

December 2012

Missouri Press NEWS



Stories produced during the Missouri Photo Workshop displayed in Troy.

6

Post-election survey shows Missourians want notices from their government agencies to be published in local newspapers.

4



Use the enclosed form to order 2013 Press cards for news staffers.

3



Get in drawing for goody bucket!

Everyone who becomes a Missouri Press Foundation Builder by Dec. 31 will be entered into a drawing for this bucket filled with fun items. A list of the items is on page 5.

*Missouri Press Association
wishes you and yours all the best
during the holiday season.*



Regular Features

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Panel reviews legislative agenda

Association has extraordinary relationships in state Capitol

I have entered the final four weeks of my term as president of the MPA — what I like to call my lame duck session. It has been a real pleasure and honor to serve the press association this year. I think back to the amazing people I have known after more than 50 years attending press association conventions since that first convention I remember at the Robidoux Hotel in St. Joseph, when my parents brought me to the Northwest Missouri Press Association Convention.

Kathy and I enjoyed hosting this year's convention in Columbia, our favorite city. It was an eye-opening experience to see all the hard work that the MPA central office puts into preparing for the convention, from arranging the meals to writing the script that the president stumbles his way through. This year proved to be a special challenge because of the added stress of the U.S. Senate and governor forums.

One of the last MPA events of the year for me was the Legislative Committee meeting, which was held Nov. 16 in Columbia. Our committee chairman, Richard Gard, led us through our legislative agenda for the next General Assembly.

Our priority, as always, will be to preserve our legal notices and advertising from the encroachment of public officials who want to move our franchise to their government-controlled websites. The press association also will be working to improve the Sunshine Law and to prevent officials from closing public records, such as a bill supported by the NRA that allows courts to expunge certain felony and misdemeanor convictions. This managed to slip through the last session of the legislature despite the best efforts of our staff to kill it.

I continue to be astonished at the institutional knowledge of our legislative consultants Harry Gallagher and Heath Clarkston, who with Doug Crews and our attorney, Jean Maneke, carry the press association's flag in Jefferson City. I

can't imagine that there is an association that has the types of contacts, and the relationships, that these folks have built up over the years of walking the halls of the Capitol.

This year has been a good one for the Missouri Press Association. The 2012 elections brought us a lot of business that has been

reflected in the association's bottom line. But we know that there will be many challenges for all us in the next year when it appears that our economy may go back into the tank (how many times have you heard the phrase "fiscal cliff" in recent weeks?). This is an area where we can make our editorial

voices heard in Jefferson City and Washington, D.C., and even on the local level.

I would like to conclude by expressing my thanks to the press association staff, who made this year a memorable one for Kathy and me. I know that our association will be in strong hands with Mark Maassen stepping into the role of president in 2013.

Kathy and I wish our MPA family a blessed holiday season and a happy and prosperous New Year.



Phil Conger
Bethany Republican-Clipper
MPA President

Our priority, as always, will be to preserve our legal notices and advertising from the encroachment of public officials who want to move our franchise to their government-controlled websites.



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Association, Inc.

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IT'S THAT TIME OF YEAR!

Use this form to order MPA Press Cards for you and your staff members. Many staff changes occur, so we do not keep a list of previous cards issued.

BEST WISHES IN 2013!
Your Missouri Press

MPA PRESS CARD ORDER FORM--

Please mail request to: MPA, 802 Locust, Columbia, MO 65201; or fax to 573-874-5894 or email request to kwilliams@socket.net, please include name of newspaper and address cards need to be mailed to.

Item	cost	how many?
2013 press cards	no charge	please list names below
2012-2013 MPA auto sticker	1 st at no charge	
Additional 2012-2013 auto stickers	\$1.00/each	

List Names for 2013 Press Cards

IMPORTANT: Please print clearly or type names

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Where should we send your cards? Please clearly print your newspaper, name and **complete mailing address:**

Missouri Press Association Auto Stickers

of additional auto stickers _____ X \$1.00 = \$ _____

If paying for **auto stickers** by credit card, please circle card type: **Visa** **Mastercard** **Discover**

CC Number _____ Exp. Date _____

Name On Card _____ Authorized Signature: X _____

7. Should the wording of State Constitutional Amendments be published in your local newspaper prior to election day to help inform citizens of the changes being proposed?

	Market		Region											
	Total		Metropolitan Counties		Southeast Missouri Region		Northwest Missouri Region		Central Missouri Region		Northeast Missouri Region		Southwest Missouri Region	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Yes	90.8	363	90.0	135	86.0	43	90.0	45	92.0	46	92.0	46	96.0	48
No	5.5	22	6.0	9	6.0	3	8.0	4	6.0	3	4.0	2	2.0	1
Don't know	3.8	15	4.0	6	8.0	4	2.0	1	2.0	1	4.0	2	2.0	1
Total	100.0	400	100.0	150	100.0	50	100.0	50	100.0	50	100.0	50	100.0	50

Voters want ballot language in newspaper

Pulse survey shows ads on television 'most offensive'

More than 90 percent of Missourians who responded to a recent survey believe the wording of constitutional amendments should be published in their local newspapers before election day. That's according to a poll in November by Pulse Research Inc. commissioned by the Missouri Press Association.

Current state statutes require that public notices such as constitutional amendment language be published in newspapers. Proposals to publish notices on the internet regularly appear in the Missouri legislature.

MPA has commissioned Pulse to do a post-election survey of Missouri voters after the 2002, 2006, 2010 and 2012 elections. This year's survey gathered

responses from 386 people from every region of the state who voted on Nov. 6.

Of the respondents, 90.8 percent answered "yes" to the question whether amendment language should be published in their local newspaper. Only 5.5 percent replied "no" to that question.

The survey also showed 55.5 percent of respondents believe political advertising on television is the most offensive. Only 2.8 percent said newspaper ads are the most offensive.

Forty percent of the people surveyed said they read newspaper articles and editorials, newspaper election sections and newspaper ads to help them decide how to vote.

Newspaper ads and inserts were the most helpful forms of political advertis-

ing for 17.3 percent of the respondents. Ads on television helped 16.8 percent of the people the most.

Responses to another question showed that 52.3 percent of the people said they already knew a month before the election how they were going to vote on Nov. 6, 2012.

Pulse Research Inc. of Portland, Oregon, was founded in 1985. It conducts marketing and consumer research for the publishing industry.

The survey results can be seen at http://www.mopress.com/election_survey.php.

MPA members need to order 'Press' cards

Newspapers that send in their 2013 Press card order forms promptly should receive their cards by the beginning of the year.

This card is not a press pass. It identifies the bearer as a working member of the press and a member of the Missouri Press Association.

The cards are free.

MPA does not keep a list of Press cards issued from the previous year. If you want 2013 cards, you need to order them.

PRESS auto stickers also are available. One will be sent to each newspaper. Additional stickers cost \$1 each.

An order form for Press cards and auto stickers is on page 3 of this magazine. It has been mailed to MPA member newspapers and was included in the Nov. 15 MPA Bulletin. The form also is on mopress.com.

Rex Rust elected chairman of Inland Press Association

Rex Rust, co-president of Rust Communications, has been elected chairman of Inland Press Association for 2013.

Rust and other officers were elected at Inland's 127th Annual Meeting Oct. 19 in Chicago. Lloyd Case, president and CEO of Forum Communications, Fargo., N.D., was elected president.

Among the directors elected is Alan Wolfgang, a former ad director of Missouri Press.

He is senior vice president-newspaper relations, Parade Publications, Chicago.

Among those elected directors of the

Inland Press Foundation is Randy Cope, a former southwest Missouri newspaper executive. Cope is president and CEO of American Consolidated Media, Irving, Texas.

The Rust family has been active with Inland Press for many years. Rex's brother, Jon, has been a board member. Their father, Gary, began taking Rex and Jon to Inland meetings when they were boys.

Rex is a graduate of Harvard. He spent time with Smith Barney in New York and with private equity firms in Chicago and Virginia before

joining Rust Communications in 2000.



Rex Rust



All donors and pledgers to the Missouri Press Foundation Builders campaign through Dec. 31 will be entered in a drawing in January for this bucket full of prizes.

What's in the bucket for you to win?

— Mizzou Autographed Football (TJ Moe, James Franklin, L'Damian Washington, Dorial Green-Beckham, Andrew Wilson).

— Holiday Inn Executive Center: 2-night stay on Executive Level in a King or Double Room w/breakfast for two; valued at \$280.

— \$50. Shakespeare's Pizza gift certificate.

— The State Historical Society of Missouri: Canvas shoulder bag and 2 packages of notecards with Missouri historical images.

— Missouri Alumni Association: SEC inaugural season lapel pin, "The Mizzou Fan's Survival Guide to the SEC" handbook, SEC poster.

— *Columbia Daily Tribune*: John Darkow Truman the Tiger print, Darkow Truman the Tiger double-walled cups with straws.

— Dillard's: 3 large bottles of Natural Spring Water.

— Macy's: \$25 Macy's Money and several 10% off coupons.

— Rural Missouri (Missouri Electric Cooperative): Travel mug with spoon, hat, umbrella and lightweight backpack, "Rural Missouri Cookbook."

— Columbia Convention and Visitor's Bureau: Billy Goat Chip Co. potato chips, Spinach Asiago Dip Mix, chocolate bar, Hendrickson's Original Salad Dressing, Cajun Peanuts, Pappy's Gourmet Grill Sauce.

— Columbia Credit Union: 2 large canvas tote bags, "Southern Living Cooking for Christmas Cookbook," 4 tickets to Boyz II Men concert at Jesse Auditorium on Feb. 19.

Donate, pledge to Foundation to get into drawing for bucket!

Support from all MPA members needed to help promote Missouri newspapers

Missouri Press Foundation will give away a Foundation Builders Bucket in a drawing early in 2013. Everyone who makes a Foundation Builders pledge by Dec. 31 will be entered into this drawing. (All pledges received since the Convention in September already are entered.)

Pledge forms were mailed to Missouri newspapers and friends of the Foundation and with the Nov. 15 MPA Bulletin. The form also is at mopress.com.

The Bucket contains a smorgasbord of fun in Columbia — hotel, dining, entertainment, autographed Mizzou

Tigers football, food, goodies and much more. This bucket is huge, and we'll keep filling it until we give it away in January.

Missouri Press Foundation needs your support. These incentives are a fun way to encourage everyone to get involved. Please take time to fill out your pledge form and return it to MPF today.

Your Missouri Press Foundation is making a difference in Missouri newspaper journalism, and we are grateful for your support.

Donations to the Foundation are tax deductible.

Donations can be made by newspapers and individuals by pledging ad space or with cash or credit card.



Annual Missouri Photo Workshop in Troy

Photographs taken by the more than 40 participants in the 64th annual Missouri Photo Workshop in Troy were displayed Sept. 29 at the Troy Buchanan High School Commons. The *Lincoln County Journal* in Troy joined the Convention and Visitors Bureau in hosting a dinner reception for the Photo Workshop participants on Sept. 23 at Fort Grill at the Woods Fort Country Club. A total of 75 people, including faculty and student assistants for the workshop, were in Troy for a week. Jim Curley and David Rees, members of the faculty at the Missouri

School of Journalism, are co-directors of the workshop. Professional photojournalists from around the world participate in the workshop, which focuses on a rural Missouri town each year. The Missouri Press Foundation and Nikon are cosponsors of the workshop. Information about the workshop and all of the photo stories created by this year's participants, and past years' stories, are at mophotoworkshop.org/mpw-64-troy. (*Lincoln County Journal* photo)

RJI receives \$30.1 million from Reynolds

The University of Missouri announced early in November that it received a \$30.1 million gift to guarantee permanent funding for the Donald W. Reynolds Journalism Institute, the four-year-old center devoted to innovation, collaboration and research in media industries.

The gift, the largest endowment gift in the history of the university, came from the Donald W. Reynolds Foundation. It is the second largest gift ever to the University of Missouri. The largest gift was the more than \$31 million the Reynolds Foundation gave in 2004 to

provide the physical facilities and initial operating expenses for the Institute.

The Foundation also gave \$15 million in 2009 to provide operating expenses through June 2015. The latest gift establishes a permanent endowment fund that will support ongoing operating expenses.

"This endowment ensures that the Reynolds Institute will benefit future generations of citizens with its groundbreaking work on new methods and models of journalism," MU Chancellor Brady Deaton said. "We will forever be in debt to the Reynolds Foundation for

enabling the University to launch and now make permanent this world-class center of research and service."

The Institute, part of the MU School of Journalism, conducts experiments and research programs aimed at strengthening journalism in the service of citizens.

The Donald W. Reynolds Foundation is a national organization founded in 1954 by the media entrepreneur for whom it is named. Headquartered in Las Vegas, it has committed more than \$145 million nationwide through its journalism program.

Bud Hunt in first class for Inland Innovation project

Final session will be in Silicon Valley

Bud Hunt, vice president of revenue for Rust Communications, is in the first class of Inland Press Association's Executive Program for Innovative Change, which convened Sept. 11 in Chicago.

The dozen senior executives are from all over the country and from newspapers large and small. Their purpose is to hone their strategic thinking and entrepreneurial skills so they create a transformative project at each of their media companies within one year.



Bud Hunt

Those projects include practical ways to maximize the revenue potential of tablet publishing, developing a print-to-mobile coupon solution, discovering new niche topics that can be monetized, and, as one participant puts it, "find practical, profitable ways to reign supreme in delivering matters of local importance to people who care about their communities."

Hunt has been with Rust for the past decade, working his way up from editor and then publisher at individual newspapers, then as group publisher and regional vice president. He recently was promoted to vice president of revenue.

"It's an exciting time to be in the newspaper business as we tackle the challenges coming our way and craft initiatives and strategies to meet those challenges," Hunt said. "My expectation is that I will see and hear many examples of those initiatives over the next year as part of Inland's Executive Program for Innovative Change."

The class will meet four times over the course of a year for four-day sessions. Each participant will create a real-world project with measurable results and a real return on investment. Between meetings, the executives will work with each other and program leader Alan D. Mutter to plan, develop and launch their projects.

Coming meetings will be in Chicago during December and March, with a final meeting in Silicon Valley in California that will include a briefing at Google's Googleplex headquarters.

Australian editor visits with staff in Cape Girardeau

Award-winning Australian journalist Dave Earley visited Cape Girardeau in September as part of a U.S. media tour.

Earley, 33, of Brisbane, works as homepage editor for the *Daily Metro Courier*. He received the 2012 Rising Star award for community newspapers of Australia.

Earley was awarded \$10,000 to tour community newspapers in the United States and Canada and attend the Local Media Association Conference in Atlanta. Earley visited the *Southeast Missourian* to see what community newspapers do in various aspects of the business. He met with editors, designers, writers, sales people and others.

Earley said he enjoys working with community newspapers and that he "likes the small-town connection."

"Community newspapers tell community stories and enjoy close relationships," Earley said.

Small-town newspapers are "able to engage with more people personally," he said.

Earley said he also sees social media, such as Facebook and Twitter, bringing the relationships between community newspapers and the people closer. With social media, papers can know the communities more and tap into local issues, he said.

Earley said community newspapers face a number of challenges and opportunities. Audience expectations will only increase as the number of places where they can get their news also increases, he said.

Earley has also worked with online journalism schools, commercial television stations and a number of community papers.

Earley was born in South Carolina and lived there until his parents returned to Australia when he was 4. He holds dual citizenship in the United States and Australia.

(From the *Southeast Missourian*)

Wallace Vernon in rehabilitation

Wallace Vernon, retired publisher of the *Eldon Advertiser*, is recovering from Guillain-Barre Syndrome, a disease that attacks the nerves.

Vernon was president of MPA in 1973. He is the father of Dane Vernon and the grandfather of Trevor Vernon of Vernon Publishing Inc.

Dane Vernon provided information on his father's situation.

In mid-October Wallace was taken to a hospital emergency room in Jef-

erson City. Ten days later, with nearly complete paralysis of his arms and legs and deteriorating ability to breath and swallow, he was moved to University Hospital and Clinics in Columbia.

He later was transferred to a rehabilitation center in Columbia. Recovery from Guillain-Barre Syndrome can take several months.

Cards can be sent to Wallace at his home address: Wallace Vernon, 1013 Sassafras Dr., Eldon MO 65026.

Michael Short managing new Lakeway paper near St. Louis

Lakeway Publishers of Missouri, Inc., which owns 11 newspapers in northeast Missouri, has purchased *Newstime*, a 30-year-old publication serving the Lake Saint Louis area.

Carol Clark and her family started *Newstime* in the basement of their home. They sold the paper to Lakeway in November.

Clark was at a Christmas party in 1981 when the mayor asked her if she knew of anyone who would be interested in reviving a dormant Lake Saint Louis newspaper, Lakeway reported. Her husband had lost his job a few months earlier.

The first *Newstime* appeared in June of 1982. It began as a monthly newspaper, grew over the years, moved out of the

basement and expanded to include the Wentzville area.

Newstime has been located at 11102 Veterans Memorial Parkway for a number of years.

Walt Gilbert, vice president of Lakeway Publishers of Missouri, announced that Michael Short has been named general manager for *Newstime*. Short also serves as manager of the *Elsberry Democrat*, one of Lakeway's newspapers in Missouri.

Tim Hager continues in graphics for the newspaper, and Cindy Kaus is the receptionist and typesetter.

Other Lakeway newspapers in Missouri are in Troy, Louisiana, Bowling Green, Vandalia, Centralia, Monroe City, Hermann and New Haven.

Lakeway also has newspapers in Tennessee and Virginia.

R. Jack Fishman is president of Lakeway Publishers, which is based in Morristown, Tenn.



Michael Short

Paper owners observe 75 years by rewarding longtime subscribers

The *Washington Missourian* observed 75 years of ownership by members of the Miller family this summer.

In conjunction with that anniversary, *The Missourian* sought out people who have been readers for 75 years or longer. Three veteran readers responded. Each was presented with a \$75 check.

The devoted readers are Ray Ransom, Union; Helen Voerster, St. Clair; and Mrs. Henrietta Ley, Villa Ridge.

Ley, 90, said his family had no radio when she began reading *The Missourian*, which she still reads.

Ransom, 97, through his daughter said that he moved to this area in 1935 during the Depression to work at a nearby Civilian Conservation Corps camp. He's read *The Missourian* since then.

Voerster, 84, said she has "enjoyed every minute of reading *The Missourian* and still looks forward to reading it every week."

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NNA awards to Missouri papers

Two Missouri newspapers, *The Washington Missourian* and *The St. Louis American*, won general excellence honorable mention awards in the National Newspaper Association's annual Better Newspaper Contest.

Awards were presented during NNA's 2012 Annual Convention & Trade Show in Charleston, S.C.

The Missourian and *The American* won in the Non-daily Division, circulation 10,000 or more. Here are the judges' comments.

- *Washington Missourian*: Impressive bundle of local content — news, features, photos, opinion. Fine production, ad work. Design needs updating, as do most of the newspapers in this division.

- *The St. Louis American*: Nicely designed package. Lots of faces and good news from the African American community. Good paper, but lacks the massive volume of content of the higher-placing entries. Much better looking product than most of the entries in this category.

Several Missouri newspapers received awards during a ceremony on Oct. 6 at NNA's 126th Annual Convention & Trade Show. NNA, whose membership consists primarily of community newspapers, presented awards in its Better Newspaper and Better Ad contests.

Here are the Missouri winners.

Ad Contest

Lawrence County Record, Mt. Vernon

1st: Best Newspaper Promotion: 7000 issues and counting ..., Kathy Fairchild.

St. Louis American

1st: Best Multiple Advertiser Section: Diversity, A Business Imperative, Staff.

3rd: Best Small Page Ad: Alvin Ailey, Angie Jackson.

Newspaper Contest

Missouri Lawyers Weekly, Clayton

1st: Best Education/Literacy Story: Lawyers in Training, Anna Vitale.

1st: Best Photo Essay: 'One day at a time,' Karen Elshout.

2nd: Best Breaking News Story: \$358,527,186.00, Donna Walter, Allison Retka.

2nd: Best Feature Story: The Spirits Can Rest, Scott Lauck.

2nd: Excellence in Typography: Jason Lewton, Art Director.

3rd: Best Business Story: Hell for Hais, Allison Retka.

3rd: Best Photo Essay: Occupied, Karen Elshout.

HM: Best Breaking News Photo: \$358,527,186.00, Karen Elshout.

HM: Best Business Feature Story: Slam Dunk, Richard Jackoway.

HM: Best Special News Sports or Feature

Section or Edition: Women's Justice Awards, Jill Young Miller, Managing Editor, Jason Lewton, Art Director, Jessica Huang, Designer, Karen Elshout, Photographer.

HM: Community Service Award: Under Wraps, Heather Cole.

Gasconade Co. Republican, Owensville

HM: Best Sports Section/Page, Will Johnson.

St. Louis American

3rd: Best Special News, Sports or Feature Section or Edition: Diversity, A Business Imperative, Staff.

HM: Best Newspaper Website: Ishmael Sistrunk.

Daily Star-Journal, Warrensburg

1st: Best Agricultural Story: Raisin Hell, Jack "Miles" Ventimiglia.

1st: Best Editorial: States obese House, Jack "Miles" Ventimiglia.

3rd: Best Feature Photo: Chillin' in Chilhowee, Jack "Miles" Ventimiglia.

HM: Best Breaking News Photo: Johnson County, Jack "Miles" Ventimiglia.

HM: Best Breaking News Story: Twister slams Sedalia, Jack "Miles" Ventimiglia, Amanda Lubinski, Cynthia Nold.

Washington Missourian

1st: Best Family Life/Living Section/Pages: PEOPLE, Karen Cernich.

1st: Best Local News Coverage.

1st: Best Sports Photo: Mincemeyer Stretches, Bill Battle.

2nd: Best Sports Section/Page: Bill Battle, Craig Vonder Haar.

3rd: Best Editorial: Your Right to Know, Bill Miller Sr.

3rd: Best Environmental Story: We All Live Downstream, Karen Cernich, Jeanne Miller Wood.

3rd: Best Sports Photo: Leimkuehler Flies, Bill Battle.

HM: Best Business Feature Story: Micro in Size, Big in Flavor, Karen Cernich.

HM: Best Editorial Page(s).

Papers in Warrensburg, Columbia win awards from Inland Press Assn.

The *Daily Star-Journal*, Warrensburg, and the *Columbia Daily Tribune* won awards in Inland Press Association's 2012 Newsroom Contests.

Inland contests are co-sponsored and judged by a university school of journalism. Entries in four contests were judged within their circulation ranges, in four classes.

Editorial Excellence

Class A (Less than 10,000)

1st: *Daily Star-Journal*, Warrensburg: Simply put, on-target and well-written commentaries on issues — everything from the city manager form of government to an anti-smoking assessment. All are issues intimately affecting the local community, and all the editorials are backed-up with supporting evidence. Always concise and to-the-point.

Sweepstakes winner:

Daily Star-Journal, Warrensburg

Digital Journalism

Best Online Innovation (Category B, above 20,000 circulation)

2nd: The *Columbia Daily Tribune* uses responsive design principles to present a clean and well-integrated site. This multiplatform publication is easy to use and highly readable on tablets, mobile and Web. It's a handsome site featuring clean design and intuitive navigation. Easy to navigate from within individual articles. Readers can tap a simple index to see what else is new. Quite impressive.

Letter

Information appreciated

Dear Missouri Press,

I just wanted to thank you for sending me emails, especially about the journalism workshop in D.C. for reporters who cover conflicts and disasters. I applied and was selected, and I will leave (Nov. 15).

After covering Katrina, Joplin, embedding in Iraq twice and Afghanistan, I am very grateful and also aware of how the critical incident stress can affect journalists as we set out to tell a tale, especially by immersion reporting.

Thank you for sending me the information from the Press Club.

I appreciate that very much.

Sincerely,

Lee Hill Kavanaugh
The Kansas City Star

On the Move

• **St. James** — Chris Daniels, a staff writer for the *St. James Press* since its founding in April 2009, has been promoted to editor of the weekly by publisher Rob Viehman of Three Rivers Publishing. Viehman, who also has papers in Cuba and Steelville, had been the editor in St. James.



Chris Daniels

Daniels is a lifelong resident of St. James and a 2002 graduate of John F. Hodge High School. He attended the University of Central Missouri in Warrensburg.

• **St. Joseph** — Outdoors columnist Jeff Leonard, who's written for the *News-Press* for six years, has resigned to pursue another opportunity.

• **Joplin** — Tim Holder, formerly the advertising director of *The Joplin Globe*, has been named publisher of *The Meridian Star* in Meridian, Miss. Both papers are owned by Community Newspaper Holdings Inc. of Montgomery, Ala.

Holder is a graduate of the University of Mississippi. He worked at *The Globe* for six years.

• **Springfield** — Maria Hoover, editor of the *Springfield Business Journal*, left in October after about 13 years of work there. She took a position as assistant marketing leader at BKD LLP.

• **Tipton** — *The Times* has brought Becki Dubber of rural Tipton on board to report the news from Town and Country.

• **Alma** — Klarissa Olvera, a native and resident of Carrollton, is the new managing editor of *The Santa Fe Times* and a part-time staffer in the composition department of the *Lexington News*.

Olvera is a 2009 graduate of the Missouri School of Journalism. While at MU she worked at the *Columbia Missourian*, with the *Missourian's* weekly *Vox* magazine and as a reporter/photographer

for the *Carrollton Democrat*.

• **Chaffee** — Samantha Kluesner has joined the staff of the *Scott County Signal* as a part-time reporter.

Kluesner is a native of Scott County and is pursuing a degree in historic preservation from Southeast Missouri State University. She will graduate in May.

Linda Dowd, longtime editor of the *Signal*, has left the paper.

Kluesner previously owned a resale and consignment shop and auction company for two years. She also sold items for people on eBay.

• **Ellington** — Sara Roberts, a native of Eddyville, Ky., has joined the *Reynolds County Courier* as a reporter. She also assists reporter Ken Beck with other office duties.

Roberts is an English literature graduate of Murray State University. She and her husband, Caleb, met in a Shakespeare class. They were married in April.

The *Courier* has launched a web page, reynoldscountycourier.com, and RCC News TV on the website citylinktv.com.

• **Troy** — Ed Farrar has joined the ad sales staff at *The Lincoln County Journal/Troy Free Press*. He's covering the accounts of Amanda Metcalf, who is taking maternity leave.

Farrar has more than five years of sales experience. He's lived in Troy for nine years and has two children.



Ed Farrar

• **Nevada** — Floyd Jernigan, formerly publisher of GateHouse Media's *Rolla Daily News*, has been named publisher of Rust Communication's *Nevada Daily Mail* and *Fort Scott (Kan.) Tribune*.

Former publisher Julie Simpson resigned this summer. During the interim, *Daily Mail* business manager Lois McMillan served as publisher.

• **Warrenton** — Chris Waltz has been named managing editor of *The Record*,

which is owned by Missourian Publishing Co., Washington.

Waltz previously worked for the company as editor of the *Union Missourian* from 2000 to 2004. Before that he was a reporter for the *Washington Missourian*.

He's also worked for the *Liberty Shopper* and the *Platte County Gazette* in Parkville.

Waltz is a 1995 English graduate of the University of Missouri. He and his wife, Felicia, have two sons and live in O'Fallon.

• **Columbia** — Molly Borgmeyer has joined the *Daily Tribune* as marketing coordinator with primary responsibilities for online marketing and promotions. She holds degrees from William Woods University and Baylor University.



Molly Borgmeyer

• **St. Louis** — John Sonderegger, a former feature writer, sports reporter and St. Charles reporter/columnist for the *Post-Dispatch*, is retiring at the end of the year. He plans to move to Scottsdale, Ariz.

Sonderegger has been the public information coordinator for St. Charles County government for five years.

• **Kansas City** — Photographer Michael Ransdell, a former resident of Trenton, has left *The Star* staff to run his own video production and wedding filming company, One Tree Studio.

Ransdell was with *The Star* for 12 years, most recently as a videographer. His work has earned a number of awards.

• **Jefferson City** — The *News Tribune* has a new weekly columnist, Cole County native Betsy Dudenhoeffer, who wrote in an introductory column that she plans to "make the ordinary seem extraordinary by the way the story is told."

• **California** — Veteran reporter Michelle Brooks of the *Jefferson City News Tribune* is developing a Russellville beat for the *News Tribune* and the *California Democrat*. The papers are owned by

WEHCO Media's Central Missouri Newspapers Inc.

Brooks has been a newspaper writer for most of the past 23 years. She's been a reporter for the *News Tribune* since the summer of 2000.

• **Steele** — Bess Ann Utley-Pease, an employee of Rust Communications since the 1980s, has been named editor and general manager of the *Steele Enterprise*. She succeeded Lisa Rhoades, who died unexpectedly on Oct. 13.



Bess Ann
Utley-Pease

Utley-Pease, a native of Steele, has worked for David Tennyson, publisher of the *Enterprise*, and then Rust Communications, owner of the paper, for many years. She also has worked for the Blytheville, Ark., *Courier News* as ad manager, special sections manager and various other positions.

Centralia GM takes 2nd in poker tourney

Mike Reynolds of Chicago won the Mid-States Poker Tour Texas Hold 'em Tournament Nov. 4. He edged out Jeff Grimes, general manager of the *Centralia Fireside Guard* and a former employee of the Missouri Press Association.

Reynolds won \$81,060 and the diamond championship bracelet in the tournament at the Meskwaki casino near Tama, Iowa. Reynolds hit the final table with a big chip lead, only to end up short stacked with six players remaining.

Grimes, who is a two-time Jeopardy

champion, hung tough throughout the final table, playing tight and getting a double up when needed. Reynolds eventually won on the final card of a hand.

Grimes claimed \$43,421 for two days' work, and went home with plans to play future events. He played in several poker tournaments this year.

After sharing his windfall with family, he has set aside \$10,000 for entry fees for 10 events next year, Grimes said.

To see Grimes in action in the Nov. 3-4 tournament, go to <http://tinyurl.com/cam6g56>.

Reporters help with mock crime project

Houston *Herald* reporters Jeff McNiell and Doug Davison are advising local students participating in a mock crime for a Constitution Project.

Participating students were divided into three groups: media, attorneys and law enforcement officials.

"Our job is to gather information and facts and provide it to the commu-

nity," McNiell told the media group. "Everything of consequence needs to be reported in the news."

The project includes a mock crime followed by an investigation and a trial. The *Herald* reported that members from the Missouri Supreme Court staff were videotaping the project for presentation to other students around the state.

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

- Eagle Days
- Pelican migration
- Late youth firearms deer hunting weekend
- Turn live Christmas trees into habitat homes for fish and wildlife

For more information, contact

Jim Low
News Services Coordinator
573-522-4115 x3243
Jim.Low@mdc.mo.gov

Joe Jerek
News Services Coordinator
573-522-4115 x3362
Joe.Jerek@mdc.mo.gov



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Swedish journalist makes return visit

Per Lindbladh, a journalist from Vaxjo, Sweden, stopped in the *Mountain Grove News-Journal* office recently to see how smalltown America newspapers have changed in the past 10 years. He also visited newspaper offices in Lebanon and Mansfield.

This was not Lindbladh's first visit to this part of Missouri. Ten years ago he did a feature on Lebanon for his newspaper, *Smalandsposten*, about how smalltown America was doing a year after the terrorist attacks on Sept. 11, 2001. This trip was for his follow-up story.

"I've always been interested in American history. I've been to many American war cemeteries in Europe, and I find America fascinating. I love how smalltown America is depicted in American movies," Lindbladh said.

His newspaper's coverage region has a population of approximately 150,000, and the city Lindbladh hails from has a population of about 80,000. The newspaper's circulation is about 40,000.

The cost for a one-year subscription to their six-day per week newspaper translates to approximately \$400. The entire paper is printed in color, and the average Saturday tabloid edition has about 100

pages, but a Monday paper may only have half that. Newspapers in Sweden are stapled like a booklet.

"I find it hard to read American newspapers because they are always falling apart on me!" he said.

Instead of each city within the region having its own newspaper like it is in

Missouri, there is one newspaper that covers the entire area, he said.

Lindbladh has been in journalism since 1986 and has three degrees: political science, journalism and Swedish language. He is married and has three daughters, ages 19, 22 and 25. (*Mountain Grove News-Journal*)



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.

Foundation Builders

Webster Kirkwood Times, South County Times, West End Word

Harry Gallagher, Gallagher Consultants, LLC, Jefferson City

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Mr. and Mrs. William L. Miller, Washington

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Roger Dillon, *The Current Wave*, Eminence

Wayne County Journal-Banner, Piedmont

Mark Maassen, Kansas City

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Missouri Photojournalism Hall of Fame

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Washington Missourian Newspaper In Education Program

BOCO, Inc., Washington, Mo.

In memory of George Spaar

Doug and Tricia Crews, Columbia

In memory of Robert Blosser

Doug and Tricia Crews, Columbia

Bar executive Keith Birkes plans year-end retirement

The Judicial Conference of Missouri, at its Oct. 18 meeting, honored Missouri Bar Executive Director Keith Birkes for his service and dedication.

Chief Justice of Missouri Richard B. Teitelman welcomed guests to the awards breakfast. He noted that Birkes, who is retiring at the end of the year after nearly 30 years as executive director of the Missouri Bar, has been a great friend to him and to the entire legal and judicial communities during his entire term of service.

During Birkes' tenure, the Bar has worked closely with the Missouri Press Association on a number of projects and issues, including access to courts and court records, cameras in the courts rules and Newspaper In Education features.

Scrapbook

• **Excelsior Springs** — Sharon Donat, a sales rep for the *Excelsior Springs Standard* and *Town & Country Leader*, received the Fackelman Newspaper Group's Employee of the Year Award for 2012.

Publisher Brian Rice nominated Donat, stating, "Sharon's ideas, knowledge and input regarding her market have proven instrumental in creating new products for our company ... Sharon is conscientious of the company's goals and personally attempts to motivate others when needed."

One of the products Donat helped create was the Breast Cancer Awareness Magazine published in October.

Donat received the award over nominees from nine other Fackelman newspapers.

• **Macon** — The *Chronicle-Herald* launched an epaper replica of the printed paper in October. Print and digital subscribers can get free access to the epaper.

A digital subscription to the *Chronicle-Herald's* website costs \$7.99 a month.

Press+ handles the paper's digital subscriptions and online access.

• **St. Joseph** — *News-Press* reporter and columnist Alonzo Weston won a 2012 Media Award from the Kansas City Association of Black Journalists.

The group presented awards Oct. 13, saluting excellence in reporting and commentary on people of color in the Kansas City region.

Weston received the award for excellence in commentary at newspapers of less than 200,000 circulation.

• **Piedmont** — The *Wayne County Journal-Banner* has joined a growing number of community newspapers adding internet television to their news portfolios. It launched Piedmont WCJB News TV with coverage of a local parade and a city council meeting.

Like many other small papers around the country, the *Journal-Banner* joined CityLink TV to provide live and archived video of local events.

News director Kim Combs said she is contacting area officials about live broadcasts of activities.

The *Journal-Banner's* sister paper in



Excelsior Springs publisher Brian Rice presents the Fackelman Newspaper Group's Employee of the Year Award to *Standard* sales rep Sharon Donat. (*Excelsior Springs Standard* photo)

Ellington, the *Reynolds County Courier*, has also started a video link.

• **Slater** — For its tribute to National 4-H Week, *The Main Street News* gives \$75 to the local 4-H club that submits the most articles and photos.

This year two clubs tied for that prize, so the newspaper split the money between them.

• **Arnold** — More than 500 people attended Leader Publication's Arnold Senior Expo on Oct. 10 at the Arnold Recreation Center.

Guests had free coffee and doughnuts while visiting more than 40 vendor

booths during the 8 a.m.-noon event. They packed the house for two sessions of free bingo.

Leader Publications sponsors three Senior Expos every year. The others are held in De Soto and Festus.

• **Jefferson City** — Missouri First Lady Georganne Nixon early in October read the book "Twist of Fate" to a group of third-graders on the front lawn of the Governor's Mansion.

The book was written by Chris Stuckenschneider, a columnist and book editor for the *Washington Missourian*. It tells about Twister, the "miracle colt" of Longmeadow Rescue Ranch, who was born seven months after a tractor-trailer carrying horses crashed on I-44. Twister's mother, who was in the trailer, was pregnant with him at the time of the accident.

• **Maryville** — *Kansas City Star* columnist and editor Lewis Diuguid delivered the Ploghof Diversity Lecture in October at Northwest Missouri State University.

"This is America now. If we are not valuing diversity, we are not representing the reality of our country," he told the audience.

• **Fulton** — *The Sun* was among the Missouri newspapers that sponsored candidate forums in their communities before the Nov. 6 elections.

The paper partnered with Callaway County Crime Stoppers in hosting a forum in City Hall for candidates for sheriff.

• **Edina** — *Sentinel* editor and publisher Mike Scott moderated a Knox County Candidate Forum at the Community Center. Twelve candidates participated in the event sponsored by the Knox County Chamber of Commerce and the newspaper.

• **Cameron** — Employees of Cameron Newspapers joined more than 12,000 others in the Making Strides Against Breast Cancer 5K Walk on Oct. 27 in Kansas City. The company contributed more than \$1,000 to the drive, which

raised nearly \$400,000.

Participants from Cameron included Ann Johnson, Chris Johnson, Wally Gallian, Laura Lombardi, Debbie Wiedmaier, Ron Wiedmaier, Honi Brown, Kim Reeves, Phil Colclough, Susan Weichel and Jeff King.

- **Gainesville** — The *Ozark County Times*, the *Cedar County Republican* in Stockton and other Missouri papers observed Veterans Day with special sections or pages of photos and information about veterans from their communities.

- **Paris** — The *Monroe County Appeal* has a new website that costs \$15 a year

for non-subscribers (monroecountyappeal.com). Subscribers to the newspaper get free access.

- **Springfield** — *Springfield Business Journal* has sued a former office manager, alleging that she stole more than \$97,000 when she worked for the paper between August 2009 and Dec. 31, 2011.

- **Stover** — The Nov. 7 edition of the *Morgan County Press* was printed a day later than usual so the results of the Nov. 6 elections could be published.

- **Seneca** — The *News-Dispatch* has

launched SND-TV on citylinktv.com to provide live and archived video coverage by computer of high school sports and other local activities.

- **Potosi** — Neil and Kris Richards, owners of the *Independent-Journal*, received the Outstanding Community Corporate Leader Award in October from the Potosi/Washington County Chamber of Commerce.

The award citation reads in part, "Neil and Kris are committed to their paper's goals of promoting the local community and through their stories and articles, encourage all of our citizens to get involved."

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
800-869-6762
lfleenor@msma.org • www.msma.org



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Tech Talk

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www.socket.net/techtalk



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REA papers printed in Lebanon

Jim McCarty, the editor of REA's *Rural Missouri* magazine, sent this photo and a note to MPA. "Thought you might be interested in this photo of an old REA paper. This is one of a number of similar broadsheets that were printed by the *Lebanon Daily Record* for rural electric cooperatives in Missouri. It was printed in September 1946 and sent to members of Atchison-Holt Electric Cooperative in the Rock Port area. Cost for mail delivery from Lebanon was 1 cent. I know of at least one other version of this the *LDR* did, for Co-Mo Electric Cooperative in the Tipton area. I'm guessing this service ended in 1948 when the *Rural Electric Missourian*, the predecessor for today's *Rural Missouri*, was launched."

• **Poplar Bluff** — The *Daily American Republic* published a chart in October showing its readers the sources people use to get news about the local school district.

Coming in second at 64 percent was the *Daily American Republic*. First place, with 91 percent, went to "Friends and neighbors."

Coming in third, at 42 percent, was "Outdoor marquees."

• **Kennett** — During October, National Breast Cancer Awareness Month, the *Daily Dunklin Democrat* donated all money collected from the pink newspaper rack in front of its building to the Individual Cancer Assistance Relief Effort (ICARE).

The paper started donating to ICARE in 2009 to help county residents who have cancer. The Dunklin County Caring Council sponsors ICARE.

In Malden, the *Delta News Citizen* put a pink news rack in front of its office to raise money for ICARE.

• **Boonville** — The *Daily News* raised cancer funds in October by partnering with Psychobilly Tattoo and Body art to sell locally made pink and white bracelets.

All proceeds from the sales were donated to area cancer groups. The newspaper also donated part of the proceeds from its Paint the Town Pink special section published on Oct. 24.

• **Eminence** — The *Current Wave* and local merchants gave away 19 turkeys in the paper's annual Turkey Day Giveaway.

• **Kansas City** — *Star* reporter Judy L. Thomas was named the Religion Reporter of the Year for metropolitan newspapers at the annual conference in Bethesda, Md., of the Religion Newswriters

Association.

The *Star's* religion editor, Helen Gray, was a finalist in the metropolitan newspaper category.

• **Fulton** — The *Fulton Sun* is gathering hats, scarves, gloves and mittens to donate to SERVE, Inc.

"The community's generosity last year brought tears to my eyes each time I looked at the decorated Warming Tree," said *Sun* editor Karen Atkins.

Service organizations joined the effort with coat and blanket drives.

• **Salisbury** — The office of the *Press-Spectator* has moved to the corner of Fourth and Broadway while its building undergoes some construction.

All contact numbers and addresses remain the same.

Grain Valley paper closes

The *Pointe*, a weekly newspaper launched in Grain Valley 14 years ago, and its website ceased operations on Nov. 28.

Owner/publisher Zachary Pross wrote in a story about the closing: "Our expenses have gone up annually, and are expected to continue to rise in the coming year, while advertising revenue remains the same. It's just not a model for running a successful business."

The newspaper reported paid circulation of 200 and free distribution of 3,800 in the 2012 Missouri Press Newspaper Directory.

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Life's no field of clover for Manny. Over the years, his kind has gotten stuck with a bad rep — they're lazy, ugly and dumb. Manny has had it up to his long ears with this pile of mule hooey. In a new eight-week serial story, he's going to set the record straight.

Missouri Press will partner again with the National Newspaper Association Foundation in 2013, offering the serial to NNA newspapers as well. The benefit to Missouri newspapers is the extended opportunity to publish the story — six months beginning Jan. 1.

Chris Stuckenschneider wrote the eight-chapter “Manny Kicks Long Ear Lore.” Stuckenschneider also authored the MPF serials “Patriotic Pals, Tails of the Civil War,” “Pressing West” and “Twist of Fate: The Miracle Colt and His Friends.”

In 2012, more than 400 newspapers from 44 states downloaded “Patriotic Pals: Tails of the Civil War.” It was the most successful story in the history of the partnership project between Missouri Press and NNA.

Each chapter of “Manny” is provided in a print-ready format. Also available is a companion teacher guide correlated to the Common Core Standards. The guide may be distributed to teachers or posted on your newspaper’s website. School districts in Missouri are tran-

sitioning to the Common Core Standards, an effort toward a shared set of educational standards for English language arts and mathematics that states can voluntarily adopt. This is the first serial story MPF has released with the Common Core Standards alignment.



...ll is MPA's NIE
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...m.

The Reading Across Missouri project not only offers newspapers the chance to connect with young readers in classrooms and at home, but also presents new revenue opportunities. Many newspapers approach non-traditional advertisers to sponsor a chapter or the series. One Iowa newspaper developed "Twist of Fate" into a special-interest supplement and sold advertising throughout.

Beginning in late December, Missouri newspapers may download “Manny Kicks Long Ear Lore” at www.mo-nie.com using code “readmo13.” This code offers access to the eight chapter features, a promotional ad to let readers know when you’ll begin publishing the series, the teacher guide and rules for publication.

To reduce paperwork for the project, we don't require newspapers to return signed contracts for this story, but the same rules still apply, and we'll have them posted in a file with the download. Please read the rules.

Your newspaper may access “Manny Kicks Long Ear Lore” files from Jan. 1 through June 30, 2013.

To date, 32 Missouri newspapers have downloaded our newest series, “Missouri History Through the Art of Our State



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

Capitol,” written by Bob Priddy, a veteran Missouri Capitol reporter.

The goal of the series is to showcase art in the Missouri state Capitol.

The series should be a high interest read for all ages, and hopefully will make Missourians proud of our precious jewel on the Missouri River. This series is available to download at www.mo-nie.com at any time using code "moart12."

For Veterans Day, Missouri Press partnered with The Missouri Bar to create a new feature on the history of the Nov. 11 holiday. We also promoted a feature we created last year for the same occasion on flag etiquette. The download numbers of these features are terrific.

There were 494 downloads from 19 states — 276 newspapers downloaded the Veterans Day feature, and 218

[illegible]

downloaded the Flag Etiquette feature. Last year, 267 newspapers downloaded the flag feature, including 150 from Missouri alone.

I'm proud to say that our NIE program is helping more newspapers than ever reach young readers. Community newspapers are filling a vital role in connecting young people to their communities in a way that only they can. Thank you to all of the publishers, editors, advertising and circulation managers and reporters and photographers out there making the extra effort because you believe in what we do.

Obituaries

Jefferson City

Robert Blosser

Robert D. Blosser, 97, Jefferson City, longtime employee and former president of the *Jefferson City News Tribune*, died Nov. 8, 2012.

Mr. Blosser was the president of Missouri Press Association in 1976. He was inducted into the MPA Newspaper Hall of Fame in 2008.

He was employed with the *News Tribune* for 52 years, beginning as a printer's devil in 1932. He was later a photographer, and retired as president in November 1984. He also was employed as the first general manager for KRCG television from 1954 until 1966.

He leaves Marge, his wife of 64 years; two sons, a daughter, seven grandchildren and six great-grandchildren.



Robert Blosser

Joe is on the MPA board of directors.

Other survivors are his wife, Linda; and four grandchildren.

A memorial service for Mr. Spaar will be 2-4 p.m. Saturday, Dec. 8, at the Eldon Country Club.

Park Hills

Leroy Sigman

Leroy Sigman, a reporter for the *Park Hills Daily Journal* for about 39 years, died Oct. 3, 2012, in St. Louis.

Mr. Sigman began his writing career at age 13 when he covered stock car racing for the *Lead Belt News*. He graduated from Flat River High School in 1958 and joined the army, where he received his training in journalism. He retired

from the *Daily Journal* in 2005 after more than 50 years as a reporter.

Steele

Lisa Rhoades

Lisa Diane Rhoades, 49, Steele, editor of the *Steele Enterprise*, died unexpectedly Oct. 13, 2012, in Kennett.

Mrs. Rhoades was a graduate of Mississippi County Community College. She worked from 1995 until 2005 at the *Enterprise* as sales and production manager before taking over as editor in 2005.

She leaves her husband, Dusty; two daughters, a stepson, two brothers, a sister, and two grandsons.



Lisa Rhoades

RJI fellow working toward database of public notices

Connie Farrow working with newspapers, associations

St. Louis

Dennis Barnidge

Dennis Barnidge, 61, St. Louis County, a longtime sports writer for the Suburban Journals newspapers, died of cancer Oct. 20, 2012. He had covered the St. Louis County sports scene since the 1970s.

Mr. Barnidge leaves his wife, Margaret; and three daughters.

Lake Ozark

George Spaar

George Louis Spaar Jr., 80, Lake Ozark, former co-publisher of *The Odessan* and the father of Joe Spaar of Odessa and John Spaar of Lee's Summit, died Oct. 29, 2012.

Mr. Spaar served as co-publisher of *The Odessan* from 1960-69. He was retired from the Missouri Department of Health & Senior Services.

His son John was president of Missouri Press Association in 2005. His son,

REYNOLDS JOURNALISM INSTITUTE

Missouri-based American Newspaper Digital Access Corporation (ANDAC) wants to help newspapers harness the value of their online content before they lose it.

To help test its business model, ANDAC Chairman Andy Waters recruited Connie Farrow as its project manager to aggregate newspaper content of all types. Farrow, a 1984 graduate of the Missouri School of Journalism, is spending this academic year developing and testing the concept as a Reynolds Fellow at the Donald W. Reynolds Journalism Institute at the School of Journalism.

ANDAC is made up of a handful of newspaper publishers and state press associations from Missouri, Kansas and Iowa. They joined together to address industry issues created by changing technology, among them third-party vendors who capture and resell content, digital

tearsheeting of ads, and threats to move public notice advertising to government-controlled websites.

Farrow is focusing her fellowship on public notices. Her goal is to create a central database for all of the public notices published in Missouri newspapers.

If the project is successful she hopes to expand the service to the rest of the country.

Press associations have created their own websites where public notices can be published after they are printed in the newspaper. However, this has its limitations, Farrow said.

"The problem is there is no single vendor who is converting all of this content into a standard machine-readable format that can be quickly, consistently and affordably repurposed," she said.

"ANDAC's vision is that a database of content from across the United States is exponentially more valuable than content on a state-by-state basis," she said.



Connie Farrow

Required office posters available free online

'Voter education guide' created scramble

December is here, and I'm going to clean up some column topics that have been floating in my "idea" folder for some time, in order to start 2013 with an empty folder! So that will help you understand the potpourri of thoughts that you'll find below.

Consider them like the array of holiday gifts you see under a tree in a home, wrapped in a variety of paper, unlike the nicely matched gifts under the trees in the stores this time of year!

It's been some time since we've gone over the signs you are required to have placed in your office, and perhaps the end of the year is a good time to check this out and see if you have all the current ones posted. Some of you may be paying to get these mailed to you, but the truth is that they are all available to you on the internet for free.

In fact, Missouri has a website that makes this process extremely easy and will allow you to get the proper posters you need in a one-stop, one-shop environment. If you go to the website <http://labor.mo.gov/posters/> you can see all the information on the posters, both federal and state, that you are required to post. You can choose to download each for free using the links on that page. Or you can call your state division of workforce business representative (see link about half-way down that page) and get either the state or federal/state poster for free.

Icalled Steve Dempsey, the Missouri state rapid response coordinator for my area, and he rapidly returned both my emails and calls. He said the agency is happy to distribute these posters you see on the website and that the agency's

only request is that folks be patient if they call for a poster, because each regional representative has a large territory to cover, and these posters cannot be mailed.

He also worried that all of you would call at once and overwhelm the agency with your requests for these posters, so if you find they are out, be patient with them. After all, this is a free service. Your tax dollars are at work here.

The second thing I want to write about relates to an incident that happened across the state in November. The weeks leading up to the election were just overwhelming for your hotline attorney. I was averaging several calls

a day relating to political ads.

Ithink, as we got toward the end of October, there were a few days I had four calls a day from papers concerned about language in a political ad. Spending the equivalent of about an hour a day just dealing with political ads was surprising to me.

Then, the last weekend before election day, a number of papers contacted me about a flier that had been delivered for insertion. The flier claimed to be a "voter education guide." It had no "paid for by" attribution.

While one might argue that the "education" material inside the guide was very one-sided, it was clear on the back page that it was advocating for ballots to be cast a certain way on the constitutional issues, so it clearly was a piece for which attribution was needed.

When the calls came in, my response to the callers was that the insertion could create issues for the newspaper with the Missouri Ethics Commission, if a complaint were issued. Clearly, it was

in violation of state law. The newspaper could be subject to a fine.

To make a long story short, let me just say that many papers said "no" to the advertiser. Jon Rust, and Rust Communications, went a step further and worked with the advertiser to get the fliers labeled with the appropriate language. Only his inserts, apparently, got labeled correctly. Somehow the advertiser didn't get other inserts labeled correctly. At the last minute the Missouri Ethics Commission worked with Missouri Press on a work-around that would protect you, our members, from liability, and for that we were grateful.

However, one thing Jon Rust said to me has resonated deeply. "We try to work with our advertisers to let them get the ads in the paper," he said. His words, and his attitude, are so right.

My job is to tell you where the legal concerns are. I encourage you to take that next step and work with your advertisers to "get it right." While I often tell you that what you run has no potential to create liability for you, and so it is fine to run whatever your advertiser brings you, when you are faced with a situation where there is liability to you, also, it is indeed in your best interest to work with the advertiser to "get it right," rather than just tell the advertiser it cannot run as is. Thanks, Jon, for reminding us all of a good lesson.

Happy holidays to all!

As a final note, let me add that The Maneke Law Group is moving its offices at the end of December. Bear with me because the week between Christmas and New Year's is going to be chaotic. And if you start to mail me something, give us a call for the new address.

The phone number, fax number and email address will not change. We're taking up residence on the Country Club Plaza, and I'm looking forward to being in a beautiful new space. Next time you are in K.C. shopping on the Plaza, you'll have to come see me!



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

*Maneke Law
office moving
to Plaza in
Kansas City*

Missouri Newspaper Organizations

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CALENDAR

January

9 — Missouri legislature convenes

March

11-15 — National Sunshine Week

April

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

Book tells about driving every mile on highway map

He bought the car a dozen years ago. Together, they traveled every mile of every road on his highway map, a 250,000-mile journey to discover the real America beyond the interstate.

Real people. Obscure places. Forgotten facts. His story unfolds in Missouri, but it could be about any state, any traveler who drives into America's hidden heart.

In this first book on his travels, John Robinson of Columbia — a Friend of Missouri Press and a former Missouri tourism director — gives you a shotgun seat for the ride. It's a panoramic view as he travels Missouri's back roads, back woods and backyards.

"It's hard to reckon why somebody would spend 13 years doing this," Robinson admits. But there really is a good reason.

"Too many Americans have one impression of Missouri, and that's I-70, and I-70 is not the prettiest face in this state," he said. "If people went even a few miles north or south, they'd find things in Missouri that are delightful. Of course, not everything I found was delightful, but it *was* fun."

"A Road Trip Into America's Hidden Heart" is available from all e-book sellers and online bookstores [ISBN# 978-1-936688-39-5].

A photograph of Ron Dempsey, a middle-aged man with grey hair, smiling and holding a small red gift box with a blue ribbon. He is wearing a red and dark blue diamond-patterned sweater over a light blue collared shirt. The background is white with faint, large, grey letters spelling out "KNOW IT. ALL." in a grid-like pattern.

KNOW IT. ALL.

*"When I was younger,
I thought I knew it all.
Now, I know even more."*

Ron Dempsey
Proud husband and father of three.

When you're young, you think you know it all. But, as you get older, you find out just how much you had to learn. One of the most important things I ever learned is where to get my news.

I read the paper. The information I get from the paper helps me make better decisions at work, helps me settle arguments at home, and even helps me appear to be smarter than I actually am when it comes to discussions of sports that I know nothing about.

It's all there in black and white if you just take the time to read it. Then, it's just a matter of being able to remember everything you just read. I'm working on that part.

Read the newspaper. Know It. All.



news politics opinion sports classifieds cooking comics auto coupons

MISSOURI PRESS ASSOCIATION