

MP MISSOURI PRESS NEWS

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A formal introduction and looking to the future

"I became a journalist to come as close as possible to the heart of the world." — Henry Luce

I am both humbled and honored to serve as the 2017 President of the Missouri Press Association. I

bought my very first newspaper in Missouri in 1989 and except for one cold year publishing a newspaper in Minnesota, I have owned and published Missouri newspapers ever since. Where does the time go (well it goes the same place it always has and no one has ever known exactly where that is)?

While I do not come from a family of newspaper publishers and editors, I do come from a family of newspaper readers who always subscribed to several newspapers. It is a trait I inherited and embrace.

To say that the newspaper industry has changed during my 27-year career is a given. And so has just about every other industry in this country. That leaves everyone with the same dilemma of adapt or move on to something else. The fate of this association is no different as trade associations

are not immune from change nor from the forces of business. Not-for-profit is a tax status and not an annual operating plan.

The upcoming year will be one of change for this organization. We have successfully transitioned from the leadership of our mentor Doug Crews to the leadership of our friend Mark Maassen. That was no small feat: to usher out someone with more than 30 years of tenure without losing a beat. The credit goes to each of you who have supported us in this transition. The energy and wisdom that led us to accomplish that feat is the same energy and enthusiasm that will take the entire association into a bright future.

One change to note today is that this magazine will move from monthly publication to bi-monthly publication for 2017. Other than the quality of this column, I know that you will notice the same good-quali-

ty, newsy magazine that has greeted MPA members for decades.

...

I hope you will each plan to meet me in February in Jefferson City for the Day at the Capitol. It is a wonderful chance for our organization to visit face-to-face with legislators in their Capitol offices and statewide office holders in their new roles. Details are forthcoming on this fine annual event.

...

Finally, my thanks to Dennis Warden for his leadership of this organization during 2016. He led us all through the challenges of the last year with style and grace, and I appreciate him and his friendship greatly. I especially admire that he and his family have chosen to start a new newspaper from scratch and grow their brand into an adjacent market. I wish them nothing but success.

I look forward to seeing old friends and making new friends throughout the year at association events, press meetings and perhaps even over beers. Cheers to you, cheers to Missouri newspapers and cheers to our association.

"While I do not come from a family of newspaper publishers and editors, I do come from a family of newspaper readers who always subscribed to several newspapers. It is a trait I inherited and embrace."



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MISSOURI PRESS NEWS (ISSN 00266671) is published every other month for \$15 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; email mmaassen@socket.net; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.

Changes coming to Missouri Press News

By Missouri Press Staff

Beginning this month, readers of *Missouri Press News* will notice a significant change to the magazine and how it is published, in addition to some other changes from the association.

In preparing for the 2017 budget year, members of the Missouri Press Association Board of Directors and Executive Director Mark Maassen looked at expenses related to various aspects of the organization. Among those expenses is the monthly publication of the magazine.

Beginning in 2017, *Missouri Press News* will be published every other month, including January, March, May, July, September and November. Weekly eBulletins and monthly Bulletins will continue to be emailed as they have been in the past.

"In considering our operational expenses, we also looked at the most effective ways we have to communicate with our membership," Maassen explained. "We know our members are busy and there are more and more entities vying for their attention. Utilizing more email allows us to get them the most concise, important information concerning their industry in front of them in the timeliest manner."

Maassen said the change to the magazine publication schedule means the emphasis on what is published is more about the people who participate in MPA's various events.

"We are an industry that understands the value of keepsakes, which is what we want each issue of *Missouri Press News* to be for the people who appear in its pages," he said.

Whether it is new employees, retirements or even obituaries, Maassen said the magazine is important for keeping track of the people in Missouri's newspaper industry.

"I highly encourage our members to share that information with MPA Editor Matthew Barba, so it can be included in the magazine each issue," Maassen said.

With the changes to the magazine publishing schedule, the MPA Bulletin,



Beginning January 2017, *Missouri Press News* will be published every other month, for a total of six issues.

tin, which is sent out around the middle of each month, will be expanded as needed, Maassen said.

MPA's use of mass email, currently sent out through a service called Hatchback, also allows the organization to track which messages are getting seen by members and which ones are being missed. By tracking reader engagement, MPA can better tailor its messages to the membership.

If you are not receiving emails from Missouri Press, specifically Matthew Barba, Kristie Williams or Melody Bezenek, contact Barba at mbarba@socket.net to be included on the mailing list.

Also, if you were previously receiving

emails but have since stopped, it is possible a hard bounce in the past is preventing the Hatchback service from sending emails. Again, please contact Barba to help determine why emails are no longer coming through.

Other changes

Missouri Press will begin publishing a two-year newspaper directory beginning in 2017, keeping it in sync with legislator's election cycle, and introducing a new digital flipbook of the directory, similar to the digital magazine.

"We provide a copy of the printed directory to each legislator at the beginning of the year, which we will continue to do as new lawmakers take office," Maassen said. "But the digital version will allow us to provide that access to our members, clients and others who need it, while ensuring the information contained therein remains as up-to-date as possible."

Perhaps most importantly, Maassen said the changes to the magazine publishing schedule and the directory will help lower some of Missouri Press' operating costs in 2017 and beyond.

"We are always working for our members and looking for the most effective ways we can serve them," Maassen said. "It has been since 2008 that we raised our membership dues, so by reducing our operational costs, we can work to keep costs to members down, as well."

Missouri Press Association / Missouri Press Service

802 Locust St., Columbia, MO 65201-4888
(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

STAFF

Mark Maassen: Executive Director, mmaassen@socket.net
Mark Nienhueser: Advertising Director, mdnienhueser@socket.net
Matthew Barba: Editor, mbarba@socket.net
Karen Philp: Receptionist, Bookkeeping, kphilp@socket.net
Kristie Williams: Member Services, Meeting Planning, kwilliams@socket.net
Jeremy Patton: Graphic design, jpatton@socket.net
Ted Lawrence: Marketing Consultant, lawrencet@socket.net
Melody Bezenek: Missouri Press Foundation Director, mbezenek@socket.net
Lauren Kliethermes: Digital Footprint, Social Media, laurenmariek@socket.net
Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com
Dawn Kitchell: NIE & Education Director, dawn.kitchell@gmail.com
Doug Crews: Legislative Director, dcrews@socket.net

MPA welcomes new president Jeff Schrag

By Matthew Barba

Missouri Press News

Millions of cuff links isn't something you usually expect to find stored in the basement of a newspaper. But then, Jeff Schrag, publisher of the *Springfield Daily Events*, isn't your typical newspaper businessman.

Starting Jan. 1, Schrag took over as president of Missouri Press Association, succeeding Dennis Warden, publisher of the *Gasconade County Republican*.

Besides the 135-year-old newspaper and the country's largest cuff link business, many might know Schrag for another of his business ventures: Mother's Brewery, which he started in 2011.

While ultimately Schrag's more recent business ventures have helped him support his primary passion in the newspaper, which he admits is doing just fine on its own, he explains he didn't always start out with journalistic aspirations.

"I went to Kansas State [University] with the intention of going to law school and being an attorney," Kansas-native Schrag said. "That went away pretty quickly and what turned me off to that was my uneducated vision of what attorneys actually do is they just research."

A fan of the history of the Civil War, Schrag said his next idea was to become a historian on one of America's greatest times of strife.

"I really enjoyed studying the Civil War in high school," he said. "And I took this Civil War and Reconstruction class [in college], and I thought I was really going to enjoy it. Turns out, the class was 10 percent Civil War and 90 percent Reconstruction; that's all the professor wanted to talk about."

It, however, was not at all what Schrag wanted to talk about. Continuing his soul searching, he spent time as a theater major

and studied political science before taking a general media class that piqued his interest.

"I thought that was really interesting. If you work at a daily newspaper, you can do all the research you want until 3 o'clock and then you're done," Schrag said, smiling. "And if you do more research tomorrow, then it's got a little different spin to it."

"And I loved the finality of deadlines in journalism, and that was the original thing that drew me to journalism."

He became a print journalism major, began working for the college newspaper and, as he puts it, has been a "proud journalist ever since."

"I wrote, I was page editor, I sold advertising, I did page production, I did it all," Schrag said. "And it was at a meeting of [College Newspaper Business and Advertising Managers] where I

stumbled on this notion that at a weekly newspaper, I could do it all."

Following his graduation, Schrag said he looked at a number of opportunities to purchase a small weekly before he and a business partner (Paul Campbell, now editor and general manager of the *Buffalo Reflex*) purchased the *The Villager Newspaper* in Buckner, in eastern Jackson County.

For four years, Schrag

said he made a go of making the Buckner newspaper work but admits it was hard having such a small newspaper in such a large county.

"We weren't the county seat and the school district is so large. It wasn't easy but we tried," Schrag said.

In 1993, he made the decision to become editor and publisher of *The Blooming Prairie Times* in Blooming Prairie, Minn., selling his stake in the Buckner newspaper.

"After four years in Buckner, I was interested in other opportunities," Schrag said. "[*The Blooming Prairie Times*] was a real, traditional weekly paper."

In taking over the Blooming Prairie newspaper, Schrag said he learned a few new things about the newspaper business, including how legal notices are published (differently than in Missouri) in Minnesota.

"I filed to become the legal newspaper for the county, submitted my bid to publish them and I won the contract," he said. "The daily newspaper in the county seat was not happy with me after that."



Above, Jeff Schrag Missouri Press Association's 2017 president, maintains a very informal office space at Mother's Brewery, in addition to his desk at *The Daily Events*, a few blocks away. On the cover, Schrag, shows off one of his most prized pieces of decor in the downtown office of Springfield's *Daily Events*: the traveling plaque he received at the 2016 Porter Fisher golf tournament in Columbia. The newspaper office was one of Schrag's first forays into renovating old structures to bring new life to the downtown area. (Staff photos)



Jeff Schrag said he designed the Mother's logo the way he did because he wanted something that looks good on top of a row of taps. The logo now adorns all kinds of merchandise, as well as the various brews that Mother's produces throughout the year.

Continued on page 5



Standing in front of the storage vats in his brewery, Schrag explains the process of making beer. An interesting note, Schrag said, is the brewery sold its first beer on May 12, 2011, 16 years to the day after he bought the *Daily Events*.

In running the Minnesota newspaper, Schrag purchased it from a bankruptcy trustee after the previous owner filed for bankruptcy over a contract dispute.

"The newspaper itself was doing well, but this contract dispute was putting it at risk," Schrag said. "That was my first actual success in business in buying, fixing up and selling the newspaper in Minnesota."

Returning to Missouri

In securing legal advertising for the newspaper in Minnesota, Schrag said it combined some aspects of his initial thoughts of law school with his eventual career in journalism.

"I realized there were newspapers that were really focused on legal notices, that was their main focus," Schrag said. "That led me to begin researching that part of the newspaper industry, which led me to cold calling around."

Schrag said he contacted Ernest and Juanita Young, the former of which had started at the *Daily Events* in 1945, and he found the couple was interested in retiring when they turned 65.

That was in 1993 and Schrag said he made excuses to keep calling the Youngs every few months, even while looking at newspapers in Kansas City and in other areas.

"All of a sudden, the deal came together," Schrag said. "I bought the paper May 12, of 1995, that was a Friday, and I published a paper on Monday."

Since then, Schrag has been a staple of downtown Springfield. His community involvement has included everything from serving as chairman of the Springfield Area Chamber of Commerce Board of Directors to serving on the board of the Community Foundation of the Ozarks.

"This is my home, I'm a downtown guy. The chamber in particular is a really involved organization and that was a big thing for me," Schrag said.

In addition to being civically involved, Schrag has made attempts to renovate downtown Springfield and bring new life to some of the area's buildings.

Among those projects has been the current location of the *Daily Events*, which was his first attempt at fixing up and renovating a downtown building. It is also home to Pioneer Formalwear Jewelry, the nation's largest distributor of cuff links.

Why cuff links? Schrag said when he was looking for business opportunities, he wanted something business-to-business.

"I wanted to know who my end customer was," Schrag said. "Our biggest

product is the cuff links they give you when you rent a tuxedo, so obviously we hope you break or lose those."

Another downtown redevelopment was an old Hostess bread factory that now makes a different type of grain-derived product: Mother's Brewery.

Started in 2011, Schrag said Mother's was his opportunity to expand his business holdings in a new way that also allowed him to enjoy one of his own favorite indulgences.

"I did some thinking and since I love to drink, I looked at how I would do a brewery," Schrag said. "It had to be in downtown Springfield, which has really embraced the craft beer culture, and we had to brew beer as good as anyone else."

The first brew Mother's released was Sandi Wheat, which Schrag describes as a hoppy wheat and his own personal favorite.

"That was the first beer we ever brewed, and even though we've moved on, we still brew a batch just for me, every year," he said. "It's one of the few perks of being the boss."

Working with others

As for what 2017 will bring, Schrag said he is looking forward to strengthening the relationships of those in Missouri Press he already knows. And, perhaps more importantly, he is looking forward to developing relationships with people he doesn't know as well as he would like.

"I look forward to meeting folks I haven't met," he said. "I also look forward to reminding people that the newspaper business is a strong and viable business."

As someone who subscribes to three daily newspapers and does not watch television, Schrag said he is confident that people will realize the benefits to getting news from newspapers, rather than other sources.

"I believe newspapers have always done a better job at covering the news and that continues today," he said. "Even with the absence of the majority of people getting their news from the local newspaper or from a regional newspaper, I'm bullish that people will realize it's a mistake to get your news from a comedy show in the evening or from social media."



Shelby Henderson of Bolivar and Grace Craighead of Jefferson City were this year's winners of the statewide It Can Wait editorial contest sponsored by AT&T and Missouri Press Association. The two students visited MPA's offices in Columbia in December and had dinner with representatives of MPA and AT&T, as well as toured the Missouri School of Journalism. Pictured, from left, are AT&T Missouri's Matt Pritchard and John Sondag, Henderson, *Jefferson City News Tribune* Editor Gary Castor, Craighead, *Bolivar Herald-Free Press* Publisher Dave Berry and MPA Executive Director Mark Maassen. (Staff photo)

It Can Wait editorial contest winners visit MPA

By Missouri Press Staff

Shelby Henderson, 16, a junior at Bolivar High School, and Grace Craighead, 13, an eighth-grader at Trinity Lutheran School in Jefferson City, are the statewide winners of the It Can Wait (no texting while driving) Essay Contest, sponsored by Missouri newspapers, the Missouri Press Association and AT&T.

Shelby received a \$1,000 first prize in the contest's high school division, while Grace received \$500 in the middle school group. Their essays were submitted to the state contest after being submitted to the *Bolivar Herald-Free Press*' and the *Jefferson City News Tribune*'s local contests, respectively.

"Our goal is to share and reinforce this simple message — keep your eyes on the road, not on your phone. While many tragedies are out of our control, the ones caused by smartphone driving distractions are completely preventable," said John Sondag, president, AT&T Missouri. "I want to thank the Missouri Press As-

sociation for leading the way to help educate students and I want to thank all of those who took the time to participate in the contest. By working together, we can help change behavior and make our Missouri roadways safer for everyone."

This is the fourth year Missouri newspapers, MPA and AT&T had teamed up for the contest.

"On behalf of the Missouri Press Association and its member newspapers, I wish to thank AT&T for this partnership aimed at saving lives on our roadways," said Dennis Warden, 2016 president of MPA and publisher of the *Gasconade County Republican*. "The essays are excellent and sobering, urging all drivers to avoid texting while driving."

Newspapers are encouraged to publish the winning essays.

In addition to their cash prizes, Shelby, daughter of Steve and Lori Henderson, and Grace, daughter of Dr. Jonathan and Margaret Craighead, visited the MPA headquarters Wednesday, Dec. 14, in Columbia.

They also toured the University of Missouri School of Journalism and had dinner with representatives from the school, newspapers, AT&T Missouri and MPA.

Each day in the United States, more than nine people are killed and more than 1,153 people are injured in crashes that are reported to involve a distracted driver, John Sondag of AT&T said. Texting drivers are much more likely to be in an accident.

Despite knowing the risks of texting while driving, 43 percent of teens admit to texting while driving.

However, there is an opportunity to change this behavior, Sondag said. Ninety percent of teen drivers say they would stop if a friend in the car asked them, and 78 percent say they are likely not to text and drive if friends tell them it is wrong.

Drivers are encouraged to take the pledge to never text and drive at It-CanWait.com.

The winning essays submitted by Shelby and Grace are published in their entirety on the following page.

How Missouri texting and driving laws could be improved

By Shelby Henderson

It's no secret that texting and driving is a growing issue that proves to be very dangerous. The risk is, however, often overlooked when it comes to adults on their phones behind the wheel.

You are 23 times more likely to get in a car crash when you text and drive. Phone distraction while driving is a dangerous risk that can lead to destructive outcomes. Statistics like these make me wonder; is a text really worth it? Distracted drivers are jeopardizing the safety of our roads and are putting themselves and others in harm's way.

When I think of distracted drivers, teenagers are the first culprits to pop into my head. But teens aren't the only guilty party. A study done in 2013 by a large mobile carrier, AT&T, reports that 49 percent of adults in the United States admit to texting or using their phone while in the driver's seat. These distracted drivers contribute to the 1.6 million car crashes that happen each year due to phone use while driving. As you can see, teenagers aren't the only ones involved in this issue. Texting is a dis-

traction for drivers of all ages.

Although it is probably the most widely recognized problem, texting isn't the only feature on a phone that can be a distraction. Many drivers also use social media and take pictures while driving. These acts are very dangerous and should not be done while on the road. Statistics show that logging into social media while behind the wheel is 3 times worse than driving intoxicated. The reaction time of a person on their smartphone is lowered by 38 percent, compared to the 12 percent decrease of reaction time that happens when someone is drunk. I think that laws should not only be placed for the banning of texting and driving, but for phone usage altogether.

There are 39 states that prohibit drivers of all ages from texting while driving, but Missouri is not one of them. The laws that deal with phone distraction while driving in Missouri say that texting is banned for drivers 21 years old or younger. If you are older than 21, you are free to use your phone at any time while driving.

I think that the laws in Missouri could

be greatly improved. Although drivers over the age of 21 do have more experience behind the wheel, texting is a huge distraction for young and old drivers alike. Taking your eyes off of the road to read or type a text, even if it is just for a few seconds, puts you and all other drivers on the road in danger. The Missouri General Assembly has the chance to update the phone distraction laws for 2017, and I believe they should make some big changes for the betterment of our roads. I think that the laws should be updated and should prevent drivers of all ages from texting and driving. As I stated earlier, adults are also very guilty of getting onto their phones while driving, and young people aren't the only source of danger with this problem.

I challenge you to make a change in your own lives and take the pledge to keep your eyes on the road and away from your phone at ItCanWait.com. Because it can wait. No text is worth a life. Focus on the road and make it to your destination safely before you get onto your phone. Your family, friends, and other drivers will thank you for it.

Texting while driving can wait

By Grace Craighead

Missouri law bans texting and driving for any driver age 21 and younger. If a novice driver, a driver who is under the age of 22, is caught texting and driving, he or she could receive a \$200 fine. Many people believe that teens are the only ones causing the distracted driving accidents. However, adults text and drive too. Statistics show that 48 percent of young drivers have seen their parents drive while talking on the phone. For some near the ages of 12-17, that same percentage said they had been in a car while the driver texted.

It is not just those who are younger admitting to the problem, but an AT&T online survey in 2013 found that 49 percent of adults say that they have texted while driving. In addition, one in five drivers of all ages admitted to surfing the web while driving. Many may justify themselves by claiming that they only text at red lights or stop signs. Others might say that they hold their phones close to the windshield "for better visibility." They also might think that reading a text message is safer than sending one or composing one. On the contrary, there are many dangers of engaging in any smartphone activities.

When texting and driving occurs, there are many risks involved. Distracted driving is texting, talking, eating, changing the radio and the like. Eighty percent of accidents are caused by distracted driving. Texting while driving has the longest eyes-off-the-road time of all distracted driving

activities with the minimal amount of time being five seconds. To demonstrate how far your car could travel in five seconds of distracted driving, you could drive the length of a football field if you were driving 55 miles per hour.

Texting while driving makes you 23 times more likely to crash, according to the National Highway Transportation Safety Administration. The Human Factors & Ergonomics Society notes that texting while driving slows your brake reaction speed by 18 percent. It also causes 1,600,000 accidents per year, as stated by the National Safety Council. Finally, according to the Institute for Highway Safety Fatality Facts, there are 11 teen deaths every day due to driving while texting. With nearly 330,000 injuries per year according to the Harvard Center for Risk Analysis Study, people cannot just assume that they can handle texting and driving while remaining safe.

While knowing the facts and statistics about the dangers involved when engaged in smartphone activities, the question might be asked, "Should the Missouri General Assembly update the state's law to make texting while driving illegal for all drivers, not just for those 21 and under?" It is a valid question considering the percentage of adult drivers who admit to texting and driving. Texting behind the wheel does not suddenly become safe at a certain age. The same, sometimes deadly, results could still happen when you have

been texting and driving no matter what age you are.

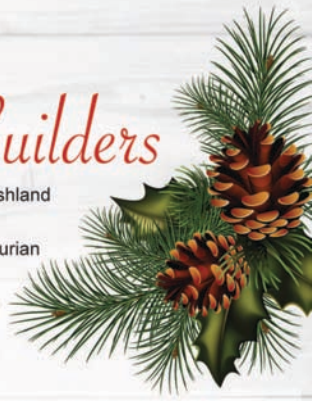
The truth of the matter is that the Missouri General Assembly should update the state's law to make texting while driving illegal for all drivers, not just for those 21 and under. They should update the law because if nearly half of adults are admitting to texting while driving, then they should have consequences too. The problem will only continue to grow if there are no punishments for people who are potentially risking the lives of others and possibly even themselves. If anybody feels that they can get by with it, then they will not see the problem in doing it. No matter what age you are, there are still dangers that come along with texting while driving.

Texting and driving can be very easy to become attached to. Many people fear that they will miss out on something if they are not constantly on their phones. The only problem is they might miss out on a lot more, including life by doing it. They might text and drive once and get away with it, but that result is not guaranteed. However, safety can be accomplished if texting while driving stops. Take the pledge to keep your eyes on the road, not on your phone at ItCanWait.com. One way to help with breaking your habit can be simply sharing your pledge with your friends and family to hold you accountable. It may not be easy at first, but it is well worth making the roads safe for everyone.

THANK YOU

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With sincere thanks, we acknowledge the 46 Missouri newspapers who participated in the 2016 Page Builder program.

Missouri newspapers have generously donated through the Page Builder program for many years, and 22 newspapers signed up this year for the first time. This tremendous response to our calls for support allowed us to provide free lunch for those who attended Missouri Press Association's 150th Annual Convention and Trade Show in Branson. That translated into top-notch learning opportunities at a very low cost to Missouri newspapers.

The Foundation is the only non-profit entity dedicated to the well-being of Missouri's newspapers. We have many ambitious goals for 2017 and hope, that if your newspaper is not listed, you'll please join us. Your donation will allow us to provide tools and support needed to address today's challenges in our industry.

Donating is simple. Just complete and return the bottom half of this card. You may pledge to donate the equivalent of one page or one-half page of advertising each year. Pledges are then deducted from monthly Missouri Press Service advertising checks until your pledge is fulfilled. Along with your newspaper's donation, MPS donates its commission on the advertising, expanding the impact of your generous gift.

We appreciate your consideration. Your donation does make a difference!

Best wishes,

Mark Maassen

Mark Maassen
Executive Director

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ON THE MOVE



• **Perryville** — Beth Durreman has been named publisher of the *Republic-Monitor*. Durreman began her newspaper career in 1988 in the classified department of the *Lebanon Daily Record*. Since July, Durreman has been doing sales consulting with the *Republic-Monitor* and was previously publisher of the *Beacon-News* in Paris, Ill. She is a past Missouri Advertising Managers' Association president, a recipient of MAMA's Dee Hamilton Award and was on the first Newspapers in Education advisory board. Her career has also included a one-year stint with the *Washington Missourian*.



• **Camdenton** — Mike Gonitzke was named the new regional sales director for Lake Media, beginning in December. Coming to Missouri with a long career in the publishing, marketing and sales industry, Gonitzke will direct sales and marketing for Lake Media publications in the Lake of the Ozarks area, in addition to the *Waynesville Daily Guide* and *Rolla Daily News*. Most recently, he was publisher of the *Cotton Grower* and *Cotton International* in Arkansas.

• **Sedalia** — Shane Allen has been named publisher of the *Sedalia Democrat*, which is owned by Civitas Media LLC. Allen comes to Missouri from Gatehouse Newspapers in Arkansas, where he was a senior publisher, overseeing 10 newspapers

and three press operations. Prior to Gatehouse, the 24-year newspaper veteran owned a weekly in Flower Mound, Texas.

• **Kansas City** — Lewis W. Diuguid, columnist for *The Kansas City Star*, was chosen to receive the Nieman Foundation's Louis M. Lyons Award for Conscience and Integrity in Journalism. During his nearly 40-year career, Diuguid was a reporter, editor and former editorial board member who used his voice to draw attention to societal inequities, write about civil rights and highlight systemic injustices. He was a founding member of the Kansas City Association of Black Journalists and has co-chaired several diversity initiatives at the newspaper.



Please **donate today** to the Missouri Press Foundation.

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Remembering a longtime family friend

Did you ever hire someone who stayed with your company for 69 years? My dad did just that when in June of 1947, as publisher of the *Excelsior Springs Daily Standard*, his first newspaper job after World War II service, he hired 19-year-old Nancy Elmore to be a proofreader.

I was born in Excelsior Springs six months earlier, and Nancy was one of the first to see me when my mom and dad — Walter and Ruth Stevens, both now deceased — would bring me into the office. That last tie to my hometown is gone with her death Nov. 9 at the age of 87.

Nancy and my dad kept in mail touch over the years and a few times, when my parents were in Kansas City to visit our family, we would get up to Excelsior Springs for a visit with Nancy. We had delightful conversations over lunch at the Elms.

Nancy was a jewel and I will always remember the love that poured out to her when I represented dad at her 65th anniversary celebration at the *Standard* organized by Publisher Brian Rice.

May she rest in peace.

Paul Stevens
Lenexa, Kansas

OBITUARIES



Centralia

Charlie Hedberg

Charles A. Hedberg, 83, of Centralia, died Dec. 16, 2016. After serving in the U.S. Army, he enrolled in linotype school at the University of Missouri, the start of nearly a half-century career in printing and publishing. Over several years, he was a typesetter for Western Printing in Hannibal, *Hannibal Courier-Post*, *Monroe City News*, Von Hoffman Press in Jefferson City and the *St. Louis Post-Dispatch*. After gaining experience, he, along with wife Janann, bought the *Monroe City News*. About eight years later, they sold the newspaper and moved to Sedalia, where he worked in sales for two years. In 1973, the Hedbergs purchased the Guard Printing & Publishing Company (*Centralia Fireside Guard*) and, eventually, bought the Sturgeon and Hallsville newspapers. The *Guard*, during their 34 years of ownership, received 86 Missouri Press Association awards and was named the best weekly newspaper in Missouri in 1982. He was president of the MPA in 1987. In addition to his wife, he is sur-



vived by a son, Jeff; a daughter, Jan; several grandchildren; and many other relatives.

Smithville

Mark Johnson

Mark C. Johnson, 57, former editor of the *Smithville Herald* and *Raytown Tribune*, died Dec. 5, 2016, in Smithville. Johnson was employed with the *Raytown Tribune* beginning in 1998 and remained there as editor until 2006, when the *Tribune* ceased publication. Johnson was a senior reporter for the *Liberty Tribune* until 2010. In 2012, he was named editor of the *Smithville Herald* and remained there until September 2016. He is survived by family in the Kansas City area and in Colorado.

Lenexa, Kan.

David Manley

David Gilbert Manley, 72, of Lenexa, Kan. died Nov. 20, 2016. He started as a copy boy and moved up to a reporter working at the *Kansas City Times*, before becoming an international freelance writer. He is survived by his wife, Sheila; two sons, Jason and Nicholas; and a daughter, Nancy.



Missouri Press Foundation

These individuals and/or organizations made recent contributions to Missouri Press Foundation.

Society of 1867

Sharene and Dane Vernon, Jean Snider, Brian and Anne Brooks, Chuck Haney, Pam LaPlant, Holt County Publishing Inc., R.B. "Bob" and Pat Smith III, J.W. Roberts Publishing Inc., The Pulse Legal Publications, Karen Philp, Mark Maassen, Doug and Tricia Crews, Melody Bezenek, Gary Rust, Doris Kirkpatrick

In memory of Shirley Bradley, Nancy Elmore and Charles Gusewelle: Doug and Tricia Crews

Newspapers in Education

State Farm Insurance — Holdinghausen, Friends of Jim/Friends of Saline County Inc., Great Eight Cinema



Each summer, the Missouri Press Foundation supports as many as 10 journalism students as they work at Missouri newspapers.
Please meet 2016 summer intern recipient

ALEX LEWIS

INTERN, COLUMBIA DAILY TRIBUNE

It sounds cliché, but I remember the first day like it was yesterday.

Clouds hovered over downtown Columbia — a city I'd grown accustomed to in my first year as a college student at the University of Missouri — and a light drizzle fell from the sky. I was slotted to write a preview that turned into a multi-generational story about one family and their bond through the Mid-Missouri Soap Box Derby. The subjects laughed and teared as we conversed, affecting me more than anything ever before, as I left the Downtown Optimist Club on Grand Avenue.

Coming to the *Columbia Daily Tribune* as primarily a sports journalist, I don't think I really appreciated the work of news, nor did I really understand today's journalistic climate. From day one, my views began to change thanks to my editors Matt Sanders, Ryan Gauthier and Jim Robertson. Over time, I covered stories such as renovations on public housing to a local event held for the Orlando shooting victims, and through it all, the importance journalism has in society became oh-so-apparent. I realized that everybody has a story and that everybody is unique in their own way. I became curious, and I routinely wanted to know more.

As I headed out to my final story on a community gathering in Columbia's central neighborhood, I typed in the address to find out — similar to the first story — it would take place on Grand Avenue. Was it symbolism? I'd like to think so. With learning and appreciation of what many in the field do on a day-to-day basis, I can safely say the experience was a grand one in my development as a journalist, and one that I will cherish forever.

Alex

*Please donate today to the 2017 summer internship program
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SCRAPBOOK



• **Lebanon** — Two from the *Daily Record* were honored as recipients of Lebanon's 2016 Community Achievement Award, including Robert Kirk Pearce and Dalton C. Wright. Pearce is the Community editor and company historian for the *Daily Record*, as well as a longtime columnist for the newspaper. Wright is owner of Lebanon Publishing Company, which operates the *Daily Record*, and president of Ozark Media, a company of community newspapers and radio stations in south central Missouri. Wright has also served as president of Missouri Press Association in 1986 and was inducted into MPA's Hall of Fame in 2000.

• **Gainesville** — The *Ozark County Times* rolled out a new Facebook page and social media platform for local high

school sports fans at the beginning of December. The OC Sports Shot features photo galleries, contests, up-to-date game information, senior player profiles and fan interactions.

• **Grant City** — Ownership of the *Grant City Times Tribune* was transferred in December to Pearl Publishing, which publishes the *Tri-County News* in King City and the *Albany Ledger*. The company bought the *Times Tribune* from Reid and Bridget Gibson, who operated the business for a decade. Among the changes for the *Times Tribune* is a Thursday publication date.

• **Hannibal** — The *Hannibal Courier-Post* made the news in early December when a pickup truck slammed into the newspaper's front office. The crash

caused extensive damage to the front of the building. More than 12 employees were inside the building at the time of the crash, however the office was unoccupied. While the front entrance was rendered unusable by the crash, newspaper production continued as normal.

• **Columbia** — Following its purchase by GateHouse, seven jobs at the *Columbia Daily Tribune* will be moving to GateHouse Media's Austin, Texas Center for News & Design. The *Tribune* is expected to get an "updated look as a result of this move," according to interim Publisher Mark Hinueber. The transition is scheduled for early February and includes three full-time copy editors, one part-time copy editor, feature page designer and two sports staffers.

Get the facts from us.



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at (816) 360-2202 or aparran@aarp.org



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AARP

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Upcoming Webinars

50 Ideas In 50 Minutes
Thursday, January 12

Presenters

Tim Schmitt, Gatehouse Media &
Zack Kucharski, Cedar Rapids Gazette

**Classifieds 2017:
Feast or Famine?**

Friday, January 13

Presenter

Janet DeGeorge, Classified
Executive Training & Consulting

**What Every Employer
Should Know About
Union Organization**

Thursday, January 19

Presenter Michael Zinser,
The Zinser Law Firm, P.C.

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MPA's 151st Convention is Sept. 28-30 in Springfield

After celebrating Missouri Press Association's milestone 150th Annual Convention and Tradeshow, this year's convention will look toward the future of newspapers and journalism in Missouri.

MPA's 151st Convention is Sept. 28-30 at University Plaza in downtown Springfield. More details about specific activities for each day will be announced in the coming weeks.

The Hall of Fame banquet will be scheduled for Friday, Sept. 29, while the Better Newspaper Contest Awards lun-

**What you need to know —
MPA's 151st anniversary
celebration**

Sept. 28-30

University Plaza, Springfield

cheon will be Saturday, Sept. 30.

Nominations for MPA's Hall of Fame, Outstanding Young Journalists and Photojournalism Hall of Fame are currently being accepted and are due by March 31. Nomination forms are at

mopress.com/current_forms.php or by contacting Matthew Barba by phone at 573-449-4167, ext. 302, or by email at mbarba@socket.net.

If you would like to be a sponsor or trade show exhibitor, contact MPF Director Melody Bezenek by phone at 573-449-4167, ext. 303, or by email at mbezenek@socket.net.

Detailed convention information, including how to register for the convention, will be published in upcoming editions of Missouri Press News, as well as at mopress.com/convention.

Submit nominations for top MPA awards

Every year the Missouri Press Association inducts a handful of nominees into its Hall of Fame, enshrining forever those individuals who have spent their lives, and careers, working to promote journalism through print media throughout the state.

The deadline to return this year's nominations to MPA is Thursday, March 31. Nomination forms are attached to the end of this bulletin and can also be found online at www.mopress.com.

In addition to the nomination form, please include biographical information of your nominee to assist the Hall of Fame Committee with its evaluation and any other information you think will help the Committee choose inductees, such as letters of support from associates and acquaintances of the nominee. Also include a photo of the nominee, if available.

Those selected to be inducted into the Hall of Fame will be recognized during the annual banquet held during MPA's 151st convention being held Sept. 28-30, at University Plaza in Springfield.

You can submit nominations to MPA by emailing Executive Director Mark Maassen at mmaassen@socket.net; Legislative Director Doug Crews at dcrews@socket.net; or Editor Matthew Barba at mbarba@socket.net.

Outstanding Young Journalist

Also being sought are nominations for the William E. James Outstanding Young Journalist Award, presented during this year's annual convention. Nominations must be submitted to MPA by March 31.

Two journalists — one from a weekly and one from a daily newspaper — will receive a \$250 cash prize. Winners of the award will have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed.

The nomination form can be found on MPA's website as well as attached to the end of this bulletin. Nominees must be younger than 30 years old on Jan. 1 of the year of the nomination; be an employee of an MPA member newspaper; and be a regular contributor to the newspaper.

Photojournalism Hall of Fame

Nominations for the Missouri Photojournalism Hall of Fame are also being sought. They must be received by the MPA offices by March 31.

Inductees will be recognized at a ceremony held during the fall in Columbia. Examples of their work will be displayed at the Photojournalism HoF exhibit currently located at the University of Missouri Campus in Columbia.

A nomination form can be found online at photojournalismhalloffame.org/nominate.



Request 2017 press cards for your staff

Submit requests for 2017 press cards and 2016-2017 MPA auto stickers today by going online or emailing staffers' names to Kristie Williams at kwiliams@socket.net.

There is no charge for press cards, auto stickers or sticker calendars; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

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Member opinion: *Advising America's future journalists*

By Carol Stark
The Joplin Globe

I recently met with about 50 high school journalism students. They each work on their school's newspaper or magazine and were looking for advice on how to find stories, write ledes and take better photos.

I can help them there. I have great staff members who will offer them their best insights.

What's going to be more difficult than ever this year is convincing these students that they should consider careers as journalists. It's hard enough to dispel their doubts about the type of future reporters face. But now, I have to help them understand that there are those who will hate them for what they do.

I offer up this past viral tweet: "Rope. Tree. Journalist. Some Assembly Required." Those were the words on a T-shirt worn by a man attending a Donald Trump rally in Minneapolis on Sunday, Nov. 6.

It's the old adage about killing the messenger, but in this instance — words worn across a man's back — it seems even more menacing.

I wonder if the guy in the shirt knows that the very journalists he threatens are the ones who daily defend freedom of speech. That includes his right to wear the shirt.

This week after the photo taken by Reuters photographer Jonathan Ernst took social media by storm, I thought about the people who at one time in this country really had to fear ropes and trees. And I became very angry that anyone, even satirically, could suggest this. Sure, the word "journalist" hit me hard, but it would be just as

loathsome if any other word was substituted.

There is no doubt that there is a growing hostility toward journalists and the First Amendment. I will make sure that the high school students enrolled in our workshop know what's in store for them. This job has never been a popularity contest, and, for those who need to be liked, I might suggest a different line of work.

But I don't want them all to run toward the door. Among this group there will be a few who, whether they know it now or not, may already have some ink in their veins. What can I say to them?

I'll tell them the truth. Their best chances of succeeding are to continue their education, learn about media ethics, understand there are always two sides to every story and you cannot let only one voice speak. It's hard work with bad hours, mediocre pay and cold pizza. And those are the good days.

I hope they will leave understanding that THEY are not the story. They are not celebrities. Their personal feelings are not important to the news.

As a former editor once told me while I was still a reporter: "It's never about you, Carol. All that matters is what gets into the paper. If you get your feelings hurt along the way, who cares?"

He was right. No one will care.

That is, until all the good journalists set aside their keyboards and their cameras. The day they toss their list of sources into the wastebasket and walk out of the newsroom will be a sad one.

I will tell them, for America's sake, become a journalist.

Carol Stark is editor of The Joplin Globe. She is also the first vice-president of the Missouri Press Association.



CALENDAR

2017

January

20 — Best Ad Contest entries due

March

31 — Nominations for Hall of Fame, Outstanding Young Journalist and Photojournalism Hall of Fame Due

31 — 2017 Newspaper Internship Program Application Packet Due

April

6-7 — Missouri Advertising Managers' Association Meeting, Holiday Inn Executive Center, Columbia

June

15 — Porter Fisher Golf Classic

16 — MPA/MPS/MPF Board Meetings, The Lodge of Four Seasons, Lake Ozark

16 — Show-Me Press Association Meeting, The Lodge of Four Seasons, Lake Ozark

September

28-30 — MPA's 151st Annual Convention and Trade Show, Springfield

Case.net's 'Track This Case' becomes permanent

The Missouri judiciary's increasingly popular "Track This Case" feature has been approved as a permanent feature of Case.net, Missouri's online case management system. Launched as a pilot in November 2015, Track This Case allows anyone with a valid email

address to sign up for a notification service, enabling users to track cases.

Users can receive notifications to track docket entries in a case, when a scheduled event is coming up and when a payment due date is approaching.

Jim's story brings Reading Across Missouri full circle

The 2017 Reading Across Missouri project is the 13th consecutive year newspapers across the state have published a serialized story for young readers in unison. And we've come full circle.

Missouri Press initiated the Reading Across Missouri project in 2005 with a famous Missouri dog — Old Drum, a hunting dog from Warrensburg.

Beginning this month, newspapers have the opportunity to share the story of another famous Missouri dog, “Jim the Wonder Dog,” a Llewellyn Setter from Marshall, who amazed everyone with his ability to follow any command, hunt like a champion and even predict the future.

“Jim the Wonder Dog” is a new eight-chapter serialized story available to your newspaper. There is no cost to download and publish the story between Jan. 1 and June 30. You may publish the story in your newspaper or on a secure, password-protected website.

This year's Reading Across Missouri project includes a promotional ad, eight chapter files, each with a newspaper activity within the feature, and a companion teacher guide — all available in PDF format at mopress.com using the download code: **readmo17**. Also available with the download are the Rules for Publication that give guidelines for using the new story.

The Reading Across Missouri project is a great opportunity to reach out to schools in your community and engage teachers and students with your newspaper. Offer to deliver eight weeks of newspapers to classrooms interested in reading the story together. Encourage teachers to send the newspapers home with students to promote family reading. It's a great way to sample to non-subscribers!

The Marshall Tourism Commission is recognized in the series for helping sponsor this year's story, but you also may seek local support to help cover costs associated with publishing the



JIM THE WONDER DOG

The Van Arsdale family has many fond memories of Jim the Wonder Dog. My brother, Son, and I have grown up hearing stories about our incredible father. Now that we're just a couple of old dogs ourselves, it's important for us to remember and pass on these true tales so that the legend of our father will never be forgotten.

The city of Marshall, where Jim lived at the Ruff Hotel, continues to celebrate Jim, helping his story to live on many years after his death. Jim's grave is in Ridge Park Cemetery. He is the only animal with the privilege of being buried there, and people routinely bring treats, dog toys, flowers and coins to honor him.

The Ruff Hotel is gone, but in its place lies a beautiful garden, built to honor my father. Visitors can stroll through quiet pathways lined with lovely flowers and bushes and read Jim's story on sign posts as they go. Every year in May the city celebrates Wonder Dog Day to commemorate the legend of its "most famous citizen."

Dogs come from near and far to participate in a doggie parade and a frisbee contest! It's truly a special day celebrating the life of a very special dog.

One question remains to be answered, though. How did he do it? How did Jim understand humans so completely and thoroughly that he



could complete any task asked of him, in any language? How did he predict the future? How did he know how to identify all of those trees? Lots of scientists and inquiring minds have pondered over the years just exactly what animals know, and how they know it. People may never truly be able to understand the animal mind.

In his time, Jim was tested. Doubtters tried to prove that he was actually just a trained dog, or responding to his owner's body language, or perhaps simply relying on dumb luck. But the truth is, no human could ever figure out exactly how my father did "this stuff." And no one ever will. Jim is a mystery to everyone, especially Sam.

Sam never tried to explain Jim. His powers were as peculiar to him as they were to any observer. The clumsy, runt of the litter had surpassed everyone's most basic expectations. Jim changed Sam. Sam had been a man who

CHAPTER EIGHT
Written by Carolyn Mueller
Illustrated by Christopher Grant

believed that a dog was an animal with a job to do, put on this earth simply to help him hunt quail. Sam was always kind and gentle with animals, but in his eyes they were not family or even companions. Dogs were useful for hunting, and that was all that really mattered about them.

After Jim though, Sam changed. He saw that dogs might be capable of understanding and communicating in ways he never thought were possible. One look into Jim's eyes told people that these animals were made of something more. Sam began to appreciate each and every dog as a unique, intelligent being, an animal that could become not just a companion, but family.

That's how Sam treats me, of course. I may not have the powers of my father, but I know that I am respected and loved.

Jim was only with us for 12 years, but in that time he made a huge impact on those around him. You know, I really think that dogs live such a short time for a reason. We don't need decades, like humans do, to figure everything out. We already know the best way to live. Never waste a day. Always be there for others.

Always enjoy good food. Listen to those around you. There is nothing worth more than loyalty and love.

All dogs live as examples for our owners. But Jim went beyond just that. He listened and understood in a way that no dog could ever replicate. His incredible abilities helped to bridge a unique connection and an understanding between dog and human. Maybe no one will ever solve the mystery of his abilities. But we can look back, celebrate and appreciate him for who he was.

He was Jim. And he was a Wonder Dog.

In this chapter, there are multiple meaning words. Newspaper headlines sometimes have dual meaning, too. While you are reading this serial story, look through the newspaper for examples of headlines with dual meaning. Cut and paste your examples to a classroom anchor chart.

PAPER TRAINING

A garden was built to honor Jim the Wonder Dog. In what ways could a person be honored in a newspaper? Can you find an example someone being honored?

Learning Standards: I can read historical fiction and make text-to-text and text-to-world connections.

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Local support of your Newspaper In Education efforts, such as providing classroom newspapers, is tax-deductible to your donors when made through the Missouri Press Foundation. It's as simple as having them make their donations payable to MPF and submitting the checks along with the NIE Grant Form available on mopress.com.

Even if you don't intend to provide classroom newspapers, there is still value in publishing the story for your readers to share with their families. Write a news story or editorial encouraging parents and grandparents to read the story with children and encourage teachers to read the story aloud in the classroom.

More than 30 newspapers downloaded the files in December. Don't delay — newspapers that begin the story this month and publish a chapter each week should finish just in time to take advantage of the new series we're creating with the World War I Museum and Memorial to commemorate the centennial of the United States entering into WWI in April.

...

Here are highlights of other Newspaper In Education features we have planned through May for Missouri's

newspapers.

FEBRUARY

Use “Agriculture is Everywhere” eight-part series highlighting Missouri agriculture to commemorate Thank a Farmer Week Feb. 5-11 and/or FFA Week Feb. 18-25. (Download code **moag16**)

Celebrate Black History Month with one of these MPA features: “I Have a Dream” 2-part series on MLK (**mlkdream**); Emancipation Proclamation (**ep150**); Civil Rights Act of 1965 3-part (**civilrights64**); Civil War Amendments 4-part (**cwamend**)

MARCH

NEW! World War I four-part series to commemorate the centennial of the United States entering the war on April 6, 1917.

Don't forget the opportunity to educate readers on the National Freedom of Information Act and the Sunshine Law during Sunshine Week March 12-18. (**sunshine**)

APRIL

“The Big Muddy,” a great Earth Day (April 22) feature, teaches about the Missouri River and its value. (**bigmuddy**)

MAY

NEW! Missouri will have its first total solar eclipse since 1869, and for some parts — like St. Louis, St. Genevieve, Perryville — since 1442. MPA is working to provide a feature in May on the Great American Eclipse to educate readers, young and older about the event that happens Aug. 21.

If you have questions about the Reading Across Missouri project, or any of these upcoming features, email dawnkitchell@gmail.com or call me at 636-932-4301.



Dawn Kitchell
is MPA's NIE director.
Contact her at (636) 932-4301;
dawn.kitchell@gmail.com.

Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Bridget Gibson, Grant City; Vice President, Leslie Speckman, Savannah; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President, Mike Farmer, Rock Port; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Chuck Haney, Chillicothe; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; Steve Booher, St. Joseph.

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MISSOURI COLLEGE MEDIA ASSOCIATION: President, Jessica Kopp, Missouri Western State University; Vice President, James Henderson III, Northwest Missouri State University; Secretary, Matt Mormann, Southeast Missouri State University; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Robert Bergland, Missouri Western State University.



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Knowing the teeth of the Sunshine Law

Calls to the hotline regularly come complaining about actions of local government officials either meeting without giving proper notice, discussing improper subjects in closed meetings, or failing to keep proper minutes of meetings, among many other issues. Finding a violation of the Sunshine Law is really a fairly easy task for those of you covering public bodies.

When that happens, we've discussed you can write about it (because the public needs you to be its eyes and ears), and you or any other member of the public can file a complaint online with the Missouri Attorney General's office. Or, of course, you or any member of the public can file a lawsuit. But the problem is that fighting these battles in court can be expensive and courts have been very reticent to award the plaintiffs in these cases payment by the defendants of the plaintiffs' attorneys fees.

It seems clear that if more public bodies were taxed with paying attorneys fees when they are found to have violated the law, then they would be more attentive to what this law requires and more likely to abide by its instructions. Often we find courts get hung up on what the terms knowing and purposeful mean in the context of this law. As a reminder, the definition of "purposely" has existed for some time – in 1998, the Missouri Supreme Court held that more than a mere intent to engage in the conduct resulting in the violation was required. "To purposely violate the open meetings law, a member of a public governmental body must exhibit a 'conscious design, intent, or plan' to violate the law and do so 'with awareness of the probable consequences'."

But what does "knowing" mean? How does that differ from the definition of "purposeful"? The statute does not state a definition. But the Western District Court of Appeals in Kansas City recently added to our understanding of that term in a decision issued in late November. The

American Civil Liberties Union filed suit against the Missouri Department of Corrections seeking names of persons who had applied to witness executions for a twelve-month period. The department's custodian of records responded in a timely manner to the request, and several months later (actually, much later than he had initially indicated the response would take) he provided heavily redacted records. The redactions involved Social Security numbers, which is a valid redaction under state law, but also much other personal information about these individuals for which no proper exception to the Sunshine Law was cited. The ACLU filed suit and a trial court entered judgment for it, awarding access to the records, imposing a \$500 fine and assessing attorneys fees against the department.

The DOC filed an appeal, not arguing against the judgment that it violated the law, but appealing the court's conclusion that this was a "knowing" violation. And in November, the appellate court held that this was indeed a "knowing" violation and sustained the fine and attorneys fees that had been awarded against the department.

The appellate court's holding was based upon the decision of the Missouri Supreme Courts in 2016 where it said a knowing violation by a public body requires evidence of a knowledge of the Sunshine Law of the public body's obligation, accompanied

by evidence that it did not produce the records despite this knowledge.

In this case, the appellate court pointed out that the trial court based its decision upon evidence that the failure to produce records was a knowing violation. Among the evidence cited was that the representative who failed to properly produce the records was an attorney who had worked handling such requests for more five years and that the requests were a "substantial part of [his] duties" for at least two years.

This holding by the court in this decision gives a clear set of instructions for arguing that other violations are "knowing" violations when the custodian of records shows clear knowledge for many years of the requirements in the Sunshine Law and when the public body, through that person's actions,

fails to meet its obligations in producing the requested records.

Perhaps on the basis of this case, this coming year will cause public bodies to pay a bit more attention to their obligations under the Sunshine Law. That would indeed be a Happy New Year for us all!

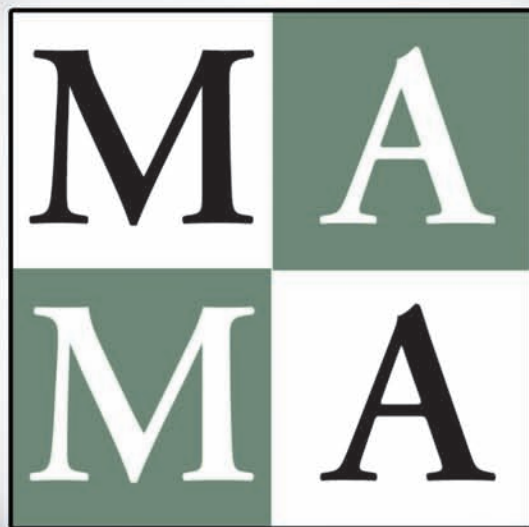
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Jean Maneke,
is MPA's Legal Hotline attorney.
Contact her at (816) 753-9000;
jmaneke@manekelaw.com.

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