

February 2012

Missouri Press NEWS



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Moberly-Monitor Index.

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Join Missouri Press and AP for legislative reception, Day at the Capitol and lunch in the Governor's Mansion.



*Reception, Feb. 8;
Day at the Capitol
and lunch at
the Mansion, Feb. 9*



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Missouri / Illinois Press work-
shop Feb. 24 in St. Louis.

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Paul Woods in 70th
year with *Daily
American Republic*.

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Represent MPA in Capitol Feb. 8 & 9

Delivering papers could become more challenging soon

Every January that I can remember, Kathy and I were preparing for the Northwest Missouri Press Association meeting in balmy St. Joe. Not this year. The association board has decided to schedule the convention during a more hospitable time of the year—June.

This means that the first major event of the year will be the Missouri Press Day at the Capitol on Feb. 8-9 in Jefferson City. This gives us a chance to “show our flag” in the capital city.

At last year's reception, we rubbed shoulders with dozens of state representatives, senators, aides, department heads and even a couple of state Supreme Court judges. This year's reception will be 5-7 p.m. Wednesday, Feb. 8.

The second day, Feb. 9, we will go to the Capitol for more networking and then have lunch in the Governor's Mansion with Gov. Jay Nixon.

With so many issues on our plate, it's a perfect time to present our agenda and listen to what our legislators plan for the session. You may even pick up a story or two. And bring your camera. There's still time to register, so look for the story in this month's magazine.

Many thanks to the MPA members who represented us at recent postal meetings in Cape Girardeau and Springfield. We are trying to get our point across that the USPS plays an important role in our operations. The possible closing of processing facilities and more post offices could result in further delays in the delivery of our newspapers to our readers. The press association recently sent a letter to regional postal authorities and Missouri's congressional delegation stating our position.

On this same subject, I am sorry to hear that Ron Cunningham, our able postal consultant, is leaving his position with the MPA. Our newspaper has called Ron several times over the years to deal with postal issues, and he has

always had answers to our questions.

Now that Ron is leaving, members may want to check with the National Newspaper Association's excellent postal expert, Max Heath, who has represented newspapers in lengthy negotiations with postal authorities over rates and delivery issues. This is going to be a critical year for newspapers in our more than two-century relationship with the post office.

I hope that everyone has checked out the Civil War serial for children that has been made available through the Missouri Press Foundation. The eight-part series is part of the Reading Across Missouri campaign to encourage children to read—especially newspapers.

The series “Patriotic Pals: Tails of the Civil War” tells the story of the War Between the States from the perspective of a unique narrator, a border collie. Previous Reading

Across Missouri series, coordinated by Dawn Kitchell, have been printed in newspapers across the nation and have earned national recognition.

With the start of the legislative session, Phill Brooks' staff of crack young journalists in Jefferson City has resumed its Statehouse News reports. I have enjoyed using the coverage in our newspaper over the years. This enables smaller newspapers like our own to have a presence in the state Capitol, so to speak, providing timely reports about state matters to our readers.

Phill also writes a weekly column from his perspective as a veteran Capitol reporter. You can check it out at mdn.org.

We hope to see you at MPA Day at the Capitol.



Phil Conger
Bethany Republican-Clipper
MPA President

With the start of the legislative session, Phill Brooks' staff of crack young journalists has resumed its Statehouse News reports.



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Missouri Press Association and The Associated Press Day at the Capitol • Jefferson City • February 8-9



The Missouri Press Association and The Associated Press invite you to be their guests on February 8-9, 2012 at the Missouri State Capitol in Jefferson City for MPA/AP Day at the Capitol.

Register Today!

Deadline to Register: February 3, 2012

Wednesday, February 8

5 - 7 p.m. - Reception with Legislators

Bella Vista Room at the DoubleTree Hotel

Thursday, February 9

8 a.m. - 9:30 a.m. - APME Awards Breakfast in 3rd Floor Alcove

Contact Jackie McGinnis to register: jmcginnis@ap.org
or 816-421-4844 (\$10 registration)

10 a.m. - Noon - Program in the Senate Lounge (Third Floor)

Hear timely discussion on Missouri's Budget, Local School Funding Formula, and The Fair Tax Issue.

12 Noon - Lunch with Governor Jay Nixon in the Governor's Mansion.

Q&A Session with the Governor, followed by Q&A Session with Senate and House Leaders. Adjournment at 2:30 p.m.

If you register and do not attend MPA Events, your newspaper will be billed \$25 per person to help cover costs of food and materials.

Need a sleeping room?

MPA is holding a block of rooms for Wednesday, Feb. 8th at the DoubleTree Hotel; call 573-636-5101 by **January 25th** and ask for Missouri Press Association's \$104 room rate. DoubleTree's Address is:
422 Monroe Street, Jefferson City



Name(s): _____

How many people for Wed. reception: _____ How many for Thurs. lunch: _____

Newspaper or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please send this registration form to Kristie Williams at Missouri Press Association
802 Locust Street • Columbia, MO 65201 • Fax: 573-874-5894 • kwilliams@socket.net

MPA/AP Day at Capitol Feb. 9

Reception with legislators Feb. 8 in DoubleTree Hotel

The Missouri Press Association and The AP invite you and members of your staff to their annual Day at the Capitol in Jefferson City on Thursday, Feb. 9. You also are welcome and encouraged to attend a reception with legislators on Wednesday evening, Feb. 8, in the DoubleTree Hotel in the capital city.

This is a free program for MPA and AP members, but you must register by Feb. 3. (If you register and do not attend, your newspaper will be billed \$25 per person to help cover costs of food and materials.)

• **Wednesday, Feb. 8:** Reception with legislators, 5-7 p.m. This event allows you to get to know legislators better and to express concerns that you have.

• **Thursday, Feb. 9:** 10 a.m. (9:30 registration) — Senate Lounge, 3rd

Floor of Capitol; discussion with policy makers.

Invited to talk about the budget:

Sen. Eric Schmitt (R-Glendale), Rep. Mike Thomson (R-Maryville), and Dr. Ron Lankford (DESE).

These people have been invited to talk about the "fair tax:" Jim Moody, Missourians for Fair Taxation; and Anne Marie Moy, Missouri Taxpayer Relief Act.

You'll have an opportunity to ask questions after each presentation.

After the morning program in the Capitol, you'll have lunch with Gov. Jay Nixon in the Governor's Mansion. That will be followed by discussion and Q&A sessions with the governor and the House and Senate leadership from the Republican and Democrat parties.

Invited to participate: Speaker of the House Steve Tilley (R-Perryville), Senate President Pro Tem Rob Mayer (R-Dexter), Sen. Victor Callahan (D-Kansas City), and Rep. Mike Talboy (D-Kansas City).

The program will adjourn at 2:30.

If you're going to attend the reception on Wednesday and you want a room at the DoubleTree, call 573.636.5101 and ask for the \$104 MPA rate.

A registration form for Day at the Capitol is on page 3 and is online at http://www.mopress.com/current_forms.php.



All Missouri Press and AP members and staffs are invited to Jefferson City Feb. 8 and 9 for the annual meeting with legislators. Missouri Press requests that you register by Feb. 3.

Sen. Kurt Schaefer (R-Columbia), Sen. Tim Green (D-St. Louis), Rep. Ryan Silvey (R-Kansas City), Rep. Sara Lampe (D-Springfield).

Invited to address school funding: Sen. David Pearce (R-Warrensburg),

File in rape, murder removed from online record

A Phelps County judge has ordered the electronic file of a defendant in a murder case removed from view of the general public on the internet out of a concern with possible tainting of a jury pool.

Circuit Judge Mary Sheffield ordered an additional security restriction placed on the Casenet file at a hearing Dec. 5 in Phelps County. Casenet is Missouri's electronic court record system.

"It's a very unusual step," said Jean Maneke, a counselor for the Missouri Press Association. "I've rarely seen these kinds of restrictions imposed. But I do

think it's within the judge's authority."

The case involves the 2007 rape and killing of a 9-year-old girl. It is set to go to trial in March.

The case was moved from Barry County to Phelps County. The judge declared a mistrial in April when too many people in a jury pool summoned in Phelps County had knowledge or opinions about the case.

The judge ordered that jurors be selected in Platte County and taken to Rolla for the trial.

Sue Brown, the Phelps County circuit clerk, said the judge ordered the

security level of the electronic file raised to limit the chances of potential jurors in Platte County researching the case in advance. She said the actual court file remains an open record.

"If you walked in here and asked to see the file, you can see the file," Brown said. "It's just not on Casenet."

Beth Riggert, communications counsel for the Missouri Supreme Court, said Casenet is "just a service" and not the official court record. Judges have the authority to limit potential jurors' access to Casenet files. (from *The Joplin Globe*)

Learn some marketing; get some laughs

Marketing specialist Bryna Krauth will be the principal presenter at the meeting of the Missouri Advertising Managers' Association in April. Krauth is president of Organic Marketing and has spent the past 15 years working in media and marketing.

The annual MAMA meeting will be Thursday afternoon and evening and Friday morning, April 19-20, at the Courtyard by Marriott in Columbia.

Thursday evening entertainment will be a trip to Déja Vu Comedy Club to see Josh Blue, a winner of NBC's Last Comic Standing.

The meeting will open at noon on Thursday with Missouri Press legal counselor Jean Maneke talking about current issues affecting newspaper advertising.

That will be followed by the Great Idea Session. You could win \$20, \$30 or \$50 for your idea.

Mail or email your entry for the Great Idea Session before the meeting so it can be prepared for presentation. Or take a detailed description and sample copies to pass around to attendees.

Your best ad idea
could win cash
at April 19-20
meeting



Bryna Krauth

Send your ideas to Greg Baker at gbaker@socket.net and confirm receipt, limit one entry per attendee. Entries will be voted on by all attendees of the meeting.

After the Ideas session, Krauth will talk about "All Things Digital," helping advertisers grow revenue using social media, websites, blogs and other forums.

At dinner on Thursday, awards will be presented to the winners of the 2012 Better Ad Contest.

Sessions will resume at 8 a.m. Friday with "Becoming a Brand Expert." This session will help you construct brand-building plans and campaigns for your clients.

That session will be followed by "Strategic Marketing Plans." You'll learn how to help advertisers build multi-media marketing strategies using traditional media to new media.

Krauth began her career in the media industry in 1994. Most recently, she was the publisher of *Steamboat Pilot & Today*, *Steamboat Today*, and *Hayden Valley Press*. She was the publisher of numerous magazines and websites, including Yampa Valley Real Estate, At Home in Steamboat, Colorado Hunter, steamboatpilot.com and exploresteamboat.com.

She has worked and lived in north-west Colorado since 1996, and during that time specialized in implementing new revenue generating products for the news organization and leading a team of advertising consultants. She has held nearly every management position in the newspaper business and is a past member of the board of the Colorado Press Association.

A registration form and agenda are at mopress.com/current_forms.php.

Ad Contest entry deadline Feb. 17

The Missouri Advertising Managers' Association is taking entries now for its annual Better Ad Contest. Entries need to be in the MPA office by Feb. 17.

Awards will be presented on Thursday, April 19, during the Ad Managers' annual conference at the Courtyard by Marriott in Columbia.

Go to <http://www.mopress.com/contests.php> for the rules and entry form for the Better Ad Contest.

You'll also find a nomination form for the Old Pro Award. Do you know a veteran who should be recognized for excellence in advertising? Nominate the person!

Staff members of publications holding Active membership in Missouri Press Association are eligible to enter the contest. All entries must have been produced by a full- or part-time staff member.

Enter the contest and earn recognition for your staffers and local pro

Ron Cunningham leaves postal consultant position

After 11 years of advising Missouri newspapers on postal issues, Ron Cunningham, Rogersville, is leaving his position as MPA's postal consultant, effective Feb. 1.

Before taking the MPA position, Cunningham had retired from the Postal Service. He worked out of the Springfield post office as a customer representative.

Cunningham attended a number of Missouri Press meetings through the years, speaking at many of them.



Ron Cunningham

Editors, writers workshop in Columbia

Editors — and reporters too — can enhance and polish their skills in a March program at the Reynolds Journalism Institute on the MU campus in Columbia.

Unofficially titled “MPA’s 2012 Editors Seminar: Skills for Today and Tomorrow” will be held from 10 a.m. to 3 p.m. Friday, March 9. Lunch will be provided. The registration fee is \$40 if made by March 2, \$50 after that.

A registration form is at mopress.com/current_forms.php.

Sessions, taught by print and digital news faculty at the School of Journalism, are designed to sharpen the skills of editors and others who work in your newsroom. The curriculum will include topics that are critical “need-to-know” skills for today’s world, but will also include refresher elements.

Topics:

- **Bringing government stories to life.** Too many of these stories are told from the official points of view. Many

Sharpen your skills to be more productive in today’s newsroom

of them have compelling human angles, but reporters must learn to identify them and the real people affected by the action. This session will focus on sourcing and reporting stories to capture the interest of ordinary readers. (Presenter: John Schneller)

- **Writing better headlines for print and digital.** Headlines are the best read content in newspapers, but sometimes they get the least amount of thought and attention. This session will focus on how to write heads for impact in print, and how to write heads that will capture search engine traffic on the web. (Presenter: Frank Russell)

- **How to find local stories in data.**

Public records maintained by government agencies are a gold mine of stories that never see the light of day. Many reporters never think to ask for data because they don’t know what’s available or they’re intimidated by the prospect of analyzing the data. But many great stories can be told without advanced database skills.

This session focuses on developing local story ideas, finding and obtaining data, and turning it into stories. (Presenter: David Herzog, creator of OpenMissouri.org)

- **How to use social media platforms to engage and report.** From the biggest newspaper to one-person blogs, news organizations need to put engagement at the heart of their reporting efforts, and social media enable that effort. This session will teach participants how to create engagement by developing conversations with readers, and how to use social media tools to find story ideas and sources. (Presenter: Joy Mayer)

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

- MDC 75th focus: healthy forests
- Turkey hunting clinics for spring turkey season
- Trumpeter swans visit Missouri
- MDC has help for nuisance wildlife problems
- Spring snow goose hunting/migration
- Vulture Venture in the Southwest Region
- Missouri National Archery in the Schools Program (MONASP) regional tournaments

For more information, contact

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Joe.Jerek@mdc.mo.gov

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you help your
readers
**discover
nature.**



www.MissouriConservation.org



Bob Cunningham and his wife, Marlene, open gifts during the retirement reception on Jan. 13 in the *Monitor-Index* front office. Standing behind the Cunninghams are a grandson, Mitchell Cunningham, and a granddaughter, Jessica Cunningham. At right are sports writer Chuck Embree and the new *Monitor-Index* general manager Marsha Hargus, who also is the advertising director.

After 56 years Bob Cunningham departs *Moberly Monitor-Index*

Bob Cunningham, who has been publisher of *The Moberly Monitor-Index* since 1990, ended his 56-year career at the Randolph County newspaper on Jan. 13.

A reception was held in Mr. Cunningham's honor at the *Monitor-Index* newspaper office in downtown Moberly. The community was invited to drop in.

Beginning Jan. 16 Marsha Hargus became general manager in addition to her duties as advertising director.

Cunningham, a native of Chariton County, succeeded Oscar Boyd in 1974 as general manager of the *Monitor-*

Index, then owned by Donrey Media. Cunningham had served as an ad salesman, was promoted to ad manager and then to production manager before becoming general manager. He was promoted to publisher in 1990.



The *Monitor-Index* reporting of Cunningham's retirement included many photos from throughout his career and this recent portrait of him in his office.

In 1977, the paper installed a six-unit, 24-page Goss Community Press and a new process camera. The building underwent a paint job along with enlarging the camera room, advertising department, and circulation department.

Later that year, an old laundry building was pur-

chased and made into two law offices and a newsprint and ink storage warehouse.

In September of 1998, after 30 years of Donrey ownership, the *Monitor-Index* and 27 other Donrey newspapers were sold to Community Newspaper Holdings, Inc., of Birmingham, Ala.

On July 1, 1999, the *Monitor-Index* was traded to Liberty Group Publishing based in Northbrook, Ill. In 2005 the *Monitor-Index* and other Missouri newspapers were acquired by GateHouse Media, Inc., of Fairport, N.Y.

Cunningham said the *Monitor-Index* is still locally operated and all editorial decisions are made locally.

In 2010 GateHouse Media consolidated some of its printing operations. The *Monitor-Index* is now being printed by the *Hannibal Courier-Post*.

Mrs. Hargus, Cunningham's successor, is a 1992 graduate of Moberly High School. She received an associate of arts degree at Moberly Area Community College and a bachelor of journalism degree with emphasis in advertising.

Mrs. Hargus joined the advertising department in 1997 as an account executive and was promoted to advertising director in January 2010.

She and her husband, Stephen, have two children.

Rod Dixon, Chillicothe, is the regional publisher for GateHouse Media. (From a story in the *Monitor-Index*.)

College Media meeting April 14 in St. Joseph

The 2012 Missouri College Media Association conference will be held April 14 in the Fulkerson Center on the Missouri Western State University campus, St. Joseph.

The conference hotel is the Comfort Suites, 917 N. Woodbine Road, St. Joseph, (816) 232-6557, which has a \$75 per night rate for three people (add \$10 for a fourth person).

More details about the conference will be provided soon.

If you have questions, contact MCMA President Dave Hon at dave@phoenixcompanies.net or dhon1@missouriwestern.edu or (816) 674-2856.

Joplin Globe honored for 'Class of 2011'

The Joplin Globe has received an EPPY award for the August project "Forever Bound: The JHS Class of 2011" for Best News or Event Feature on a Website in the Under 250,000 Unique Monthly Visitors class.

Presented by *Editor & Publisher* magazine, the awards "honor the best media-affiliated websites across 43 diverse categories."

The project was a Joplin Globe print and online package covering the Joplin High School class of 2011, its graduation, and the stories of students in the

wake of the May 22 tornado.

The tornado, which killed 161 people and destroyed a third of the city, struck just after the graduation program.

"The project was one we knew would be important to our community," said Carol Stark, the Globe's editor. "We had photos of the graduation that had never been used in our publication. This was a way to tell the story of this group of seniors who will be 'forever bound' by the tornado."

Stark and her staff also worked with

a Joplin High School class of 2011 graduate on the project.

"We were especially pleased to have Sarah Sticklen, a JHS 2011 graduate and editor of the *Spyglass*, the Joplin High School newspaper, working on the project," said Stark. "My journalists and photographers put a lot of passion into documenting the story. Their work speaks for itself."

The Forever Bound project is found on the Globe's website at www.joplinglobeonline.com/tornado/.

Sources and Resources for Missouri Newspapers




For information about health care, contact:
Lizabeth Fleenor
 Director of Communications
 Managing Editor, Missouri Medicine
 800-869-6762
lfleenor@msma.org • www.msma.org



Socket 1-800-762-5383
Tech Talk
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 by the friendly folks at Socket.
www.socket.net/techtalk


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Obituaries

Columbia

Virginia Whitney

Virginia Lee Whitney, 83, Columbia, the mother-in-law of Missouri Press Association staffer Connie Whitney, died Jan. 22, 2012.

Survivors include three sons, a daughter, five grandchildren, three great-grandchildren, a brother and a sister.

Kirkville

Carol Freels



Carol Freels

Carol Ann Freels, 65, Kirkville, wife of the publisher of the *Kirkville Daily Express* and an employee of the paper for 21 years, died Jan. 23, 2012.

Mrs. Freels was a native of Shelbyna and had worked for

the *Shelbina Democrat* and the *Waynesville Daily Guide* before she joined the *Daily Express*, where she worked side-by-side with her husband, Larry.

She leaves her husband, a daughter, two grandchildren and a step-granddaughter.

Joplin

Jackie Ward

Elsie M. "Jackie" Ward, 87, Joplin, a former owner with her late husband of Jasper County newspapers, died Nov. 30, 2011.

The Wards were longtime civil leaders in Jasper County. They owned a commercial printing business and the *Jasper County News* and *The Sarcoxie Record*. Mrs. Ward later became a fraternity house mother and real estate company assistant in Columbia.

She leaves two sons, two sisters, two stepgrandchildren and two stepgreat-grandchildren.

One of her sons is Dick Ward of Mission Hills, Kan. A number of years ago he worked with Missouri Press Association on new-media projects.

Sedalia

Ron Jennings

Ron Dean Jennings, 62, Sedalia, a writer for *The Sedalia Democrat* who was inducted into the Missouri Newspaper Hall of Fame in September, died Jan. 13, 2012.



Ron Jennings

Mr. Jennings' specialty was writing feature stories about the residents of Sedalia and Pettis County. He wrote a book titled "Reflections and Ruminations of an Aging Rookie."

Mr. Jennings is survived by his wife, Pat, three daughters, a sister, two brothers and five grandchildren.

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On the Move

• **Columbia** — Brian Brooks, who has been associate dean of the Missouri School of Journalism for nearly a decade, has announced his retirement before the beginning of the fall semester.



Brian Brooks

Brooks, 66, has been on the faculty for 38 years. He plans to continue working part time, likely teaching a freshman introductory class and a media studies course for upperclassmen.

Brooks has written or co-written four textbooks. Two years ago he was inducted into the Missouri Newspaper Hall of Fame.

In 2004 Brooks helped implement a change in policies that grants qualifying freshmen direct admission into the journalism program instead of the traditional admissions process of having to apply to the school before their junior year.

The journalism school is accepting donations to create an endowed scholarship in Brooks' name.

• **Dexter** — Bobby Greer, who had been serving as circulation manager and assistant publisher, has been named general manager of the *Daily Statesman*. He also has overseen all digital media initiatives for the paper.



Bobby Greer

Greer began his newspaper career in 2006 as the *Statesman's* circulation manager. He also has served as the paper's managing editor.

Greer serves as a director and the secretary/treasurer of the Dexter Chamber of Commerce.

• **Independence** — Stephen Wade is the new GateHouse group publisher

of the *Independence Examiner* and the *Leavenworth Times* and *Lansing Times* in Kansas. He also will lead the GateHouse papers in Maryville and in Hamburg, Iowa, and Nebraska City and Syracuse, Neb.



Stephen Wade

For the past 9-1/2 years Wade has been publisher of the *Morning Sun* in Pittsburg, Kan. Before that he worked in various capacities at the *Topeka Capital-Journal*.

Wade is a graduate of the University of Kansas and is the Southeast District director on the Kansas Press Association board of directors.

In Independence Wade succeeds Steve Curd, who resigned as publisher effective Dec. 31.

Steve Boggs is the new publisher of the *Morning Sun* in Pittsburg. He continues to manage the *Neosho Daily News* and the *Carthage Press*. All are GateHouse Media newspapers.

The Independence, Topeka and Pittsburg papers years ago were owned by Stauffer Communications, then by Morris Communications. Now the *Examiner* and the *Morning Sun* are owned by GateHouse Media.

• **Boonville** — Drew Deubner has been named editor of the *Boonville Daily News*, replacing Eric Berger.



Drew Deubner

Deubner is a native of suburban St. Louis and a graduate of the Missouri School of Journalism. He worked at the *Milwaukee Journal-Sentinel* and *Milwaukee Magazine* and other publications before moving to Boonville.

• **Unionville** — Colt Brown, who has written for the *Republican* for the past two years, has resigned to continue his education away from Unionville.

He graduated from Putnam County R-1 High School on Dec. 22.

• **Kansas City** — Jason Hancock, state government and politics reporter with the *St. Louis Post-Dispatch* since April based in Jefferson City, left that post on Dec. 30 to take a similar position with *The Star*.



Jason Hancock

Before joining the *Post-Dispatch* Hancock was the editor for three years at the *Iowa Independent*. He also spent nine months as an investigative reporter with the weekly *Des Moines Cityview* and 19 months with the *Des Moines Business Record* as a staff writer.

An Indiana University graduate, Hancock began his career in 2002 as a county reporter with the *New Albany (Ind.) Tribune* for about 2-1/2 years. (Bottom Line Communications)

• **Maryville** — Jesse Murphy is a new reporter on the staff of the *Daily Forum*. He attended high school in Rock Port, has lived in Maryville since 2002 and is a 2010 graduate of Northwest Missouri State University there. He majored in journalism and Spanish.



Jesse Murphy

Murphy's wife, Erica, is a merchandising graduate of NWMS. The couple has two children.

After college Murphy worked for a year as a reporter and photographer for the *Savannah Reporter*.

• **Rogersville** — Alyssa Spradlin has resigned as editor of the *South County Mail* after six years in the position.

Spradlin wrote about her decision to resign and her years as editor in the Dec. 28 edition of the *Mail*, which was the final printed edition of the weekly.

Neighbor News, owner of the *Mail*, has converted the paper to a totally on-line product.

- **Fredericktown** — Pat Pratt has joined the news staff of the *Democrat News*.

A native of Southeast Missouri, Pratt attended Mineral Area College and Southeast Missouri State University. He has worked at several area publications.



Pat Pratt

- **Carthage** — Joan Shaner retired Dec. 30 after 32 years of delivering *The Carthage Press* in Webb City, Alba, Nix City and Purcell.

"There have been very few days in my 32 years where I didn't deliver a paper," Shaner told a *Press* writer. "It's been our livelihood."

Her husband, Karl, who has been delivering *The Joplin Globe* since 1982, plans to continue.

- **Fulton** — Pati McDonald, with 27 years of advertising and marketing experience, has joined Central Missouri Newspapers as marketing manager. She'll work with the sales staff at *The Fulton Sun*.



Pati McDonald

McDonald started her career with the *Milwaukee Journal-Sentinel* in classified sales. In 1995 she moved to mid-Missouri to be closer to her family and joined the *Columbia Daily Tribune* as classified advertising manager.

McDonald is married to Rick McDonald, sales manager at a Jefferson City auto dealership. She has a daughter, two stepchildren and four grandchildren.

- **Versailles** — Brady Shoemaker took over the sports desk of the *Leader-Statesman* on Dec. 12. He's also writing some news.

Shoemaker moved to Versailles from Lebanon about three years ago. He spent more than 20 years in the military providing broadcast news to service

St. Louis workshop to offer ways to increase circulation

If you have any interest in boosting your newspaper's circulation, plan to attend the "Growing Readers, Audience & Service: Circulation Training for Today's Newspapers" workshop on Friday, Feb. 24, in St. Louis.

During this interactive session hosted by the Missouri Press Foundation and Illinois Press Foundation, Steve Wagenlander will show how to increase circulation revenue, grow audience and improve overall customer satisfaction.

Wagenlander also will update the group on the latest in email marketing efforts and how this can translate into revenue and audience growth.

The workshop will be from 10 a.m. to 3 p.m. at the Sheraton Westport Chalet, 191 Westport Plaza, St. Louis. Cost is \$40, including lunch, if you register before Feb. 17 (\$50 after that).

Wagenlander is the corporate director of audience development for The Evening Post Publishing Co. and director of audience development at *The*



Steve Wagenlander

Post and Courier in Charleston, S.C. He is responsible for all marketing, niche publications, circulation and audience development functions at the company.

He is a frequent industry speaker and a faculty member for Inland Press Foundation Circulation Academy. In 2010 Wagenlander was named Circulation Executive

of the Year by the NAA.

A registration form for the workshop is at mopress.com/current_forms.php.

Salem News to once a week

The *Salem News* on Jan. 3 combined its Tuesday and Thursday editions into a once-a-week Tuesday publication. *The Extra* still goes to non-subscribers on Tuesdays.

The cost of postage and the proposal by the Postal Service to end Saturday delivery contributed to the decision, publisher Donald Dodd said in a letter to readers.

members in Italy, Saudi Arabia, Germany, Japan and South Korea.

Before moving to Versailles Shoemaker was a reporter for the *Daily Record* in Lebanon.

- **Stover** — Connie Viebrock, editor of the *Morgan County Press* since 1994, retired on Dec. 27.

Jami Mathis is the new editor of the Vernon Publishing, Inc., weekly, which operates out of the office of the *Versailles Leader-Statesman*, another Vernon newspaper.

- **Ashland** — Cassie Leap Wiselka, who has been writing for the *Boone County Journal* for more than three years, has left the weekly. She and her husband and young daughter have moved to Germany.

Wiselka is a graduate of the Missouri

School of Journalism.

- **Branson** — Stephen Herzog has joined the news staff of the *Branson Tri-Lakes News*.

Herzog grew up around Lake of the Ozarks, graduated from Camden-ton High School and worked at the *Lake Sun* after attending Missouri State University in Springfield. He recently returned to Missouri after a year in Texas at the *Victoria Advocate*, where he was sports editor.



Stephen Herzog

Herzog's wife, Trysta, also is a journalist. They've been married a little more than a year.

Scrapbook

• **Cole Camp** — Robert Owens, who has been writing a column for the *Cole Camp Courier* for many years, observed his 84th birthday anniversary on Dec. 6.

Mr. Owens' column, "View from the Pump House," was titled "View from the Water Tower" until the old watertower was removed.

The newspaper said Mr. Owens "has been responsible for bringing German Culture and Class to our town."

• **Lee's Summit** — Four of Mike Gempeler's editorial cartoons have been included in the 2012 edition of "Best Editorial Cartoons of the Year," edited by Charles Brooks. The book is a compilation of work from cartoons around the nation and has been published for 40 years.

The *Lee's Summit Journal* cartoonist submitted five cartoons for consideration in this edition. One of his cartoons was chosen for the 2011 edition.

"The thing for me that's cool is that when I was in high school and first started drawing cartoons, I would go to the library and check out this very book," Gempeler said in a *Journal* story.

• **Gallatin** — Gallatin Publishing Co. started its "Weekend Wizard College Basketball Contest" with its Jan. 4 issue. The online-only contest offered a grand prize worth more than \$650.

Participants predict winners of 10 weekend games at the contest website, GPCink.com, with top entries eligible for a drawing for two tickets to the semi-final games of the Big 12 Men's Basketball Tournament in Kansas City.

A bank, tax service and supermarket are sponsoring the contest.

"This is a fun way for us to acquaint folks with our new and improved website under the new brand name GP-Cink," said Darryl Wilkinson of Gallatin Publishing Co.

• **Cape Girardeau** — More than 100 volunteers, 23 of them dressed as Santa Claus, delivered presents to 418 households and more than 1,300 children all

over Cape Girardeau in the annual Toy-box program. The *Southeast Missourian* partners with the Jaycees to sponsor the program.

Donations were down this year and the number of children served was up, so each child received only three or four toys this year, down one or two from previous years, the paper reported.

• **Richland** — The *Pulaski County Mirror* launched a rebuilt website at the end of the year. PulaskiCountymirror.com has a few new features, including a weekly poll, and some news stories that are not in the paper, especially stories about state government from the Capitol.

• **Fredericktown** — The *Daily Journal* presented a Parkland Economic Roundtable Discussion for business people and interested citizens on Jan. 12 at the Farmington Centene Center.

Speakers for the free breakfast meeting were business and education leaders. The B.O.S.S. (Business Owner's Speaker Series) program featured a Q and A session on the challenges facing the region between St. Louis and Cape Girardeau.

• **Eldon** — Vernon Publishing Inc. in January published the second edition of its Central Missouri Professional Services Guide. The full-color, glossy magazine highlights businesses in central Missouri and was inserted into five Vernon Inc. newspapers in Eldon, Tipton, Stover, Tuscumbia and Versailles.

Advertisers in the guide received 10 copies of the guide, an index listing with phone number and two free eighth-page or one free quarter-page ad in one of the papers.

• **Nevada** — *Daily Mail* reporter Rusty Murry received the Mary Phelan Media Award from the Missouri Police Chiefs Association at that organization's annual banquet in Jefferson City in December.

The Phelan Award is presented to a media professional who stands out in

conduct and service to the public in reporting with accuracy and fairness on issues involving law enforcement and public safety, the *Mail* reported.

• **Washington** — During its annual employee recognition party, the *Missourian* honored four employees for 25 years of service: bookkeeper Amy Stefens, advertising staffer Jane Schroeder, typesetter Carol Ley and CFO Cheryl Hamilton.

• **Camdenton** — Cookie bakers could enter their family recipes in the *Lake Sun's* annual cookie contest. Contestants had to take at least a dozen cookies to the newspaper office.

The top cookie bakers, as chosen by the newspaper staff, received gift cards. Leftover cookies were donated to a lake-area benevolent organization.

• **Clinton** — Former Missouri publisher Charles G. Coy, now living in Washington, Mo., has written a book titled "Small Town on Prairie" about life years ago in the Cass County community of Garden City.

Coy graduated from the Missouri School of Journalism in 1957, and during his career worked at *The Clinton Eye*, *The Clinton Daily Democrat*, and

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The Fulton Sun Gazette, and owned newspapers in Garden City, Lexington, Waverly, Sullivan and St. Clair. For 22 years before retiring, he wrote columns and sold advertising for the *Washington Missourian*.

Dan Miles, editor and publisher of the *Clinton Daily Democrat*, wrote about Coy and his book in a December column. He noted that the 75-page book is "jam-packed with accounts and observations about small town life in the 1940s and 1950s as seen through the eyes of Charles while growing up."

You can get a copy of Coy's book for \$12.95 plus \$3 for shipping sent to Charles G. Coy, 405 Fair St., Washington, MO 63090. His email is cgcoy@sbcglobal.net.

- **Lebanon** — The *Daily Record* asked readers in December to submit stories and photos about family members who served or are serving in the armed forces for a special edition, A Salute to Our Heroes.

The paper also wanted material and letters from family members who remained at home while their loved ones served in the military. It provided a form for those who were unsure what to write.

- **Boonville** — The *Daily News* now has a website designed for cell phones and other mobile gadgets: m.BoonvilleDailyNews.com.

The company plans to add multimedia and other features to the mobile site.

- **Hannibal** — The *Courier-Post* also has a new mobile website. People on the go can use their cell phones or tablets to get their local news and information by typing m.hannibal.net into their browsers.

- **Chillicothe** — The *Constitution-Tribune* apologized to its readers for running pages 9 and 11 from the Dec. 5 paper again in the Dec. 6 issue. This resulted in the second Sports page and the Classifieds page, which contained the legal notices, being left out of the Dec. 6 paper.

The *C-T* said the error occurred in Independence, where prepress work

and printing are done.

- **Centralia** — Lakeway Publishers Inc. has launched new websites for newspapers in Missouri.

Lakeway is headquartered in Morristown, Tenn. It designed the new websites from scratch using all of the features from the previous sites, plus several additions, including a Commu-



Missouri Press Foundation

These individuals and organizations made recent contributions to Missouri Press Foundation. Donations to the Foundation are wonderful tributes to Missouri newspaper people, and they support programs that advance the newspaper industry in Missouri.

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.

In Memory of Jim Gierke

Charlie Hedberg Family, Centralia

William E. James, Pleasant Hill

Dave Berry, Bolivar

Andre and Anjana Torres, Lake Ozark

Karl and Kristine Dewey, Louisiana

Charles and Linda Johns, Washington, Mo.

Doug and Tricia Crews, Columbia

Kent Ford, Columbia

Jacob Gierke Scholarship Fund

Dena S. Calvin, Pleasant Hill, Ill.

Best Buy Pharmacy of Bowling Green

Al's Highway Garage / Al and Marge Himmelsbach Jr., Bowling Green

Missouri Press Foundation

The Joplin Globe / Mike Beatty

The Maneke Law Group, L.C., Kansas City

Patricia Atwater, Irvington, N.Y.

The Current Local, Alan Turley, Publisher, Van Buren

Don and Jeannie Warden, Owensville

Tom and Marilyn Miller, Washington

Jack and Sarah Whitaker, Hannibal

Washington Missourian Newspaper in Education Program

Community Teachers Association of Washington

Tom and Marilyn Miller, Washington

Versailles Leader-Statesman Newspaper in Education Program

The Bank of Versailles

Missouri Photojournalism Hall of Fame

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

Bill and Marcia Hankins, Platte City

nity Calendar that readers can use to update their events and schedules.

Lakeway owns newspapers in Centralia, Vandalia, New Haven, Troy, Louisiana, Bowling Green, Hermann and Elsberry.

- **Sedalia** — *The Democrat* solicited donations for its Newspapers In Education Program by running a chart with each local classroom in the program, its teacher, the number of papers each class needed and the cost of sponsorship for each class.

The Adopt a Classroom promotion asked readers and businesses to “Be a honey for a classroom of busy bees.”

The chart listed about 70 classrooms that participate in the NIE program in the area’s elementary, middle and senior high schools.

- **Neosho** — The *Newton County News* has a weekly feature called “Head of the Class” that spotlights a student in Granby Elementary School. It consists of a photo of the child at school and a bit of information about him or her.

The school’s principal chooses each week’s student for recognition.

- **Crane** — A trial may be held this spring for women accused of stealing money from Stone County Publishing, Inc., publisher of the *Crane Chronicle* and *Stone County Republican*.

Two women are charged with stealing \$36,700 from the newspaper. One of the women, Pamalie Davis of Shell Knob, is a former editor of the weekly.

Davis and Janet Gilbert were arrested in April 2010 after an audit by the newspaper.

- **Washington** — Bill Battle, sports editor of *The Missourian*, has won his fifth Missouri sportswriter of the year award from the National Sportscasters and Sportswriters Association.

The NSSA Awards program will be in June in Salisbury, N.C.

Bob Costas, a sportscaster with extensive ties to St. Louis and an eight-time NSSA sportscaster of the year, will be inducted into the organization’s hall of fame.

This year’s national sportswriter of the year is Joe Posnanski, a former col-

umnist for *The Kansas City Star* who now writes for *Sports Illustrated*.

- **Perryville** — The *Perry County Republican-Monitor* has changed its nameplate.

In an article about the change, editor and publisher Tay Smith wrote, “The most recent nameplate was too large, too awkward and didn’t reflect the community or heritage of the *Republican-Monitor*.”

“We designed and tested several nameplates, polled staffers and called in the experts before settling on this one. Our hope is this nameplate will stand the test of time and become a beacon of our brand.”

- **Macon** — The *Chronicle-Herald* and several local merchants are sponsoring an essay contest in an effort to make students more aware of the dangers of drinking and driving, particularly for teenagers. This is the 24th year for the contest for 7th and 8th graders in Macon and Shelby counties.

The winner receives a cash prize and his or her name is inscribed on a traveling plaque. This year’s prizes are \$175 for first, \$125 for second and \$75 for third.

- **Warrensburg** — A Jan. 6 fire damaged the rental house in Leeton of *Daily Star-Journal* writer Teresa Shane.

A report by the fire district chief said the fire started in a detached garage and spread to a corner of the house. Damage was estimated at \$31,500. Shane, her fiancé, a cat and two dogs got out safely.

- **Trenton** — The *Republican-Times*, the Grundy County Health Department and the Ketcham Community Center are teaming up for the fifth annual Grundy County Wellness Challenge to encourage people to lose weight and adopt healthier lifestyles.

This year’s 12-week program has a \$10 entry fee. That money and a grant received by the health department will fund cash prizes for each person who loses 10% of his or her weight.

Participants receive a nutrition and exercise journal that must be completed and turned in at the end of the 12

weeks. All those who turn in journals have a chance to win prizes.

Republican-Times editor Diane Lowrey has participated in the event each year.

- **Washington** — *The Missourian* recently donated 306 food items to Loving Hearts Outreach in Washington through a campaign promoting its Facebook and Twitter pages.

The Missourian agreed to donate one can of food for each new “Like” to facebook.com/emissourian and for each new “follower” on twitter.com/emissourian. If users did both, *The Missourian* donated two cans of food.

Jamie Bax is the paper’s graphic designer and social media coordinator.

- **Ste. Genevieve** — *The Herald* has a redesigned website at stegenherald.com as of Feb. 1. New features include reader polls, events calendar and photo galleries and online forms for submitting engagement, wedding, birth and anniversary news, staff blogs and links to community groups and churches.

Neighbor Newspapers now is Neighbor News

Neighbor Newspapers, which operates in southwest Missouri and in Arkansas and Oklahoma, has changed its name to Neighbor News.

The company said the method of delivery of news has included not only printed but also online products, so the name change better reflects what the company is doing.

“The print product is not going away because our customers want it,” said publisher Dave Berry. “At the same time, our online products continue to grow in readership year over year, so the name Neighbor News is simply designed to more accurately reflect what we do.”

Neighbor News’ Missouri newspapers, which are printed by Nowata Printing, a sister company, are in Bolivar, Buffalo, Stockton, Ozark, Republic, Marshfield and Nixa.

The company’s websites now can be accessed via mobile phones.

Paul Woods has hung in there

In 70 years he's moved
from delivery boy
to composing department
to outdoors column writer

(From a *Daily American Republic* story
by associate editor David Silverberg)

Paul Woods is now in his 70th year of working for the *Daily American Republic* in Poplar Bluff. He retired from the composing department in 1999 but continues to write an outdoor column.

The rural Ellsinore resident has worked in just about all phases of producing and distributing a newspaper, including the mailroom, pressroom, linotype operator, composing department and outdoor writing. He also worked in the commercial printing department.

"I started delivering 60-70 newspapers downtown when I was 9," said Woods, who still has an old carrier's bag he filled with papers. He started working in 1942 and delivered World War II news to many businesses.

"I went in almost every door and put the paper on the first counter," Woods said.

He soon became the carrier for 160 customers on the east side of the Black River.

He can recall when a subscription to the newspaper was 15 cents a week and a single copy was a nickel.

"My salary was \$1.50 a week and 10 percent of my collections. I usually made around \$3 per week," Woods said.

His first supervisor was circulation manager Rose Saracini.

"She always preached to us that we were little businessmen who delivered a product and collected for it," Woods said.

He also told how the publisher, John H. Wolpers, was "particular about the way the papers were delivered. He wanted them to be easy to read."

Woods walked while delivering papers downtown, but later used his income to purchase a \$25 bicycle.

"I made payments of \$1 a week," he said. "Later, I purchased an electric

washing machine for my mother."

After three years of delivering papers, the newspaper needed help in the mailroom.

"I used an old Addressograph machine to address the papers we mailed out," said Woods. He was in the eighth grade when he began working in the mailroom.



Paul Woods has worked in some capacity for the Poplar Bluff newspaper for almost 70 years. (*Daily American Republic* photo by David Silverberg)

He also bundled papers and delivered them in an iron-wheeled cart to the bus station at the corner of Pine and Second streets. These bundles were dropped off by the bus driver to out-of-town carriers.

Inserting store ads in the newspaper, helping in the pressroom and assembling books and handling packages in the commercial printing department were among the tasks Woods did while he was in high school.

During his junior and senior years in high school, he was a diversified occupation (D.O.) student. He attended classes four hours and then worked at the newspaper.

Bob Wolpers, who was the publisher in 1951, told me he had a spot in the company for me when I got out of school, Woods said. "I graduated on Thursday and started working in the composing room on Monday. I was 17."

Hinkle Wilson was the foreman in the composing room. "I told him I wanted to learn as much as I can so if I am out of a job I can tell a prospective employer about my job experiences," Woods said.

When he started in the composing department, Woods cleaned space bands on Linotype machines, polished brass column rules, took proofs to the operators and they set corrections. Then Woods put the corrected type on the pages.

"I learned to read type real quick," he said.

When the switch was made to computers, the keyboard was different from the Linotype machines. Woods took over as head makeup man when Gene Williams retired. "I learned by watching him," said Woods.

"I graduated on Thursday and started working in the composing room on Monday. I was 17."

Woods retired in 1999, after working 48 years in the composing department.

John Stanard became editor of the newspaper when his father, Bob Stanard, retired in 1980.

"I asked John if I could write an outdoor column, and he asked me to submit one. He read it and offered to pay me for a weekly column," Woods said. "I have been writing the column for approximately 30 years."

Woods and his wife, Elaine, have been married 57 years. They have a son and a daughter. Another son was 21 when he died in a traffic accident.

When asked about his plans, the 78-year-old outdoorsman said, "I am doing what I love. I will keep writing as long as I can get around and get the material for the column."

NNA partnership extends window for running 'Tales'

165 papers outside state download feature

The Reading Across Missouri project is under way with more than 100 newspapers publishing our dog tale, "Patriotic Pals," across the state. If you haven't signed on to participate by downloading the files, this year you have a little extra time to join the project.

Missouri Press has partnered with the National Newspaper Association this year to offer the Civil War story to NNA members as well. As part of that agreement, NNA newspapers have six months to use the story, so we're extending that opportunity for 2012 to our members as well.

As of mid-January, 165 newspapers in 39 states outside Missouri had downloaded the story files. Newspapers have until June to publish the story. After that, "Patriotic Pals" will go into the Missouri Press Foundation serials catalog and be available for sale under our standard contract.

We make this project as turnkey as possible. In addition to the story files, Missouri Press provides a promotional ad, companion teacher guide, and this year we've posted a feature story, biography and photo of the author for you to use.

We're continuing our observance of the sesquicentennial of the Civil War, which occurred from 1861 to 1865. There has been great interest in all of the features produced by Missouri Press over the past year, all of which are still available at no cost.

Last spring we released the 10-part series "A Nation Divided: The American Civil War," and this spring we created the four-part series on the Civil

War Amendments to the Constitution in partnership with The Missouri Bar.

These features and the serial story "Patriotic Pals," which tells the tale of tails from the war — dog mascots —



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

all can be found at www.mopress.com. The download codes are: civilwar, cwamend and readmo12.

A gardening series is in production and should be released in early March. There is resurgence in interest from consumers on raising their own produce and buying it locally. This series, which should meet science standards for teachers and also provide great information for readers of all ages, is being produced in partnership with University of Missouri Extension.

May 22 is the one-year anniversary of the devastating Joplin tornado. Missouri Press is working with *The Globe* to provide a full-page feature that will offer vignettes of Joplin residents who

Gardening series should be released in early March.

survived, in part, because of their storm safety practices. Newspapers will want to use this feature, which will be written for children but beneficial to all, before schools release mid-month.

It's not too early to Dream Big about



keeping kids reading over the summer. That's the theme most libraries across the country will use for their summer reading programs.

Your school deliveries may stop during June, July and August, but keeping kids connected to their communities by reading their local newspaper should not. Plan now to engage with young readers at home — and along with their parents, keep them inside your newspaper. We have inexpensive serial stories, hundreds of timeless features available at no cost and an educational director — me — who is eager to help you plan a summer of reader engagement.

Christmas iPhone connects MPA intern

Most used apps are Facebook, Twitter, Instagram

By RILEY COWING / MPA Intern

As more and more technology is released, our society becomes more interconnected via internet, e-mail, social networking, media and entertainment. These outlets show up in the newest phones and tablets, and some people upgrade their gadgets regularly.

I never fell for the flashy, complicated phones, always settling for what was cheapest, figuring that if I'm not part of the corporate world, all the bells and whistles aren't necessary.

My dad recently got an iPad and has been absolutely hooked ever since. He decided to get my brother and me in on the excitement and purchased the latest iPhone edition for our Christmas presents.

Before this phone, I could never access the internet, e-mail, or send picture messages to my friends. I figured that because I'd never had the means to do so before, it really wouldn't make that much of a difference now.

I'm finding that I'm constantly checking on apps, sending messages, or tweeting links to friends now because of the technological upgrade. That one iPhone has made it much simpler for me to check my e-mail while I'm walking around campus or check my Twitter account and has changed how I view social media and the news.

The applications I tend to frequent most seem pretty commonly used among my age group: Facebook, Twitter and the recently discovered Instagram.

Upon coming to college, Facebook became one of the main outlets of communication among my friends who went to school long distance. It has proved to be a simple way to keep in touch and share information. Even while home on break, I was posting videos and links to interesting websites that I discovered to my friends' profiles who lived in different cities.

It's one of the simplest ways to stay in communication with people and share information quickly. This year, I've

My dad recently got an iPad and has been absolutely hooked ever since. He decided to get my brother and me in on the excitement and purchased the latest iPhone edition for our Christmas presents.



The editor asked MPA intern Riley Cowing to write a quick piece about what social media she uses. Riley, a student in the Missouri School of Journalism.

also started "liking" certain pages that keep me updated on their latest news and developments.

I follow the Mizzou running club's page, which keeps me current with practice times, Anthropologie retail, which posts pictures of new items

and store displays nationwide, and local businesses in Columbia, like the Mustard Seed, which posts about new inventory and upcoming events at its store.

Facebook isn't just recreational. It can also serve an informative purpose, depending on what you follow.

Another commonly used app is Twitter. I had first heard of this at journalism camp about three years back in a seminar. I didn't see the purpose at first, but now have come to find it quite useful. Depending on what accounts you decide to follow, you can receive updates on your favorite band or bits of news from NPR.

Last semester, one of my journalism classes required everyone to establish a Twitter account in order to tweet our own news, but also to keep up with local and national publications as well as current events. Using my iPhone, I can quickly catch up on the day's events using this app at any time.

Lastly is Instagram. I use this application for entertainment. iPhone cameras, in my opinion, take good, high quality pictures. This application enables me to use pictures already stored on the phone, edit them using a variety of provided effects, and share them with designated followers in a general news feed. It's almost like Facebook and Twitter combined, considering the picture and follower aspects.

What you get out of this application also depends on who you follow, which could range from close friends to TIME magazine to an actress. It's an interesting, simple way to keep up with current events without being overloaded with text.

Having an iPhone has definitely increased my social networking usage and news consumption, but has made the entire experience a lot simpler. The latest technology opens a lot of doors to accessing news and other information.

There are quite a few more applications out there that I have yet to discover, but these core three prove to be the most commonly used among my peers.

Investigators need licenses; are journalists investigators?

State Supreme Court considering that now

The Missouri Supreme Court heard a case in November that should generate a decision in the next month or so that we should be anticipating. It contains a key issue that could impact not only our profession but also the debate that repeatedly comes up when we discuss a shield law bill in the state.

The case is Ricky Gurley v. Missouri Board of Professional Investigation Examiners. Gurley is a private investigator from Columbia.

In the course of applying for his license, Gurley ran into difficulties that resulted in a multi-month fight to reinstate his license and a loss of business opportunities during his appeal of the license denial.

While he won that battle before the Administrative Hearing Commission, he has pursued his fight over the validity of the terms of the language of the statute that governs licensing of private investigators.

The language being discussed in the Supreme Court comes from Section 324.1100(11)(b), which defines the business of private investigators as “the furnishing of, making of, or agreeing to make, any investigation for the purpose of obtaining information pertaining to ... the identity, habits, conduct, business, occupation, honesty, integrity, credibility, knowledge, trustworthiness, efficiency, loyalty, activity, movement, whereabouts, affiliations, associations, transactions, acts, reputation, or character of any person.”

And related to that is Section 324.1104(1), which states, “It shall be unlawful for any person to engage in the private investigator business in this state unless such person is licensed as

a private investigator under sections 324.1100 to 324.1148.”

Now all of you can guess where we are heading with this. Gurley is arguing, for his appeal, that this statute violates his First Amendment rights. He argues that every citizen who gets on his or her computer and “Googles” someone else is engaging in the making of an investigation of a person. Everyone with a computer needs to be licensed.

But, more importantly for us, every reporter who makes an investigation of a person may fall under this definition. Certainly every reporter is engaged in the business of investigating and reporting on those investigations.

That’s a business enterprise.

Just where does the First Amendment fit into all of this?

Well, when the Supreme Court heard this case in November it was clear the judges were also pondering those issues. In fact, and here I credit the coverage of *The Columbia Missouri* for what follows, one judge specifically asked, “What if I’m a stringer for

a newspaper ... and I want to research people in the news?”

When the Court rules on this, one can only wonder how they will distinguish between a reporter and a private investigator. And that’s very close to the issue Missouri Press folks grapple with when we attempt to craft a shield law bill for journalists in the state.

How do we define a “journalist?” Is it just a reporter for a newspaper? Of course not.

Is it just a person employed with a traditional “media” outlet? Traditional media outlets are not the only ones employing journalists today. Think about Patch. Think about bloggers. Are those folks not journalists also?

One bill that is flitting around Jefferson City already this year, on a totally unrelated issue, has buried in the bottom of it a reference to licensing or registering reporters. No one in the industry wants to go there. Having government control the process of being classified as a “journalist” would be an affront to the First Amendment.

Tough questions indeed for our Supreme Court judges. I have no doubt they will find a way to avoid a bad decision in this matter. I look forward to a narrowly written opinion avoiding all these rabbit holes. But I can’t help but anticipate how interesting the reading will be watching them carefully tiptoe around them.

And I still believe Missouri needs a shield law, but I’m hoping some reporter won’t have to go to jail to get one, as was the case in Kansas!

Hoping to see you at Day at the Capitol!



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

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CALENDAR

February

- 3** — Missouri Press Ad Workshop, 10 a.m.-noon, Piedmont
- 8** — MPA/MPS Board Meeting, Jefferson City
- 8** — MPA/AP Legislator Reception, 5-7 p.m., DoubleTree Hotel, Jefferson City
- 9** — Missouri Press/AP Day at the Capitol, Jefferson City
- 22** — Business Journalism Workshop, Union Station Marriott, St. Louis
- 24** — Circulation Workshop, Westport Plaza, St. Louis

March

- 9** — Missouri Press Foundation / Reynolds Journalism Institute newsroom workshop, Columbia
- 11-17** — National Sunshine Week

April

- 19-20** — Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia

June

- 22** — Northwest Missouri Press Association Annual Meeting, St. Joseph

September

- 20-22** — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia



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Answer

The Internet Is Unreliable.

A government web site can be hacked and manipulated and information can be hidden on the World Wide Web.

The Internet is not a reliable substitute for public notices placed in independent, third-party newspapers.

Citizens rely on the newspaper for public notices that may affect their lives, their property or their livelihood.

The printed newspaper is where citizens expect to find public notices.



Question

**Why are
Public Notices
required to
be published
in a printed
newspaper?**



**Missouri Press
Association
supports your
right to know**