members about NNA's headquarters move to Columbia. Jones will lead the dailies breakfast discussion on Saturday and later that morning will present a session on Newspapers In Education.

The weeklies breakfast on Saturday will feature roundtable discussions. Bring your questions. Get some answers.

Homeland Security

A Homeland Security session is among the concurrent sessions Saturday morning. Faculty from the Missouri School of Journalism are working with Tim Daniel, Missouri director of home-

land security, in arranging for the program.

Sunshine Law

The Sunshine Law will be in the spotlight Saturday morning with an interesting panel whose members should provide lots of give and take. Editors from MPA newspapers, along with public officials, will consider scenarios of frequent open meetings and open records issues.

Trade Show

Don't miss the Trade Show, open throughout the day on Friday. Breakfast and lunch will be served in the Trade Show. Visit the booths. Bid on silent auction items to benefit the Missouri Press Foundation.

Best of Show Photo

Vote for "Best of Show Photograph —

Top leaders of National Newspaper Association and Newspaper Association of America will attend.

Weeklies and Dailies" — during the Better Newspaper Contest reception at 11:30 a.m. Saturday. This was a new event at the 2003 convention. Have some fun and help select the winners.

Nominations For MPA Board

According to Missouri Press Association bylaws, a nominating committee of MPA past presidents meets to select the slate of officers and directors for the coming year. Dalton Wright, *Lebanon Daily Record*, has been appointed by MPA President Gary Sosniecki to serve as nominating committee chairman.

For the year beginning Jan. 1, 2005, the nominating committee will be selecting a second vice president, secretary, and treasurer. No current director's terms expire in December 2004.

Officers and directors for 2005 will be elected after lunch on Friday at the convention. Persons wishing to submit nominations for MPA Board positions should contact Dalton Wright at the *Lebanon Daily Record*, P.O. Box 192, Lebanon, MO 65536; phone 417-532-9131. □

AP's Cliff Schiappa will speak on photography

As the Assistant Chief of Bureau for The Associated Press in Kansas City, Cliff Schiappa reads and writes too many e-mails, answers and places too many phone calls, attends too many meetings, and signs too many time sheets and checks.

And he loves his job.

Before becoming an administrator, Schiappa took news photos for many years in many places. You can learn from his experience at the MPA Convention in September. Schiappa will lead a session on digital photography during the Saturday morning program.

Schiappa is responsible for the 40 staff members scattered among eight bureaus in Missouri, Kansas and Washington D.C., who produce a daily news, photo and broadcast report.

Schiappa was an AP staff photographer for 16 years, covering presidential campaigns, Olympics, the Super Bowl

and the usual mayhem of tornadoes, floods and fires that hit the Midwest.

He has won numerous national awards for his photography including first places in the National Headliners, Baseball Hall of Fame, and APSE contests. He has been a judge for the Pictures of the Year, the world's most prestigious photojournalism competition.

He also was part of the AP's PhotoStream advisory team, traveling to 120 newspapers around the country to introduce and train people on the first electronic darkrooms adopted by the industry.

Schiappa has presented sessions on



Cliff Schiappa has taken photographs around the world.

photography at a number of Missouri Press Association and regional association meetings.

Prior to joining the AP, Schiappa was a photographer and photo editor at *The Kansas City Times* and the Providence (R.I.) *Journal-Bulletin*. He graduated with a Bachelor of Journalism degree from the University of Missouri School of Journalism.

Schiappa's first job as a photographer was at a weekly newspaper founded by Walt Whitman in his native Long Island town of Huntington, N.Y.

When not working, Schiappa plays bridge, spoils his dogs, Oscar and Schatzie, sings low bass in the Heartland Men's Chorus and rides his motorcycle on cross-country trips. □

Hotel Information

**University Plaza Hotel & Convention Center
333 John Q. Hammons Parkway
Springfield, MO 65806
417-864-7333**

When making hotel arrangements,
please call the hotel at
417-864-7333 and ask for
Missouri Press Association's room block.
Rooms are \$89/each for Single,
Double, Triple or Quad to a room.



**Cut-off date for room
reservations is August 9, 2004!**

After this date, room reservations will be booked upon availability of
sleeping rooms in the hotel.

If you want to guarantee yourself a room - make your reservations early!

Check in time is 3:00 p.m. and check out time is 12:00 noon.

Hotel Benefits & Features:

Indoor & Outdoor Pools
Exercise Room
Sauna
Whirlpool
Game Room
Two Outdoor Lighted Tennis Courts
Complimentary Shuttle Service to and from the Airport
Full Service Hair Salon
Gift Shop
Valet Laundry Service
Pet Policy - 1 under 20 lbs.



Officers and directors of Ozark Press Association for the coming year are, seated from the left: Jeff Schrag, Springfield, Vice President; Kimball Long, El Dorado Springs, Director; and Keith Moore, Ava, Immediate Past President; standing, Roger Dillon, Eminence, Director; Brad

Gentry, Houston, Director, Jim Hamilton, Bolivar, Past President; Rosemary Henderson, Mt. Vernon, Secretary-Treasurer; Dala Whitaker, Cabool, Director; Fred Hall, Crane, President; and Helen Sosniecki, Vandalia, Past President. (Crane Chronicle/Stone County Republican photo)

Ozark Press elects Fred Hall

Fred Hall, publisher of the *Crane Chronicle/Stone County Republican*, was elected president of the Ozark Press Association on June 12 in Springfield.

Other officers elected for the new year were Jeff Schrag, *Springfield Daily Events*, vice president; Rosemary Henderson, *Mt. Vernon Lawrence County Record*, secretary-treasurer; Keith Moore, *Ava Douglas County Herald*, immediate past president; and directors Kimball Long, *El Dorado Springs Sun*; Dala Whitaker, *Cabool Enterprise*; Brad Gentry, *Houston Herald*; Roger Dillon, *Eminence Current Wave*; and Dan Wehmer, *Seymour Webster County Citizen*.

President Keith Moore convened the meeting and introduced Jean Maneke, MPA legal hotline attorney, who led a discussion of Sunshine Law changes ap-

proved in May by the Missouri General Assembly.

During lunch, Doug Crews, MPA executive director, highlighted other legislative issues, including the proposal of a more summarized county financial statement in second, third and fourth class counties. The financial statement will likely be an issue during the 2005 legislative session.

Several candidates for statewide office addressed the group during the day, including: Catherine Hanaway (Secretary of State), Matt Blunt (Governor), Robin Carnahan (Secretary of State), Anita Yeckel (State Treasurer), and Jeff Killian, Jim LePage and John Swenson (candidates for Governor).

Ron Cunningham, MPA's postal consultant, discussed how to take proper care in filling out mailing forms for the

USPS.

Helen Sosniecki, Ozark Press past president and co-chair of MPA's annual convention, urged Ozark Press members to attend the MPA convention and trade show, Sept. 9-11, at the University Plaza Hotel in Springfield.

Winding up the afternoon activities was David Burton of the University of Missouri Extension, who led a discussion of Ethics in Journalism.

Sponsors who assisted with the OPA meeting included the *Ava Douglas County Herald*, *Eminence Current Wave*, *Thayer South Missourian News*, *Cabool Enterprise*, *Crane Chronicle/Stone County Republican*, *Springfield Daily Events*, *Vandalia Leader*, Springfield Convention and Visitors Bureau, Missouri Press Foundation and Missouri Press Association. □



Robin Carnahan, a Democrat candidate for secretary of state, addresses the Ozark Press group.



Ozark Press members and guests listen to candidates during a session of the annual meeting of Ozark Press in Springfield.



GOP gubernatorial candidate Matt Blunt speaks at the Ozark Press meeting.

Catherine Hanaway, a Republican candidate for secretary of state, visits with Keith Moore of the Douglas County Herald, Ava, at the Ozark Press Association meeting on June 11 in Springfield.

***Southeast Missourian* sponsors Spirit award**

The Cape Girardeau *Southeast Missourian* is sponsoring a Spirit of America Award. It will publish a Spirit of America edition on July 2 with stories about patriotic and veterans organizations.

Clubs and organizations were invited to nominate individuals. The organization that nominates the winner will receive a \$1,000 cash award. The winner will be announced July 4 at Cape Girardeau's Libertyfest.

Readers wrote essays on "Why I love America," to be included in the Spirit of America edition. □

***K.C. Star* wins 'Oscar' for best food section**

The *Kansas City Star* has won the 2004 James Beard Foundation Journalism Award for best food section in a newspaper with a circulation of under 300,000.

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

Jill Wendholt Silva, editor of the section, received the medallion at the 12th annual journalism awards dinner May 7 at the Grand Hyatt New York. She has been food editor at *The Star* since 1993. □

***K.C. Star* macrozoning Sunday metro section**

The *Kansas City Star* has begun macrozoning its Sunday Metropolitan section. It tailors the section to spotlight news, special features and advertising in certain geographic locations: Missouri, Kansas and Northland.

The *Star's* goals, according to its published explanation, are to represent each area with stories on the section front each week and to increase advertising through zoning.

Advertisers can buy space in one of the macrozoned editions of the Sunday paper without having to pay for space in the entire Sunday run. □



Show-Me Press officers

New officers of the Show-Me Press Association are, front row from left, Charlie Fischer, *Sedalia Democrat*, President; Sandy Steckly, *Cass County Democrat-Missourian*, Harrisonville, Secretary-Treasurer; Gary Beissenherz, *The Concordian*, Second Vice President; back row, John Spaar, *The Odessan*, Director; Rob Viehman, *Cuba Free Press*, Director; and Dick Fredrick, *Monroe County Appeal*, Paris, Past President. Not present were First Vice President Jeff Hedberg, *Centralia Fireside Guard*; and Director Jack Whitaker, *Hannibal Courier-Post*.



Show-Me Press elects Fischer

Show-Me Press Association elected Charlie Fischer, publisher of *The Sedalia Democrat*, president for the coming year. He succeeds Dick Fredrick of the *Monroe County Appeal*, Paris.

Show-Me Press held its election during its annual meeting June 3-5 at the Holiday Inn, Lake Ozark.

Activities began with an early-bird party poolside Thursday evening. On Friday, the focus shifted to the MPA Porter Fisher Golf Classic, held at Sycamore Creek Golf Club.

Guests had a poolside buffet Friday evening.

Officers were elected Saturday after breakfast. Serving with Fischer will be:

- Vice President Jeff Hedberg, *Centralia Fireside Guard*,
- Second Vice President Gary Beissenherz, *Concordia Concordian*,
- Secretary-Treasurer Sandy Steckly, *Cass County Democrat Missourian*, Harrisonville,
- Director Jack Whitaker, *Hannibal*

Courier-Post,

•Director Rob Viehman, *Cuba Free Press*,

•Director John Spaar, *Odessa Odessan*,

•Past President Fredrick.

Linda Geist, publisher of *The Lake Gazette*, Monroe City, gave a presentation titled "Protecting Yourself From Competition." (See story.)

Then chairmen of two of Missouri Press Association's Long-Range Planning Committees and of its Legislative Committee gave reports. Charlie Fischer, Steve Oldfield and John Spaar talked about their progress.

A question-and-answer session with Democrat candidates for governor closed the morning. Candidates Jim LePage and Claire McCaskill answered questions for an hour. Gov. Bob Holden, a Democrat, was attending another function.

During lunch, entertainer Jennifer from Branson performed with her comedian and partner, Pete Moss (aka her

husband, Dan Browning).

Two traveling awards were presented. Rob Viehman of Cuba won the Screw-Up of the Year honors for a headline in his paper that read "County may begin feeding prisoners." (Crawford County always did provide meals for its jail guests, catered by a local restaurant. Officials were considering a different food service vendor.)

Dennis Warden of Owensville received the Porter Fisher Trophy for his efforts in the golf outing. His father, Don, won the plaque a number of years ago, making the Wardens the first father-son recipients of the honor.

After lunch, Republican candidates for governor Roy Lang, Jeff Killian, Martin Linstedt and Matt Blunt answered questions.

Jordan Yount of Columbia moderated the candidate forums.

The Show-Me meeting ended with a reception and dinner Saturday evening. □

Good product will attract advertisers

Monroe City publisher shares her thoughts on successful newspapering

A publisher who started a weekly newspaper and ran the town's established paper out of business offered some suggestions on how to keep that from happening to you.

Linda Geist, publisher of *The Lake Gazette* in Monroe City, spoke at the Show-Me Press Association meeting at Lake Ozark. She got a bank loan a few years ago and started her paper after being removed as publisher of the established paper, the *Monroe City News*.

The philosophy of a community newspaper should not be cutting expenses and increasing revenue, then doing some news, Geist said.

"My philosophy is, you give 'em a good product and they'll buy an ad," she said.

"When you have a good local newspaper, you're going to make that door swing for advertisers."

She constantly thanks her advertisers, Geist said. She doesn't just say thanks for doing business with her, she says thanks for allowing her to publish a hometown newspaper.

"I treat those people like royalty," she said of the first businesses that advertised



Tianna Brooks, left, and Betty Womack, center, of the *Mountain View Standard News*, visit with Linda Geist after Geist's presentation at the Show-Me Press meeting.

with her. They committed to advertising in her first four issues.

Be sure to treat your biggest accounts well, she said.

"Your biggest accounts are your strengths, but they're also your biggest vulnerability." Losing just one of them can hurt seriously.

If necessary, join other newspapers in the area to provide the reach and reader-

ship demanded by a business.

Watch accounts receivable closely, she said. Know who your "no pay" and "slow pay" advertisers are. Don't call on the "no pays." Run their ads only after being paid for them.

Always work on the "slow pays" to keep their accounts current. If they get too far behind, they'll be too embarrassed to advertise.

Geist encouraged her audience to be pro-active with news. "Don't wait for it, go after it," she said.

"There's no reason for filler in a weekly newspaper. Run a picture. Run a bigger picture — pictures of kids, baby pictures. The big cucumber ... we run those pictures. We wince when they bring them in, but we still run them," Geist said.

"A newspaper should be a friend to people. As a friend you'll be welcomed into their homes each week," she said.

Get involved in the community and contribute to causes. Sometimes you can't donate much, but you've got to support local causes, she said.

Is there a formula for success? Geist has one.

"Are your rates fair?"

"Is your product good?"

"The product will drive revenue." □

Centralia publishers to relaunch *Hallsville Top* north of Columbia

Growth in Hallsville, a community 13 miles north of Columbia, has led to a decision to relaunch a newspaper there that has been dormant for 20 years.

The Hedberg family, publishers of the *Centralia Fireside Guard*, hoped to begin publishing the *Hallsville Top* by the end of June or early July.

The Hedbergs bought the *Top* from Donald Diehl, who started the paper in 1971.

Jeff Hedberg, managing editor of *The Fireside Guard*, told the *Columbia Daily Tribune* the paper was closed because Hallsville "had just one bank and not

much more."

In the past few years, Hallsville has tripled in population, with a corresponding influx of businesses and civic organizations.

The Hallsville Chamber of Commerce helped Hedberg find an office for *The Top*. Its address will be 545 Route B, Suite B.

"There's a lot going on in that little town, and we're going to find out what it is," Hedberg told the *Tribune*.

Jodie Jackson, a *Fireside Guard* reporter, will be the editor of the *Hallsville Top*. □

If you can act like a dog, Cape Girardeau paper has a position for you

In its branding efforts, the *Southeast Missourian Jr.* in Cape Girardeau wanted a mascot. It ran this notice seeking one.

"Tracker Needed. We need a fun-loving, patient person that doesn't overheat easily to be our mascot. Must have a great sense of humor, love kids, and be willing to be silly in a dog suit. If you have a flexible schedule and like to have fun, you could be our mascot! Apply in person."

Southeast Missourian Jr. is a section for young people published by the *Southeast Missourian*. □



Don Kruse of Hermann putts on No. 18 at Sycamore Creek as Pat Sullivan, Bryan Kruse and Al Carroll watch. At left, Dennis Warden of Owensville receives the Porter Fisher Trophy from Mike Sell. The highest criteria for winning the traveling award is that you've never won it before.



Branson entertainer Jennifer Wilson and her sidekick husband, Pete Moss, performed for the Show-Me crowd. Jennifer serenaded Grandpa Gary Beissenherz.



Show-Me Press in focus



At left, MPA President Gary Sosniecki, second from right, served as head judge of the Screw-Up Award competition. Show-Me President Dick Fredrick, left, presented the award to Rob Viehman of Cuba for this headline: "County may begin feeding prisoners."



Above, MPA ad director Mike Sell and MPA President Gary Sosniecki quiz gubernatorial candidate Claire McCaskill about her plans to use newspaper advertising in her campaign. At right, Dane Vernon asks gubernatorial candidates how they feel about legislative efforts to reduce published county financial statements to listings of account balances.





Most of the 63 golfers who participated in the MPA Porter Fisher Golf Classic hung around long enough to have their picture taken. Missouri Press will have a golf outing to benefit Missouri Press Foundation during the

MPA Convention & Trade Show. You're invited to play at Rivercut Golf Course on Thursday, Sept. 9, in Springfield.

Tarkio team wins Porter Fisher

Gary Vette and Will Johnson of Tarkio cruised around Sycamore Creek Golf Course with a seven-under par 65 to win the MPA Porter Fisher Golf Classic by one stroke on June 4.

Sixty-three players, in two-person scramble format, teed off at 8 a.m. on the Osage Beach course.

Coming in one stroke behind the Championship Flight winners were Trevor Vernon and Steve Wyrick of Eldon. They shot 3 under par on each nine to finish with a 66.

Contributors to the event allowed Missouri Press to award prizes to five teams in each of four flights. Winners will be invited to play in the Missouri v. Kansas Little Brown Jug match this fall. Missouri will be the host this year.

CenturyTel, through Columbia representative Don Neely, provided trophies for first- through third-places in each flight. The Missouri Lottery sponsored the barbecue lunch on the patio after golf.

Cash contributors to this year's prize fund were:

- Sprint (also ball caps to all participants)
- Missouri Propane Gas Association, Steve Ahrens (also shirts for flight prizes)
- Robert E. Miller Insurance Co., Rob

Metzler

- *Monroe County Appeal*, Paris, Dick Fredrick
- Dane Vernon and Vernon Publishing Co., Eldon
- Charlie Fischer and *The Sedalia Democrat*

Democrat

- Wendell Lenhart and *The Trenton Republican-Times*
- Dan Wehmer and the *Webster County Citizen*, Seymour
- Charlie Hedberg and the *Centralia Fireside Guard* (golf balls for flight prizes).

- *The Tarkio Avalanche*.

Following are the 1st through 5th place finishers in each Flight.

Championship

- 1st: 65: Will Johnson & Gary Vette, Tarkio
- 2nd: 66: Trevor Vernon & Steve Wyrick, Eldon
- 3rd: 70: Charlie & Vonnie Fischer, Sedalia
- 4th: 71: Phil Burk & Dean Howard, Columbia
- 5th: 72: Adam Johnson & Kyler Rohlfson, Tarkio

A Flight

- 1st: 75: Ken & Darlene Joesting, Fairfax
- 2nd: 75: Adam Hall & Terry Skinner,

Jefferson City

- 3rd: 76: Steve Oldfield & Joey Bailey, Adrian
- 4th: 77: Jim Sterling, Columbia, & Lynn Nance, Bolivar
- 5th: 77: Joe May, Mexico, & Tom Turner, Camdenton

B Flight

- 1st: 79: Dan Wehmer, Seymour, & Matt Wright, Lebanon
- 2nd: 79: Dick Fredrick, Paris, & Don Neely, Columbia
- 3rd: 79: Stan & Peg Eldridge, Fairfax
- 4th: 81: Don & Bryan Kruse, Hermann

- 5th: 82: Mary Twenter & Craig Kellman, Columbia

C Flight

- 1st: 84: Greg Gaffke & Ivan Oestreich, Sprint
- 2nd: 84: John & George Spaar, Odessa
- 3rd: 86: Mike Farmer & Roger Levings, Rock Port
- 4th: 86: Don Warden, Owensville, & Mike Sell, Columbia
- 5th: 87: Charlie Hedberg & Burt Nutzmann, Centralia.

Special Prizes:

- Longest putt: George Spaar
- Closest to the pin: Justin Ford
- Longest drive, men: Kyler Rohlfson
- Longest drive, women: Peg Eldridge. □

On the Move

◆ Ashland

Elizabeth Browning recently joined the *Boone County Journal* as a general assignment reporter.

Browning, a Baylor University graduate with a degree in English, recently moved to Boone County to be closer to her parents and brother. She is studying to write and publish articles for children.

Browning previously worked four years as an assistant editor for a publishing company in Waco, Texas, before joining the *Journal*.

◆ Smithville

Bill Knust is the new sports editor of *The Smithville Herald*. He is a recent graduate of Northwest Missouri State University, where he earned a degree in journalism.

A native of Omaha, Knust served as editor in chief of *The Northwest Missourian*, his college newspaper. During his tenure, the newspaper was named a Pace-maker Finalist by the College Media Advisors. That award goes to the top two percent of college newspapers in the country.

◆ Troy

Betty Choate retired in April as a typesetter at *The Lincoln County Journal* and *The Troy Free Press*. She served the newspapers for 35 years.

The newspapers held an open house on April 26 and presented Betty with gifts in appreciation of her service.

Jeff Weinrich, a recent graduate of Troy Buchanan High School, has joined the staff of *The Lincoln County Journal* as a summer intern.

Weinrich has been accepted into the Missouri School of Journalism.

◆ Marthasville

Tim Schmidt has joined *The Marthasville Record* as sports editor.

He is a native of Ewing now living in Wentzville.

Schmidt earned a journalism degree at Culver-Stockton College and worked part-time for three years at the *Quincy Herald-Whig*. Most recently he was sports

editor at the *Warrenton Journal*.

Before Schmidt's arrival, *Washington Missourian* sports editor Bill Battle and staff covered sports for the *Record*, which is owned by Missouriian Publishing Co.

◆ Webster Groves

Carol Hemphill left the weekly Times Newspapers at the end of June after 20 years. She plans to return to school to become a reading specialist.

Hemphill worked in advertising and administration.

◆ Maryville

The *Nodaway News Leader* has added Kerra Siefering to its advertising and production staff.

A 2000 graduate of high school in Bedford, Iowa, Siefering recently completed a degree in business management from Northwest Missouri State University in Maryville.

She has worked part-time for the *News Leader* for three years.

◆ Odessa

Leigh Hallenberg, a native of Lee's Summit, has joined the staff of *The Odesan* and *Focus on Oak Grove* as sports editor, succeeding Lynn Guerri.

A May 2003 graduate of the University of Missouri, Hallenberg worked as sports editor of *The Lexington News* for the past nine months.

◆ Springfield

Brian Lewis has joined the *Springfield News-Leader* as associate editorial page editor. He previously worked at the *Nashville Tennessean*, where he was religion reporter for two years. Before that he covered religion for the *Wichita Eagle* for three years.

Lewis replaced Jennifer Portman, who took a job in Florida.

He earned an undergraduate degree at Notre Dame University and a master's in journalism from Syracuse University.

◆ Columbia

Diana Selken has joined the *Daily Tribune* staff as the retail advertising manager. She previously worked for Cumulus Broadcasting and has worked in radio, TV and ad agencies in Columbia for 18 years.

◆ Richmond

Joe Frederick became sports editor of *The Daily News* on May 24. He's a 1999 graduate of Richmond High School.

After attending the University of Missouri for a year, Frederick attended Northwest Missouri State University.

◆ Raytown

Margaret Frick joined the *Raytown Tribune* 46 years ago, when the name of the newspaper was the *Raytown News* and the President of the United States was Dwight Eisenhower.

Frick, the office manager for the weekly, is retiring. The public was invited to an open house to celebrate the occasion on May 27. □

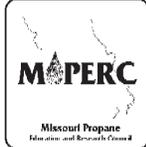
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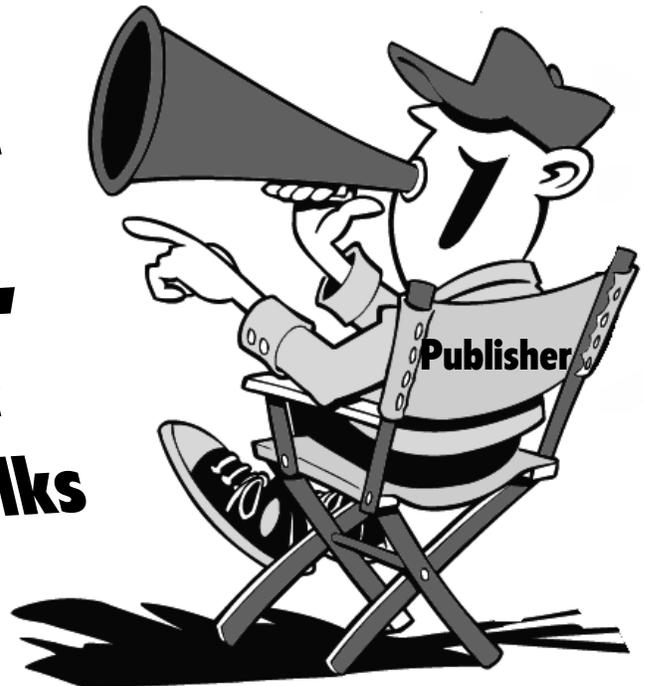
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Scrapbook

❖ Canton

Dan Steinbeck, editor of the *Press-News Journal*, Canton, was elected to the Lewis County Ambulance board in the April 6 general municipal election. Steinbeck defeated the incumbent by 201 votes. Should there be news developing from this board, other newspaper staff will cover the board meetings.

❖ Chillicothe

The Weekly News, a 2-year-old paid-circulation publication founded by Chuck Haney, merged with *The Ad Page* on June 2.

Content of *The Weekly News* will be contained in *The Ad Page*, a 6-year-old free weekly paper published by Haney's son, Kevin.

Livingston County Newspapers LLC owns both publications.

Kevin Haney is running the combined operation. Beverly Chiolerio is ad manager and Kyra Ireland is business manager and news manager.

Chuck Haney is semi-retired. He continues to write his "On The Street" column and does some news and ad work.

❖ Troy

The *Lincoln County Journal* invited area youngsters to enter its Draw Dad Father's Day Contest. Top winners in three age categories won \$25.

Winning entries, chosen by the staff, were published in the Father's Day edition of the weekly.

❖ Kansas City

Editors for *The Kansas City Star* answered questions about what stories are covered and how they're handled at three open forums in May.

Residents questioned the editors at the Sylvester Powell, North Kansas City and Brush Creek community centers on Tuesday, Wednesday and Thursday evening.

❖ St. James

The Sunshine Law was among the topics at a June 22 Elected Officials Workshop in St. James sponsored by the

Meramec Regional Planning Commission and the Missouri Municipal League.

❖ Lamar

The *Lamar Democrat* planned to publish a special tribute on July 3 to people serving in the armed forces.

Photos and stories about people serving around the world were solicited for use in the "Tribute to Freedom" edition.

❖ Columbia

The Missouri State Teachers Association has selected the winners in its annual Media Awards competition. Awards will be presented Nov. 12 in Kansas City at the MSTA Convention.

Among the newspaper winners were:

Editorials/Columns:

Liberty Sun-News

HM: *St. James Leader-Journal*

Features:

St. Joseph News-Press

Liberty Sun-News

General Coverage:

St. Joseph News-Press

Liberty Sun-News

HM: *The Montgomery Standard*

Literacy Program:

St. Joseph News-Press

Photography:

Santa Fe Times, Alma

HM: *Northland Sun-News*

❖ Nevada

Carolyn Gray Thornton, whose column "Middle Age Plus" runs each Thursday in the *Nevada Daily Mail*, won an award for her column at the Missouri Writer's Guild Conference in Springfield this spring.

She won third place in the humorous articles category.

❖ Platte City

The *Platte County Landmark* began its 140th year of publication with its May 27 issue.

Publication of the weekly began in Weston less than six months after the assassination of President Abraham Lincoln in 1865. It was moved to Platte City in 1871 and has been published without interruption.

❖ Columbia

Tribune Publishing Co. employees used fire extinguishers to contain flames of a small equipment fire in the printing plant on May 25. Firefighters arrived to complete the job.

Paper that fell into the motor of a saddle-stitcher machine used to trim and staple publications caught fire.

❖ Sedalia

Freedom Communications Inc. of Irvine, Calif., parent company of *The Sedalia Democrat* and other newspapers, has changed from family only ownership to joint ownership with two East Coast in



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MO-03-29-GEN October 2003
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Digging deep in the hole

Sports editor Ron Schott of the *Christian County Headliner-News* in Ozark tried out in May for the Springfield-Ozark Ducks baseball team. "Instead of wearing a number for the tryout, I wore a sign that read 'Out of shape reporter' to let other players know that Missouri baseball talent is better than what I brought to the table," Schott

wrote. Here's manager Greg Tagert's assessment of Schott's effort: "After running an 8.68 (60-yard dash), that can be offset if you hit for power. However, defensively you made every play. As for your chances, I just hope you're a good reporter." (*Christian County Headliner-News* photo)

vestment firms.

Blackstone Group in New York and Providence Equity Partners based in Rhode Island now hold a minority stake in the Irvine, Calif., company.

Blackstone/Providence can own up to 49.9 percent of the voting stock, so the family will remain in control.

◆ Washington

Tina Bell of the *Washington Missourian* presented a plaque to Lt. Mike Rose in May recognizing him for distinguished service as a police officer in Pacific.

The Missourian sponsors the award.

Also in Washington, the city now has a monument to its namesake, George Washington.

The Missourian and a local bank spearheaded a campaign to raise money for a bronze bust of the first president. The bust was unveiled in a ceremony in May at city hall.

◆ Kansas City

Star columnist C.W. Gusewelle has received the Pinnacle Award for Excellence in the Arts, an honor given by the Johnson County Library Foundation.

He will be honored at the Foundation's Party in the Stacks on Sept. 19.

◆ Columbia

Wayne Wanta, who is on the graduate faculty at the Missouri School of Journalism, has been elected to presidential ascension with the Association of Educators in Journalism and Mass Communications.

He will become vice president this summer, then serve as president-elect, president and past president in succeeding years.

Earl English is the only other MU person to be elected president of AE-JMC, that being in 1953.

◆ Columbia

Mary Kay Blakely, an MU journalism professor, received one of 10 William T. Kemper Fellowships for Teaching Excellence at the university this spring. She received the \$10,000 award on May 5. Professors are chosen based on evaluations of their teaching and letters of support from their colleagues and students.

◆ St. Joseph

Meredith Hines-Dochterman, elementary and secondary education reporter for the *St. Joseph News-Press*, is one of 19 journalists nationwide selected for the

2004 class of Journalism Fellowships in Child and Family Policy.

The program is based at the University of Maryland's Philip Merrill College of Journalism. Hines-Dochterman will go to Washington, D.C., in September for briefings, then will return in January for a reporting project.

◆ Kansas City

Bill Graham, natural science writer for *The Kansas City Star*, has won the first-place award for excellence in newspaper writing by the Outdoor Writers Association of America.

He was recognized for the news feature "Paddling a River Lush with History" that was published Nov. 9 in "Star magazine."

◆ Columbia

Hank Waters and Vicki Russell, publisher and associate publisher of the *Columbia Daily Tribune*, were honored by the Voluntary Action Center for their support of volunteerism in Columbia.

They received the Hazel Riback Award for their work with the center through the Hero Awards. □



Fulton students learn about newspapers

Students in Fulton’s STARS after-school program got a lesson in journalism recently. Jessica Ellyson, 11, and Shanice Clark, 10, looked over a copy of *The Fulton Sun* during an afternoon session. Staff reporter Colin E. Suchland was leading the students through the basics of an interview. The youths later interviewed Fulton Mayor Robert Craghead and Fulton Police Chief Steve Myers. (*Fulton Sun* photo by Alex Hawkey)

Post-Dispatch notes use of bad Iraq stories

The *St. Louis Post-Dispatch* told its readers on May 27 it had run stories about the Iraq crisis that contained bad information. Those stories came from The New York Times News Service.

A day earlier *The New York Times* acknowledged that it relied on reports from informers whose credibility was later called into question.

The *Post-Dispatch* ran a story about its use of *Times* stories under the May 27 Associated Press story about the *Times* admitting to the faulty coverage.

“Although we do not independently substantiate the stories we use from these news services, we take full responsibility for the stories we select to publish,” wrote Tim Poor, national/foreign editor. “... (T)he questions that have been raised about these stories and others more recently have prompted us to be increasingly cautious about our use of stories that rely on anonymous sources.” □

Call papers sue Mehlville schools

Call Newspapers of St. Louis in May sued the Mehlville School District, the superintendent and the Board of Education alleging three “purposeful” violations of the Sunshine Law.

The *Call* seeks the release of documents that have been withheld by the district, according to Call Newspapers President and General Manager Bill Milligan.

The lawsuit seeks a \$500 fine per violation, attorney fees and an order that the defendants “undergo Sunshine Law training.”

“We’ve taken this unusual step because ever since we began asking questions about Proposition P — what was supposed to be a \$68.4 million bond issue funded by a 49-cent tax-rate increase — we’ve noticed that the school administration is taking a less cooperative stance and we believe they’ve tried to limit our access to information to control the news we write,” Milligan said.

The suit alleges, among other things, that district officials “purposefully and willfully” withheld from the newspaper a listing agreement with Lechner Realty for the St. John’s Elementary School property.

The school originally was intended to be razed to make way for a new early childhood center — the final project of the Proposition P districtwide building improvement program. But administrators announced during a Proposition P Oversight Committee meeting Nov. 25 that constructing a school on that site would raise safety, access and aesthetic concerns.

Mehlville School District voters in November 2000 approved Proposition P,

“...we believe they’ve tried to limit our access to information to control the news we write.”

a nearly \$68.4 million bond issue funded by a 49-cent tax-rate increase. However, the Board of Education last September adopted a revised budget for the Proposition P districtwide building program totaling more than \$86.7 million.

The superintendent denied the newspaper a copy of the school property listing agreement, stating, “in that contract is confidential information that could reveal on pricing, so that we’re not going to be releasing the details of some of the components of that.”

The newspaper requested a redacted version of the contract, explaining that the *Call* would like to view parts of the contract that would be considered public information. The superintendent denied the request.

The lawsuit alleges that the Board of Education held closed sessions to discuss and vote on the Lechner listing.

(To read a full version of the newspaper’s story and the lawsuit, go to callnewspapers.com.) □

NIE training July 20 in Columbia

Session replaces cancelled University workshop

Missouri Press Foundation will host a one-day Newspaper In Education training session from 9:30 a.m. to 5 p.m. Tuesday, July 20, in Columbia.

Newspapers are encouraged to send teachers and newspaper staff members to learn ways the newspaper can be utilized in the classroom.

The session will include information on how the newspaper fits into the No Child Left Behind program, as well as ways to use the newspaper in the classroom to meet the Show Me Standards and improve standardized test scores.

The workshop will be held at the *Columbia Daily Tribune* and will include a tour of the newspaper production process.

Cost for the session is \$35 per person and will include lunch and a binder with a variety of Newspaper In Education resources that can be reproduced.

This one-day session is a condensed version of the 16-hour graduate-level Living Textbook course MPF has offered

in conjunction with the University of Missouri's MU Direct program.

To register someone to attend the July 20 session, please return the registration form, available at mopress.com or from MPA, by July 12.



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

I'm thrilled to announce that Gregg Jones, chairman of the Newspaper Association of America, has agreed to travel to Missouri to promote Newspaper In Education during MPA's annual convention Sept. 9 through 11 in Springfield.

Jones, co-publisher of *The Greeneville* (Tenn.) *Sun* and president of Jones Media, Inc., is a strong advocate of Newspaper In Education and will speak about the importance of reaching young readers at a special

Newspaper In Education session from 10:30 to 11:30 a.m. Saturday, Sept. 11.

Jones also will speak during the Dailies Breakfast at 8 that morning.

And Friday, Sept. 10, from 9 a.m. to noon, we will have a Newspaper In Edu-

cation meeting to share information from national and regional conferences and to update MPA newspapers on NIE resources available during the 2004-2005 school year.

This year's convention offers a tremendous opportunity for newspapers to learn more about Newspaper In Education and ways Missouri Press Association can help you in reaching young readers. Please consider including your staff members who are involved with NIE in your convention registration.

I have relocated my office, so please make sure your contact information is updated. The new mailing address is 19753 Valley View Dr., Marthasville, MO, 63357. The telephone and fax number is (636) 932-4301 and e-mail is kitchell@yhti.net. □

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**You read the paper,
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Journalism students interview Clinton retailers, present ideas

Students from the Missouri School of Journalism interviewed several business people in Clinton in May. They presented their findings at a luncheon hosted by the *Clinton Daily Democrat*.

Business people spent two to three hours with the students, answering questions and showing them how small retail businesses operate in rural communities.

Student questions included business history, customer profile, major competition, trends and the most important factor threatening the business this year.

Businesses that participated were El Sambre, Premier Video and Tanning, Custom Clubs and Repair, Keil's Jewelry, The Shop and W&S Door Co.

Students presented their findings and made suggestions at the luncheon, which was attended by the mayor and the president of the Chamber of Commerce, among others. The presentation included 150 slides. □

Aug. 10 circulation seminar in K.C.

On Aug. 10, a unique Circulation Seminar will be held in Kansas City at the Westin Crown Center.

Called "Circulation Master Strategies," this meeting brings together four national organizations to present a unique seminar that will examine circulation strategies as a composite, integrated whole, combining business management, practical and legal components. The Seminar is designed to allow attendees to drive in and drive out the same day. The meeting will be held from 9:30 a.m. to 3:30 p.m.

Topics will include Newsrack Management and Strategy; Newspaper Industry

Insurance Issues; The DM - Frontline Offense in the Independent Contractor War; and Preventative Legal Medicine.

This seminar is co-sponsored by Missouri Press Association, Arkansas Press Association, Iowa Newspaper Association, Kansas Press Association and Midwest Circulation Management Association.

The seminar will also benefit financial officers and human resource directors.

L. Michael Zinser of the Zinser Law Firm is coordinating this seminar. Cost is \$69. To register, call Sherie Hartman of the Zinser Law Firm, (615) 244-9700. □

Maryville daily switches to postal only delivery

As of July 1, the *Maryville Daily Forum* began delivery exclusively by mail.

Monday through Friday editions will arrive in readers' mailboxes on the day of publication, publisher Tim Larson said.

"It has become increasingly difficult, if not impossible, to keep carriers on routes," Larson said. "We always have

routes open and are training new carriers. This has a negative effect on service.

"The response from readers and advertisers has been wonderful. They love it."

Printing of the paper has been moved ahead a few hours. Papers are sent to the post office by 6 a.m. each day for that day's delivery. □

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Marketing honor for *Post-Dispatch*

The *St. Louis Post-Dispatch* won a first-place award in the International Newspaper Marketing Association's 69th Newspaper Marketing Awards competition.

More than 1,100 entries from 180 newspapers from 34 countries were judged in Baltimore in February.

The *Post-Dispatch* won for "Life & Style" in the category Promotion of a Newspaper Online Service in the Over 300,000 category.

It also was a Finalist in the Outstanding Results category for its "Circulation

Online Sign-Up" entry.

View the year's top print marketing campaigns for newspapers in *Best In Print 2004*, a new book published by INMA. See what the best newspapers are doing to increase advertising, readership, brand awareness, and public relations.

Best In Print 2004 is required reading for newspaper marketing departments, creative teams, and newspaper advertising agencies.

Order a copy from the Bookstore at inma.org. Cost is \$55 for members of INMA, \$110 for non-members. □

Publishers of Missouri papers buy three more publications in Kansas

Jack and Kathy Krier, publishers of a number of newspapers in Western Missouri and in Kansas, have purchased *The Ellis Review*, *Plainville Times* and *The Hoisington Dispatch* in Kansas. The sales were effective June 1.

Bill and Pam Gasper owned the *Review* since May 1983. Luke and Kerri Lynne Brown owned the *Dispatch* for nearly 17 years, taking over operations in August 1987. Carol Van Dyke owned the *Times* for the past 13 years.

The Kriers, who moved to Russell, Kan., from Kimberling City, Mo., in 2002, are lifelong newspaper people. They owned papers in Nebraska, North Dakota, Iowa and Missouri before moving to Kansas.

They continue to have an ownership stake in a dozen Missouri newspapers. The Kriers were represented in each sale by Ed Anderson of National Media Associates. □

Cameron Newspapers has new 5-unit press

Cameron Newspapers has installed a new five-unit Goss Community Press.

Publisher Jamey Honeycutt said the old press had to be replaced because it could no longer print a quality publication.

Cameron Newspapers prints its own *Cameron Citizen-Observer* and *Cameron*

Shopper and a number of other newspapers for area publishers.

During the two-week installation, the papers were printed at the *St. Joseph News-Press* plant.

The new press will allow Cameron Newspapers to increase the size of its sections while maintaining and enhancing color printing, Honeycutt said. □

Call These Organizations for Answers to Your Questions



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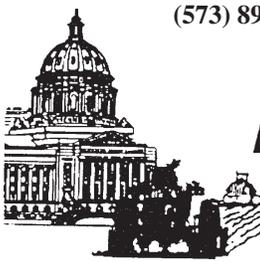
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Listings

(continued from page 2)

charging to publish the county financial statement, then please realize that you are part of the problem.

In most cases, this is largely a camera-ready job now, with the composition done by the county clerk's office. Every county needs to be charged a fair rate, regardless of the number of newspapers bidding to publish it. (And if you publish a legal newspaper and aren't being given the opportunity to bid on the county financial statement, you need to contact your county clerk and ask for the opportunity to bid.)

I'm told that Missouri still has a few counties that publish the old-style financial statements that list every warrant. If that's true, and if your newspaper hasn't worked with your county clerk to reduce the county's bill, then you, too, are a reason the legislature may target these statements next year.

If your newspaper doesn't publish news stories about county financial statements, then you are missing an opportunity to prove the value of this legal advertising. How much does the county spend in each town in your county — and is your town getting its fair share? What are the top 10 county vendors? The story possibilities are endless.

We need to convince the legislature that this is not a financial issue for us but a public-information issue. We need to remind the legislature that most rural county commissions are virtually impossible for the public to monitor, that they "meet" for days at a time, often without specific agendas.

A complete county financial statement is one way to keep the public informed of how its tax dollars are spent. We need to remind the legislature that the priorities of the state auditor's office have shifted away from rural county governments, that counties now receive complete audits only every four years instead of every two or three years, as they did previously.

Again, a complete county financial statement is one way for the public to track a county's spending.

Fortunately, at least two of the three major candidates for Missouri governor went on record against condensing the county financial statement further when

Contributions honor Bill Bray

Several more contributions have been made to the Missouri Press Foundation in memory of former Executive Director Bill Bray. Mr. Bray, manager of MPA for 37 years, died March 3.

A list of donors in Bray's memory appeared in the May issue of *Missouri Press News*.

These people have contributed since then:

Dan Zimmerman, Petaluma, Calif.; Robert and Patricia Smith, Lebanon; Joyce Peerman, Jackson; Warden Publishing Co., Inc., Donald Warden, Owensville; Robert and Marjorie Blosser, Jefferson City; Patricia Anne Atwater, Irvington, N.Y.; and James A Gierke, Louisiana; Dennis and Kathy Berry, Atlanta, Ga.; Phil and Cece Leslie, Columbia; and Mrs. Jo Anne Bray, Camdenton.

Total funds are nearing \$50,000. □

asked by Dane Vernon during Show-Me Press Association debates last month.

"I think it's absolutely a terrible idea to be offering less information to the public," Democrat Claire McCaskill said. Said Republican Matt Blunt: "In a government like ours, we need to have as much information placed before the citizens as possible."

Gov. Bob Holden's press office did not return a phone call to me when I asked

for his position, though Holden's support of Sunshine Law improvements indicates his thoughts about open government.

Next time you see your legislators or county clerk, ask how they feel about this issue. Relay the information to one of the committee members.

Maintaining the county financial statement is an issue we can win. Not because it makes us money, but because it's the right thing for Missouri's citizens. □

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Cape Girardeau students learn to love newspapers

(This letter appeared in the May 19 issue of the *Southeast Missourian* in Cape Girardeau.)

To the editor:

I am a special education teacher and wish to express my appreciation for the weekly newspapers you have provided for my class this past school year. The life skills my students have gained from our weekly newspaper activities have been invaluable.

All of my high school students have learned how to use the paper effectively. They know where and how to look for jobs, cars and apartments. They have learned to distinguish world, national, state and local headlines and much more.

Their comments regarding the value of your papers are as follows: "I like finding out what is going on in the world." "I've learned how to find things in the paper." "I've really enjoyed Sam DeReign and the Class of 2morrow articles."

And, finally, my personal favorite: "I used to hate to read the paper, but now I love it."

Thank you again for your wonderful contribution to my students.

Dixie Crites

Cape Girardeau School District

St. Louis Newspaper Guild approves contract

ST. LOUIS (AP) — Members of the St. Louis Newspaper Guild voted June 6 to approve a labor contract with the *St. Louis Post-Dispatch*.

The five-year package covers about 600 editorial, advertising, circulation and support workers.

The vote was 245-108.

Under the approved plan, wages would increase 5 percent or 6 percent in the first year, depending on employees' pay classification. Annual increases would decrease each of the next four years, ending with 2.5 percent in the final year.

Workers would pay 15 percent of their insurance premiums in the contract's first year. Eventually, they would pay 25 percent.

Missouri newspapers exceed goal of using 50% recycled print

JEFFERSON CITY, Mo. (AP) — The use of recycled newsprint reached a high last year in Missouri as newspaper publishers finally exceeded a statewide goal, the Department of Natural Resources said June 2.

The 85 newspapers that reported figures to the state used an average of 52 percent recycled newsprint in 2003 — just above the statewide goal of 50 percent, the department said.

Since 1993, newspapers with an average daily distribution of 15,000 or more have been required by state law to report how much recycled newsprint they use. The law sets voluntary targets for recycled newsprint use. For example, the first year's target was 10 percent of all newsprint. But by 2000, the goal had gradually increased to 50 percent recycled newsprint.

Last year marked the first time that

newspaper publishers exceeded the 50 percent threshold. In 2002, newspapers reporting statistics used an average of 47 percent recycled newsprint.

Officials at the Department of Natural Resources expressed hope that the increased use of recycled newsprint could cause consumers to change their habits.

"This support for recycling should encourage Missouri citizens to increase their recycling of old newspapers," said department director Steve Mahfood. "Paper products are still the largest percentage of solid waste that goes to landfills."

Of the 85 newspapers reporting figures to the state for 2003, 67 exceeded the 50 percent recycled newsprint goal, and 47 publications reported using 100 percent recycled newsprint.

Missouri is among fewer than a dozen states that have established goals to encourage the use of recycled newsprint.



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New Sunshine Law provisions

Most changes will become effective Aug. 28

SB 1020, the Sunshine Law update sponsored by State Sen. Sarah Steelman (R-Rolla) and handled by Rep. Jack Goodman (R-Mt. Vernon) in the Missouri House of Representatives, was signed by Gov. Bob Holden June 7 in Columbia, in ceremonies at the University of Missouri School of Journalism.

The bill represents the first major changes to the Sunshine Law since 1998. Stiffer potential penalties for violations and 10-cent per page fees for copies of

public records are among numerous positive provisions in the bill.

The legislation, intended to provide increased access to government meetings and records, was supported by the Missouri Press Association.

Here are new provisions of the Sunshine Law, which take effect Aug. 28:

— Public governmental bodies, public

officials, law enforcement agencies and law enforcement officers who violate the law, if found guilty by the court, could be fined up to \$1,000 for a “knowing” violation and up to \$5,000 for a “purposeful” violation. The court may order payment of attorney fees if a “knowing” violation is proven. The court shall order payment of attorney fees if a “purposeful” violation is proven.

(Jean Maneke comments on this in her Legal Hotline column in this issue.)

— Fees for copying public records are

10 cents per page (page size up to 9-x-14 inches). Clerical time, research time, programming time can be recoverable by the public governmental body, also.

— The University of Missouri, specifically, is named in the definition of “public governmental body.”

— Any bi-state development agency is considered a public governmental body.

— Public meetings may include conference calls, video conferences, internet chats, internet message boards.

— Meetings by telephone or other electronic means must follow proper notice procedures, including 24-hour notice, proper posting, etc. The public must be advised where and how to access the

meeting.

— Public records include documents or studies prepared for a public governmental body and paid for with public funds, including records created or maintained by private contractors under an agreement with a public governmental body or on behalf of a public governmental body.

— A consultant’s study must be retained by the public governmental body just as any other public record is re-

tained.

— Public votes may include votes in person, by telephone or other electronic means.

— For the most part, all roll call votes must be made by those elected members physically present at the meeting (except for the General Assembly and any committees established by a public governmental body). Emergency situations requiring votes by telephone, fax, internet, etc. are allowed if a majority of the public governmental body is present and if good cause is noted in the meeting’s minutes. (This specific provision does not cover boards and commissions comprised of appointees — persons who are not elected.)

— Open meetings may be audio- and videotaped. The public governmental body establishes guidelines to minimize any disruption. No recording of closed meetings is allowed without permission of the public governmental body.

— Minutes of closed (and open) meetings shall be taken and retained by the public governmental body.

— Information about lease, purchase or sale of real estate shall be made public upon execution of the lease, purchase or sale.

— Private sources donating to chancellor or president salaries at all public colleges and universities and the amounts contributed are open records.

— Final audit reports of public governmental bodies are open records.

— Homeland Security exemptions are added: Operational policies developed by first responders (police, fire, ambulance) to terrorist incidents would be closed records. Expenditures of public funds relating to such policies are not closed. Information voluntarily submitted by non-

Many helped with legislation

Appreciation from the Missouri Press Association goes to leaders in the House and Senate for their support of the bill: Speaker of the House Catherine Hanaway (R-Warson Woods), Senate President Pro Tem Peter Kinder (R-Cape Girardeau), Sen. Mike Gibbons (R-Kirkwood), Rep. Jason Crowell (R-Cape Girardeau), Rep. Mark Wright (R-Springfield). Sen. Norma Champion (R-Springfield) and Rep. Jeff Harris (D-Columbia) were helpful.

Thanks to Sen. Steelman, Rep. Goodman, Charlie Fischer, *Sedalia Democrat*, MPA Legislative Committee chair; and Jean Maneke, MPA legal counsel, for their help on this issue. And, thanks to Harry Gallagher and Kathi Harness, MPA legislative consultants, for working all issues MPA faces in Jefferson City. □

public entities (for instance, private utility companies) to state or local governments about security of their infrastructure would be closed. The exemptions have sunset clauses, expiring Dec. 31, 2008.

— A member of a public governmental body may object in the minutes to a closed meeting, record or vote. The member may participate in the closed meeting, record or vote. Noting the objection in the meeting minutes provides for a defense from legal action against the member.

— Public records requested in a cer-

Text will be available online, in booklets

The MPA website, mopress.com, has a link from its front page directly to the Attorney General's Sunshine Law website. Complete text of the law and rulings on open meetings and open records questions can be found there.

Booklets with the text of the law and court rulings and Attorney General opinions will be distributed to MPA members when they become available. □

of the email must be sent to the member's public office computer or to the custodian of records of the public body, and the email becomes a public record.

— The custodian of records of a pub-

tain format shall be provided in that format, if the format is available.

— When a member of the public governmental body sends an email about public policy to two or more members of that body, so that, when counting the sender, a majority of the body's members are copied, then a copy

lic governmental body cannot destroy public records being sought when civil action is brought against the custodian or the body.

— The bill also would allow a newspaper in Schuyler County to publish "legal notices" after two years in business (rather than three years). This change affects only Schuyler County and became an issue after the county's only "legal newspaper" ceased operation in April.

— Except for an emergency clause on the legal newspaper provision, the bill will become effective Aug. 28.

The legal newspaper provision went into effect immediately upon the Governor's signing of the bill on June 7. □

Jean Maneke

MPA Legal Hotline
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Kansas City, MO 64111
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Do legislators get space in your paper?

2-tiered penalties in Sunshine Law

Gov. Bob Holden's signing of the amendments to the Missouri Sunshine Law are extremely exciting for the Missouri Press Association members.

While the new law, which is detailed elsewhere in this magazine, covers a number of troubling issues, it is especially important in terms of the changes it makes in copy costs and regarding the penalties imposed for violations of the law.

For many years we have struggled with the wide variety of costs for copying public records. I am aware of copies that are billed at \$10 regardless of how many pages comprise the record, to charges of \$1 per page (common in our courts system) to charges of 25 cents a page, which are all high when one considers that private businesses such as Kinko's charges less than 10 cents per page.

Of course, the problem that we will still face is that records are, more and more frequently, being generated electronically. While the 10-cents-per-page language in the new law will benefit those just needing a few paper copies (limited to pages 9 x 14 in size), it will not solve the problem of excessive charges for duplicating electronic records.

But it is probably true that most of the records requested of public governmental bodies in the state are paper copies, generally the size of a regular piece of paper, and so this bill goes far in standardizing those copying costs.

The biggest change to the law, of course, is the creation of a two-tiered penalty provision in the law. Previously, the law provided that if one violated it, there was no fine or attorney fees im-

posed unless the plaintiff could prove that the violation was "purposely" done.

If the plaintiff could meet that standard showing an intentional action by the public governmental body, then the court was required to fine the body or its member in an amount of not more than \$500. Further, the court was permitted to assess the plaintiff's attorney fees against the defendants, if it so chose.

Under the provisions that take effect on Aug. 28 this year,

there are separate provisions for "knowing" violations and for "purposely" violating the law.

If a court finds there was a *knowing* violation of the provisions of the sunshine law, the new law provides that the court must assess a fine of up to \$1,000 per violation, and the court may further choose to order the defendants to pay the plaintiff's attorney fees.

In deciding the proper fine, the courts take into consideration the size of the jurisdiction, the seriousness of the offense and whether the body has previously violated the law.



Jean Maneke
MPA
Legal Hotline
Counselor

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

If a court finds there was a *purposeful* violation, the mandatory fine escalates from nothing to \$5,000, and the court is required to order the payment of the attorney fees.

Of course, the issue will be whether a violation is a knowing violation or a purposeful violation. The new law does not define those terms. "Purposely" has been previously defined in the case of *Spradlin v. City of Fulton*. The Missouri Supreme Court, in that case, defined the word as "intentionally; designedly; consciously; knowingly" and held "an act is done 'purposely' if it is willed, is product of conscious design, intent or plan that is to be done, and is done with awareness of probable consequences..."

It will be up to the courts to now define the word "knowing."

Purpose is defined as "that which one sets before him to accomplish or attain; an end, intention, or aim, object, plan, project. (The) term is synonymous with ends sought, an object to be attained, an intention, etc."

It will be up to the courts to now define the word "knowing." Legislators and members of MPA have struggled to define that term. There is current Missouri case law defining *knowing* that uses words similar to the words used in the definition of *purposely* above.

However, it would seem there is room to argue, in attempting to define this new term, that one begins with a premise that public officials are deemed to know

2-tiered penalties

(continued on page 29)

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2-tiered penalties

(continued from page 28)

the law that applies to them.

There is substantial case law in the state holding that public officials, whose duties are derived from statutes, are “conclusively presumed to know the law.” If they know the law, one can then assume that they also intended to do the actions they did and that they intended the results that flowed from those actions.

If one of the results of those actions is a holding by the court that their actions violated the law, then it would seem that you may have the basis for arguing that you have a knowing violation.

Okay, maybe only lawyers can appreciate the analysis in that last paragraph! But the point is that there is, one hopes, a basis to find a violation of the sunshine law under a lesser standard and a potential to make this a serious issue for public governmental bodies.

Having some teeth in the law will be beneficial for the media and the public as well.

Do legislators get space?

Finally, before I close, let me share with you one issue that arose over and over in the legislative session. Legislators believe you, as local newspapers, are less willing to print their positions on matters than you are the positions of citizens, particularly in regard to situations that arise concerning the lawmakers.

We’re not talking the canned “legislative reports” here that are generated on a weekly basis. We’re talking about letters to the editor and similar communications that are generated by politicians when they feel their actions or positions are being misinterpreted. Often these are sent to the papers as letters to the editor.

Legislators argue that these missives receive less consideration than other letters to the editor that you receive.

I raise this not to say that their allegation is true or false. Rather, I just want to make the point that some legislators believe they are treated less fairly than the public. Certainly, it should be our goal to treat everyone fairly and equally and to give all readers equal access to the forum our local paper provides. □



Anniversary treats

Connie Whitney of the Missouri Press advertising staff shared cake and ice cream with her co-workers on June 1 in observance of her 35th anniversary of joining Missouri Press. Connie came aboard just after graduating from Sturgeon High School. She received a crystal dish from Missouri Press in honor of her achievement. Connie prepares insertion orders, prepares ad invoices and pays publications for placed advertisements. Connie also runs her own mobile home moving service. Her husband, Eddie, raises cattle on their farm near Sturgeon. They have two grown children and three grandchildren.

6-state ad workshop Aug. 12-13 in Blue Springs

Missouri Press Association will be the host for a 6-State Advertising Conference on special sections Aug. 12-13 in Blue Springs. Advertising managers, ad reps, publishers and general managers from Nebraska, Kansas, Iowa, Arkansas and Oklahoma are being invited to join their Missouri colleagues for this training.

Ken Long, ad director of the Texas Press Association, will be the presenter. Activities will begin with a golf outing on Thursday afternoon, Aug. 12 (cost \$40). A hospitality reception will follow

that in the meeting hotel, the Courtyard by Marriott.

The special sections training will begin Friday morning with Long’s “26 Special Newspaper Sections,” followed by an idea exchange. That discussion will continue after lunch until the meeting adjourns.

Bring along some tearsheets and ideas to share.

An information/registration sheet is enclosed. Cost of this meeting is only \$60, so every newspaper should send at least one person. □

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6 State Advertising Conference**

August 12-13, 2004

**Blue Springs, MO
Just east of
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Program Agenda

Thursday, August 12

- 1:00 p.m. Tee Off - Adams Pointe Golf Course**
(located next door to Courtyard by Marriott)
- 7:00 p.m. Greet & Meet - Join us for drinks in SUITE 222**
Meet fellow publishers, advertising managers and staff
from other states

Friday, August 13

- 8:00 a.m. Breakfast**
- 9:00 a.m. Session - 26 Special Newspaper Sections**
Presented by: Ken Long, Advertising Director,
Texas Press Association
- 10:30 a.m. Idea Exchange**
Bring tear sheets and other ideas to share
- 12:00 (noon) Lunch**
After lunch, continue discussion on Idea Exchange
and adjournment.

**Featuring Ken Long,
Advertising Director, Texas
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**Join Newspaper Publishers,
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for this informative 6-State Conference.**

26 Special Newspaper Sections

Designed to Keep Advertising Revenues at a **MAXIMUM...**
While Cutting Your Production Time to a minimum!

Most publishers view the day-to-day advertising revenue as a newspaper's meat and potatoes. But the special sections....those are the gravy! Unfortunately, that view is not always shared by the rest of the newspaper staff members. For many ad sales folks, editorial people and production personnel, special sections are viewed as "just one more thing to do on a plate that is already full."

While there are no easy "quick fix" solutions to producing special sections, this workshop is intended to make your life easier and your creative process faster.

Ken will show you ideas with some "off-the-beaten path" topics that will differ from the annual progress edition, the Christmas Tab and the Spring Bridal Section. Not all of his suggestions will necessarily work in your community (you know your readers and advertisers best). However, some of these ideas will be a good fit that can be turned into cash for your newspapers.

Registration Form

Newspaper _____

Address _____

Phone _____ Email _____

Names of Attendees

Golfers Names

REGISTRATION FEE.....\$60 Per Registrant

Registration Fee Includes: Breakfast, Lunch, Workshop & Workbook

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Please return registration form and payment by **July 30, 2004** to:

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Please make checks payable to: Missouri Advertising Managers' Association

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816-228-8100

Hotel room rate is \$69/per night. Please call **816-228-8100** and ask for **Missouri Advertising Managers' Association** room block to receive the \$69 rate.

Cut off date for room reservations is July 30, 2004.

{Rooms booked after this date are subject to availability}

**Questions? Contact Mike Sell or Lesa Litty
Missouri Press Association 573-449-4167**

Housekeeping

Take a map if you're traveling to Nashville

Winners will be notified soon; be patient

If you're going on a trip this summer that will take you through Nashville, save yourself some aggravation and take a different route.

A handful of highways converge in Nashville. Unlike cities with perimeter circuits, all of Nashville's highways seem to convene at the same place. Close some traffic lanes for construction, and you've got yourself a backup.

My rental van and I sat in that crawl for an hour, gaining two miles of the four to the construction site. My cargo — the newspaper contest entries — wouldn't spoil, but my mood already smelled.

The nice lady at the visitor information station back up the highway warned me about the construction, but she said the direct route was still the best to get to my destination in the southeast part of the city.

She marked up a map and gave it to me. Surely in the middle of the afternoon I would beat the rush hour, so I trusted her judgment. We were both wrong.

Nothing on the map looked like a good alternative. But after an hour, any exit offered salvation. Now how to get there. In another wrong move, I had snuggled into the left lane to avoid being automatically exited before I was where I wanted to be.

How to get through two lanes of steel on wheels, at least half of which had 18 wheels? Only one way. Turn on the blinker, wait for a sliver of air and shove the fender into it.

In a panel van with no side windows in the back, that maneuver requires a leap of hope. Success involves a measure of luck. You have to trust that lots of

other drivers are paying attention, and that they think you have to go to the bathroom real bad — and that they care.

My sideways plunge worked, and the van squirted out of the mess, unscathed even by the profanities that certainly were hurled at my tailpipe.

I may not have arrived any sooner by scouting a new trail, but I got there faster.

It took another hour to transport and open the 16 big cardboard boxes and distribute their contents around the judging chamber.

The next day, 25 determined Tennessee newspaper folks tackled the task. Many of them worked late into the afternoon, but still they couldn't complete the work of judging about 3,500 entries.

Categories not judged were delivered to other Ten-

nesseans who couldn't attend that day but agreed to help.

With only a few exceptions, the judges wrote comments on every entry that received an award. They all worked hard and deserve our thanks for a job well done.

Results of the judging are being tabulated. Winners will be notified when that is finished.

If your newspaper wins awards, do your best to have at least one representative at the awards luncheon in Springfield on Sept. 11.

An unbelievable amount of work and money — from your MPA and the volunteer judges — goes into conducting the contest. That effort and expense are for your benefit.

We'd like to see you on stage to pick up your awards.

A final observation about judging.



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

Thanks again to all of you who respond when we call for help. Having a large enough group of judges makes the chore tolerable and gets the work done.

A friend is someone who, when asked to lend a hand, doesn't say "I'll check my calendar" but "When should I be there."

Thanks friends.

That candidate TV advertising disclaimer "I approved this ad" isn't just a fad among the big spenders.

The federal McCain-Feingold campaign reform law requires it. It also requires that the candidate make the declaration.

This mandate applies only to TV ads by federal candidates.

Our next postal confrontation may be over sacks rather than rates. But it could involve both.

The Postal Service wants small mailers like newspapers to stop using sacks and put their papers with other mail on pallets or in white tubs, according to National Newspaper Association postal expert Max Heath.

Five large magazine publishers complained to the Postal Rate Commission about the Periodicals regular rate structure. They say they are subsidizing rates of small mailers.

Heath would like any newspaper publishers with experience mailing in white bins or on pallets to share their stories with him. He also would like anyone with thoughts on mailing in tubs or on pallets to express them to him.

Comments, anecdotes and ideas can be directed to Heath through nna.org.

At the Convention in September, Missouri Press will hold a golf outing to benefit the Foundation. It will be Thursday afternoon, Sept. 9, in Springfield.

A number of fun events will be included to encourage everyone to participate. Watch the magazine, the *Bulletin* and email for information about the golf benefit and other Convention & Trade Show activities. A registration form for the Convention is in this issue. □



Janice Howard, Jimmy Clay, Margaret Hobbs and other Tennessee newspaper people gather up entries to judge on June 10 in Nashville. (Photo by Robyn Gentile, Tennessee Press Association)

Thanks to Tennessee judges

Missouri Press Foundation and Association thank these Tennessee newspaper people for judging the Missouri Press Foundation's Better Newspaper Contest.

Judging took place June 10 in Nashville. At the end of the day, a number of categories remained to be judged. Tennessee Press Association's Robyn Gentile distributed those entries for judging.

Frank Gibson, Mark Smith and Jennifer Goode,
The Tennessean, Nashville
 Larry Henry, Chattanooga *Times Free Press*
 John M. Jones, Jr., *The Greeneville Sun*
 Brad Martin, *Hickman County Times*, Centerville
 Mark Palmer, *The Daily Herald*, Columbia
 John Ross, *Citizen Tribune*, Morristown
 Mark Stevens, *The Erwin Record*
 Scott Anderson, *The Jackson Sun*
 Lisa Battles, *The Lebanon Democrat*
 Jimmy Clay and Denise Destin,
The Leaf-Chronicle, Clarksville
 Richard Conn, Carole Robinson and Marc Pewitt,
Williamson County Review Appeal, Franklin
 Margaret Hobbs and Janice Howard,

Southern Standard, McMinnville
 Evan Jones, *The Lake County Banner*, Tiptonville
 Hugh Jones, *Shelbyville Times-Gazette*, Shelbyville
 Karen Kraft and Lisa Marchesoni,
The Daily News Journal, Murfreesboro
 Lori Long, *The Lake County Banner*, Tiptonville
 John Miller, *The Oak Ridger*, Oak Ridge
 Mike Moser, *Crossville Chronicle*
 Lea Overstreet, *Robertson County Times*,
 Springfield
 Bob Parkins, *Milan Mirror-Exchange*
 Dennis Richardson, *The Camden Chronicle*
 Micah Smith, *Independent-Appeal*, Selmer
 Mark Stevens, *The Erwin Record*
 Marie Alsup and Claudia Johnson,
 Pulaski Publishing
 Hulon Dunn, *Lewis County Herald*, Hohenwald
 Judges who helped clean up the leftovers were:
 John Ross, *Citizen Tribune*, Morristown
 Mark Stevens, *The Erwin Record*
 Brad Martin, *Hickman County Times*, Centerville
 Larry Henry, Chattanooga *Times Free Press*
 Mark Palmer, *The Daily Herald*, Columbia
 John M. Jones, Jr., *The Greeneville Sun*
 Frank Gibson, *The Tennessean*, Nashville. □

Old news photos of Hannibal published

By MARGIE CLARK
Hannibal Courier-Post

Walking the streets of Hannibal from the 1940s through 1981 was an everyday adventure for Otis Howell, *Courier-Post* photographer.

A recently published book by Steve Chou, Hannibal historian, "Images of America, Hannibal, The Otis Howell Collection," is available by Arcadia Publishing. It contains a pictorial history of Hannibal from 1947 to 1967, a collection of 128 pages with approximately 230 photographs.

"Otis saved all his negatives from prints during his career at the newspaper," said Chou. "There are tens of thousands all arranged in film boxes by month and year. After Otis' death in 1983, his wife Delorise gave the negatives to the Hannibal library."

Chou began working on the book in

late 2002, which started out as a personal research project on buildings and views that weren't already in his collection.

"As I was going through these negatives, I was amazed at the overall picture that was emerging of Hannibal during a time when there are currently people around who still remember it," he said. "Places such as the Mary Ann Sweet Shop, Bud's Golden Cream, the Rialto, the downtown Santa's house, KHMO's Man On The Street, and all the old fall festivals downtown.

"Whatever was happening, Otis was on the spot to take a picture of it."

According to Mrs. Howell, Otis loved his job and was on call 24 hours a day.

"He would get calls during the night on a bad wreck or a fire, and he would jump out of bed like a fire horse," Delorise said.

Starting his career as a paperboy in the

early 1930s, Otis went into military service during World War II. After his discharge he continued working at the *Courier-Post*, and within a couple of years took advantage of an open photography position.

With only a ninth-grade education and little training, Otis became quite proficient in photography and won a number of major awards. His philosophy was that the best way to photograph people was to have love in your heart and it will show through your lens.

"This book is beyond anything he ever would have dreamed of, and I can see him just standing there with a big grin on his face, feeling humble" Delorise said. "He's finally being recognized and appreciated and it makes me happy there are people who still remember him."

The Otis Howell Collection is available on the internet at arcadiapublishing.com. □



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Nostalgia

July
1944

Missouri
Press News

Springfield

Springfield was left without daily newspapers for the first time in the memory of that city when union printers employed by Springfield Newspapers Inc. held a strike, not printing papers all day Saturday and Sunday or Monday morning, June 24, 25 and 26.

New London

John Porter Fisher had to close his New London office in order to go into the armed services. At Farragut, Idaho, Naval Training Station, Fisher is a Musician Third Class and plays in the band.

The paper had been closed during the Civil War when its editor joined the service.

Rolla

Edward W. Sowers, editor of the *Rolla Daily New Era*, and four of his friends recently helped a rural neighbor shock ten acres of heavy oats. The entire job was completed in one hour and forty-five minutes.

Sowers wore out a pair of 19-cent gloves while working in the 98-degree heat.

Mansfield

The *Mansfield Mirror*, with the cooperation of local merchants and businessmen, again published its Peerade Xtra on the Fourth of July.

The fun paper, filled with news that nobody dared believe about Mansfield and Wright County citizens, was distributed by newsboys free while a holiday parade was marching through the business section of the town.

Sikeston

Pvt. Walter L. Weekly, 35, former printer and operator for the *Sikeston Herald* and the *New Madrid Record*, was killed in action in Italy on May 29, according to word recently received by his wife.

Parkville

The *Platte County Gazette* recently was aided in making improvements by local citizens. Gifts included some cement mixture to chink up a few cracks in the *Gazette* exterior, a coating of anti-bug medicine for the office trees, flower seeds, plants and grass seed.

July
1954

Missouri
Press News

Waverly

The Waverly Times, Lafayette County weekly, has moved its office and equipment to a building west of the post office in preparation of tearing down and building a new home for the paper. The new modern fireproof building is expected to be completed within a year.

Mt. Vernon

Mt. Vernon Publishing Co., publisher of the *Lawrence County Record* and *Lawrence Chieftain*, soon will move to a newly remodeled building.

Mt. Vernon Publishing Co. is owned by M.H. Alderson, who edits the papers, and J.W. Brown, Jr.

Urich

C.A. Goodell, editor and publisher of the *Urich Herald*, has tossed his hat into the ring for the Republican representative nomination to the General Assembly from Henry County.

"You can call me an Independent Republican, a progressive, a Bull-headed Democrat or just plain nuts, so long as you agree with me that some important things are needed for Henry County," Editor Goodell said in announcing his filing.

Washington, D.C.

Commenting on the American Press' survey of the way members of Congress regard the opinions of the editors of the weekly press throughout the nation, Sen. Stuart Symington of Missouri stated:

"We read the comments of newspaper editors with interest, and particularly

those from Victor A. Gierke of Louisiana, R.M. White II of Mexico, T. Ballard Watters of Marshfield, Joseph Snyder of Gallatin, and J.J. Graf of Hermann, who are among the leading editors in my state. We value the opinions of these and other Missouri community editors because we know they are in continual close contact with their readers, who are among the best informed people in the state."

July
1964

Missouri
Press News

Eldon

Keep your left arm straight and your right elbow in ... then you can play golf the same professional way Prexy Jac Zimmerman does. That's the password for all duffers and pros alike at the 1964 MPA Golf Tournament slated for July 25 and 26 at the beautiful, rolling Eldon Country Club course.

Hosts will be Mr. and Mrs. Wallace Vernon of Eldon. Pete Steiner is tournament chairman and Reba Zimmerman will be in charge of the bridge tournament for the ladies and non-golfers.

The El Donna Motel in Eldon will be headquarters for the tournament. Single rooms are \$7, double \$9, twin \$10 and \$12 for four people with double beds.

The entry fee, \$12, includes green fees for two days, a cocktail party at the motel Saturday evening, and later, a dinner at an Eldon restaurant. The fee for non-golfers will be \$6.

Arkansas Publisher

Few press men can use the last few inches from a roll of newsprint, and a good tinker hates to see anything go to waste.

To get the last bit of "good" from a dull saw blade, we saw these newsprint rolls, core and all, into eight-inch lengths, put the metal or wood cores back into the ends and mount them somewhere around our office typewriters.

Gives you an endless roll of copy paper. Write the whole story, rip off the copy and your typewriter is all threaded ready for the next one.

Note: Try sawing a roll with a hand-saw; this will get you thrown out of the lazy man's union. □

Obituaries

Eldon

Gordon Davidson

64 — Former editor

Gordon Davidson, former editor of the *Eldon Advertiser* and the *Miller County Auto-gram-Sentinel* in Tuscomb, died June 5, 2004.

Mr. Davidson was graduated in 1961 from the Missouri School of Journalism and went to work as a reporter for *The Kansas City Times*. He moved to his hometown of Eldon in 1963 and became editor of the two weeklies.



Gordon Davidson later worked for trade journals.

He returned to Kansas City in 1967 where he joined Vance Publishing Co. as editor of *The Packer*, a weekly newspaper of the fruit and vegetable industry. He later joined Sosland Publishing Co. in Kansas City and had been editor of *Milling & Baking News* since 1986.

Survivors are his wife, Patricia; two sons, two daughters, a sister and four granddaughters.

Hopkins

Russell Cross

82 — Former publisher

Russell L. Cross, lifelong resident of Hopkins and publisher of *The Hopkins Journal* for 19 years, died May 27, 2004, in Maryville.

As a youth, he began working at the *Journal* as an apprentice of his foster father, "Deacon" Moorhead, editor and publisher of the newspaper for 45 years.

After he attended Northwest Missouri State College in Maryville, Mr. Cross and his wife, Anna, published the weekly in Hopkins. They sold the paper but continued the commercial printing business, Cross Printing, until retiring in 1997.

Mr. Cross served on the Hopkins City Council and as mayor. He helped create the Hopkins Fire Protection District in 1968 and was the district's secretary for 31 years. He managed the Hopkins Rockets, the town basketball team, and the town's semi-pro baseball team.

Mr. Cross leaves his wife, two daughters, three sisters, three brothers, four grandchildren and three step-grandchildren.

Cape Girardeau

Walter Wilson

73—Retired press foreman

Walter A. Wilson, who began working for the *Southeast Missourian* in 1966, died June 1, 2004.

Mr. Wilson had started working as a driver in another business for the Naeter family, previous owners of the newspaper, in 1949. He worked as pressroom foreman before retiring in 1992.

Survivors are his wife, Mildred; a daughter, four sons, five sisters, a brother, a niece, 10 grandchildren and two great-

grandchildren.

Gerald

Chuck O'Brien

73—Newspaper founder

Charles Daniel "Chuck" O'Brien, founder of the *Gerald Star*, died May 20, 2004, at a hospital in Oklahoma City.

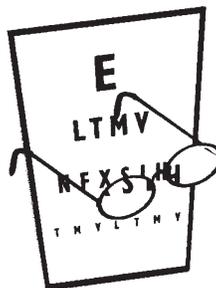
Mr. O'Brien grew up in Columbia and worked at the *Washington Missourian* and the *Tri-County Journal* in Pacific. He founded the *Gerald Star* in 1966 and published it until 1986.

He helped found the Gerald Bridle and Saddle Club and the Gerald Ambulance District.

Survivors are two sons, a daughter, a brother, six grandchildren, and 16 great-grandchildren. □

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E-MAIL: moopt@socket.net
Web Site: www.moeyecare.org**

Contact:

**Zoe W. Lyle
Executive Director**

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

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

PUBLICITY COORDINATOR: Experienced feature writer sought for public relations department of growing air ambulance company, based in West Plains, Mo. Two years experience required. Visit www.lifeteam.net or email heavrinjulie@air-evac.com for more information. Please visit our New HR website @ <https://corp.lifeteam.net> to obtain all your HR forms. 6-22

EDITOR/ALL EVERYTHING: The Savannah Reporter is a growing local weekly in Northwest Missouri. We need someone who loves, or wants to love, the Newspaper business. We're seeking a well rounded individual versed in all aspects of news reporting, and able to develop working relationships with community leaders and leading the news direction of weekly newspaper in a strong growth area. We don't require experience, but we do require a strong work ethic, willingness to learn and good people skills. Please have computer experience and ability to write/edit. Please send resume by email to publisher@magiccablepc.com with expected salary range. 6-22

GENERAL ASSIGNMENT REPORTER: Campbell Publications has an immediate full-time opening for a general assignment reporter to cover local news and features. Some night and weekend assignments. Digital photography and editing experience helpful. The successful applicant will enjoy working with people, in person and on the telephone. Typing ability, good grammar skills and reliable transportation required. The ideal candidate will be computer literate; proficiency in Microsoft Word, Quark and InDesign a plus. Pleasant office and friendly co-workers. Opportunity to excel in a fast-paced and creative work environment. Competitive salary and benefits package. Campbell Publications publishes six community weekly newspapers covering a five-county region in west central Illinois. This position will work out of the Pittsfield

office. To apply, send resume and clips to: Pike Press, 115 W. Jefferson St., P.O. Box 70, Pittsfield, IL 62363. For more information about the position, call Julie Boren or Beth Arnold at 217-285-2345. 6-21

AD SALES REP: The Landmark Newspaper of Platte County has an immediate opening for an advertising sales representative. Full time, base pay plus commission. Ideal candidate will be a team player who is self-motivated and organized. Position will work with area businesses to assist them in their advertising needs. Existing accounts plus great potential to develop new customers in rapidly growing area. Call Ivan Foley at 816-858-2313 or email ivan@plattecountylandmark.com. 6-18.

ADVERTISING SALES REPRESENTATIVE: Statewide legal newspaper based in St. Louis seeking rep to sell display, classified display, Internet advertising for established accounts and new prospects. Experience preferred. Base plus commission, good benefits. Fax cover letter and resume to 314-621-1913 or email to advrepmo@yahoo.com. 6-18.

COPY EDITOR: The Hannibal Courier-Post, a 9,000-circulation daily morning newspaper in Northeast Missouri, has an opening for a copy editor/designer. Job involves designing pages, writing headlines, and editing local and wire copy. The successful applicant will have a keen eye for newspaper design, a thorough knowledge of AP style, a familiarity with sports and experience at working in a newsroom. Required: a bachelor's degree in a journalism field or commensurate work experience. Send page design clippings and a letter explaining qualifications and interest to: Mary Lou Montgomery, Hannibal Courier-Post, P.O. Box A, Hannibal, MO 63401, or email: marylou.montgomery@courierpost.com. 6-11

EDITOR: Niche Publications: The Springfield News-Leader, a Gannett newspaper, is seeking an Editor for our Niche Products. This position performs various duties relating to editing copy for niche publications to create compelling, reader-friendly content, and arresting visual presentation. Writes and edits stories for clarity, quality and content as well as making sure all stories pertain to target audience. Qualified applicants will possess a college degree in journalism and/or equivalent related work experience with previous newspaper or publishing experience. Experience in graphic design is preferred. Must have ability to handle a varied work load, work under pressure and

meet deadlines. Qualified candidates should send resume to The Springfield News-Leader, 651 Boonville, Springfield, MO 65806 or e-mail nbass@springfi.gannett.com. Equal Opportunity Employer. 6-9

SPORTS WRITER: The Kirksville Daily Express has an immediate opening for a full-time sports writer. Successful applicant will be able to write straightforward game summaries and feature stories and assist in design and layout. Candidates should be hard-working, enterprising and aggressive. Position offers benefits, including health insurance, 401(k) plan, and chance to advance in Liberty Group Publishing. Send resume and clippings to: Derek Spellman, Editor, Kirksville Daily Express, P.O. Box 809, Kirksville, MO 63501. Questions? Call (660) 665-2808. 6-8

REPORTER: The Kirksville Daily Express has an opening for a full-time general assignment reporter. Successful applicant will be able to write news articles, features, investigative stories and opinions but is expected to produce enterprising pieces and handle the pressure of a daily deadline. Position is excellent for a young reporter to acquire and hone skills central to daily newspaper writing. Position offers benefits, including health insurance, 401(k) plan, and opportunity to advance in Liberty Group Publishing. Send resume and clippings to: Derek Spellman, Editor, Kirksville Daily Express, P.O. Box 809, Kirksville, MO 63501. Questions? Call (660) 665-2808. 6-8

CLASSIFIED MANAGER: One of the Midwest's finest suburban newspapers located in Kansas City is looking for a Classified Sales Manager, compensation package of 50-60K + benefits. Send Resume to: Mark Lane, 7373 W 107th St., Overland Park, KS 66212 or email to: mlane@sunpublications.com. 6-7

CLASSIFIED ADVERTISING MANAGER: The Springfield News-Leader, a Gannett newspaper, is seeking a sales-focused individual to manage and direct the sales activities of the classified sales staff to produce results. This position develops and implements sales strategies and is responsible for all budgeting, forecasting, and implementation of new products and programs. Qualified applicants will have a college degree in Marketing, Business or related field, or equivalent years of experience. A minimum of three years of classified and/or retail sales experience is required. Must be able to manage and motivate staff and execute objectives success

fully. Must have excellent verbal and written communications skills and be able to negotiate effectively. Must have excellent organization skills for both time and projects, react to change productively and maintain positive harmonious relationships while working under daily deadline pressure. Must also be able to apply appropriate resources such as market research information and have excellent presentation skills. We provide a competitive compensation package, an excellent benefits package, as well as promotional opportunities locally and within the corporate organization. Qualified applicants should 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. 5-24

LIFESTYLES EDITOR: Daily newspaper in picturesque Southwest Missouri community seeks full-time staff member to lead coverage of lifestyles, education, health and entertainment stories. Flexible schedule and assignments will let you cover the stories that interest you and develop close ties with the community. Naturally, computer skills are important, and some Quark experience is a plus. Experienced reporters and talented young college graduates are all welcome. Send resume to Ron Graber, Carthage Press Managing Editor, 527 S. Main St., Carthage, MO 64836. Email news@carthagepress.com. 6-7

REPORTER: The Washington Missourian, a prize-winning, twice-a-week newspaper in east central Missouri, is looking for a hardworking, enterprising general assignment reporter to join our 11-member news team. Experience is preferred, but we are willing to train a rookie or recent graduate with the right stuff. We are a 16,000 paid circulation newspaper in a rapidly growing area about 50 miles from downtown St. Louis. This challenging position will involve covering a variety of beats and assignments, as well as taking photographs. Good pay and great benefits. Please send your resume, qualifications and clips to Ed Pruneau, managing editor, P.O. Box 336, Washington, Mo., 63090. 5-13

REPORTER: Enterprising newshound desired at award-winning suburban Kansas City daily with an emphasis on community news. Successful applicant will be a talented writer and hard worker who can excel while covering cops and courts beat. Journalism degree required. Position will open Aug. 1. Please submit resume and clips to Dale Brendel, The Examiner, 410 S. Liber-

ty, Independence, MO 64050, or email to dale.brendel@examiner.net. 6-7

EDUCATION REPORTER: The Springfield News-Leader, an energetic 65,000-circulation daily covering the fastest-growing part of Missouri, is looking for an enterprising reporter with the ability to think big, analyze issues and numbers, and work flexible hours to cover K-12 education. Two years' experience preferred. Interested candidates should send letter, resume, clips and references to Managing Editor Cheryl Whitsitt, 651 Boonville, Springfield, MO 65807 or e-mail cwhitsitt@News-Leader.com. Equal Opportunity Employer. 5-24

EDITOR: The Cameron Citizen-Observer needs an editor to lead our editorial team. Perfect candidate would have a degree in Journalism, knowledge of Photoshop and Quark and photography experience. Benefits include health and dental insurance and paid vacation. Send resume, references and clips to: Jamey Honeycutt, Cameron Citizen-Observer, PO Box 498, Cameron, MO 64429, or fax 816-632-6543. 8 a.m. to 5 p.m. You can also send your resume to publisher@citizen-observer.com. 5-17

EDITOR/REPORTER: The Platte County Citizen, an established, thriving weekly newspaper located in a county seat in Northwest Missouri, is looking for an experienced, dedicated editor/reporter. Writing, editing, photography, layout skills required. Quark XPress experience a must. Position available in late July. Send resume/letter to Lee Stubbs, publisher, via e-mail at plattecitizen@kc.rr.com or call (816) 858-5154. 5-14

ADVERTISING SALES REPRESENTATIVE: Seeking an energetic, goal-oriented individual with a proven track record in sales. Minimum qualifications are an Assoc's degree in Communications or related area (or equivalent) and six months to a year of outside sales experience, preferably in advertising or related area. The successful applicant will be prospecting for new business and calling on a list of established retail clients. Applicants must have excellent communication and organizational skills. This is a base plus commission sales position with a superb benefit package. Apply to John Nelson, Columbia Missourian, P.O. Box 917, Columbia, MO 65205 or nelsonjr@missouri.edu. 5-4

JOB WANTED

VERSATILE PHOTOJOURNALIST seeks full-time position in news, sports or copy-editing. Ideal position within 200 miles of Cape Girardeau, but could go farther. AP, MPA awards in news, sports, photography. Quark, PageMaker, Photoshop experience. Strong writer, photographer who enjoys page design. Contact Mark Evans, 573-334-4235 or mlevans@brick.net. 6-23

FOR SALE

KILLER CIRCULATION PROMO: Do you have your killer circulation promotion set for this summer or fall? HOMETOWN SWEEPSTAKES can generate new subscription revenues and extend present subscribers while generating new ad dollars for your paper! Designed for weeklies and small dailies, HOMETOWN SWEEPSTAKES earned one Kansas weekly over \$13,000 annually the last three years running! See more at www.hometownsweepstakes.com or contact Dane Hicks at dhicks@gannett-ks.com. 6-8

\$360,000 GROSS "but burned out." Two good Missouri weeklies. John E. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. (712) 336-2805. 5-7

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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.

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CALENDAR

July

20 — Newspaper In Education Session, *Columbia Daily Tribune*

30 — Northwest Missouri Press Association summer outing

August

10 — Circulation Master Strategies Seminar, Westin Crown Center, Kansas City

12-13 — 6-State Advertising Conference, Adams Pointe Conference Center, Blue Springs

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.

December

5 — Missouri-Kansas AP Publishers and Editors meeting, Kansas City

January 2005

20-21 — Northwest Missouri Press Association, St. Joseph

March 2005

31-April 1 — Missouri Society of Newspaper Editors / AP Managing Editors meeting

April 2005

14-15 — Missouri Advertising Managers' Association

June 2005

24-26 — Show-Me Press Association annual meeting, Holiday Inn, Lake Ozark



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