

November 2012

Missouri Press NEWS



MPA Convention guests went on a gallery crawl in downtown Columbia. This piece was on display in the PS: Perlow-Stevens Gallery.

5-8



Missouri Press retains possession of Little Brown Jug with sweep of second-day matches in Excelsior Springs.

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Photojournalism Hall of Fame inducts three

Washington, Mo., Mayor Sandy Lucy, right, poses with Photojournalism Hall of Fame inductees Wiley Price and Jean Shifrin at the Oct. 18 induction.

4



School children from around central Missouri visited the Missouri Press Foundation's Print Shop Museum in Arrow Rock during the Children's Heritage Craft Festival on Sept. 27.

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Forums generated national buzz

We took a break from work for wedding of our daughter

The 146th convention of the Missouri Press Association is officially in the books. Kathy and I are grateful for the hard work carried out by the Columbia staff in preparing for the convention.

The attendance for the convention was particularly gratifying. I am told that the registrations were higher than they have been for several years. The banquet room for the Hall of Fame dinner was packed with guests and the families of the newspaper people who were inducted. Of course, the mayor of Chillicothe, Chuck Haney, did his usual fine job of inducting the distinguished honorees.

Our convention earned some statewide and even national buzz by hosting the debate between the candidates for governor and U.S. Senate. I have noticed that, even weeks after the convention, many of the photographs and video clips used to illustrate stories about the race between Claire McCaskill and Todd Akin for the Senate originated from the MPA convention.

Doug Crews did a masterful job in planning for the debate. He had to find a way to balance the demands of the candidates with the needs of the statewide and national media who covered the event. Doug met with the handlers of the candidates on Tuesday before the debates to plan the logistics. Not an easy job in this increasingly bitter campaign year.

Washington *Missourian* publisher Bill Miller Sr. and *Independence Examiner* editorial page editor Jeff Fox were on the panel of journalists who had some insightful questions for the candidates. They were joined by students from the Missouri School of Journalism. Great job, everyone!

The awards luncheon Saturday, when I had the privilege of handing out prizes to some of the best journalists in the state, was a very rewarding experience for me. One of the highlights of the day for me was presenting the William A.

Bray Scholarship to Hannah Spaar, who is from the long line of Spaars who have published *The Odessan* in Odessa. Hannah is majoring in print journalism at the Missouri School of Journalism. Bill Bray, the former executive director of the MPA, owned *The Odessan* from 1948 to 1955.

The passing of the gavel—using the huge wooden gavel provided by Steve Oldfield of Adri-

an, one of this year's Hall of Fame inductees—was an emotional moment for me, knowing that my year as president was beginning to wind down. I remember our immediate past president, Joe May of Mexico, telling me that I would enjoy my year as president. He wasn't kidding.

I know that next year's president, Mark Maassen of the *Kansas City Star*, will enjoy his time as president as much as I did. Even though the convention is past, there are a few more activities before the end of the year.

Kathy and I took a break from our newspaper duties at the end of the month to go to the wedding of our daughter Rachel and Aaron Baca in Albuquerque. Rachel is the design director of the *Albuquerque Journal*, while Aaron, a former business editor at the newspaper, is now an assistant prosecutor for Bernalillo County, N.M.

It has been a very eventful few weeks in the Conger household.



Phil Conger
Bethany Republican-Clipper
MPA President

One of the highlights of the day for me was presenting the William A. Bray Scholarship to Hannah Spaar.



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A Resolution, approved October 19, 2012, by the Missouri Press Association Board of Directors on behalf of Missouri Newspapers

RESOLVED, that the U.S. Congress take swift legislative action to stop the unfair and inappropriate rate deal for one mailer -- Valassis Direct Mail -- that has been approved by the Postal Regulatory Commission (PRC).

The PRC, an independent regulatory body, approved a U.S. Postal Service proposal that will give discounts to Valassis of 22 percent to 36 percent so it may specifically attract preprinted advertising inserts that are currently being carried by newspapers.

The U.S. Congress previously had made it clear that these types of deals should not cause unreasonable harm in the marketplace.

This special-rate deal has the potential of diverting up to \$1 billion in advertising revenues from local newspapers. Preprint advertising is critical for newspapers to continue providing news and information in local communities.

In approving the special deal, the PRC said that it would help the Postal Service compete more effectively against others for preprinted inserts. Unlike UPS and FedEx, newspapers do not compete with the Postal Service. Newspapers compete with Valassis and other direct mailers.

The Postal Service, as a governmental enterprise, should serve all mailers in a nondiscriminatory fashion -- and not use its monopoly to pick winners and losers in the local competition for advertising.

This bonanza for Valassis will do little to improve the financial condition of the Postal Service. Even the Postal Service's most optimistic estimates are that it would see at most \$15 million in profit over three years from this deal, when it is losing billions of dollars annually.

This \$15 million estimate ignores the fact that the Postal Service will experience massive revenue losses as newspapers -- which mail ad inserts to nonsubscribers -- pull out of the mail to cut costs to offset declines in ad revenue as a result of this agreement. The Newspaper Association of America estimates that newspapers throughout the country will reduce their postage bills by more than \$600 million over three years to lower costs in response to this special deal given to their biggest competitor. Ultimately, this agreement will result in the Postal Service hemorrhaging more money that will deepen the financial crisis for our nation's postal system.

This deal is anti-competitive and just one more newspaper industry challenge that may end up closing newspapers and hurting Missouri residents.

NOW THEREFORE, the more than 270 member newspapers of the Missouri Press Association call on members of Congress to stop this special-rate deal before it causes significant financial harm to local newspapers. We respectfully request that our U.S. Senators and U.S. Representatives from Missouri take legislative action now to stop this unfair and inappropriate rate deal.

Sincerely,

Philip G. Conger

2012 President
Missouri Press Association

2012 MPA Board of Directors -- President: Philip G. Conger, *Bethany Republican-Clipper* - First Vice President: Mark Maassen, *The Kansas City Star* - Secretary: Shelly Arth, *Marshall Democrat-News* - Past President: Joe May, *Mexico Ledger* - Directors: Jon Rust, *Cape Girardeau Southeast Missourian* - Dennis Warden, *Owensville Gasconade County Republican* - Brad Gentry, *Houston Herald* - Richard Gard, *Missouri Lawyers Media* - Joe Spaar, *Odessa Odessan* - Jim Robertson, *Columbia Daily Tribune* - Bill Miller, Jr., *Washington Missourian* - Jeff Schrag, *Springfield Daily Events* - National Newspaper Association State Chairman: Trevor Vernon, *Eldon Advertiser*.



Photojournalism Hall of Fame inductees Wiley Price and Jean Shifrin with their plaques.



Guests at the induction program look at the exhibit of Jean Shifrin's photos on display at the Photojournalism Hall of Fame. (All photos by Jeanne Miller Wood, *Washington Missourian*)

3 inducted into Photojournalism Hall of Fame

Three people who made careers of photographing news and newsmakers were inducted into the Missouri Photojournalism Hall of Fame in Washington, Mo., on Oct. 18.

Kansas City native Jean Shifrin, longtime St. Louis photojournalist Wiley Price and government and space program photographer Lee Battaglia were honored as the eighth group to be inducted.

The Photojournalism Hall of Fame, a project of Bill Miller Sr., publisher of the *Washington Missourian*, inducted its first group in 2005. Information can

be seen at mopress.com/Photojournalism_HOF.php.

- Lee Battaglia has photographed in his native Italy, throughout Missouri, in the former Soviet Union and in countless points between.

He studied photojournalism at MU Under Cliff Edom, earned two degrees and worked for MU Publications. His photography book, *The Face of Missouri*, is a documentation of the entire state in the spirit of the photographers from the Farm Security Administration.

Battaglia was one of the founding editors for *Air & Space/Smithsonian*. He

continues to lecture at George Washington University and NASA.

- Wiley Price started as a freelancer in 1982, making photos for the *St. Louis Post-Dispatch*, *The Kansas City Star*, *Ebony* magazine and other publications. He has been making photos as a staffer for *The St. Louis American* for more than 20 years.

In 2000, Price received the Missouri Governor's Humanities Award for his book of photography, *Lift Every Voice and Sing*, an historical essay that chronicles the lives of 100 St. Louis African-Americans in the 20th Century.

The NAACP named Price among the "100 Most Inspiring St. Louisans" in 2009, and in 2011 he was honored for his iconic photographs documenting St. Louis' Forest Park during the previous 25 years.

- Jean Shifrin, a native of Kansas City, earned a photojournalism degree from the Missouri School of Journalism in 1979. After working at the *St. Joseph News-Press* and *The Kansas City Star*, in 1990 she went to work for the *Atlanta Journal-Constitution*. She has won many international awards, including a Clarion Award for "When Children Die," a long-term project in which she documented patients in one of the few children's hospices in the country.

Shifrin started her own business in 2005, specializing in portraiture and documentary photography of babies and children.



Wiley Price poses with the photos in the exhibit of his work. At the bottom center is a portrait of inductee Lee Battaglia, who was unable to attend the program. Photojournalism Hall of Fame committee members David Rees, Cliff Schiappa, MPA Executive Director Doug Crews and Bill Miller Sr. of the *Washington Missourian* participated in the induction program.



Convention in Columbia

Missouri Press Association held its 146th Annual Convention Sept. 20-22 in Columbia. Among the sessions was one called Lightning Round Roundtables, top photo, which consisted of six topics being discussed for 15 minutes each, then repeated. The center photos show guests enjoying beverages, snacks and Lottery tickets during a stop at the PS: Perlow-Stevens Gallery during the Thursday evening Gallery Crawl in downtown Columbia. Joe and Renee Spaar scratch their Lottery tickets beside a work of art for sale. At left, Saturday morning guests from the *Lexington News* look over contest entries in the hotel lobby. Below, Digital Innovations panelists Jane Haslag, Jefferson City; Jeff McNiell, Houston; Andy Waters, Columbia; and Jon Rust, Cape Girardeau, discuss projects at their newspapers during a Saturday morning session.





Above: 2012 MPA President Phil Conger presents the William A. and Jo Anne Bray Community Newspaper Scholarship to Hannah Spaar of Odessa. Hannah is the daughter of Joe and Renee Spaar and the granddaughter of Betty Spaar, publisher of *The Odessa*. Hannah, a senior at the Missouri School of Journalism, is a member of the staff of the *Columbia Missourian*. Hannah's great-grandfather, Les Simpson, was president of MPA in 1957. Her grandmother, Betty Spaar, led the MPA in 1988 and her uncle, John Spaar, in 2005. Her father is on the MPA board of directors. David Bray and Brenda Bray Ledbetter, children of Bill and Jo Anne Bray, established the scholarship to the Missouri School of Journalism with a \$50,000 gift to the Missouri Press Foundation. Coincidentally, Bill Bray was the publisher of *The Odessa* in the late 1940s and '50s before he moved to Columbia to work for the Missouri Press Association.



Left: Brady Brite, left, of the *Christian County Headliner News*, and Emily Younker, right, from *The Joplin Globe*, received the Outstanding Young Journalist Awards at the MPA Convention. The Ed Steele Scholarship Fund provided funds for the \$250 awards. Ed Steele, retired ad manager for Missouri Press, presented the awards. Five other young journalists received Awards of Merit: Dugan Arnett, *The Kansas City Star*; Seth Stringer, *The Sedalia Democrat*; Tyler Francke, *Branson Tri-Lakes News*; Emily Letterman, *Christian County Headliner News*; and Paul Thompson, *Jackson County Advocate*. Thompson and Letterman, below, were present to accept their awards.



Above left: MPA President Phil Conger receives the Past President plaque from Joe May, publisher of *The Mexico Ledger* and 2011 President of the Missouri Press Association. Lower left: Conger presents a President's award to Bob Wilson, publisher of *The Milan Standard*, for being a "friend and colleague from North Missouri" and for his "steadfast" support through the years. Below: Past presidents of Missouri Press Association pass the gavel down the line that ended with 2012 President Conger passing it to 2013 President Mark Maassen of *The Kansas City Star*. Maassen will succeed Conger on Jan. 1. From left are Tom Miller, Washington (1992), Don Warden, Owensville (1993), Kirk Powell, Pleasant Hill (1994), Chuck Haney, Chillicothe (1995), Harold Ellinghouse, Piedmont (1996), Bill James, Warrensburg (1998), and Bob Wilson, Milan (1999). Several other past presidents were in line. In the foreground are the Hall of Fame plaques and Pinnacles.



Bill Miller Sr., center, publisher of the *Washington Missourian*, visits with Craig Felzien and Jon Sondag after lunch on Friday at the Convention. Sondag, right, is president of AT&T Missouri, a sponsor of the Convention. Felzien is in public relations for AT&T.



Among the speakers at the Convention was Reed Anfinson, President of the National Newspaper Association and publisher of the *Swift County Monitor-News* in Benson, Minn.



Above: Convention guests visit in the lobby of the Holiday Inn Executive Center before the Hall of Fame banquet on Sept. 21. From the left are Richard Gard, Missouri Lawyers Media, St. Louis; Jon Rust, Rust Communications, Cape Girardeau; Sue Mills, wife of Dean Mills, right, dean of the Missouri School of Journalism. Dean Mills was among the Missouri Press Newspaper Hall of Fame inductees this year. Left: University of Missouri baseball coach Tim Jamieson, center, visits with Lynn Wade of Nevada, left, John Spaar, Odessa, second from right, and Bruce Wallace, Ashland. Jamieson spoke at breakfast Saturday during the Convention. Below: These people are from weekly newspapers that won awards in the Better Newspaper Contest.





These people are from daily newspapers that won awards in the 2012 Missouri Press Better Newspaper Contest. All of the results of the contest, including comments from the Wisconsin judges, are on the MPA website at mopress.com/association.php?blog_id=601. Sponsors of this year's meeting were: Platinum: Branson Lakes Area Convention and Visitors Bureau; AT&T; Gold: Missouri Press Service and Missouri Press Foundation; Silver: CenturyLink and Missouri National Guard; Bronze: Missouri Beverage Association and Independent Colleges and

Universities of Missouri; Others: Stone Hill Winery, Orr Street Productions, Columbia; Les Bourgeois Vineyards, Rocheport; Boone County National Bank, Columbia; Charton Communications & Consulting, Columbia; The Missouri Lottery; Metro Creative Graphics; The Bridge, Columbia. Next year's MPA Convention, the 147th, will be Sept. 5-7 at the Marriott Downtown Kansas City. Missouri Press Association encourages its members to plan now to attend the 2013 Convention.

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Scrapbook

• **Rich Hill** — Darryl Levings, an editor for *The Kansas City Star*, discussed his recently published book “Saddle the Pale Horse” at the Bates County Museum on Sept. 15.

Levings’ historical novel follows the Confederate invasion of Missouri in 1864 from its beginning at the Arkansas border to the large battles at Westport and Mine Creek.

• **Marble Hill** — *The Banner Press* on Sept. 26 debuted a new design with additional features, among them a “Photo of the Week” submitted by a reader, and Outdoors and Country Living pages.

• **Independence** — *The Examiner* also has done some remodeling. It has a new typeface for news and has more national sports and more sports agate. Comics now have a regular spot in the back of the B section.

• **St. Louis** — *Post-Dispatch* photographers J.B. Forbes and Robert Cohen were honored by the Press Club of Metropolitan St. Louis for their coverage of last year’s tornado in Joplin. They were honored on Oct. 4 at the St. Louis Hilton at the Ballpark.

• **Kansas City** — The Association of Opinion Journalists on Sept. 22 named *The Star* winner of the Top Opinion Pages award at its annual convention in Orlando.

“Seven days a week, these pages publish opinion journalism that is lively, well written, attractively engaged and — most important — engaged in questions that are vital to the health of communities in Kansas and Missouri and the lives of the people who live in those communities,” the judges wrote.

Miriam Pepper, vice president, editorial pages, at *The Star*, was named vice

president of the organization at the annual meeting.

• **Marshall** — *Democrat-News* reporter and columnist Marcia Gorrell has compiled three years of her “Semi View” columns into a book.

Gorrell’s column tells humorous stories about a former suburban girl’s adventures in farming and advocates for family farms.

The name of her column comes from one of Gorrell’s farm jobs, driving trucks to the elevator during harvest.

• **Marshall** — *The Democrat-News* on Oct. 1 began placing all content on its website and charging a fee for total access online. Subscribers to the newspaper get free access to all of the online content. Non-subscribers have access to a limited amount of content.

• **St. Louis** — The St. Louis American Foundation’s 25th Anniversary Salute to Excellence in Education Scholarship & Awards Gala was held Sept. 14.

MDC media staff can help you cover news about outdoor Missouri. Topics for next month include:

- MDC Nature Shop holiday gifts
- Deer harvest statistics
- Muzzleloader deer hunting
- Eagle Days

For more information, contact

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nature.**



The Foundation has awarded nearly \$2.5 million in minority scholarships and community grants.

The co-chairs of the event announced that the Donald M. Suggs Scholarship Program at Harris-Stowe State University would be doubled and the Donald M. Suggs Endowed Scholarship Program at Forest Park Community College would begin. Each student selected for the awards will receive a scholarship, books, mentor and a laptop computer.

Dr. Suggs is the president of the foundation and publisher and executive editor of *The St. Louis American*.

- **Ironton** — Vic Crocker of Graniteville found what he believes is an original copy of the *Iron County Register* from July 1, 1876, in an attic. The paper folio says Vol. IX, No. 50.

In his book "Missouri Newspapers," historian William H. Taft wrote that the *Register* was established in the 1860s by Eli D. Ake.

- **Monett** — On Sept. 24 *The Times* started charging for access to its online content. Print subscribers continue to get free access, but online-only readers will see only a limited number of stories before being asked to pay.

- **Poplar Bluff** — The *Daily American Republic* has a new online edition. The new darnews.com includes access to all of the paper's archived pages.

- **Noel** — The theft of a recent edition of the *McDonald County Press* from news racks throughout the county led the company to reprint enough papers to refill the racks later in the day.

Publisher Kent Marts said papers were taken from racks in the Jane area, Noel and Anderson.

"We are committed to getting the news out to our community," he said in a story about the thefts. "The staff works hard to produce a paper and it is frustrating for them to see that someone was trying to deny the public the access

to the news that affects their lives.

"Taking more than one paper when you put 50 cents in a rack is stealing," Marts said. "We take this very seriously and we will hold those responsible to the full extent of the law."

- **Salisbury** — The *Chariton Valley News Press* has a new online edition that readers can subscribe to for \$28 a year.

Along with a local business, the news-



Warsaw football video online

Matt Bohanan and Barry Edwards are delivering live streaming video play-by-play and commentary of Warsaw High School football, courtesy of the *Benton County Enterprise*. BCE-TV streams using citylink.tv.com. More than 1,000 people logged in to watch the first football program in August. (*Benton County Enterprise* photo)

paper gave away two Kindle readers in drawings from among readers who activated web subscriptions.

The paper's website is Cvnewspress.com.

- **Canton** — The *Press-News Journal* has started a new feature it calls The Vent. It invites readers to send in brief statements giving an opinion about anything.

Those who offer "vents" must include their names, "keep their vents clean and family-friendly and also save any 'thank you' notes for our ad section."

- **Nevada** — Two benefits were held recently to raise money to help pay medical expenses for *Daily Mail/Weekend Herald-Tribune* reporter Rusty Murry.

Murry, who has worked for the newspaper for almost four years, is being treated for cancer.

A chili luncheon was held on Oct. 5 by the Nevada/Vernon County Chamber

of Commerce. The Eagles Lodge held a spaghetti dinner with music and raffles on Oct. 6.

A Rusty Murry Benefit Fund account has been set up at Heritage Bank.

- **Marshall** — *Democrat-News* editor Eric Crump received the 2012 George Award from the Optimist Club of Marshall at its annual banquet.

The award, normally given to a law enforcement officer and named for Saline County Sheriff Wally George, went to local media for their assistance of law enforcement in serving the community.

- **Kansas City** — The Kansas City Association of Black Journalists has awarded *The Star* three awards.

Glenn E. Rice and Mara Rose Williams won the enterprise reporting award for large newspapers for the Civil War story "Freedom's Distant Cry."

Helen T. Gray won the features category with "Songs of Their Freedom."

Jeneé Osterheldt won the commentary award for a

body of work that included "Wear a Hoodie for Trayvon."

- **Elsberry** — The *Elsberry Democrat* has honored a former editor and publisher, Margaret Ann Watts-Herring, for her many years of service to the community by establishing a journalism scholarship in her name.

The first scholarship will go to a 2013 graduate of Elsberry High School who plans to go into the field of journalism.

Michael Short, general manager of *The Democrat*, made the announcement on Sept. 27 during a Cousins Reunion.

- **St. Louis** — *St. Louis Labor Tribune* managing editor Dana Spitzer, publisher Ed Finkelstein and staff writer Tim Rowden served birthday cake on Sept. 18 to delegates to the St. Louis Labor Council. They were observing their newspaper's 75 years of serving the labor community of Missouri and Illinois.

On the Move

• **Kennett** — Donnie Shelton has been named general manager of the *Daily Dunklin Democrat* in Kennett and the *Delta News-Citizen* in Malden.



Donnie Shelton

Shawn Miller, who had been general manager of the Malden weekly, was named sales and marketing director for Delta Publishing newspapers, a division of Rust Communications, which is based in Cape Girardeau.



Shawn Miller

Ron Kemp, regional vice president for Rust, has been named publisher of the papers in Kennett and Malden, the *Daily Statesman* in Dexter, the *Missourian-News* in Portageville and the *North Stoddard Countian*, which serves Bloomfield and Advance.



Ron Kemp

Kemp also is the publisher of Rust papers serving the Arkansas communities of Rector, Piggott, Manila and Poinsett County.



Bud Hunt

Bud Hunt, who has been publisher of the Kennett paper and regional vice president with Rust, has been promoted to the new position of vice president of revenue. He will

oversee the creation of a sales training and evaluation program for the company and will assist in product development and launch of new corporate initiatives.

• **Cassville** — Mike and Lisa Schlichtman, former owners of the *Cassville*

Democrat, have been named publishers of that newspaper, *The Monett Times* and *Connection* magazine.

The couple owned and operated the *Democrat* from 1995 until 2005, when they sold it to Rust Communications. The Schlichtmans retain a minority ownership in the paper.



Lisa and Mike Schlichtman

Lindsay Reed remains editor of the *Democrat*, a position she's held for four years. Jared Lankford recently was named sports editor of the *Democrat*. Robyn Blankenship has been named ad director.

• **Brunswick** — Amy Lynne McCampbell of Mendon has joined the staff of *The Brunswicker*. She's a 1986 graduate of Marshall High School and has attended Missouri Valley College and the University of Central Missouri.

She and her husband, Dale, have two children who are in college.

• **Chaffee** — Linda Dowd, editor of the *Scott County Signal* since March 2001, retired on Sept. 28. The newspaper held an open house in her honor that day.

Dowd joined the *Signal* as office manager in August 2000.

The *Signal* hired Samantha Kluesner, a lifelong resident of Scott County, as a reporter. Donna Urhahn was hired as the customer service rep.

Kluesner grew up in the Benton area and is a graduate of Kelly High School. She lives near Chaffee and is working on a degree in historic preservation from Southeast Missouri State University.

Urhahn, a Chaffee resident, has a degree in psychology from Ashford

University.

• **St. James** — Jim Brock, 32, is the new editor of the *Leader-Journal*.

Brock started his journalism career writing freelance for his hometown newspaper, *The DeSoto County Tribune* in Olive Branch, Miss.

Brock remained in the Memphis, Tenn., area until 2006, when he moved to the Atlanta area to work as a reporter in Lawrenceville, Ga.

During a break from journalism beginning in 2008, he worked with the family business and performed in the Memphis area as a musician. He then returned to newspapering as news editor at the *Germantown News* in Tennessee.

• **Kansas City** — Sports columnist and Chiefs beat writer Kent Babb has left *The Kansas City Star* for a position as a sports reporter for *The Washington Post*. He started his new job Oct. 1.

• **Lee's Summit** — The *Tribune* has four new contributors.

Ed Croteau writes a weekly religion column. Jason Reeder and Jeremy Flowers are photographers. Drum instructor and retired Hallmark Cards employee Ron Wight also is contributing to the *Tribune*.

• **Smithville** — Mark Johnson, who has reported on communities in the Kansas City Northland for more than 20 years, is the new editor of *The Smithville Herald*.



Mark Johnson

Johnson is a communications graduate of Avila University.

The Herald is owned by the News-Press & Gazette Co. of St. Joseph.

• **Republic** — Sports reporter Rodger Wheeler has left the *Monitor* after five years to manage a website he created to cover athletics in his hometown of Aurora.

• **Savannah** — Ryan Richardson has left the *Savannah Reporter* for a position with a daily newspaper in Missouri.

Newspaper 'essential' in classroom

To *St. Louis American*,
My name is Rhonda Stovall, and I am a fifth grade educator at Gateway M.S.T. Elementary. I would like to take this opportunity to nominate my classroom for the Classroom Spotlight series in your newspaper.

I would like to nominate my class because we integrate your newspaper into our weekly academic activities. I have used your newspaper to review Common and Proper Nouns, to review current math computations with real world applications, to discuss the implications of

the legal system, learn and summarize the inventors and inventions section, and to teach my fifth grade students how to read and navigate through the newspaper.

In fact, my current bulletin board reflects my students' opinions about the Lebron James tennis shoe controversy, as well as a summary of the Reginald Clemons court case. Today in class, we discussed in depth the article entitled "Dr. Woodson's Nightmare" and completed a graphic organizer, which required my students to under-

stand and summarize a passage from Dr. Woodson's book.

Your newspaper has become an essential part of my instructional planning, as well as a great nonfiction study tool in alignment with the Common Core Standards.

For these reasons and so much more, I would be honored for my class to have this wonderful opportunity. Thank you for your time and consideration given!

Sincerely,
Ms. Rhonda Stovall

Sources and Resources for Missouri Newspapers



Missouri State Medical Association

For information about health care, contact:
Lizabeth Fleenor
Director of Communications
Managing Editor, Missouri Medicine
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Washington hand press demonstration

Cynthia Nold of Slater demonstrates how a Washington hand press works to children attending the Heritage Crafts Festival on Sept. 27 in Arrow Rock. Missouri Press Foundation's Print Shop Museum is one of the demonstration exhibits at the festival, which is held every two years. MPA editor Kent Ford has demonstrated at the festival a

number of times over the years. Cynthia showed the kids how type was set, inked and moved to the press and then how the press was operated to print a newspaper or a sale bill. She also demonstrated how some of the other early printing equipment works.



Pieces of type always attract the attention of the kids who attend the Heritage Craft Festival. They can't seem to resist picking up type to see what it looks like and trying to find the letters in their names. Several hundred children from schools around central Missouri attend the event, which is sponsored by the Friends of Arrow Rock.

Colorado publisher elected NNA president

CHARLESTON, S.C.—Merle Baranczyk, publisher of the *Salida* (Colo.) *Mountain Mail*, became president of the National Newspaper Association during the association's 126th annual convention and trade show held in Charleston in October.

Baranczyk succeeds Reed Anfinson, publisher of the *Swift County Monitor-News* in Benson, Minn.

Robert Williams Jr., chair and publisher of SouthFire Newspaper Group in Blackshear, Ga., was elected as vice president.

Taping closed meeting leads to impeachment

The Louisiana City Council voted at a special meeting on Sept. 26 to impeach councilwoman Robbyn Morris. She is accused of taping a Sept. 10 closed session without permission and of taping the session secretly, according to a story in the *Louisiana Press-Journal*.

The council voted 6-2 to impeach. No hearing date was set.

Morris said she taped the Sept. 10 meeting to protect herself in the closed session called to air City Administrator Bob Jenne's grievances against her for allegedly meddling in city business.

She also said the closed session was called illegally because it was about her, an elected official, and not about Jenne, who is a city employee. The open meeting statute allows closed meetings for discussion on the hiring, firing or disciplining of employees like Jenne. That open meeting exception does not apply to discussion of elected officials like Morris.

Morris said after the Sept. 27 meeting she would have no comment until she contacted her attorney.

Obituaries

Columbia

Irene Haskins

Irene Haskins, 84, an award-winning columnist for the *Columbia Daily Tribune* for many years, died on Sept. 27, 2012.

Mrs. Haskins began her career as a humor columnist with the *Tribune* in 1977 after submitting a couple of sample columns. Not only was she hired to write her "Smile Awhile" column, she became the newsroom receptionist and obituary writer. She began writing "Snapshots," a round-up of local social events, in 1989.

The Missouri Press Women named Mrs. Haskins its Woman of Achievement in 1985. A book of her columns was published in 1984.

She was diagnosed with stage 4 non-Hodgkin's lymphoma in 2004.

Survivors include her former husband, John, of Chicago; a daughter, a son, six grandchildren, two great-grandchildren and a brother.

The funeral for Mrs. Haskins was held in the auditorium in Jesse Hall, the MU administration building.



Irene Haskins

of Journalism until 1979. After a brief stint as director of the School of Journalism at LSU and then as a teacher there, he returned to Columbia in the early 1990s. He resumed teaching graduate courses at MU and researched and wrote numerous books.

Dr. Merrill taught workshops and gave lectures in dozens of countries. He is a member of the Louisiana State and Iowa journalism halls of fame, and he received the Missouri Honor Medal for Distinguished Service In Journalism.

Dr. Merrill is survived by his wife, Dorothy; five children, nine grandchildren and three great-grandchildren.

Kansas City

Jerry Heaster

Jerry Heaster, 74, a former business editor for *The Kansas City Star*, died of cancer on Oct. 10, 2012, at his home in Lenexa.

In 2006 Heaster received the President's Award from the Society of American Business Editors and Writers for his service to the profession.

Heaster joined *The Star* as business editor in 1979. He retired in 2006 because of the effects of non-Hodgkin's lymphoma.

He leaves his wife, Shizue, a daughter and a son.

New York City

Donald Suggs Jr.

Donald M. Suggs Jr., 51, New York City, son of *St. Louis American* publisher and executive editor Donald M. Suggs, died of heart complications on Oct. 5, 2012.

Mr. Suggs, a long-time resident of Manhattan's East Village, was a senior editor at *The Village Voice*. After graduating from Yale, he began his journalism career in London. As a freelancer he had written for many publications, including *The New York Times*.

Among survivors are his partner, Jeremy Hess; a son, his father and mother, two sisters and his grandmother.

Greg Melton recovering from serious crash injuries

Greg Melton, 55, the publisher of the weekly *Sedalia News-Journal*, is recovering from serious injuries sustained in a crash on Highway 65 just south of Sedalia.

According to the Highway Patrol report, Melton's 2002 Dodge Ram struck the rear of a semi-truck at 4:35 p.m. on Oct. 9. Melton was partially ejected, the report said. He was taken by Life Flight helicopter to University Medical Center in Columbia.

An Oct. 24 report from the newspaper office said Melton was improving slowly from broken ankles and serious head and internal injuries.

Columbia

John Merrill

John Merrill, 88, a faculty member of the Missouri School of Journalism for many years, died Sept. 20, 2012, in Birmingham, Ala.



Dr. John Merrill

Dr. Merrill's first teaching job was at Northwestern State College in Natchitoches, La., from 1951 to 1962. He completed his doctoral study at the University of Iowa in 1961 and moved to Columbia in 1964, where he taught at the Missouri School

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Little Brown Jug golfers in Excelsior Springs were, from left, Missourians Matt Morrison, Rob Viehman, Randy Picht and Steve Booher, and Kansans Jay Lowell, Ben Marshall, Matt Lowell and Gregg Ireland.

MPA retains Brown Jug with second-day sweep

50-year record stands at MPA 26, KPA 23, tie 1

A second-day comeback gave Missouri Press Association a win over the Kansas Press Association in the 50th annual Little Brown Jug golf tournament, Sept. 27-28. Excellent weather resulted in good playing conditions on the historic Excelsior Springs golf course, founded in 1915.

Competing for MPA were Matt Morrison, Nowata Printing Co., Springfield; Steve Booher, *St. Joseph News-Press*; Randy Picht, Reynolds Journalism Institute, Columbia; and Rob Viehman, *Cuba Free Press*.

KPA's team members included Jay Lowell and Brad Lowell, *Concordia Blade-Empire*; Gregg Ireland, *Topeka Capital-Journal*; and Ben Marshall, *Sterling Bulletin*.

After the first round, playing two-person Best Ball on Sept. 27, KPA led Missouri, 1-1/2 to 1/2. Playing two-person scramble on Sept. 28, both Mis-

souri teams won their matches to retain possession of the Little Brown Jug trophy.

Morrison and Booher defeated Jay Lowell and Ireland, 4 and 3, on the second day. Excellent putting by Picht and Viehman proved to be the deciding factor in a narrow 2 and 1 win over Brad Lowell and Marshall. Final team score: Missouri 2-1/2, Kansas 1-1/2.

Golfers and guests attended a Sept. 27 dinner at The Elms Hotel in Excelsior Springs. Attendees included MPA president Phil Conger and Kathy of the *Bethany Republican-Clipper*. Press association executive directors Doug Anstaett of Kansas and Doug Crews of Missouri cheered on their teams.

The Little Brown Jug tournament matching MPA vs. KPA began in 1963. During the 50 years, Missouri has won the tournament 26 times, Kansas 23, with one tie.

Riverfront Times part of Village Voice sale

The *Riverfront Times* in St. Louis was among the newspapers sold in September as part of the sale of Village Voice Media Holdings LLC, based in Phoenix, to Voice Media Group, based in Denver.

Former owners Jim Larkin and Michael Lacey retained ownership of the online classified site Backpage.com. Scott Tobias, CEO of the Village Voice, led the buyout.

The deal included all 13 free arts and entertainment weekly papers in the group, their websites, their national sales arm and associated events. (From an AP report)

Postal Statement

This is the Statement of Ownership, Management and Circulation as required by Act of Congress of Aug. 12, 1970, of Missouri Press News, published monthly at Columbia, Mo. This statement contains the information provided on Form 3526, which was mailed to the Postmaster at Columbia, Mo., on Sept. 28, 2012.

The publisher and owner of Missouri Press News is the Missouri Press Association, 802 Locust St., Columbia, MO, 65201-4888, a non-profit corporation without capital stock.

The editor is Kent M. Ford of Columbia, Mo. The managing editor is Doug Crews of Columbia, Mo.

There are no bondholders, mortgagees, or other security holders of any kind or nature, either with reference to the Association or the Missouri Press News.

Total number of copies printed during the preceding 12 months averaged 650, and 650 were printed for October 2012, the issue nearest the filing date.

No copies were sold through dealers, carriers or vendors during the year. Paid or requested mail subscriptions averaged 639, with 625 in October.

No copies were distributed free each month through the mail. Free distribution outside the mail was 6 each month. Total distribution averaged 645, with 631 distributed in October.

Copies not distributed averaged 5, with 19 not distributed in October.

Paid and/or requested circulation averaged 99% for the year and was 99% in October.

I certify that all information furnished is true and complete.

Kent M. Ford, Editor

Art of the Capitol ready for download

Veterans Day feature also available

Veterans Day is Nov. 11, to be commemorated this year on Monday, Nov. 12. Last year we produced a feature on flag etiquette and released it for Veterans Day. More than 250 newspapers nationwide downloaded the Flag Etiquette feature!

This year we've created a similarly styled feature on the history of Veterans Day, including a timeline of how the commemoration moved from a one-time Armistice Day remembrance in 1919 to an annual holiday recognized across our nation.

Both the Flag Etiquette feature and the new Veterans Day feature were created in partnership with The Missouri Bar.

You may download the features at www.mo-nie.com. For the Veterans Day feature use download code "veterans." For the Flag Etiquette feature, use the download code "usflag."

Our election series, "Vote Missouri," proved popular again this year; more than 40 Missouri newspapers published the series. Educating about voting never ends, so when the next round of elections approaches, we'll dust off the applicable features, make necessary updates and offer them to newspapers again. There are 12 features in the series, including county offices.

We've been working for months on our final series for 2012, "Missouri History Through the Art of Our State Capitol." It is now available to Missouri newspapers. There are seven features in the series: an introduction and features on Native Americans, Steamboats, Civil War, Railroads, Min-

ing and Capitols.

The series was written by Bob Priddy, a veteran Missouri Capitol reporter. Bob has been the Missouri net news director since its founding in 1974. He has written five books, the most recent is a beautiful tome, "The Art of the Missouri Capitol: History in Canvas, Bronze and Stone," published in May 2011.

Bob is widely recognized for his knowledge of Missouri history, and he did a terrific job telling Missouri's story in a brief, entertaining way for young readers.

The goal of the series was to showcase art in the Missouri State Capitol. The Capitol Commission had \$1 million in 1917 to decorate the newly constructed building. It worked for more than 10 years commissioning some of



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

the country's most acclaimed artists to tell the story of our state in paint, clay, glass and tapestry.

The series should be a high interest read for all ages, and we hope it will make Missourians proud of our crown jewel on the Missouri River.

A disappointing side note, however, is that we were not able to secure permission to use art from the Thomas Hart Benton mural in the House Lounge in our series. It seems the rights are owned by a family trust, and there was a hefty fee to reprint a section of the mural in our series. We're disappointed by the omission.

The introductory feature in the series offers three classroom activities and there are standards correlations with each feature. School districts in Missouri are transitioning to the Common Core

2013 Reading Project about a mule who gets no respect

Standards, an effort toward a shared set of educational standards for English, language arts and mathematics that states could voluntarily adopt. This is the first educational feature MPA has released with the Common Core Standards alignment.

Keep in mind to publish all seven features before holiday vacations, newspapers will need to begin this series early in November.

And we've got more great features planned for second semester!

In January, our ninth annual Reading Across Missouri Project will introduce young readers to Manny Cloverfield, a mule that "gets no respect."

Over the years, mules have gotten stuck with a bad rap. They're believed to be lazy, ugly and dumb. Manny's had it up to his long ears with this pile of mule hoovey. In an eight-chapter serial story, he's going to set the record straight.

The Reading Across Missouri story is free again this year and will be available for publication beginning Jan. 1. We'll have more details in next month's *Missouri Press News* magazine.

Honoring Our Veterans

On the 11th hour, of the 11th day, of the 11th month

in 1918, an armistice, or agreement to stop fighting, was reached between the Allied nations and Germany in World War I.

One year later, President Woodrow Wilson declared that Nov. 11, 1919 was a day to remember Americans for their military service in World War I. He called it Armistice Day. He suggested that Americans celebrate with parades and perhaps a "brief suspension of business" around 11 a.m. President Wilson also hoped it would be a time when Americans offered prayers of thanksgiving for those who had served and for peace for all times.

★ President Wilson originally intended Armistice Day to be observed once a year, but many states decided to observe it every year to honor World War I veterans.

★ Congress followed the states' lead and in 1938 declared that every November 11 would be observed as Armistice Day.

★ Congress changed the name to Veterans Day in 1954 to honor veterans of all wars.

★ For a brief time, 1975-1976, Veterans Day was observed on the 4th Monday in October. Since 1975, Veterans Day is always observed on Nov. 11.

★ If Nov. 11 falls on a Saturday or Sunday, the federal government observes the holiday on the previous Friday or following Monday, respectively.

★ Nov. 11, 1921, when the first of the unknown soldiers was buried in Arlington National Cemetery, unidentified soldiers also were laid to rest at Westminster Abbey in London and at the Arc de Triomphe in Paris.

★ Memorial Day, the fourth Monday in May, honors American service members who died in service to their country.

Timeline for Veterans Day Observance

Nov. 11, 1918
The fighting in World War I ended. (The Treaty of Versailles formally ended the war on June 28, 1919.)

November 1919
President Woodrow Wilson proclaimed that Nov. 11, 1919, would be observed as Armistice Day—a day to honor the veterans of World War I.

Nov. 11, 1921
The first of the unknown soldiers, a veteran of World War I, was buried in Arlington Cemetery in Virginia in what has become known as the Tomb of the Unknown Soldier. On the same day, unidentified soldiers were laid to rest at Westminster Abbey in London and at the Arc de Triomphe in Paris.

June 4, 1925
Twenty-seven states had made Armistice Day a holiday so Congress declared it to be a recurring day of remembrance.

May 13, 1938
Congress changed Veterans Day to the fourth Monday in October.

Sept. 20, 1975
President Gerald Ford changed Veterans Day back to Nov. 11.

Activities

1. Write to local citizens who are serving in the military and to the newspaper publicly thanking those in military service.

2. Learn more about The Tomb of the Unknowns at www.arlingtoncemetery.mil/VirtualTour/Unknowns/Unknowns.aspx

3. Research the Unknown Soldier Bill. Why were people unhappy with this bill?

Missouri: 622-553-41, C, C42, 1.6 (Grade 4-6)
Missouri: 622-553-41, C, C42, 1.6 (Grade 4-6)

Produced by the Missouri Bar, Missouri Press Foundation and other newspaper firms.

Joplin tornado film will be shown at St. Louis festival

The Missouri Press Association produced film "Deadline in Disaster" about *The Joplin Globe's* coverage of the May 22, 2011, tornado will be shown Nov. 15 during the St. Louis International Film Festival.

The screening is set for 6:30 p.m. at the Plaza Frontenac Cinema, Lindbergh Boulevard and Clayton Road.

"Deadline in Disaster" details through the eyes and voices of *Joplin Globe* reporters and staff members the days, weeks and months following the tragedy.

Advance tickets to see the film are for sale at the Plaza Frontenac box office, 2-9 p.m. daily. (No phone sales.) For tickets online, visit www.landmark-theatres.com. There is a \$1-per-ticket service charge.

Pick up your tickets from the box-office attendant or use an automated kiosk at the box-office counter. Bring the credit card that you used to purchase the tickets and the confirmation number.

The 21st annual Whitaker St. Louis International Film Festival will be Nov. 8-18. The majority of the more than 400 films screened – many of them critically lauded award-winners – will receive their only St. Louis exposure at the festival.

Information about the festival is at cinemastlouis.org.

Bill Thompson named clerk of Supreme Court

The Supreme Court of Missouri appointed its counsel, Bill L. Thompson, to clerk of the Court effective Oct. 1. Thompson had been serving as interim clerk since the May 31 retirement of Thomas F. Simon, who served the Court for more than 40 years.

Thompson, a native of Chillicothe, went to the Court in June 1978 after serving as a staff attorney for the Joint Committee on Legislative Research for the state's General Assembly. He had served as counsel to the Court since 1997. Thompson and his wife, Julia, live in Ashland.



Missouri Press Foundation

These individuals and organizations made recent contributions to Missouri Press Foundation. To make a donation with a credit card, call (573) 449-4167, or send checks to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

Missouri Press Foundation

William James, Warrensburg
Jim and Deborah Robertson, Columbia
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Andrew and Suzette Waters, Columbia
Gasconade County Republican, Owensville
The Maneke Law Group, Kansas City
Perry County Republic-Monitor, Perryville
News-Press & Gazette Co., St. Joseph
Springfield Daily Events, Springfield

Missouri Photojournalism Hall of Fame

Mr. and Mrs. William L. Miller, Sr., Washington

In Memory of Stephen Smith

Kent and Sharon Ford, Columbia

In Memory of Irene Haskins

Doug and Tricia Crews, Columbia

Washington Missourian Newspaper In Education Program

Amy and Christopher Reed, Eureka, Mo.
Jerome and Christie Stuckenschneider, Washington
US Bank, Princeton, N.J.

St. Louis Post-Dispatch Newspaper In Education Program

Barden Circulation, Inc., San Antonio, Texas

Ads your paper creates are copyrighted too!

Rate card needs language addressing this issue

Copyright law and intellectual property rights are areas of the law near and dear to the hearts of all of you reading this column. It's how we make our living, but it is more than that.

From the first day you put three words together on paper and thought to yourself how great they sounded, protecting your creative work product has been important, as much for the pride in your work as for the financial benefit it brings.

And it doesn't matter whether we are talking about the news story we create, the editorial we use to persuade readers or the advertising copy that makes our customers' products shine, all of them are created by our sweat and blood and we take pride in them, our children.

That's the basis in copyright law, you know. It protects that feeling of pride we have, but it also makes sure that when we allow others to use our work product — our words — we are adequately compensated for that use.

While some of the material may require more "sweat of the brow" than other material we create, the basis of copyright law is that it is all equally protected.

And that is the issue I want to discuss with you today.

I know I've discussed this before, but when I start getting frequent calls about an issue, I think it's time to discuss it again, and so perhaps it is time to raise this issue for your careful consideration. The issue I'm talking about is the issue of who owns the advertising content in your publication.

When you drill down to the essence of this issue, it becomes the question of whether the creation of the advertise-

ment was paid for by the advertiser or not.

In some cases, a customer will want to create an advertisement (probably, in this case, an entire advertising campaign), and so they will hire a design firm or a marketing company to create a concept, and then prepare a number of advertisements of various kinds — print, video, maybe web-based — that the customer can distribute to various media entities to promote the product. In the case of that set of facts, where the customer pays the marketing company for the work it created, the material is called a "work made for hire" under the law and the copyright belongs to the person who paid for the campaign.

(Think about this concept in terms of your employees. When they write stories for you, do they own the stories? No, of course not. They are paid by you to sit at their computers and write the stories. Your company owns the stories. They get the paycheck. You are both happy!)

On the other hand, many of you are working in smaller media operations. Your advertising staff goes out and convinces a local business to buy a 4x4 ad in this week's paper. You ask them what they would like to see in the ad. You put it together (sometimes late at night in your ad department) and you run it by them to get their approval, then it appears in print.

But here's the important part of that set of facts. We are assuming here that they write you a check only for the 4x4 space the ad takes. They pay you nothing for the advertisement you have created.

Under those circumstances, your company owns the copyright to that ad.



Jean Maneke, MPA's Legal Hotline attorney, can be reached at (816) 753-9000, jmaneke@manekelaw.com.

It does NOT belong to your advertiser.

And, when it shows up in some other publication, whether a flier for the community fair, the local historical society newsletter, or any other publication that might exist, you have a right to be upset that your copyrighted material is being used wrongfully.

How do you handle this situation and keep your advertiser happy? I have a few suggestions.

First, I suggest it is critical that you have a rate card that every single advertiser gets, and that you go over it with them when they start talking about buying an ad, and that you then leave it with them and encourage them to read it.

In that rate card you need this language: All advertisements created by the Publisher are not considered a

"work made for hire" and the Publisher retains the copyright to all advertisements created by the Publisher for the Advertiser. The advertisement may not be reproduced without the written permission of the Publisher.

Then you find a tactful way to go to your advertiser, remind him that you actually own the ad and suggest, gently, that you could, for a reasonable fee, create some other advertisements that he would own and could use elsewhere, if he would like, so that neither of you will be doing anything that would create legal problems.

Certainly, if you want, you have a right to send a letter to the other entity and advise him that this is copyrighted material that you own and that the advertiser doesn't own the ad or the rights to place it in other publications.

If we need to talk further about this, don't hesitate to call me. The hotline is here to not only serve the news departments of our members, but our advertising departments, too.

The issue I'm talking about is who owns the advertising content in your publication?

Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Adam Johnson, Mound City; Vice President, temporarily vacant; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President, Matt Daugherty, Smithville/Kearney/Liberty; Jim Fall, Maryville; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Chuck Haney, Chillicothe; ; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; Steve Booher, St. Joseph; D'Anna Balliett, Cameron.

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MISSOURI-KANSAS AP PUBLISHERS AND EDITORS: Chairman, Susan Lynn, Iola, Kan. Missouri AP Managing Editors: Chairman, vacant; Past Chairman, Carol Stark, Joplin.

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CALENDAR

November

17 — Mizzou football v. Syracuse in Columbia.

April 2012

21-23 — Missouri Circulation Management Association meeting & Circulation / Audience Mega Summit, Renaissance Hotel, Lambert Airport, St. Louis

September

5-7 — MPA Convention, Marriott Downtown, Kansas City

Magazine, bulletin can be read online

The Missouri Press monthly Bulletin and Missouri Press News magazine now can be read online.

In your browser, type magazine.mopress.com or bulletin.mopress.com. (Do not preface with www.) No username or password are necessary.

A new Friend of Missouri Press, Dirxion, produces the e-editions.

Missouri Press will send a brief email to let everyone know when a new edition of the bulletin or magazine has been posted. If your email address is not on those email lists, let MPA know and you'll be added to the list.

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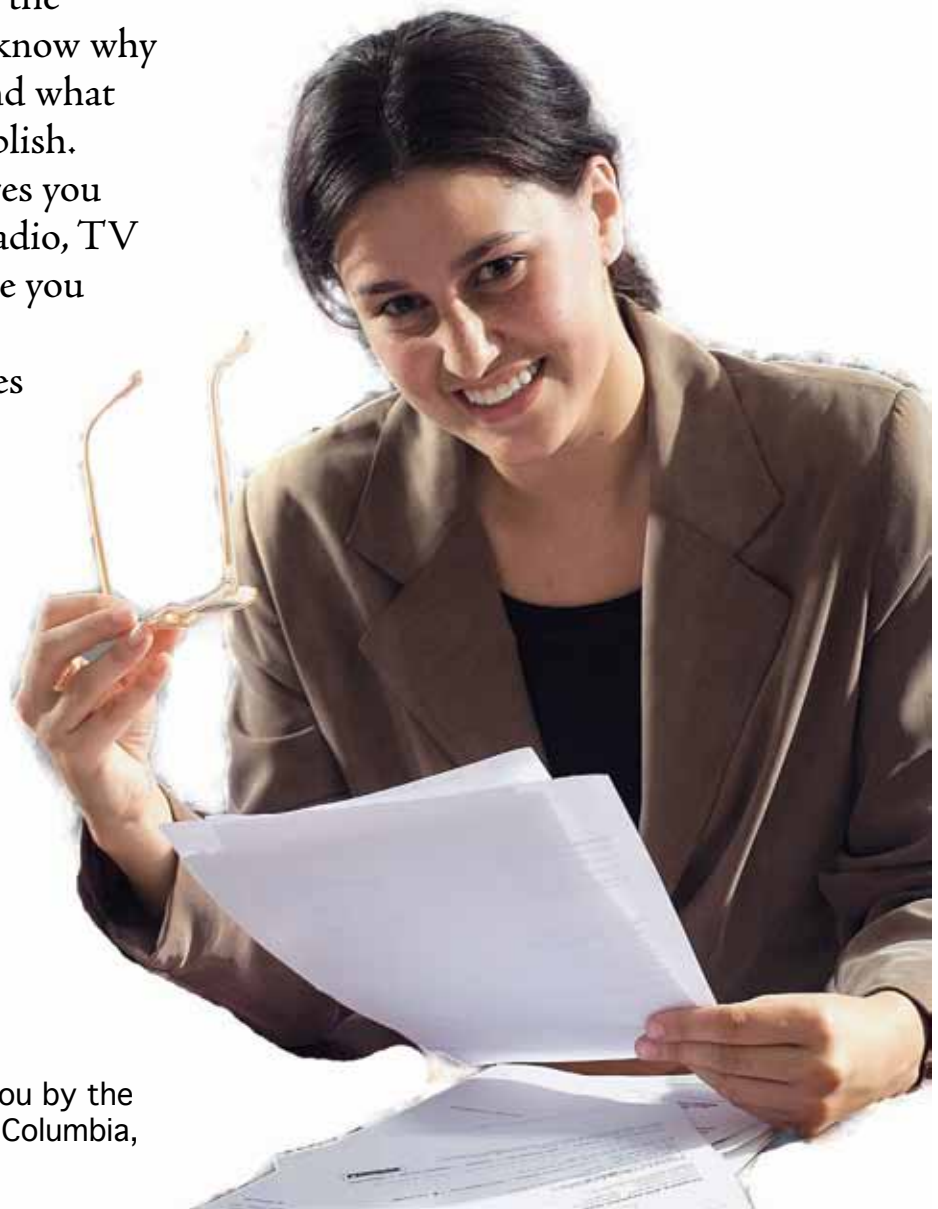
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The newspaper records the history of your community. Read the paper, and get in touch with your community.



This message brought to you by the
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