

February 2013

Missouri Press NEWS



Drawing prize claimed

Dan Lakaner of Columbia stopped in at the Missouri Press Association office to pick up his uncle's Big Bucket. Lakaner is the nephew of Rob Viehman of Three Rivers Publishing, Cuba. Viehman won the Big Bucket in the Missouri Press Foundation drawing from among those who made donations to the Foundation by Dec. 31.

Regular Features

President 2 Obituaries 15
Scrapbook 13 On the Move 17
NIE Report 16 Jean Maneke 18



Publishers of two dailies step down

Joe May cuts the cake at the retirement reception held in his honor on Dec. 28 at *The Mexico Ledger*. The publisher of *The Marshall Democrat-News*, Shelly Arth, also has left her paper, and the *Jefferson City News Tribune* is getting a new general manager to succeed Mike Vivion, who will retire this spring. Stories on pages 7, 8 and 10.



The St. Louis American presented its first Newspaper In Education award.

10



Bob Satnan, editor of *The Sedalia Democrat*, has a big success story to share.

14

Reporters, ad reps must share respect

We represent a brand that is doing a great service to our community

Occasionally, our newspaper publishes a story that may take an industry to task. I can remember years ago when we wrote about the types of tires that were being used on a brand of SUV, and the fact that they could have blowouts more easily, thus causing more rollovers.

Some here in automotive advertising at *The Star* contend that dealers of this brand are still mad at us, that our advertising inches from this line of dealerships are fewer because of this story.

The automotive dealers took us to task. That is their right. It was later determined that the type of tire caused the rollovers, not necessarily the brand of car. But our advertising inches were still fewer.

I applaud the journalists that I work with. They strive to inform readers. They serve as a watchdog for the community, and are in search of the truth. I regard journalism as one of the noblest professions of all.

And these comments are coming from a money-grubbing capitalist. That is what the folks in advertising are called. Most people in the newsroom view advertising account executives as conniving industrialists who would do anything to get the newsroom to write something favorable about their advertiser. Advertising people have no souls and would do and say anything to sell an ad.

Full disclosure here: I entered Journalism School with full intentions of becoming the next great reporter. But, after watching my older brother graduate with a journalism degree in news, then cover high school wrestling, I changed my mind. I switched over to the dark side. I "sold my soul," or so I was told. That's OK. I liked it. I could be involved with newspapers and not have to cover tennis.

The point here is that I respect what my newsroom brethren do. I have to admit, in advertising, we are often concerned about what advertisers may be mentioned in one of our

investigative pieces. (What if it mentioned one of our grocers?)

But, the point is that I am proud of where I work. And you should be too. We represent a brand, our newspaper, and a profession that is doing a great service to our community. As advertising sales representatives, you may not always agree with your editorial co-workers, but you respect them.



Mark Maassen
The Kansas City Star.
MPA President

Personally, I think that *The Kansas City Star* Sports Section covers the Kansas State Wildcats way too much. Now I understand that they were ranked number 1 and they just played in the Fiesta Bowl, but really...?

Also, that other school to the west. Who cares that they went to the NCAA Final Four and the championship game last March? Shouldn't we have been reporting about MU's pending move to the SEC?

As outlandish as these may sound, we do hear these accusations every day at *The Star* from our advertisers. We are used to hearing objections to a stance one of our columnists takes. Oftentimes, they can be a lightning rod of public opinion.

My argument has always been, you don't have to agree with them. But, in order to be well informed, you better read them. And the only way to do that is to read the newspaper.

*I applaud the
journalists that
I work with.
They serve as
a watchdog
... and are in
search of the
truth. I regard
journalism
as one of the
noblest profes-
sions of all.*



VOL. 81, NO. 2
FEBRUARY 2013
Official Publication of
Missouri Press
Association, Inc.

PRESIDENT: Mark Maassen,
The Kansas City Star.
FIRST VICE PRESIDENT: Richard Gard,
St. Louis, Missouri Lawyers Media
SECOND VICE PRESIDENT: Jim Robertson,
Columbia Daily Tribune
SECRETARY: Tay Smith, *Perry County*
Republic-Monitor, Perryville
TREASURER: Matt Daugherty, *Liberty Tribune*
EXECUTIVE DIRECTOR: Doug Crews
ADVERTISING DIRECTOR: Greg Baker
EDITOR: Kent M. Ford

DIRECTORS: Phil Conger,
Bethany Republican-Clipper
Brad Gentry, *Houston Herald*
Joe Spaar, *The Odessa*
Jon Rust, *Cape Girardeau Southeast Missourian*
Dennis Warden, *Gasconade County Republican*
Bill Miller Jr., *Washington Missourian*
Jeff Schrag, *Springfield Daily Events*
Carol Stark, *The Joplin Globe*
James White, *Benton County Enterprise, Warsaw*
NNA REPRESENTATIVE: Trevor Vernon,
Eldon Advertiser

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

Missouri Press Association and The Associated Press Day at the Capitol • Jefferson City • February 20-21



The Missouri Press Association and The Associated Press invite you to be their guests on February 20-21, 2013 at the Missouri State Capitol in Jefferson City for MPA/AP Day at the Capitol.

Register Today!

Deadline to Register: February 8, 2013

Wednesday, February 20

5 - 7 p.m. - Reception with Legislators

Bella Vista Room at the DoubleTree Hotel

Thursday, February 21

8:30 a.m. APME Awards Breakfast in the Capitol (Location TBA)

\$10.00 to attend, please email Connie Mekus, cmekus@ap.org to attend.

10 a.m. - Noon - Program in House Hearing Room 7 in Capitol Basement
Speakers include Kevin Keith, MoDOT Director; and new Secretary of State Jason Kander.

12 Noon - Lunch with Governor Jay Nixon in the Governor's Mansion.
Q&A Session with the Governor.

2:30 p.m. - Adjournment

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. 20th at the DoubleTree Hotel; call 573-636-5101 by **January 18th** and ask for Missouri Press Association's \$109 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

Governor will be host for Mansion lunch

Day at Capitol sessions will be in House Hearing Room 7

Missouri Press Association encourages all of its member newspapers to be represented at MPA/AP Day at the Capitol. This annual activity gives Missouri newspaper people a chance to show group support for their industry's issues and to meet individually with legislators in their Capitol offices.

The reception on the evening before Day at the Capitol provides a less formal setting for chats with legislators.

Day at the Capitol will be Thursday, Feb. 21. Morning activities will be in House Hearing Room 7, which is near the cafeteria in the basement of the Capitol.

Addressing guests will be Kevin Keith, director of the Missouri Department of Transportation, at 10 a.m.; and Jason Kander, our new Secretary of State, at 10:30.

MPA suggests its members arrive at the Capitol early enough to visit their senators and representatives before the sessions in Hearing Room 7.

Lunch will be in the Governor's Man-



Jay Nixon



Jason Kander



Kevin Keith

MPA members will be 5-7 p.m. Wednesday in the Doubletree. (The Doubletree is the tall round hotel near downtown where these activities have been held the past few years.)

Those wanting to stay at the Doubletree on Wednesday evening can reserve a room by calling (573) 636-5101 or going online to <http://tinyurl.com/cgrcmse>. Ask for the Missouri

Press Association rate of \$109.

A registration form for Day at the Capitol is on page 3. If you have not registered, please do so immediately.

Missouri Press and the AP sponsor this activity for their members. It is free, but you must register. If you sign up for lunch at the Governor's Mansion and you do not attend, you will be billed.

sion. After that, Gov. Jay Nixon will speak briefly and answer questions until about 2:30, when Day at the Capitol activities will end.

On Wednesday, Feb. 20, before Day at the Capitol, the MPA/MPS board will hold its regular winter board meeting at 1:30 p.m. in the Doubletree Hotel, 422 Monroe St.

The reception for legislators and

Postmaster general will address guests in D.C. on March 14

Postmaster General Patrick R. Donahoe will address the National Newspaper Association's "We Believe in Newspapers" Summit in Arlington, Va., on March 14.

Registration and hotel information for the event are at www.nnaweb.org.

NNA desires representation from every state at this "Voice In Washington" program. NNA will have its Day on the Hill following the Postal Summit. The "We Believe In Newspapers" dinner will be at 6 p.m. at the National Press Club.

Cost is \$165 for the full program. Sign up at nnaweb.org; click EVENTS; Mar 14, 2013 / NNA We Believe in Newspapers Leadership Summit.

Digital Preservation Speaks VOLUMES



Protect and Share
Digitally preserve your
newspapers and
bound volumes



www.ArchivelnABox.com

The newspaper archive scanning service from SmallTownPapers™

Columbia senator files Sunshine bill

By **RUDI KELLER**
Columbia Daily Tribune

For the 40th anniversary of the Missouri Sunshine Law, Sen. Kurt Schaefer is pushing a bill to limit closed meeting discussions by public officials and make it easier to prove when violations have taken place.

Schaefer, R-Columbia, has sponsored some of the proposed changes to the state's open-records law for each of the past two years and expects more action this year as lawmakers also address anti-terrorism exemptions that expired at the end of 2012.

Schaefer's bill extends those exemptions, covering operational plans in case of an attack and structural blueprints of buildings or security systems, to 2017.

"I am hoping that, starting out this early, we have much better prospects" for success, Schaefer said.

The Missouri Open Meetings and Records Law, commonly known as the Sunshine Law, was first passed in 1973 to require notice of public meetings, ensure public access to government records and establish rules for which meetings and records can be closed. It set up a mechanism for the public to enforce the law by bringing suit, if necessary, and imposing civil fines for violations.

It has been updated sporadically, with requirements that agencies allow records to be copied, limiting the charge for those copies and expanding the requirement to include electronic copies of records stored on computers.

Under Schaefer's proposal, public bodies would be required to include summaries of closed-meeting discussions in the minutes of those meetings. In addition, closed meetings to discuss litigation or potential litigation could take place only after a lawsuit has been filed or after a credible threat of a lawsuit over a specific action has been received.

To make enforcement easier, government agencies or boards that violate the Sunshine Law would be hit with a mandatory fine of \$100 rather than a

discretionary fine of as much as \$1,000. When a knowing violation is proved, the proposal awards attorney fees to the party bringing the enforcement lawsuit. Under current law, a judge is allowed to award attorney costs but not required to do so.

Enforcement now, Schaefer said, "is a fairly complicated process that I don't know that government entities really fear."

His bill would make it easier to establish violations and help identify agencies that routinely violate the law. "No one should confuse that going from \$1,000 to \$100 that we are weakening the Sunshine Law," he said. "Right now, repeat violators

don't ever get called on the carpet."

Except for extending the exemptions, Schaefer's bill emphasizes openness in government. Public meeting notices would have to be posted 48 hours in advance instead of the current 24-hour requirement. Anyone could request personal notices of all meetings of a body — not just reporters, as in current law.

"This gives people more opportunity

to know what is coming up at a meeting of the school board, the county commission or the city council," said Doug Crews, executive director of the Missouri Press Association. "We feel that because technology has come along since that was first in the law, it is pretty easy to have an email address list of people who have requested notice."

The Missouri Municipal League questions some provisions Schaefer included, such as the requirement for summaries of closed discussions, Deputy Director Richard Sheets said. The bill includes some clarifications of what is or is not closed, and that will help cities, he said.

"There are some good things in there, and we want to be cooperative," he said.

The most common Sunshine Law complaints involve closed meetings that should be open, agendas that don't name all the matters to be discussed and a lack of notice of meetings, said Jean Maneke, attorney for the press association.

"They all revolve around members of the public who feel like public bodies are not making the effort they need for them to know about what the public body is doing," she said.



Sen. Kurt Schaefer

Three Rivers Publishing, Inc. launches new *Bourbon Beacon*

For the first time in more than 16 years, Bourbon again has its own weekly newspaper.

Three Rivers Publishing, Inc., publisher of the *Cuba Free Press*, *Steelville Star-Crawford Mirror* and *The Saint James Press* and *The Extra Plan* shopper, launched the *Bourbon Beacon* on Jan. 10.

Rob Viehman, who owns Three Rivers Publishing, serves as publisher and editor of the *Beacon*.

Bourbon is in northeast Crawford County along I-44. The *Beacon* includes news from the courthouse in Steelville, Viehman said.

The *Beacon* officially opened for business on Jan. 3 in its office at 251 E. Pine St. in downtown Bourbon.

Local staff members are Kelli Rapp, advertising manager; reporter Darion Jones and receptionist Chelsea Pettigrew. Viehman will manage operations and work on the paper from Three Rivers' main office in Cuba.

The *Beacon* is the latest paper serving the community, Viehman wrote. The *Bourbon Standard* was published from 1918 until 1952, followed by the *Bourbon Herald* from 1956 to 1963. The original *Bourbon Beacon* was published from 1963 until 1996.

Newspaper contest will be conducted online

The Missouri Press Foundation's annual Better Newspaper Contest will be administered online for the first time this year. The Foundation board has endorsed this change and the Contest Committee has embraced it.

Newspapers will upload PDFs of their entries to a website, and judges (from New Jersey) will judge them online. A list of the rules and categories will be provided to members soon and they will be posted on the MPA website.

Instructions for uploading entries also will be provided. MPA staff is working with SmallTownPapers to set up the contest website.

Very little will change other than the method of entering. Most categories will be the same as in previous years. Rather than shipping hard copy tearsheets to the MPA office in Columbia, you'll upload PDFs of your entries to our contest website.

SmallTownPapers has been doing this

for a number of years, and dozens of journalism and press organizations are holding online contests. Some MPA members have participated in them, mostly as judges.

MPA's Contest Committee met by telephone on Jan. 10. When the rules/categories for this year are updated, they'll be sent to the newspapers and they can begin gathering PDFs of the material they want to enter.

The only other change of substance was the elimination of the Best News Content category. Entry fees remain \$7 per entry.

This year's Weekly and Dailies divisions will be divided into three circulation classes each.

The Weeklies classes are 0-3,000, 3,001-7,000 and 7,001-over. Dailies classes are 0-5,000, 5,001-15,000 and 15,001-over.

Once newspapers have gathered their material, they'll simply go to the contest

website, select their newspaper listing and upload their PDFs. More detailed instructions will be provided very soon.

Entries can be uploaded to the contest website between March 15 and April 30. Entries in three categories — General Excellence, Overall Design and Newspaper In Education Program — still will require newspapers to send hard copies for judging. A postmark deadline of April 30 will apply to those.

Newspapers are encouraged to begin collecting the material they want to enter in the contest.

Participating in the Contest Committee meeting were Chairman Buck Collier of New Haven, Ron Schott of Vandalia, Bob Satnan of Sedalia, Rick Jackoway of St. Louis (Missouri Lawyers Media), Jack Miles of Warrensburg, Carol Stark of Joplin, David Eales of Paris, Pam Ulitschan of Plattsburg, Doug Crews, Kristie Williams and Kent Ford of the MPA staff.



AARP Missouri. Your one-stop source of information for and about people age 50+.

AARP Missouri has more than 805,000 members statewide. AARP has almost 40 million nationwide. People age 50 and older and their families look to us for advocacy, service and information. If you need to know more about this group, we're here to help.

AARP Missouri
9200 Ward Parkway, Ste. 350
Kansas City, MO 64114
Call toll-free, 1-866-389-5627.

For more information, contact AARP Missouri's Associate State Director for Public Affairs, Anita K. Parran, at 816-360-2202 or aparran@aarp.org.

NATIONAL MEDIA ASSOCIATES

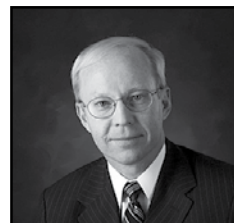
Brokers | Appraisers | Consultants

A tradition of service to community newspapers

If you have been considering a transaction, and would like to achieve a strong market value, we look forward to an initial conversation with you. We represent a tradition of serving our clients' best interests and the best interests of each community our clients serve.



THOMAS C. BOLITHO
P.O. BOX 849
ADA, OK 74821
(580) 421-9600
bolitho@bolitho.com



EDWARD M. ANDERSON
P.O. Box 2001
BRANSON, MO 65616
(417) 336-3457
brokered1@aol.com

nationalmediasales.com

EXPERIENCE | KNOWLEDGE | INTEGRITY

Joe May retires from *Mexico Ledger*

2011 MPA President worked for 5 owners in same building

Joe May retired Dec. 31 as publisher of *The Mexico Ledger* after 35 years with the newspaper. He was president of MPA in 2011.

May and his wife, Phyllis, plan to do some traveling to Branson, Florida and San Diego, but they plan to continue living in Mexico.

Martin Keller was named general manager to succeed May at *The Ledger*, a GateHouse Media paper.

May began at *The Ledger* as advertising director for long-time owner Robert M. White II. He previously worked at the *Columbia Daily Tribune*, where he was the ad manager when he left in 1976.

"I worked for five different owners over 35 years and never left the building," May said.

The White family sold the paper to Thomson Newspapers, with ownership later by American Publishing, then Liberty Publishing, which became GateHouse Media. May was promoted

organizations.

Joe and Phyllis grew up in Columbia and were married in 1968. The Mays' two children, Chuck and Victoria, are graduates of the University of Missouri.

Both are married, with three children between them.

Keller, formerly the advertising director, began working at *The Ledger* in 1983 as an advertising salesman. He then was ad manager at the *Centralia Fireside Guard* for three years before returning to *The Ledger* as advertising manager.

Keller grew up in Farber, and is a graduate of Van-Far High School and Central Missouri State Uni-

versity with a degree in commercial art. He and his wife Dana have two daughters, Lauren, who is a student at the University of Missouri School of Law, and Gabrielle, who is a senior at Mexico High School.



Joe May cuts the cake during a public retirement reception for him on Dec. 28 in the offices of *The Mexico Ledger*. At back right is David Stringer, publisher of the *Hannibal Courier-Post*. *The Ledger* and the *Courier-Post* are GateHouse Media publications.

to publisher of *The Ledger* 22 years ago.

Joe and Phyllis have been very active through the years in civic and business organizations in Mexico and Audrain County. Joe has been a longtime participant in Missouri Press activities and

Newspapers mentioned in chief justice's speech

During the annual State of the Judiciary address on Jan. 23, Missouri Chief Justice Richard B. Teitelman mentioned a "Constitution Project" in Texas County that involved staffers from the *Houston Herald*.

"The judiciary's educational efforts are expanding statewide. We ... have more than 125 individuals ... volunteering their time to help educate our citizens about the role of Missouri's courts," Teitelman said.

"Former legislator and now Associate Circuit Judge Doug Gaston has engaged local leaders and high school students together in a Constitution Project... He has worked with the local police depart-

ment, sheriff's office, newspapers, radio stations, lawyers, and, of course, school administrators and teachers to provide legal experience.

"...Students from four Texas County high schools spent part of their fall semester participating in a mock criminal case. Some students investigated the crime scene and analyzed the evidence, others reported in the local newspaper and radio stations about the progress of the investigation and case, and the rest served as prosecution and defense attorneys. The project helped them see first-hand how so many facets of our constitutional system of government work together."

Reporters Jeff McNiell and Doug Davison of the *Houston Herald* advised students assigned to a media group.

Some of the project participants attended Judge Teitelman's speech, where they were introduced.

"This constitution project has been such a success," Teitelman said, "that the members of the Supreme Court Committee on Civic Education, in partnership with the Missouri Highway Patrol, the Missouri Press Association, the Missouri Broadcasters Association and The Missouri Bar, hope to bring it to other local communities, eventually having a statewide competition."

J.C. News Tribune gets new general manager

Terri Leifeste is the new vice president and general manager of Central Missouri Newspapers, Inc., a division of WEHCO Media of Arkansas. Central Newspapers are the *Jefferson City News Tribune*, *The Fulton Sun*, the *California Democrat* and *Lake Today*, Lake Ozark.



Terri Leifeste

Leifeste most recently was vice president of Horizon Publications, where she was publisher of *The Saline Courier* in Benton, Ark. She has been in the newspaper business for 34 years.

News Tribune vice president and general manager Mike Vivion has announced he will retire on May 31. He's been with the *News Tribune* for 44 years, joining the staff in 1968 in the production department. He became business manager in 1998 when Roman Patten retired.

Vivion was named vice president and general manager in 2008 when WEHCO Media bought the *News Tribune*.

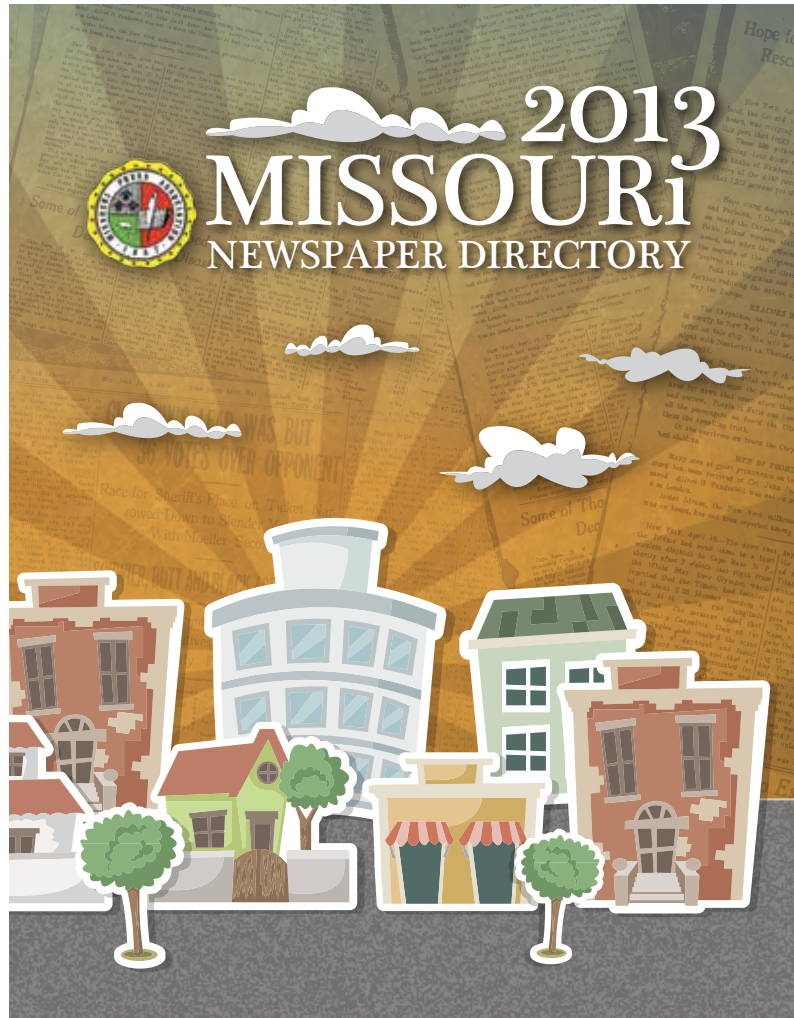
Leifeste's career includes tenure as vice president of advertising for *The State*, where she directed five managers and 73 sales reps; general manager of Middle Tennessee Community Newspapers, a group of 12 community publications; and publisher of *The Courier News*, a daily in Elgin, Ill.

Leifeste has been active in volunteer, civic and business organizations wherever she has worked, and in state and national newspaper associations.

'Deadline' to be on TV

The Missouri Press Association-produced "Deadline in Disaster" will be shown on PBS stations in Southwest Missouri on Thursday, Feb. 21, at 8 p.m.

This will be the first television broadcast of the hour-long documentary about the response of *The Joplin Globe*, its staff and its community to the May 22, 2011, tornado that killed 161 people and caused more than \$2 billion in property damage.



Get Your 2013 Newspaper Directory Now!

- ♦ Newspapers Listed by City & County
- ♦ Addresses, Phone & Fax Numbers
- ♦ Key Personnel Names & Email Addresses
- ♦ Publication Days, Circulation Figures
- ♦ Ownership, Website Addresses

Hard copy \$35 / CD with Excel file of all information \$165



Missouri Press Service

802 Locust St.
Columbia, MO 65201

573-449-4167 • www.mopress.com



Readership of smaller papers strong

'60 Minutes' reporter sings same old song about newspapers

By **CHERYL WORMLEY**

The Woodstock (Ill.) Independent

Back in 1897, James Ross Clemens was ill. Not-so-careful passing on of information resulted in word that Samuel Langhorne Clemens, better known by his pen name of Mark Twain, was dying in London. When an enterprising reporter decided to check on Twain before publishing his demise, the author responded, "The report of my death was greatly exaggerated."

Morley Safer, during his Jan. 6 "60 Minutes" report about the newspaper industry, glibly stated, "The facts of life are that newspapers are folding all over the country. It's a dying business." His example was the New Orleans newspaper, *The Times-Picayune*, which recently cut back from publishing seven days a week to three days.

When it comes to newspapers, there are two cousins — large metro dailies and community newspapers. The latter includes weeklies and small dailies. Safer as well as reporters and broadcasters from media giants across the United States and around the world owe it to the public — and to community newspaper owners and staffers — to perform due diligence to determine which of the newspaper cousins is near death and which is alive. Only then should they report their findings.

It is the large metro daily newspapers, which make up less than 5 percent of all U.S. newspapers, that are struggling from declines in readership and advertising, printing less often or ceasing publication entirely.

While it is painful to see our metro-daily-newspaper cousins faltering, we, the community newspapers, are not dying. Like Twain, community newspapers say, "Reports of our dying are greatly exaggerated."

Much has been published and broadcast about the decline of metro dailies. It is time to shine a spotlight on the health

and vigor of community newspapers and on our role in rural and suburban communities across the country.

Readership of our newspapers, mostly weeklies, is increasing, and new community newspapers are being birthed. That the great investor Warren Buffett bought more than 60 community newspapers in 2012 suggests there is present and future value in the weekly and small-daily arm of the industry.



Cheryl Wormley

Community newspapers are doing well because people want to read about the actions of their town council and local school board, the results of high school sporting events and what's happening in the business community. Readers turn to community newspapers for public notices, for obituaries and police reports and for engagement, wedding, anniversary and birth announcements. They expect keen and thoughtful editorials as well as a forum for their own opinions — letters to the editor. They read the advertisements, look at every photo and clip articles and photos to post on bulletin boards and hang on refrigerators.

A 2011 survey by the National Newspaper Association and the Reynolds Journalism Institute at the Missouri School of Journalism found that 74 percent of people in areas served by newspapers with circulations under 15,000 read one of those papers each week. They spend nearly 40 minutes reading the paper. Then, they share their newspaper with 2.3 more people.

We are watchdogs in our communities. We protect the public's right to know and keep our readers informed about their communities — essential elements in a democracy.

As 21st century technology keeps enhancing the gathering and dissemination of news and information, community newspapers aren't standing idly by. We are in the fray, taking advantage of the immediacy that technology offers. We have developed revenue-producing

websites, and we interact with our communities and our readers on email, Facebook and Twitter.

Community newspapers are very much alive. As Bill Tubbs, publisher of *The North Scott Press* and a member of the International Society of Weekly Newspaper Editors, wrote in an editorial Jan. 16, "Morley Safer, you've done us wrong, but here's an offer you can't refuse. Come to Eldridge (Iowa) and spend a week with our staff."

Any of the more than 8,000 community weekly newspapers in the U.S. extend a similar invitation not just to Safer but also to everyone who wants to see the healthy cousin. Interview the folks in Freeman, S.D., about the *Freeman Courier*; the high school students in Pittsfield, Ill., about the *Pike Press*; the families in Falmouth, Maine, about *The Forecaster*; the government officials in Espanola, N.M., about the *Rio Grande Sun*; or the business owners in Woodstock, Ga., about *The Cherokee Ledger-News* and set the record straight.

(Cheryl Wormley is publisher of *The Woodstock, Ill., Independent* and president of the International Society of Weekly Newspaper Editors. She can be contacted at c.wormley@thewoodstock-independent.com.)

Any of more than 8,000 community weekly newspapers in the U.S. extend a similar invitation not just to Safer by also to anyone who wants to see the healthy cousin.



Elementary teacher Rhonda Stovall bursts into tears as she receives *The St. Louis American's* first Golden Apple Award from her school's principal, Rose Howard. (*St. Louis American* photo by Wiley Price)

St. Louis American presents first Newspaper In Education awards

The St. Louis American

For using *The St. Louis American* in her classroom every day, Rhonda Stovall received the newspaper's first Golden Apple Award.

The award is presented to one teacher each semester who consistently and successfully uses *The American's* Newspaper In Education program in his or her classroom.

Many teachers quickly embraced *The American's* program when it was launched in August. It provides free newspapers to more than 5,000 students in 203 classrooms, Stovall's class at Gateway MST Elementary School among them.

Stovall said she uses the paper's STEM (Science, Technology, Engineering and Math) page each week in her fifth grade class. She uses the paper as her opening "Do Now" activity, which is the first assignment her students have each day.

"I use the newspaper during my guided reading time to encourage reading at a higher level for my proficient and advanced students, as well as to encourage my basic readers by selecting

articles I know will interest them," she told *The American*.

She used the paper to prepare for a mock voting experience last fall, to teach the platforms of each candidate and to write editorials in response to questions and views written in the newspaper.

She uses the paper's business section for discussions of the economy and the sports pages for stats and highlights. She uses the classified section to teach about jobs and skills needed to get them.

"Many of my students have family members who have illnesses that are discussed in the health section," Stovall said. "We have created brochures in class that reflect the health tips featured in the section."

"Students were asked to place the name of the relative impacted on the brochure and distribute it to that particular family member."

In addition to the Golden Apple statuette, Stovall received a \$250 gift card for classroom material and a \$100 gift card for personal use. Her students will go on a field trip to the Saint Louis Science Center paid for by *The American*.

Shelly Arth retires as Marshall publisher to help on family farm

Shelly Arth, publisher of the *Marshall Democrat-News*, the *Saline County Citizen*, the *Marshall Messenger* and *The Concordian*, has resigned after more than 35 years with the Marshall newspaper.

Arth said the unexpected death of her brother-in-law, Don Arth, on Dec. 8 prompted her decision. Her husband, Mike, and Don farmed together for many years. Arth plans to help her husband with the farm, which has been in the Arth family since 1959.



Shelly Arth

Arth began at the *Democrat-News* selling classified ads. Along the way, as she moved up to become publisher of the Rust Communications daily, she became a passionate advocate for community newspapers.

Her last official day on the job was Dec. 31, but she planned to help during the transition to new leadership.

Arth has served on the MPA board of directors.

Late St. Joseph reporter will join Conservation Hall of Fame this spring

The late Bill Bennett, outdoor editor of the *St. Joseph News-Press*, will be inducted into the Missouri Conservation Hall of Fame this spring, time and location to be announced.

Bennett began his career in 1948 as a sports reporter for the *News-Press*. He worked 15 years as the paper's outdoor editor. He retired in the early 1990s and died in December 1999.

In addition to his newspaper writing, Bennett was the host of a 30-minute cable television show called the "Outdoor Beat."

Induction into the Conservation Hall of Fame must be approved by the Missouri Department of Conservation.

Middle school teacher wins \$100 award from *Washington Missourian*

Washington Middle School teacher Linda Sentivany has been chosen as the 2012 *Missourian* In Education Teacher of the Year.

As an ELL or English Language Learner teacher, Sentivany works with students who may not have been born in America or who are living in a household where a language other than English is spoken.

"I want them to see what the newspaper offers," Sentivany said, "to see the different activities going on around town, to know where to look if they need information on something."

Sentivany also uses and promotes the *Missourian's* Book Buzz program, which highlights books for young readers each month.

Reading teacher Jennifer Wirthwein said Sentivany works hard to find new ways for her students to use the newspaper.

"Every time I pass her classroom I see students using the newspaper — at their



Linda Sentivany uses *The Washington Missourian* in many of her classes at Washington Middle School. (*Washington Missourian* photo)

desks, on the floor, even in the hallways," Wirthwein said.

Sentivany also participates in the *Missourian's* Family Reading Night program in March and the Run to Read event in the fall.

As the 2012 *Missourian* In Education Teacher of the Year, Sentivany received a \$100 award, a one-year subscription to

The Missourian and a framed copy of a feature story about her.

This year, more than 150 teachers in 44 schools are participating in the *Missourian* In Education program. With help from community partners, *The Missourian* delivers more than 3,000 student newspapers each week.

Registration open for Ad Managers' meeting

An agenda and registration form for the annual meeting of the Missouri Advertising Managers' Association (MAMA) are available at www.mopress.com/current_forms.php.

You'll also find there a nomination form for the Old Pro Award, which the Ad Managers' present to a newspaper advertising professional.

The annual MAMA meeting is not just for ad managers. It's for everyone in the ad department — and publishers — who want to learn and network.

Shannon Kinney will be the presenter for the April 18-19 meeting at The Lodge of Four Seasons, Lake Ozark.

The MAMA board will hold a lunch meeting on Thursday, April 18, before sessions begin. Registration for the general meeting will begin at noon.

A panel discussion about digital sales will open the program. Panelists will be Tim Weddle of the *St. Joseph News-Press*, Donna Denson of Rust Communications/*Southeast Missourian*, Darryl Wilkinson of Gallatin Publishing Co., and Ed Farrar of Lakeway Publishers of Mo.

Kinney will give her first presentation after the panel discussion. She'll address industry trends, the rise of social media and its impact on media companies and their advertisers.

Winners of MAMA's Ad Contest will receive their awards at dinner that evening.

After breakfast Friday, Kinney will talk about how newspapers can use social media and digital services to make money.

The meeting will adjourn at noon.

Kinney has more than 15 years of experience in the development of successful Internet products, sales and marketing strategies. She has helped develop successful Internet brands such as cars.com, careerbuilder.com and over 60 online media properties for newspapers all over the U.S. and Canada.

Before that Kinney spent more than 10 years in media sales and sales management in Maine. She is an experienced speaker, trainer and consultant, and has worked with small and large companies. She is considered an expert in online marketing and social media, and speaks on that subject regularly at conferences.

Registration for the full MAMA meeting costs \$119. The registration form has prices for individual activities for those who can't attend the entire meeting.

The room rate at The Lodge is \$109; call (888) 265-5500.



Local newspapers serve as watchdogs

I often disagree with *The Joplin Globe's* political stance, and from time to time I've read an editorial that makes me head for the phone to cancel my subscription.

But I've always stopped short because I know the paper needs me — a subscriber — for it to continue to exist. I highly value print journalism and the task that journalists have taken upon themselves.

I understand that my minor monetary contribution to *The Globe* doesn't support it. Advertising revenue drives the presses, and online news sites are draining that away.

...I don't know the answers, but I'm fearful when I see that the *New Orleans Times Picayune* has gone to three-day home delivery, and papers like the *Seattle Post-Intelligencer* are out of business. So why does this trend scare me?

One reason is that if a local paper were to close down, the residents of the community would lose in-depth coverage of local events. Joplin tornado coverage would have lasted until the next weather event or celebrity scandal had we depended on national newspaper or broadcast media. As it was, we continued to learn what was going on with recovery efforts thanks to *The Joplin Globe*.

...But the most important function of a local newspaper, in my estimation, is that it serves as community watchdog.

If you suspect something is amiss at City Hall, I suppose you would start by calling City Hall or your council representative. But if nothing is done or they clam up on you, you have recourse: the newspaper.

If you notice unrecognizable sludge in your creek and you live downstream from a factory farm, you might call the Environmental Protection Agency, but you also might sic a reporter on the offending industry.

Good reporters, if they are unhampered by the corporate side of the paper, know how to dig in, tooth and claw. We're fortunate to have some good ones in Joplin.

Joan Banks, Joplin



Missouri Press Foundation

For Our Heritage, To Seek Excellence, For Our Future.

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

Charlie Hedberg Family, Centralia

Washington Missourian Newspaper In Education Program

United Bank of Union, Union

St. Louis Post-Dispatch Newspaper In Education Program

St. Louis Blues

Missouri Photojournalism Hall of Fame

William L. Miller, Washington, Mo.

Missouri Press Foundation

Gary and Helen Sosniecki, LeClaire, Iowa

Tom and Marilyn Miller, Washington

In Memory of Stephen Smith

Jim Sterling, Columbia

Missouri Press Foundation
is dedicated to providing professional
training for all newspaper staffers,
to recognizing excellence and commitment
to journalism and to remembering
those who have served our industry with their
time, talent and resources.

You are invited to join this noble effort
with any contribution you wish.

(573) 449-4167



Scrapbook

• **New Haven** — *New Haven Leader* editor Buck Collier is the new president of the New Haven Area Chamber of Commerce. Collier, a native of Kennett in the Missouri Bootheel, said he'll work to help the community's existing businesses and to bring jobs to New Haven.

• **Jefferson City** — A bench on High Street in downtown Jefferson City has been dedicated and named in honor of Rosalie Heislen, senior ad rep for the *News Tribune* who died in July at age 86.

Heislen's co-workers, local banks, the Downtown Business Association and other businesses contributed funds to put up the bench.

Heislen worked for the *News Tribune* for 67 years, starting Feb. 1, 1945, as a switchboard operator.

After saying a few words to dedicate the bench, *News Tribune* sales rep Janet Ousley poured Heislen's favorite drink — bourbon — over it.

• **Springfield** — The *News-Leader* has

launched an app that allows subscribers to read the digital edition of the newspaper. It is available for iOS devices like the iPad and iPhone.

The app is free. A digital subscription to the *News-Leader* costs \$12 a month.

The paper also has a tablet edition of its website and a mobile app for Android and iOS devices.

• **Warrenton** — Christopher Waltz, managing editor of the *Warren County Record*, has been appointed to the Warren County Local Emergency Planning Committee. He'll serve through 2013.

The purpose of the Committee is to protect health and the environment by

Sources and Resources for Missouri Newspapers



**MISSOURI ACADEMY OF
FAMILY PHYSICIANS**

Laurie Bernskoetter
Member Services
& Communications Coordinator
(573) 635-0830 • Fax: (573) 635-0148
lbernskoetter@mo-afp.org
www.mo-afp.org

722 W. High St., Jefferson City, MO 65101-1526

Socket 1-800-762-5383



Tech Talk

Press-ready technology tips
by the friendly folks at Socket.

www.socket.net/techtalk

For information about
agriculture or issues
affecting rural Missouri,
call 573-893-1468.




**MISSOURI
FARM BUREAU**



CenturyLink™ High-Speed Internet, Entertainment, Voice
For CenturyLink information, contact:

Greg Gaffke CenturyLink North Missouri 573.634.1704 gregory.s.gaffke@centurylink.com	Pamela Anderson CenturyLink South Missouri 417.334.9253 pamela.anderson@centurylink.com
--	---

See how we connect at centurylink.com.



CenturyLink™

Services not available in all areas. © 2011 CenturyLink, Inc. All Rights Reserved. The name CenturyLink, the pathways logo, and the CenturyLink brand sub-graphic are trademarks of CenturyLink, Inc.



The Missouri Bar
Jefferson City • 573-635-4128
Find us on Twitter @mobarnews,
on Facebook.com/MissouriBar

**ONLINEAD
NETWORK**



Advertise on the websites that people go to
— their local newspapers. Across Missouri,
across the country. Call Missouri Press Service.

573-449-4167



Missouri State Medical Association

For all things medical in Missouri,
turn to the experts at the
Missouri State Medical Association.

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



MACA
Missouri Association
for Community Action, Inc.
Helping People. Changing Lives.

Do you need information
about poverty? We can help.

www.communityaction.org
info@communityaction.org



Sedalia Democrat editor Bob Satnan won first prize in the community's 2012 Healthy U program. He lost 32 percent of his weight. Satnan provided these "before" and "after" photos.

assisting the community with chemical incident prevention, preparedness, response and recovery, and reporting on chemical information.

- **Sedalia** — By losing 106 pounds in a year, *Democrat* editor Bob Satnan won first place in Sedalia's Healthy U Night Of Inspiration on Jan. 3.

The event culminated a year-long commitment for the Healthy U class of 2012, which undertook a public weight loss challenge organized by the Healthy Living Action Group.

After being paired with fitness and nutrition coaches and working through 12 months of behavior modification that required weekly meetings and weigh-ins, Satnan lost 32 percent of his weight.

The program also required the participants to share their experiences with the public through media interviews, Facebook posts and public appearances.

- **Potosi** — The *Independent Journal* and editor Neil Richards were honored during a Pearl Harbor Day Memorial Ceremony for promotion of Americanism and the VFW program.

- **Columbia** — The *Daily Tribune* has redesigned its website to make it easier to read and navigate. Updating

the site included making it easy to read on any device, from computer to tablet to smartphone.

- **Humansville** — Unpleasant reaction to reporting on the suspension of the local school superintendent resulted in the *Star-Leader* taking down its Facebook page.

Some commenters on the page claimed the newspaper was trying to "ruin the community" by publishing "stories based on gossip," according to a column by reporter Debi Nasalroad.

- **Mt. Vernon** — A public reception was held on Dec. 28 in honor of Steve and Kathy Fairchild, who sold the *Lawrence County Record* to Ryan Squibb on Dec. 31.

- **Puxico** — The *Puxico Press* office has moved to 130 South E.L. Hawks St., next door to the previous location.

LaDonna Riney and Michelle Varvil work out of the new office.

- **Savannah** — The *Savannah Reporter* increased its single-copy price to \$1 on Jan. 1, the first increase in nine years.

Subscription prices also were raised: From \$30.30 to \$39 for in-state and from \$40 to \$46 for out of state.

- **Seneca** — Publisher Jimmy Sexton has redesigned his *News-Dispatch* and added some new features. The weekly's flag now is in Old English, and the headline and outline fonts are different.

A "Self Portrait" feature was resurrected and a "Remember When" column and recipe column were added. The redesign also features a regular "People Poll."

- **Humansville** — Former *Star Leader* owners Gary and Helen Sosniecki stopped in for a visit at their old newspaper on Dec. 28. They owned the paper from 1980-86.

Sosniecki, who served as MPA president in 2004, now is a regional sales manager for TownNews.com. Helen is a senior sales and marketing manager for Interlink, Inc. They live in LeClaire, Iowa.

The *Star Leader* ran a feature story about some of the Sosnieckis' memories of Humansville, and it ran some "then" and "now" photos of the couple.

- **Canton** — Dan Steinbeck, former editor and owner of *The Press-News Journal*, has compiled a collection of stories from his family and friends into a book titled "Nuts, Squirrels and Knotholes in the Family Tree."

Steinbeck's parents, David and Joann, published the newspaper for many years. They also operated the Golden Eagle Riverboat for a time. It was a dinner theater where musicals and plays, many of them written by David, were performed.

Dan Steinbeck, who recently became the advertising coordinator for the Missouri Baptist Convention's *Pathway* publication, said his book is full of stories told through the years by his family and their friends.

Xlibris published the book, which can be purchased by calling Steinbeck at (573) 288-3043.

- **Tarkio** — The *Tarkio Avalanche* presented checks recently to the volunteer fire departments of Westboro and Tarkio. The money was raised during the newspaper's ad campaign for Fire Prevention Week.

- **Platte City** — Ivan Foley, publisher of *The Platte County Landmark*, helped

Inmate sues to get his local weekly newspaper

An inmate is suing the Ste. Genevieve County Sheriff's Department for taking away his local newspaper.

Stanley A. Schell, who is being held while Missouri tries to commit him as a sexual predator, sued the sheriff and the county in federal court. He's being represented by the ACLU.

Schell's complaint says he has had a subscription to the *Ste. Genevieve Herald* weekly newspaper for months while he's been in jail. He stopped receiving his paper in early November after his Oct.

31 letter to the editor was published. The letter criticized pastors and members of churches for not visiting inmates.

When he asked jail staff why his paper was not being delivered, he was told, "The sheriff has determined no local papers are allowed due to the fact that they publish local arrestees and their charges. This poses a security risk to inmates and our facility and are therefore no longer allowed."

Schell said he believes the rule is retali-

ation for his letter to the editor. He filed a grievance through the jail, but it was rejected, according to the lawsuit.

The suit maintains that withholding the paper is a violation of Schell's First Amendment rights. It also asserts the policy violates the due process clause of the Fourteenth Amendment.

He said he wants his paper and that if necessary the jail could "redact any objectionable information."

Obituaries

Columbia

Frank Holt

Frank Morris Holt, 85, Greenbrier, Tenn., a retired longtime general manager of the *Columbia Daily Tribune*, died Jan. 17, 2013, at his home.



Frank Holt

Mr. Holt worked for more than 30 years at the *Tribune*, serving as general manager until retiring in 1987. He oversaw the accounting and business departments, advertising, production and circulation.

Survivors are his wife of almost 58 years, Kay; two sons, a daughter, a brother and seven grandchildren.

St. Louis

Jim Fox

Jim Fox, 91, Affton, a newspaperman in St. Louis for 65 years, died Jan. 13, 2013.

Mr. Fox worked for the *St. Louis Post-Dispatch* for 33 years as a copy editor, reporter, telegraph editor, city editor, feature writer and readers' advocate, which to him meant "they never really knew what to do with me." He continued writing a column for nearly 10 years after his retirement.

His column then moved to the South Suburban Journals. His final report, for

the Jan. 16 edition, looked back at the firetrucks of his childhood.

Mr. Fox's wife of 67 years, Marty, died in August. He leaves a son, four grandchildren and four great-grandchildren.

Ava

James Curry

James Elmer Curry, 92, Ava, owner and publisher of the *Douglas County Herald* for many years, died Jan. 1, 2013. He had received a severe head injury in a fall at his home in September.



James Curry

Mr. Curry earned his undergraduate law degree and juris doctorate at the University of Missouri. He served as city attorney in Ava for 44 years and was active in many church, civic and

service organizations for many years.

He had been an owner of the *Herald* since 1946 when he purchased the interest of an uncle and became a partner with his father, J.E. "Elmer" Curry. In 1969 he succeeded his father as publisher, and he remained active since that time.

Mr. Curry is survived by his wife of 63 years, Louanna; three daughters, three grandchildren and two great-grandchildren.

Scrapbook

(continued from previous page)

the Red soccer team jump out to a 2-0 lead in the Missouri Comets' Media Night halftime game on Dec. 29.

As reported by Chris Kamler on @TheFakeNed's blog on the ramblingmons.com, "It wasn't until the final seconds and with the help of a stuffed shirt of a referee who swallowed his whistle that the Blue team would tie the game."

The game "clearly advanced the popularity of soccer in the Kansas City area," Kamler reported.

- **Cuba** — Three Rivers Publishing in February will raise from 75¢ to \$1 the single-copy price of all of its newspapers, *The Cuba Free Press*, *Steelville Star-Crawford Mirror*, *St. James Press* and *Bourbon Beacon*.

Publisher Rob Viehman said this is the first price increase in 10 years for single copies.

In January new subscriptions and renewals were on sale for \$20 a year.

- **Slater** — Ad manager Jim Stansfield and publisher/editor Jean Black of the *Slater Main Street News* attended the Governor's Inaugural Ball on Jan. 14 as guests of Sen. Dave Pearce.

- **Tarkio** — The website of the *Tarkio Avalanche* and *Fairfax Forum* crashed in January. Usernames and passwords of all of the online subscribers had to be recreated after the website was fixed.

Do not let ignorance about newspapers prevail

‘Dead tree’ references must be refuted

We’ve all heard it. “Save a tree – go green.” The radio station, getting its headlines from newspapers, refers to the “dead tree” reports. Reporters write about how local councils are “going paperless.” And then there are the emails ...

I was promoting *The Missourian’s* classroom newspaper registration when an email circulating through one of our large school districts made its way back to me. A librarian had written: “This year I would really encourage you to think twice about ordering classroom newspapers and help the environment by saving trees.”

This column isn’t about online access of newspapers in classrooms; it is about those trees. It’s about finally having some facts at my fingertips to respond to the paper haters.

The Printing Industry of America has taken to task Google and its “Go Paperless in 2013” campaign. The PIA president sent a letter to the top dogs at Google and has posted an open industry letter on its website, www.printing.org. But the best thing the trade organization did was create a flipbook and a smart phone app on “The Value of Print.”

You can download the resources yourself, and I encourage you to do so — there are 36 pages of great information. Meanwhile, here are some facts from the flipbook and other linked resources:

Paper is made from a **renewable resource** — trees. Today, the U.S. has 20 percent more trees than it did on the first Earth Day in 1970.

Private landowners plant about 4 million trees every day, which is 3-4 times

more than they harvest.

60 percent of wood harvested in the U.S. comes from family forestlands.

By providing a market for responsibly grown wood fiber, the U.S. paper industry encourages forestland owners to continue managing their lands rather than selling them for development or other non-forest uses.

63.5 percent of all paper consumed in the U.S. was recovered for recycling in 2010. Paper recovery for recycling has increased by 77 percent since 1990.

The paper we use to print in the U.S. is made from more than 60 percent biofuels. Paper mills use what’s left over from the manufacturing process to generate bio-energy on site.

Obviously, paper is green. But what about

electronics?

In 2008 (which was a long time ago in digital time), Americans generated 3.16 million tons of electronic waste.

E-waste is now the fastest growing component of the solid waste stream.

Electronic devices require mining and refining of dozens of minerals and metals, as well as the use of plastics, hydrocarbon solvents and other non-renewable resources.

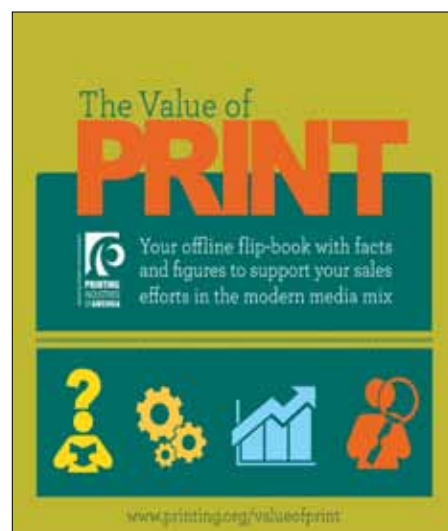
Google uses 2.3 billion kilowatt hours of electricity a year. This would power 207,000 U.S. homes for that year.

Server farms that power computers have become the fastest growing users of fossil fuels in the world, and the amount of energy they use doubles every year.

The point of the flipbook isn’t print vs. electronics. It’s a reminder of the



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



strides the print industry has made in making paper an environmentally responsible resource and an awareness that electronics, while revolutionizing our lives in many ways, are not a “green alternative.”

Teachers and students are loving our new serialized story “Manny Kicks Long Ear Lore.” This year’s Reading Across Missouri story is eight chapters and filled with history. Readers of all ages will enjoy the story. Newspapers have until June 30 to download the files and begin publishing the serial.

To access the files, visit mo-nie.com and use download code readmo13. With that code you’ll have access to eight chapter features, a promotional ad, companion teacher guide aligned to the Common Core Standards, and a photograph and feature story on the author, Chris Stuckenschneider.

Newspaper In Education Week this year is March 3-9. Missouri Press will again have editorials written by students in Dr. Clyde Bentley’s editorial writing class at the University of Missouri. Watch for those online in late February.

Also in March we’ll release our long-awaited gardening series, *Amazing Soil*. This series has seven features including: *Amazing Soil*, *Germinating*, *Gardening Organically*, *Raising it Up*, *Go Insects*, *Making Compost* and *Working with Nature*. It’s the perfect spring series to carry your newspaper through the end of the school year.

On the Move

• **Joplin** — *The Globe* has hired Eli Yokley, 20, a junior at the University of Missouri, to be its statehouse correspondent in Jefferson City while the legislature is in session.

Yokley heads the blog PoliticMo, which has been ranked as one of the nation's best blogs for state politics by *The Washington Post*.

A Webb City High School graduate, Yokley attended Missouri Southern State University in Joplin before transferring to MU.

Last year Yokley covered several statewide campaigns for *The Globe*, including the U.S. Senate race.



Eli Yokley

• **Camdenton** — Amy Wilson has been promoted to editor of the *West-side Star* by the paper's publisher, Lake Media. She started with the newspaper in 2004.

A native of Stover, Wilson earned a degree in History and English literature at Missouri State University in Springfield. She now lives just outside Laurie.

• **Concordia** — Sarah Reed, formerly a reporter/photographer for the *The Marshall Democrat-News*, was named managing editor of *The Concordian* in December. Both of the papers are owned by Rust Communications.

Reed is an English graduate of the University of Arkansas, Fayetteville, and had been with the Marshall paper since 2010. She's an experienced videographer and photographer. She started photography as a hobby about 12 years ago while attending Tyler Junior College in Tyler, Texas.

Reed is the daughter and granddaughter of U.S. Air Force officers.



Sarah Reed

• **Cape Girardeau** — Shay Alderman is the new business editor for the *Southeast Missourian*. A native of North Carolina, Alderman attended the University of North Carolina at Chapel Hill.

Alderman earned a graduate degree in counseling psychology in San Francisco and opened a clinic there.

While attending UNC, she managed a pizza kitchen. There she met a boy from Cape Girardeau. The couple got together later and moved to his hometown in 2010. Alderman began working part-time as a reporter for the *Southeast Missourian*.

• **Macon** — Alecia Lassing, an August graduate of the Missouri School of Journalism, has been named news editor of the *Chronicle-Herald*. Lassing is from Festus.

While in J School Lassing was a music editor for "Vox" magazine, a sports reporter for the *Columbia Missourian* and an editorial intern for "Details" magazine in New York.



Alecia Lassing

• **Macon** — Sheryl Beadles, an English graduate of Hannibal-La Grange College, joined the *Macon Chronicle-Herald* news staff a few months back as a part-time community news writer.

• **Jefferson City** — Dan Steinbeck, former owner and publisher of *The Press-News Journal* in Canton, has been named advertising coordinator for *Pathway*, the official publication of the Missouri Baptist Convention.

Steinbeck has more than 35 years in journalism, and since 2001 he has been pastor of Southern Baptist Fellowship Church in Wayland. The Steinbeck family sold the Canton weekly in 2010.

Steinbeck and his wife of 26 years, Carla, have two children: Andrew, a student at Truman State University, and Shannon, a sophomore at Canton High School.

• **Sullivan** — Chad Barclay, 22, has joined the staff of the *Independent News*. He'll cover sports for the Bourbon section of the paper and will assist in feature writing.



Chad Barclay

Barclay lives in Bourbon, where he was home schooled before attending East Central College for three years.

• **Bolivar** — Editor Charlotte Marsch left the *Herald-Free Press* on Jan. 25 to work as the director of marketing and communications at Southwest Baptist University in Bolivar, her alma mater. Marsch was with the paper for 16 years.

While attending SBU, Marsch took a news writing class taught by Judy Kallenbach, then editor of the *Herald-Free Press*. Kallenbach hired Marsch in 1996 as a part-time editorial assistant when she began her senior year in college.

Marsch began working full time at the paper as a reporter after she graduated in May 1997.

Marsch and her husband, David, have two children.

• **Savannah** — Nathaniel Conant has joined *The Reporter* as a sports reporter. He's a graduate of Mid Buchanan High School and a student at Missouri Western State University in St. Joseph.

• **Stockton** — Logan Friar of El Dorado Springs has taken a part-time reporter position with the *Cedar County Republican*. He a 2005 graduate of El Dorado Springs High School and earned a degree in advertising and public relations from Evangel University, Springfield, in 2010.

Friar's wife, Ashley, is a first-grade teacher in El Dorado Springs.

• **Hannibal** — Advertising manager Jeanne Zerbonia retired on Jan. 4 after 35 years with the *Courier-Post*. She started at the paper in its classified ad department.

Follow the Missouri Press Association on Facebook at <http://www.facebook.com/pages/Missouri-Press-Association/154375874617599>

'Legal notice' has no definition in statutes

Get familiar with 'notice' statute

The Missouri legislature is back in session, and business is heating up in your state Capitol.

Sen. Kurt Schaefer, R-Columbia, has filed a sunshine law bill, Senate Bill 122, which the Missouri Press Association is supporting, and by the time you read this, it possibly will have had its first hearing before the Senate Judiciary Committee.

Over the next few weeks it will begin the process of moving to the Senate floor. If you see your local senator (or even your local representative) in town, tell him or her that you'd like his or her support for Senate Bill 122 this year, and you'd be happy to talk with him or her about sunshine law issues, if he or she has questions.

As always, feel free to call me and I'll talk with you about the important issues we are hoping may be addressed.

Over the last few months I've had a number of calls about legal notices running in the paper. Often, the questions that arise deal with the terms "legal notice" and "public notice" and what they mean.

The term "legal notice" has no definition in Missouri statutes. The key statute that relates to the notices that are required by law to be published in a newspaper is section 493.050 in the Missouri Statutes.

You are all familiar with that statute: *All public advertisements and orders of publication required by law to be made and all legal publications affecting the title to real estate shall be published in some daily, triweekly, semiweekly or weekly newspaper of general circulation in the county where located and which shall have been admitted to the post office as periodi-*

cal class matter in the city of publication; shall have been published regularly and consecutively for a period of three years, ...; shall have a list of bona fide subscribers voluntarily engaged as such, who have paid or agreed to pay a stated price for a subscription for a definite period of time; provided, that when a public notice, required by law to be published once a week for a given number of weeks, shall be published in a daily, triweekly, semiweekly or weekly newspaper, the notice shall appear once a week, on the same day of each week, and further provided, that every affidavit to proof of publication shall state that the newspaper in which such notice was published has complied with the provisions of this section;...



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

As it indicates, if you are publishing a notice that a public body is required to publish, then it is a notice for which an affidavit must be issued by the publisher verifying the publication. Although not placed by public bodies, trustee sales also require affidavits.

But that is not the only kind of official notices a newspaper may run. Newspapers find themselves running a wide range of official notices from public

bodies, both those required by a specific statute and those that are requested by a public body as an announcement to the public.

Should you separate these notices in your paper or combine them? Should you handle them differently? Can you give an affidavit for a public notice not required by statute? All of these are good questions, but I don't believe most of these questions arise to legal issues.

Clearly, there is statutory language setting the price a newspaper can charge for its legal notices. Section 493.025 says the rate charged must be "not more than its regular local classified advertising rate"

that has been in effect for at least 30 days prior to the date the notice runs.

You are required to provide an affidavit for those public notices that are required by statute to be run. You may choose to issue an affidavit for other public notices, also.

If you have questions, know that I'm always happy to talk with you about this subject as part of your hotline services.

Hoping to see you at the Capitol later this month for MPA's annual gathering there!

Ask your legislators for their support of Sen. Kurt Schaefer's sunshine law bill, Senate Bill 122, which is supported by the Missouri Press Association.

Missouri Press Association / Missouri Press Service

802 Locust St., Columbia, MO 65201-4888

(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

STAFF

Doug Crews: Executive Director, dcrews@socket.net

Greg Baker: Advertising Director, gbaker@socket.net

Kent M. Ford: Editor, kford@socket.net

Connie Whitney: cwhitney@socket.net

and Jennifer Plourde: jplourde@socket.net: Advertising Sales & Placement

Karen Philp: Receptionist, Bookkeeping, kphilp@socket.net

Kristie Williams: Member Services, Meeting Planning, kwilliams@socket.net

Missouri Newspaper Organizations

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

SHOW-ME PRESS ASSOCIATION: President, David Eales, Paris; Vice President, Jeff Grimes, Centralia; Secretary-Treasurer, Sandy Nelson, News-Press & Gazette Co. Directors: Dennis Warden, Owensville.

OZARK PRESS ASSOCIATION: President, Keith Moore, Ava; Vice President, Whitney Anderson, Crane; Secretary-Treasurer, Dala Whittaker, Cabool. Directors: Roger Dillon, Eminence; Brad Gentry, Houston; Jeff Schrag, Springfield; Chris Case, Cuba; Tianna Brooks, Mountain View; Sharon Vaughn, Summersville.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Amanda Layton, Perryville; First Vice President, Donna Denson, Cape Girardeau; Second Vice President, Randy Pribble, Ironton; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Executive Secretary, Ann Hayes, Southeast Missouri State University; Historian, Peggy Scott, Festus. Directors: Gera LeGrand, Cape Girardeau; Kim Combs, Piedmont; H. Scott Seal, Portageville; Kate Martin, Perryville; Deanna Nelson, Sikeston; Ed Thomason, New Madrid.

MISSOURI CIRCULATION MANAGEMENT ASSOCIATION: President, Brenda Carney, Harrisonville; First Vice President, Jack Kaminsky, Joplin; Second Vice President, Steve Edwards, St. Joseph; Secretary, David Pine, Kansas City; Treasurer, Doug Crews, Columbia. Directors: Jim Kennedy, Bolivar; Ken Carpenter, Kansas City; Rob Siebeneck, Jefferson City.

MISSOURI ADVERTISING MANAGERS' ASSOCIATION: President, Jane Haslag, Jefferson City; First Vice President, Jana Todd, Warrenton; Second Vice President, Jeanine York, Washington; Secretary, Mark Maassen, The Kansas City Star; Treasurer, Kristie Williams, Columbia. Directors: Suzie Wilson, Milan; Bruce Wallace, Ashland; Brian Rice, Excelsior Springs; Jennifer Vanderpool, Lake Ozark. Past President, Dennis Warden, Owensville.

MISSOURI PROFESSIONAL COMMUNICATORS: President, Colene McEntee, St. Charles; President-Elect, vacant; Secretary, Peggy Koch, Barnhart; Treasurer, Roxanne Miller, Ballwin; Public Relations Officer, Suzanne Corbett, St. Louis; Membership Officer, Linda Briggs-Harty, St. Louis; Contest Director, Janice Denham, Kirkwood; Quest Awards Directors, Susan Fadem, St. Louis, and Marge Polcyn, St. Louis; Conference Director, vacant; Archivist, Dee Rabey, Granite City, Ill.; Past President, Fran Mannino, Kirkwood.

MISSOURI PRESS SERVICE: President, Joe May, Mexico; Vice President, Kevin Jones, St. Louis; Secretary-Treasurer, Vicki Russell, Columbia. Directors: Jack Whitaker, Hannibal; Dave Bradley, St. Joseph.

MISSOURI PRESS FOUNDATION, INC.: President, Mrs. Betty Spaar, Odessa; First Vice President, Wendell Lenhart, Trenton; Second Vice President, Kirk Powell, Pleasant Hill; Secretary-Treasurer, Doug Crews, Columbia. Directors: R.B. Smith III, Lebanon; James Sterling, Columbia; Edward Steele, Columbia; Robert Wilson, Milan; Dane Vernon, Eldon; Vicki Russell, Columbia; Bill James, Warrensburg; Bill Miller Sr., Washington, Tom Miller, Washington; Chuck Haney, Chillicothe; Dave Berry, Bolivar. Directors Emeritus: Mrs. Wanda Brown, Harrisonville; Wallace Vernon, Eldon; Rogers Hewitt, Shelbyville.

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

MISSOURI COLLEGE MEDIA ASSOCIATION: President, Jordan Larimore, Missouri Southern State University; Vice President, Megan Gates, Missouri State University; Secretary, Michelle McIntosh, St. Louis Community College-Forest Park; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Olive Sullivan, Missouri Southern State University.

CALENDAR

February

- 20** — MPA/MPS Board meeting, Doubletree Hotel, Jefferson City
- 20** — MPA Reception for Legislators and MPA Members, Jefferson City, Doubletree Hotel
- 21** — MPA/AP Day at the Capitol, Jefferson City
- 21** — "Deadline in Disaster" on PBS stations in Southwest Missouri, 8 p.m.

March

- 11-15** — National Sunshine Week
- 14** — NNA We Believe in Newspapers Leadership Conference, Washington, D.C.
- 15-April 30** — Window for uploading Better Newspaper Contest entries

April

- 12** — Free Business Journalism Seminar, Fayetteville, Ark.
- 18-19** — Missouri Advertising Managers' Association meeting, The Lodge of Four Seasons, Lake Ozark
- 21-23** — Missouri Circulation Management Association meeting & Circulation / Audience Mega Summit, Renaissance Hotel, Lambert Airport, St. Louis
- 30** — Deadline for entering Better Newspaper Contest
- 30** — Deadline for nominations for Newspaper Hall of Fame, Photo-journalism Hall of Fame, Outstanding Young Journalist

June

- 21** — Northwest Missouri Press Association meeting, Mound City

September

- 5-7** — MPA Convention, Marriott Downtown, Kansas City
- 12-15** — National Newspaper Association Convention & Trade Show, Arizona Grand Resort, Phoenix

Nominate people

Nominations are being taken now for three of the Missouri Press Association/Foundation top awards:

- Missouri Newspaper Hall of Fame
- Missouri Photojournalism Hall of Fame
- Outstanding Young Journalist, Daily and Weekly

Nomination forms are at mopress.com/current_forms.php, or you can contact the MPA office and forms can be faxed or mailed to you.

When
you've
got
news,
use



Missouri Press Service's
Flash News is the way to deliver
your news virtually instantaneously to
Missouri's newspapers, TV stations
and radio stations in today's fast-
paced information environment,
where you work.



3 GREAT Reasons
to use Flash News:

- 1. It's Fast:
SAVES TIME!**
- 2. It's Easy:
SAVES WORK!**
- 3. It's Inexpensive:
SAVES MONEY!**

and the
BEST REASON
to use Flash News:

- 4. It Gets
the Job
Done—Now!:
BOTTOM LINE!**

Send Flash News to:

All Missouri Newspapers	\$125
All Papers, TV, Radio	\$165

**Just Call
(573) 449-4167**

Flash News is one of the many services of Missouri Press Service, an affiliate of the Missouri Press Association. The Press Association was founded in 1867 to serve Missouri newspapers and their readers.

