

March 2013

Missouri Press NEWS



MPA/MPS board meets in Jefferson City

Continuing a tradition at the first Missouri Press board meeting of the year, the MPA president from the previous year passes a "president's" briefcase to the new president. Carrying out that ritual at the Jan. 20 board meeting in Jefferson City were Phil Conger of the *Bethany Republican-Clipper*, center left, last year's MPA president, and Mark Maassen of *The Kansas City Star*, this year's president. They are flanked by other officers and members of the MPA/MPS board that attended the meeting. From the left, they are Matt Daugherty, MPA Treasurer, *Liberty Tribune*; MPA Director James White, *Benton*

County Enterprise; MPS President Joe May, Mexico; MPS Secretary-Treasurer Vicki Russell and MPA Second Vice President Jim Robertson, *Columbia Daily Tribune*; MPA Director Brad Gentry, *Houston Herald*; MPA Secretary Tay Smith, *Perry County Republic-Monitor*; MPS Vice President Kevin Jones, *St. Louis American*; MPS Director Jack Whitaker, Hannibal; MPA Director Jeff Schrag, *Springfield Daily Events*; MPA First Vice President Richard Gard, Missouri Lawyers Media; MPA Director Dennis Warden, *Gasconade County Republican*; and NNA Representative Trevor Vernon, *Eldon Advertiser*.

Annual
ad
meeting
will be
April
18-19
at The
Lodge
of Four Seasons,
Lake Ozark.



6



Newspaper
In Education
Week is
March 3-9.
Get your pa-
per into local
schools!

20

Regular Features

President 2
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Jean Maneke 22



Observe
National Sun-
shine Week
March 11-15.
Get content
from ASNE.

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Speaker of the House
Tim Jones of Eureka
presented a Sunshine
Law resolution to Mis-
souri Press Association.

5

Snow drops wet blanket on MPA

Day at Capitol canceled because of winter storm forecast

As I write this, it is snowing — a lot! Eleven inches has dropped on us in the last six hours.

As I work from home, the governors from Kansas and Missouri have declared states of emergency. “Don’t drive on the roads unless absolutely necessary.” I am happy to abide.

However, today (Feb. 21) was scheduled to be Missouri Press/AP Day at the Capitol. The weather forced us to cancel those activities also.

We had scheduled an interesting agenda for the morning session that included Secretary of State Jason Kander. I had the opportunity, along with some of my Missouri Press Association colleagues, to have lunch with Mr. Kander in December. I found him to be open to the concerns regarding issues that affect newspapers today. As the youngest statewide elected candidate in the United States in the November election, Mr. Kander’s approach was refreshing. Hopefully, you will get a chance to visit with him as well.

Before the snow started, the Missouri Press board was able to meet in Jefferson City on Feb. 20. At the end of that meeting, we were paid a visit by the Speaker of the House, Rep. Tim Jones of Eureka. He presented us with a proclamation celebrating the 40th anniversary of the Sunshine Law. Possibly the single largest piece of legislation that affects newspapers is the Sunshine Law — that and public notice advertising regulations.

I recently helped judge the New Jersey Press Association Better Newspaper Contest. Now, those folks will judge ours. One thing that made the task easier was that it was done online. This year’s contest for Missouri Press will also be administered online.

Newspapers will upload PDFs of their entries between March 15 and April 30. In some categories with bulky entries — special sections, community service, etc. — you can make

digital files on a remote site and upload links to those files to the contest template.

The categories General Excellence, Overall Design and Newspaper In Education Program still require hard copies.

Rules and categories for the Missouri Press Foundation’s 2013 Better Newspaper Contest can be downloaded from mopress.com/current_forms.php.



I hope you’re planning to attend the Missouri Advertising Managers’ Association (MAMA) meeting. It will be held at The Lodge of Four Seasons, Lake Ozark, on April 18-19.

Shannon Kinney from Dream Local Digital in Maine will be the presenter. She will look at industry trends in media consumption, the rise of social media and how it is impacting media companies and their advertisers.

But Shannon won’t do this alone. We also get to hear from fellow Missouri newspaper executives in a panel discussion. Panelists will be Tim Weddle of the *St. Joseph News-Press*, Donna Denson from the *Southeast Missourian*/Rust Communications, Darryl Wilkinson of Gallatin Publishing, and Ed Farrar with Lakeway Publishers of Missouri.

I guarantee you will leave this meeting with at least one idea that will more than pay for your attending. An agenda and registration form are at mopress.com/current_forms.php. Sign up now!

*Newspaper
Contest,
Ad
Managers’
meeting
up next
on MPA
calendar.*



VOL. 81, NO. 3
MARCH 2013
Official Publication of
Missouri Press
Association, Inc.

PRESIDENT: Mark Maassen,
The Kansas City Star.
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Jeff Schrag, *Springfield Daily Events*
Carol Stark, *The Joplin Globe*
James White, *Benton County Enterprise, Warsaw*
NNA REPRESENTATIVE: Trevor Vernon,
Eldon Advertiser

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■ **When?** 8:30 a.m. to 5 p.m. April 12, 2013.

■ **Where?** Donald W. Reynolds Center for Enterprise Development, University of Arkansas, Fayetteville, Ark.

■ **Why attend?** Whether it's finding stories in the municipal budget, the local economic-development agency or area small businesses, business and the economy are big news on Main Street, as well as Wall Street.

■ **Who are your instructors?** **Linda Austin**, executive director of the Donald W. Reynolds National Center for Business Journalism; **Jeff Porter**, special projects director, Association of Health Care Journalists; **Chris Roush**, business journalism professor at the University of North Carolina; **Carlie Kollath Wells**, business reporter, Northeast Mississippi Daily Journal.



Photo by Flickr user Jo Naylor

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Missouri Supreme Court Judge Mary Russell, left, a regular guest at the MPA's legislative reception, visits with Vicki Russell, publisher of the *Columbia Daily Tribune*; Norb Plassmeyer of Gallagher Consultants, which represents the Missouri Press Association in the legislature; and Richard Gard, publisher of Missouri Lawyers Media. The 5-7 p.m. reception on Wednesday, Feb. 20, was held in the Doubletree Hotel in Jefferson City.



Scott Charton of Charton Consulting, left, visits with Kenneth Bunting, center, of the National Freedom of Information Coalition, Columbia; and Jim Robertson, managing editor of the *Columbia Daily Tribune*, at the legislative reception. Charton wrote for the Associated Press for many years, including covering the Capitol, and often moderated candidate panels at Missouri Press meetings.



Talking shop and getting better acquainted rank high at gatherings of newspaper people like the legislative reception on Jan. 20. Here, Trevor Vernon, left, of Vernon Publishing, Eldon; visits with Matt Daugherty, center, publisher of the *Liberty Tribune* and other News-Press & Gazette papers in the Kansas City Northland, and Brad Gentry, publisher of the *Houston Herald*. They are members of the MPA board and are active with three of MPA's regional affiliates, Vernon with Show-Me Press, Daugherty with Northwest Press and Gentry with Ozark Press.

Winter forecast prompts cancellation of Day at Capitol

A forecast of heavy snow prompted the Missouri Press Association and AP to cancel their annual Day at the Capitol, which was scheduled for Feb. 21.

That was the right call, as a winter storm that day dumped many inches of snow across most of the Midwest, including north and central Missouri.

The MPA board meeting went on as scheduled Feb. 20, as did the reception for legislators early that evening. Many legislators already had left town to get home before the snow hit, so attendance at the reception was low.

Legislative activities were postponed and schools were closed all over the region on Feb. 21 and 22.

NAA files brief in suit against Postal Service's deal with direct mailer

The Newspaper Association of America filed its initial brief in February in its lawsuit against the Postal Regulatory Commission. The suit involves the PRC's August 2012 negotiated service agreement (NSA) between the Postal Service and Valassis Direct Mail.

Under the NSA, USPS granted Valassis Direct Mail discounts of 20% to 34% on new mail pieces containing advertising from national retailers.

"Through these discounts, the USPS has given one company a price incentive to move advertising inserts out of newspapers delivered to consumers' homes," the NAA said. "Advertising inserts comprise a critical revenue stream that supports the original reporting done by local newspapers in service to their communities."

In its brief, NAA said that the commission's decision is contrary to law, as well as arbitrary and capricious, because it does not consider the "impact of the agreement on competitors to the Postal Service, on competitors of its NSA partner, and mail users in general."

Sunshine Law anniversary recognized

Speaker of the House presents resolution to Missouri Press Association

This resolution was presented by Speaker Tim Jones to the Missouri Press Board on Feb. 20 in Jefferson City:

Missouri House of Representatives Resolution

WHEREAS in 1946, the Federal Administrative Procedure Act was passed, which created a new era of openness in government, and which was strongly supported by U.S. Senator Thomas C. Hennings, Jr. of Missouri; and

WHEREAS IN 1966, the comprehensive Freedom of Information Act was adopted on the federal level, due in large part to the efforts of Senator Edward B. Long of Missouri; and

WHEREAS in 1958, a Freedom of Information Center was established at the University of Missouri School of Journalism as a depository of and effective supporter of the rights of the public to seek access to information on a federal level; and

WHEREAS in 1961, Missouri adopted a state open records law, contained in Chapter 109 of the Revised Statutes of Missouri, guaranteeing openness in records maintained by state government; and

WHEREAS Missouri newspaper publishers joined with state officials to seek creation of an Open Meetings and Open Records Law which would ensure access to meetings and records of public governmental bodies, resulting in the passage in 1973 of Senate Bill 1, Missouri's Sunshine Law, putting this state in the forefront of the national movement to open public records and meetings; and

WHEREAS this year marks the Fortieth Anniversary of this legislation, which has resulted in a more transparent government in Missouri, as stated by Judge Fred L. Henley of the Missouri Supreme Court in a 1975 decision in *Cohen v. Poelker*, where he said, speaking for the majority in the holding in that case, "The several sections of Chapter 610, considered



Speaker of the House Tim Jones, center, presented a House Resolution commemorating the 40th anniversary of Missouri's Sunshine Law to the MPA board of directors at the board's meeting on Feb. 20 in Jefferson City. Shown with Jones are MPA President Mark Maassen, left, *The Kansas City Star*; MPA First Vice President Richard Gard, Missouri Lawyers Media; and MPA Second Vice President Jim Robertson, *Columbia Daily Tribune*. Robertson is a past president of the Missouri Sunshine Coalition.

together, speak loudly and clearly for the General Assembly that its intent in enacting the Sunshine Law, so called was that all meetings of members of public governmental bodies ... at which the peoples' business is considered must be open to the people and not conducted in secrecy, and also that the records of the body and the votes of its members must be open":

NOW, therefore, be it resolved that we, the members of the Missouri House of Representatives, Ninety-seventh General Assembly, join with the Missouri Press Association on the illustrious occasion of the Fortieth Anniversary of Missouri's Sunshine Law; and

BE it further resolved that the Chief Clerk of the Missouri House of Representatives be instructed to prepare a properly inscribed copy of this resolution for presentation to the Missouri Press Association.

Offered by Representative Timothy W. Jones, District No. 110

I, Timothy W. Jones, Speaker of the House of Representatives, Ninety-seventh General Assembly, First Regular Session, do certify that the above is a true and correct copy of the House Resolution No. 459, adopted February 19, 2013.

Signed / Timothy W. Jones, Speaker

Board approves member applications

The Missouri Press Association board of directors at its meeting on Feb. 20 approved the application of stlbeacon.org for Active Online Newspaper Membership.

The board tentatively approved the Belton *North Cass Herald's* application for Friend of Missouri Press member-

ship. Membership will be approved upon receipt of a letter of support from another publisher. (Support of a publisher has been secured by the *Herald*, but a letter has not been received by MPA.)

Applications for membership in Missouri Press Association can be downloaded from mopress.com/join.php.

Internet marketing specialist on Ad Managers' program

April 18-19 meeting at Lodge of Four Seasons

Shannon Kinney of Dream Local Digital in Maine will be the presenter for the April 18-19 meeting of the Missouri Advertising Managers' Association at The Lodge of Four Seasons, Lake Ozark.

An agenda and registration form for the meeting have been mailed to MPA members, published in the MPA Bulletin and magazine, and are available at www.mopress.com/current_forms.php.

The annual MAMA meeting is for everyone who wants to learn and network.

The MAMA board will hold a lunch meeting on Thursday, April 18, before sessions begin.

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., 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 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 worked on the teams developing successful Internet brands such as cars.com and



Shannon Kinney

careerbuilder.com and over 60 online media properties for newspapers all over the U.S. and Canada.

Prior to 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 regularly at conferences on the subject.

Registration for the full annual 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.



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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.

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EXPERIENCE | KNOWLEDGE | INTEGRITY



Bill Monroe, right, former executive director of the Iowa Newspaper Association, attended the Feb. 1 meeting of the Missouri Press Foundation board of directors to explain how the Iowa Foundation tackled its funding needs. Attending the meeting in the Missouri Press office were, clockwise from front left, Wendell Lenhart, Trenton; Bill Miller Sr., Washington; Betty Spaar, Odessa; Chuck Haney, Chillicothe; Ed Steele, Columbia; Dawn Kitchell (standing left), Marthasville; Jim

Sterling, Columbia; Bob Wilson (standing behind Sterling), Milan; Bob Smith, Lebanon; Kristie Williams (seated right background), MPA; Dane Vernon, Eldon; Vicki Russell, Columbia; Kirk Powell, Pleasant Hill; and Bill James, Warrensburg. Kitchell, the Foundation's training coordinator, presented a report on the previous year's Foundation activities, income and expenses. Her report, produced with assistance from her daughter, Bailey, is reproduced on the next five pages of the magazine.

Future of Foundation focus of summit

Association leadership will be invited to April 25 gathering

Past, present and future leaders of the newspaper industry in Missouri will be requested to attend a summit meeting this spring for discussion about the future of the Missouri Press Foundation.

Thursday, April 25, is the date for this meeting in Columbia.

The Foundation's board of directors voted to call the summit at its regular meeting on Feb. 1 at the Missouri Press Association office.

Leaders of the regional press associations and the other Missouri Press affiliate organizations, along with anyone else who is interested, will be invited to attend the Foundation summit.

At the Feb. 1 meeting, the Foundation board heard a presentation by Bill Monroe, retired executive director of the Iowa Newspaper Association. Monroe told how the Iowa Newspaper Foundation has grown in the past few years from a nearly broke corporation to one that provided training for nearly 2,100 journalists nationwide with 41 live and online programs in 2012.

The Iowa Newspaper Foundation's three-person staff — one fundraiser and two event planners — generated 2012 income of nearly \$571,000.

Monroe stressed that the INF would not have grown to what it is today without significant board and member financial support. His mantra was "No money...No mission."

He explained that the INF learned this lesson the hard way when it saw its funds begin to dwindle. A Fundraising Strategy Committee was formed, and fundraising goals have been met.

After Monroe's presentation, the MPF board members reviewed the results of a recent Missouri Press survey that asked members to identify the most pressing issues facing their newspapers. Based on the results of that survey and their own experience, board members were asked what they would like the foundation to become in the next five years.

They envisioned a foundation that would help Missouri newspapers:

- Build readership

- Support independent ownership
- Reestablish market dominance
- Explode the myth that newspapers are dead
- Promote newspapers
- Enhance revenue through diversification
- Establish reader habits of young people with Newspaper in Education programs
- Train employees.

In order to achieve this vision, three areas need to be addressed: Staffing, programming and fundraising.

The board members unanimously agreed that it would be beneficial to continue this conversation with the members of all MPA-related boards. They voted unanimously to invite these board members to meet with the MPF board to determine if there is a consensus among all MPA leaders to take the foundation in this direction, and if so, to form small groups to begin developing recommendations on staffing, programming and fundraising.

MISSOURI PRESS FOUNDATION

2012 Annual Report



Board of Directors

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Betty Spaar, Odessa

First Vice President:

Wendell Lenhart, Trenton

Second Vice President:

Kirk Powell, Pleasant Hill

Secretary/Treasurer:

Doug Crews, Columbia

Directors Emeritus:

Wanda Brown, Raymore

Wallace Vernon, Eldon

Rogers Hewitt, Shelbyville

Directors:

R.B. Smith III, Lebanon

James Sterling, Columbia

Edward Steele, Columbia

Robert Wilson, Milan

Dane Vernon, Eldon

Vicki Russell, Columbia

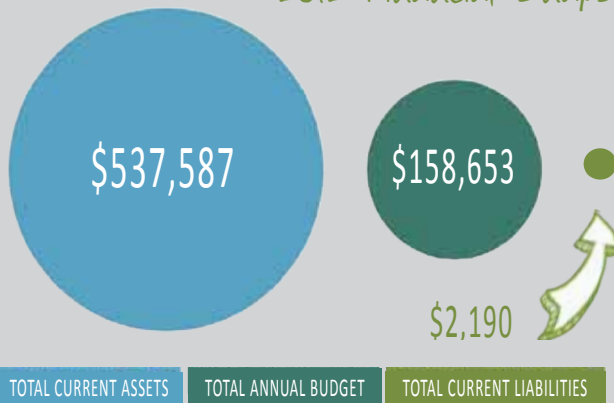
Bill James, Harrisonville

Bill Miller, Sr., Washington

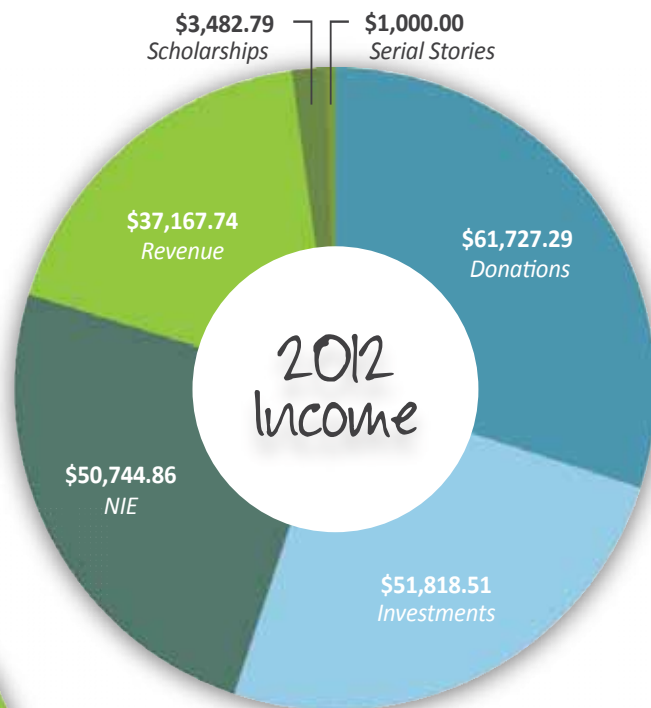
Tom Miller, Washington

ck Haney, Chillicothe

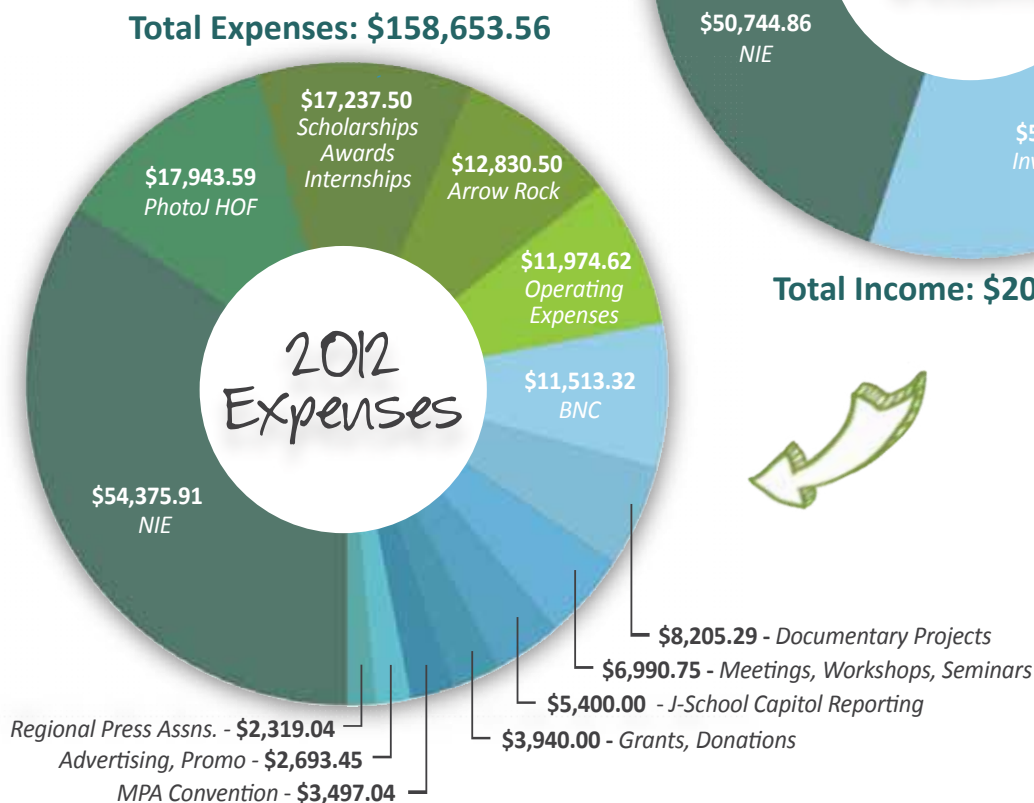
Dave Berry, Bolivar



Missouri Press Foundation Financials



Total Income: \$205,941.19



Total Expenses: \$158,653.56

Give It Another 25 Campaign Gifts

Christy Groves
Patricia Atwater
Dave Berry
David Bradley
Chuck Branch
Wanda Brown
Phil and Kathy Conger
Doug and Tricia Crews
Duane Dailey
Roger Dillon
Harold and Brenda Ellinghouse
Gallagher Consultants
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Dane and Sharene Vernon
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Don and Jeannie Warden
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Dalton Wright
David Zimmerman

Memorial Donations

Charlie and Janann Hedberg, in memory of Jim Gierke
 Kent and Sharon Ford, in memory of Jim Gierke
 Doug and Tricia Crews, in memory of Irene Haskins
 Doug and Tricia Crews, in memory of Geo Spaar
 Doug and Tricia Crews, in memory of Robert Blosser
 Kent and Sharon Ford, in memory of Stephen Smith
 RB "Bob" and Pat Smith, in memory of Bob Blosser
 Walt Gilbert and The Fishman Family, in memory of Joan Kruse

Foundation Builders Bucket & Auction Donors

These individuals, businesses and organizations contributed items to the MPA Convention auction and to the Foundation Builders Bucket.

Dillard's	Mizzou Coach Andy Hill & Wendell Lenhart
Bill Miller, Sr.	Columbia Convention and Visitor's Bureau
John Beaudoin	Missouri Electric Cooperative
Columbia Credit Union	Mizzou Alumni Association
Missouri Press Service	Columbia Daily Tribune
Jim and Nancy Sterling	Jean Maneke
Holiday Inn Executive Center	Vicki Russell
The State Historical Society of Missouri	Macy's

Missouri Photojournalism Hall of Fame Gifts

These individuals made donations to the MPF to support the Photojournalism Hall of Fame

Bill Miller, Sr.
 Cliff Schiappa
 Bill and Marcia Hankins



Auction Purchases

Thanks to all who bid and these individuals for buying auction items.

Meghan Conger	Dawn Kitchell
Vicki Russell	The Odessan
Suzanne Ferrell	Jim Robertson
Mike Jenner	Don Warden

"I leave my time as an intern with the Cedar County Republican a better journalist, and I thank them all for this experience. The staff here not only taught me new things, but also enhanced what I was learning in the classroom."

Ethan Colbert
 Summer 2012 Student Intern

The Missouri Press Foundation is deeply grateful to the newspapers, individuals and businesses that supported our programs and activities in 2012.

We worked very hard to ensure the accuracy of the information in this report. If you note an error, please contact the Missouri Press Foundation office so we can correct our records. Thank you!

Better Newspaper Contest

3,108 entries from 87 Missouri newspapers were submitted to the 2012 Better Newspaper Contest.

800 awards of recognition were given for outstanding journalism.

Newspapers In Education Grants

The following businesses, individuals and organizations support NIE and literacy efforts with donations to the Foundation. These donations were granted back to the newspapers to benefit local schools.

Schnucks Electronic Scrip Rebates
For the Columbia Daily Tribune

Vance Chiropractic
For the Republic Monitor

Citi
Imo's Pizza
Andrew Craig
St. Louis Cardinals
Jupiter Stadium, LTD
MO Valley Conference
Archdiocese of St. Louis
MO Baptist University
Regional Business Council
Lewis, Rice & Fingersh, LC
Edward Jones & Co. Foundation
St. Louis Regional Chamber Growth Association

St Louis Community College
Barden Circulation, Inc.
Fox Family Foundation
Washington University
Dr. William Danforth
Webster University
St. Louis Symphony
Ernst & Young, LLC
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Amy & Chris Reed
Tom & Marilyn Miller
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Bank of Franklin County
Rotary Club of Washington
Philly's Pizza/Lozo Enterprises

Innovative Machine & Tool, Inc.
Comprehensive Eye Care, LTD
Unnerstall & Unnerstall PC
Franklin County Glass, Inc.
Chris Stuckenschneider
Fischer Chiropractic
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US Bank

For the Washington Missourian

Bank of Versailles
For the Versailles
Leader-Statesman

BENDCO, Inc
The Citizens-Farmers Bank
For the Morgan County Press

Eldon Drug Company
Walmart Foundation
For the Eldon Advertiser

Harris Automotive
American Bank of MO
Walmart Foundation
For the Warren County Record

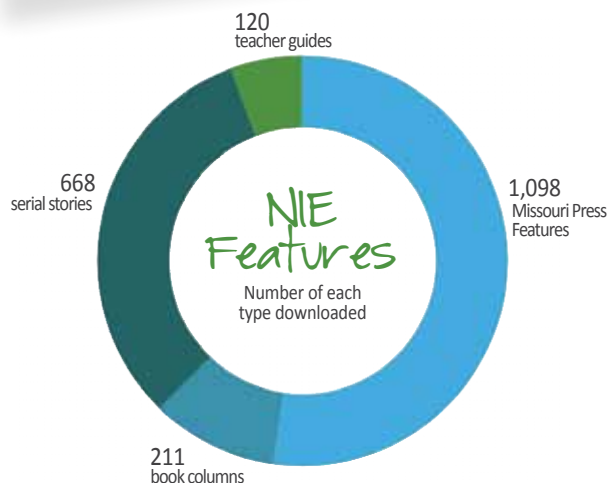
Newspaper In Education Gifts

Donations to benefit the NIE and literacy efforts of the Foundation

St. Louis American
National Newspaper Association Foundation

"I am so pleased with all the great ideas from the seminar. I have jotted down at least 10 ideas I am going to incorporate/put into action. I know we are going to increase our revenue and circulation because of this seminar."

Participant in Foundation circulation training



Missouri Press Created NIE Features
Book Buzz & Novel Ideas book columns from Washington Missourian
Serial Stories Teacher Guides

2012 Foundation Trainings

GROWING READERS, AUDIENCE & SERVICES
Circulation Training for Today's Newspapers
Friday, Feb. 24, St. Louis, 43 participated

EDITORS SEMINAR,
Newsroom Skills for Today and Tomorrow
Friday, March 9, @RJI in Columbia, 28 attended

Tim Smith Monthly Ad Seminar Series
Webinars, 23 newspapers participated

Community Engagement for Community News
Friday, July 20 @ RJI Columbia, 21 attended



Be a part of next year's Missouri Press Foundation Annual Report!
There are many ways to contribute to the Missouri Press Foundation.

To find out more, call Doug Crews at dcrews@socket.net or (573)449-4167.

Foundation Builders Campaign



13% OF MEMBER PUBLICATIONS HAVE DONATED

★ Our goal is to continue increasing this in 2013

Foundation Builder Gifts

Dave Berry
Wanda Brown
Gallagher Consultants, LLC
Brent Gierke
James A. Gierke Trust
Allen W. Hawkins Trust
Charlie Hedberg
Rogers and Jerri Hewitt
Jo Hoffmann

Doris Houx Kirkpatrick
Phil Leslie
Tom and Marilyn Miller
Missouri Press Service
Mike Sell
Jean Maneke, Maneke Law Group
Gary and Helen Sosniecki
Renee and Joe Spaar
Bill D. and Carlene Williams

The following newspapers have pledged to donate the net proceeds of at least one half page of national advertising annually to the Foundation.

The Albany Ledger
Butler News Xpress
Columbia Daily Tribune
Cuba Free Press
The Daily Events
Eldon Advertiser
Gasconade County Republican
Mexico Ledger
The Mountain Echo
The Odessan
Plattsburg Clinton County Leader
Pleasant Hill Times
St. James Press
Steelville Star-Crawford Mirror
Trenton Republican-Times
Washington Missourian
Webster-Kirkwood Times

Other Newspaper Donations

The Current Local
Independent Journal
Jefferson Co. Leader & Arnold Imperial Leader
The Milan Standard
St. Louis Labor-Tribune



These 22 publications donated \$9,106.69

"Deadline in Disaster" should be required viewing for every newsroom. It is powerful, sometimes painful evidence of why - despite all the technological changes and business challenges we face - our work matters to our communities. And the fact that this terrific documentary was produced by the Missouri Press Association gives me hope that we will be able to embrace change and produce journalism that matters for decades to come.

- Kathy Best, Managing Editor,
The Seattle Times

"Deadline in Disaster" was shown in 11 venues throughout Missouri in 2012

Circulation Mega Summit in St. Louis April 20-22

Regional and national organizations have partnered to sponsor a Mega Summit focusing on circulation to be held Saturday-Monday, April 20-22 in St. Louis.

The 2013 Mega Summit is a must-attend for anyone who considers growing circulation and audience a worthwhile effort. And, if your responsibilities include growing your company's bottom-line, don't miss this event.

This summit also will focus on using all of the various circulation tools available — as well as non-traditional tools — to grow this and other vital segments of your business.

Here are just a few of the session topics:

- Growth Through Innovation & Creativity
- Fostering an Environment of Innovation & Risk Taking
- Growing Circulation & Audience w/Database Marketing
- Understanding Industry Trends w/Facts, Figures & Logic
- Build Your Bottom-Line Through Loyalty and Retention

MU students write editorials for NIE Week

Students in Prof. Clyde Bentley's Editorial Writing Class at the Missouri School of Journalism have written editorials that Missouri newspapers can use to observe Newspaper In Education Week, which is March 3-9.

The editorials have been combined into one file that can be downloaded at mo-nie.com with download code nieops.

Newspapers that publish any of the editorials are requested to send a note to Bentley, telling him which editorials they used (bentleycl@missouri.edu).

Also, the American Press Institute has partnered with the Newseum in Washington, D.C., on materials for the annual NIE Week curriculum at americanpressinstitute.org/Curriculum/NIE/NIE-Week.aspx.

Missourians are on board of Midwest Circulation Management Association

- Unleashing Hidden Data to Grow Audience
- Growing Loyalty Through Gamification

See the entire agenda and register at

360mediaalliance.com/events/.

The Mega Summit will be held at the Saint Louis Renaissance Hotel Airport. For hotel information and reservations: 360mediaalliance.com/event-register/.

Vickie Miller of *USA Today*, from Olivette, is chairman of the board of the Midwest Circulation Management Association, one of the sponsoring organizations. MCMA has more than 100 newspaper members in eight states.

Tom Livingston of the *St. Louis Post-Dispatch* is the third vice president of MCMA.

The Missouri state director for the association is Jim Kennedy of Neighbor News, Bolivar. He can be reached at jimk@mo.neighbornews.com for information about the Mega Summit.



Reading Across Missouri 2013 Join young people inside their newspaper

Written by Chris Storchschneider

Produced by the Missouri Press Foundation

Read "Manny Kicks Long Ear Lore" only in your newspaper

Brought
to you by



Newspapers across Missouri are connecting young readers to their communities and improving reading skills with Reading Across Missouri, an annual statewide reading campaign.

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

Your newspaper will publish "Manny Kicks Long Ear Lore" through the statewide reading effort organized by the Missouri Press Foundation to have young readers inside their community newspapers in 2013.

For a companion teacher guide, visit www.mo-nie.com and use code: teachmo13.

Put More Kick in Your Newspaper!

It's FREE! Go to www.mo-nie.com and use code teachmo13.

Contest uploading could begin early

Category numbering system combines Weeklies, Dailies

Updated rules and categories for this year's Missouri Press Foundation Better Newspaper Contest have been sent to member newspapers.

This year's contest will be conducted online for the first time, through a website administered by SmallTownPapers. As of now, the time window for uploading entries will be March 15 through April 30. The beginning date could be earlier if the website is ready before then.

Members of the New Jersey Newspaper Association will judge the contest.

*Best
Online
Newspaper
or Website
category
for
Weeklies
only.*

Awards will be presented in September during the MPA Convention in Kansas City.

Contest categories are numbered differently from previous years. The descriptions for the weeklies and dailies categories have been combined, so there are only 37 categories, half as many as in previous years.

Newspapers will upload their entries according to the Division (Weekly or Daily) and Class (Circulation) they are in.

The contest has three circulation classes in each division. The Weeklies Classes are: 1-3,000; 3,001-7,000 and 7,001 and over. The Dailies Classes are: 1-5,000; 5,001-15,000 and 15,001 and over.

A few categories specify dates from which material must be gathered, for instance 1 issue from March, 1 from August and 1 issue of choice. This year's categories were posted before the numbers were combined, and the weeklies and dailies categories had different dates from which to draw entries.

To work around that — in case some papers already gathered entries — the explanations of those categories have

**Some categories have
different dates
for content
for Weeklies, Dailies.**

notations for weeklies and dailies with their separate dates for entry material. This occurs in categories such as General Excellence, Overall Design and a few others.

Papers should be sure to gather their entries in those categories from the correct time frames for their division.

That issue will be eliminated in the future by calling for entries from the same time frames for both weeklies and dailies.

Another issue is the bulky entries in categories like Special Sections, Investigative Reporting, etc. Instructions will be provided on how to create remote files of those entries and submit URLs or links that the judge can connect to and see the entries.

Another anomaly involves Category 35, Best Online Newspaper or Website. That category is for weeklies only. That category has attracted few entries in the past, so the Contest Committee eliminated it for daily papers.

The new rules and categories files, which have been emailed to the newspapers, are posted to the Missouri Press website at mopress.com/current_forms.php.

Questions about the contest can be directed to MPA editor Kent Ford at (573) 449-4167 or kford@socket.net.



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A student examines newspaper front pages hung on the walls of a professor's classroom in a Minnesota community college. The professor, a collector of front pages with stories of big news events, displays the pages so students can get a feel for major stories and their impact on people and the world. Story at right. (Minneapolis Star Tribune photo)

P. 1s from past make history real for college students

By LANNIE WALKER

Minneapolis Star Tribune

Sociology professor Dave Berger has taught at Inver Hills Community College for more than 20 years, but the history on the walls of his classroom dates back at least half a century.

A hundred original newspaper front pages from 37 newspapers line three walls of Berger's classroom. The project was inspired by his private collection of newspaper front pages, he said.

According to Nnamdi Nwaneri, a first-year student at Inver Hills, the project has helped him understand the scope of the events reported in the newspapers. "I think the project is way beyond the four walls of the classroom," he said.

In addition to researching a story of their choice from among the front pages, the students are expected to interview people who saw those original headlines.

"The articles displayed here all have an impact on human lives," said Nwaneri.

... Twenty-year-old Xing Liu points out how some the newspapers have yellowed. "That's history," he said. "You can't fake it. If you look online, some people can fake it."

Ka See Yar talked about how the project has helped the students see the big picture beyond the headline. "We can see how history has changed our society today," she said.

It's not just Berger's students who are facing America's history, literally, on a regular basis. Five-hundred students at the college use the classroom and have gotten to glimpse the big stories that have shaped the world.

"Most people who see it try to remember what they were doing during these famous events. It is like a personal photo album of shared social events," said Berger.

Berger plans to expand the reach of the project even further, having donated duplicates from the exhibit to the criminal justice department, which is starting a similar project.

(Lannie Walker is a University of Minnesota student on assignment with the *Star Tribune*.)

No piling on over Mo. State U. typo

This entry made Kevin Horrigan's Feb. 18 "Fair or Foul?" feature in the *St. Louis Post-Dispatch*.

FAIR: Administrators at Missouri State University in Springfield have taken a lot of grief since the *Springfield News-Leader* reported last week that the campus bookstore had handed out 6,000 canvas bookbags in January emblazoned with a dreadful typo: "Missouri State Univeristy."

...The university can't get its money back (\$3.98 per bag) because university officials not only submitted misspelled

copy, but approved a proof of the artwork.

We shall not join in the chortling. A search of the *Post-Dispatch* computer archives shows 376 instances of the word "univeristy" showing up in the newspaper since 1981.

Worse, for a newspaper founded by Joseph Pulitzer and controlled by his heirs until 2005, on 27 occasions since 1981 the name showed up in the paper as "Pultizer."

Copy-editing is a lost and underappreciated art.

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Scrapbook

• **Tuscumbia** — Employing its declared policy, the Vernon Publishing Co. newspapers, including the *Miller County Autogram-Sentinel*, offered candidates in April elections free announcements, including photos. Candidates were invited to stop by the newspaper office if they needed a photo made.

After the free announcement, candidates have to pay for any more newspaper exposure, according to the newspaper's policy.

• **Kahoka** — *The Media* partnered with local businesses to sponsor "A New Look for a New Year" contest for women.

The contest winner was selected by a drawing. She received a haircut and style, gift card, manicure, flowers and beauty products from local merchants.

The newspaper took "before" and "after" photos of the winner.

• **Caruthersville** — Alan Kopitsky of *The Democrat-News* presented the Madison County Chamber of Com-

merce's Distinguished Community Service Award at the Chamber's recent awards banquet.

• **Perryville** — Editor/publisher Tay Smith presented the *Perry County Republic-Monitor* Persons of the Year and Business of the Year awards at the local Chamber of Commerce banquet in January.

• **Slater** — *The Main Street News* and local merchants sponsored drawings for free Valentine's Sweetheart dinners and lunches.

In another promotion, the paper gave away tickets to the Slater Fire Department's Ham and Bean Supper.

• **Washington** — In recognition of the 75 years of ownership of *The Washington Missourian* by the James L. Miller family, the twice-weekly paper is holding a monthly drawing for \$75.

Entries in the drawings have to be on the form in the 75th anniversary ad in *The Missourian*.

Also in Washington, *The Missourian* donated \$21,000 to the Franklin County Area United Way. Included in the total were a corporate gift of \$7,908.50, five leadership gifts, three community investor gifts and funds from special events.

• **St. Louis** — Christine Byers, who has been a reporter for the *Post-Dispatch* for six years, has won the St. Louis Newspaper Guild's 2012 Terry Hughes Award for writing.

Byers, 32, received the honor in January at the Guild's annual banquet.

Hughes Award judges noted Byers' work on the case of Anna Brown, a young woman who died in police custody after being refused treatment at a hospital emergency room.

Terry Hughes was a *Post-Dispatch* columnist who died of breast cancer in 1991 at age 36. Her columns championed the underdog and gave voice to the trials of everyday people.

Also at the dinner, former *Post-Dispatch* political columnist and feature writer Jo Mannies received the John Michael McGuire Lifetime Achievement Award. Mannies now writes for *stlouisbeacon.org*, an online publication.

McGuire, a reporter and feature writer for 38 years, died in 2009.

• **Marble Hill** — *The Banner Press* was honored recently as the Bollinger County Chamber of Commerce Veteran Business of the Quarter. The weekly, which is owned by Rust Communications of Cape Girardeau, has been in business for 132 years.

• **East Prairie** — *The Eagle*, which is owned and published by Carlin Bennett, was named Business of the Month for December by the East Prairie Chamber of Commerce.

Other *Eagle* staffers are editor Adam Rhodes, circulation manager Lisa Brown and ad manager Susan Bennett.

• **St. Louis** — On Feb. 3 Wiley Price, photographer for the *St. Louis American*, lead a talk about race and then preached at Christ Church Cathedral. Price's appearance was part of the church's showing of "As If We Weren't There," a hands-on Black History Museum exhibition.

Jeff City daily produces special football mementos for 2 schools

The *Jefferson City News Tribune* created two digital mementos for area high school football teams that made it to the state championship.

The interactive e-books are called "Road to the Dome." One is for Helias Catholic High School, the runner-up in the Class 4 title game, and the other is for Blair Oaks High School, the runner-up in the Class 2 title game.

The e-books were produced by sports editor Tom Rackers, sports reporter Tony Hawley and digital media coordinator Krissy Tripp. They assembled each team's weekly previews and game wrap-up stories throughout the season, photo outtakes, audio slideshow interviews with coaches, in-depth stat boxes for each game and for the entire season, and complete team rosters.

The program, which was created in InDesign and exported with various effects as an html, flash file, was sold on discs. Forty-four discs were sold at the *News Tribune* and the area high schools with 25 percent of the profits going back to the schools.



State tells council to obey Sunshine Law

City attorney chastised for comments about suing complainants

A January letter from the Missouri Attorney General's Office said the Louisiana City Council and its attorney violated the Sunshine Law by closing a meeting that led to the impeachment of a city council member.

The *Louisiana Press-Journal* has been covering this situation extensively.

Chief Counsel Patricia Churchill of the Attorney General's Governmental Affairs Division, also scolded the city attorney for threatening to sue people who file Sunshine Law complaints.

The *Press-Journal* had reported that the city attorney said the AG's Office had suggested he threaten to sue anyone who filed a complaint against the city.

Churchill's letter addressed that statement.

"Any suggestion that our office encouraged the city to file a lawsuit against the complainants is without merit," Churchill's letter says. The letter reminded the city attorney that the Sunshine Law "explicitly protects from civil liability those making good faith complaints."

The letter directs the city council and the attorney to attend training on the Sunshine Law and to provide to the AG's Office copies of meeting notices for the next six months.

The impeached council member, who was removed on a 7-0 vote of the council, had secretly recorded a Sept. 10 closed meeting — the reason for her

impeachment.

Officially, the meeting had been called to discuss whether to discipline the city administrator. Instead, she said, discussion at the meeting involved the city administrator's complaints about the council member's involvement in city business.

Discussing an elected official, who is not an employee, in a closed executive session is illegal, the former councilwoman said. Churchill's letter from the AG's Office agreed.

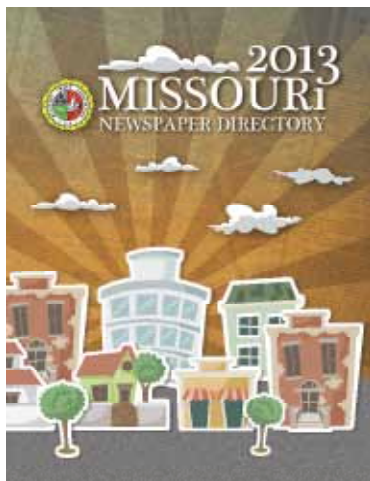
The transcript of the meeting shows the meeting was closed to discuss the city administrator's complaints and not about disciplining the administrator, the letter said.

"The council was obligated to adjourn the closed session and discuss the issue ... in an open session," the letter said.

The former councilwoman said later in January she might sue the city for impeaching her for illegally taping the Sept. 10 meeting. She taped the meeting to protect herself, she said, and because the meeting was illegal, she should not have been impeached.

A letter from another council member, published later in the *Press-Journal*, said the council had not held any illegal meetings. The letter said this episode was a continuation of a dispute among citizens who are unhappy with city officials. (*Louisiana Press-Journal*)

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Nominations being taken for Missouri Press honors

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

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.

On the Move

• **Jefferson City** — Central Missouri Newspapers added four employees to the *Jefferson City News Tribune's* newsroom.

Kris Hilgedick is a 1994 graduate of the University of Missouri Journalism School and a former employee who worked for the company between 2000 and 2009. She covers education. Hilgedick has worked for the *Columbia Tribune*, *Boone County Journal* in Ashland and *Columbia Missourian*.



Kris Hilgedick

Olivia Ingle is a 2012 graduate of Butler University in Indianapolis. She spent last summer interning at *The Oklahoman* in Oklahoma City. She is covering social services and health for the Jefferson City paper.



Olivia Ingle

A longtime freelance journalist, Shelly Gabert graduated from the University of Missouri School of Journalism and is currently a writer for the company's style section and niche publications, including "HER" maga-



Shelly Gabert

zine. She returned to mid-Missouri after spending 10 years in Los Angeles, where she wrote about travel, entertainment, culture, weddings and education for the special sections of the *Los Angeles Times* and covered television and film for "Emmy" and "Variety" magazines.

Jessica Duren is a 2008 graduate of Missouri State University in Springfield. She joined the *News Tribune* after three years in northeast Iowa as the main reporter and news editor of three weekly papers.

A Jefferson City native, Duren is covering business and is expanding coverage into the Taos and Osage County area. She is also working part time on the production desk as a page designer.



Jessica Duren

• **Republic** — Katie Barton has been named editor of the *Republic Monitor*. She joined the paper on Jan. 22.

Barton graduated from College of the Ozarks in 2011 with a degree in mass communication, journalism. She formerly was editor of the Springfield "Lifestyle" monthly magazine.

She is married to Dustin Barton.



Katie Barton

Download material for Sunshine Week

Sunshine Week is an annual initiative to promote open government and push back against excessive official secrecy. This year's observance will be March 10-16.

Missouri newspapers can highlight the importance of openness through stories, editorials, columns, cartoons or graphics.

Sunshine Week was created by the American Society of News Editors and is now coordinated in partnership with the Reporters Committee for Freedom of the Press.

An array of examples is in ASNE's Idea Bank, which includes links to some Sunshine Week "Bright Ideas."

But freedom of information isn't just a press issue. It is a cornerstone of democracy, enlightening and empowering people to play an active role in their government at all levels. It helps keep public officials honest, makes government more efficient and provides a check against abuse of power.

Get inspiration and resources — cartoons, editorials, logos — at sunshine-week.org.

St. Louis journalists join Media Hall of Fame

Three writers from the *St. Louis Post-Dispatch* and the publisher of the *St. Louis/Southern Illinois Labor Tribune* were inducted on Feb. 20 into the St. Louis Media Hall of Fame.

Post-Dispatch journalists inducted were the late John McGuire, a reporter and feature writer for 38 years; Sue Ann Wood, a reporter and editor at the *Post-Dispatch* and the *Globe Democrat*, and the late James C. Millstone, an editor who was on President Richard Nixon's "enemies" list.

Ed Finkelstein of the *Labor Tribune* also was among the inductees.

Another inductee was Wiley Price Jr., the first black host of a St. Louis radio show and the father of *St. Louis American* photographer Wiley Price. The younger Price was inducted last fall into the Missouri Photojournalism Hall of Fame in Washington.

Missouri Press ad director Greg Baker resigns to take position with CenturyLink

Greg Baker has resigned as Missouri Press Service's ad director.

Mike Sell, who preceded Baker as ad director, will be the interim ad director until Baker's successor is hired.

Missouri Press is taking applications for Baker's replacement.

Sell and regular MPA staffers Jennifer Plourde and Connie Whitney will be

monitoring the mopressads@socket.net address.

Baker, who has worked for Missouri Press for about eight years, has taken the marketing position with CenturyLink that formerly was held by Greg Gaffke, who has retired. MPA members will see Baker from time to time at press meetings and on the golf course.



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J School students' essays promote newspapers

Download material for NIE Week

In January, about 100 Missouri newspaper professionals weighed in on our survey asking "What is the most pressing issue facing your newspaper?" The top four responses were print circulation, print advertising, establishing new revenue streams and next generation readership.

Next generation readership = Newspaper In Education.

Face the facts folks. The circle of newspaper readership has been broken. Here is the visual: printed newspapers come into home. Parents read newspapers. Children see parents reading newspapers (if they're lucky, they're included). Children grow up and read newspapers. The missing link is that today's young parents don't *model* newspaper reading in the home.

"But they're reading our newspaper online," you say. That's great news, but it doesn't fix that missing link of children watching their parents read newspapers. Their children don't know what they're reading on their computers, tablets or phones.

So how do we, as an industry, make sure that vital link isn't broken? School.

We must — I repeat MUST — make sure today's children are exposed to newspapers, in print and online. This generation of young people must get inside newspapers.

In a perfect world that would happen at home. But when it doesn't, we have to make sure it happens somewhere else.

March 4 kicks off Newspaper In Education Week. Prof. Clyde Bentley's editorial writing class at the Missouri School of Journalism has written editorials on the importance of young people

reading newspapers. These are gifts to you to publish. Many of these millennials, as they call themselves, write in their editorials that their parents read the newspaper. Ah, the circle of newspaper reading habits.

This year, I've compiled all the editorials into one document to make it easy for you to download the file, read through the whole lot of them, and pick out the one or more that you want to share. You can download this file at www.mo-nie.com using the download code nieops.

The next step is to make sure your newspaper is in your local classrooms.

Missouri Press has one of the most active Newspaper In Education programs in the nation. Last year, newspapers used

2,097 download codes to access thousands of youth features at mo-nie.com. Of those, 84 percent were features MPA created, 10 percent were book columns offered by the *Washington Missourian* and 6 percent were teacher guides.



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

Need funding? Missouri Press Foundation processed \$47,525.02 in grants made to Missouri newspapers to support classroom newspapers. These are charitable donations Missouri's newspapers are going out and finding to put their newspapers in schools.

Are you a part of the 2013 Reading Across Missouri campaign? The goal of that project is to get Missouri's children inside newspapers. So far, 77 Missouri newspapers have downloaded the FREE serial story "Manny Kicks Long Ear Lore." There is a FREE teacher guide. It's all correlated to Missouri's educational requirements.

This month MPA has a new gardening series available, "Amazing Soil." Find a sponsor to help fund the publication of this seven-part gardening series for children and send copies to school. Make it tax-deductible for the sponsor by sending the donation through the Missouri Press Foundation Grant Program.

Missouri's newspaper leaders said next generation readership is an issue that "keeps them awake at night." April marks the 12th anniversary of the Missouri Press Newspapers In Education program. It can help you get a better night's sleep.

We must — I repeat MUST — make sure today's children are exposed to newspapers, in print and online.

Press could lose parking, offices in Capitol

This bill was introduced in the Missouri legislature by Sen. Brian Nieves (R-Washington).

SB 269 – This act provides that no parking space upon the capitol grounds shall be specifically designated or set aside for any person that is not an official or employee of the state, however an appropriate number of spaces may be designated for handicapped parking.

No person or entity that is not an

official or employee of the state shall be allowed an office or reserved space in the State Capitol building, except for reserved space within the Senate and House chambers and galleries, and any non-public person or entity maintaining an office or space shall remove its office or space from the State Capitol building on or before August 28, 2013.

This act is identical to SB 694 (2012) and SB 341 (2011).

Obituaries

St. Louis

Brian Jones

Brian Jones, 48, St. Louis, the brother of St. Louis American general manager Kevin Jones, died on Jan. 30, 2013, after suffering an apparent heart attack three days earlier. He never regained consciousness after the attack.

In addition to his brother, Jones leaves his wife, Tracy, and three children.

St. Joseph

George Lockwood

George J. Lockwood, 81, who retired in 1995 as executive editor of the *St. Joseph News-Press*, died from ALS on Jan. 31, 2013, at a hospital in Phoenix.

Mr. Lockwood was a longtime editor at *The Milwaukee Journal*, where he worked for 30 years. He left *The Journal* in 1986 to teach journalism at Marshall University in Huntington, W. Va. He worked at the *News-Press* from 1990 to 1995.

Mr. Lockwood had just finished a book about newspaper comics, "Peanuts, Pogo, and Hobbes: A Newspaper Editor's Journey through the World of Comics," published by Syracuse University Press and due out in June.

Survivors are his wife, Eileen, a daughter, three sons and three grandchildren.

Springfield

Sue Heifner

Celita Sue Heifner, 60, a former employee of the Missouri Press Association, died Jan. 23, 2013, at her home in Springfield.

At Missouri Press Ms. Heifner assisted in the advertising department.

Kansas City

Virginia Hall

Virginia Lynn Hall, 69, Kansas City, a writer and editor for *The Kansas City Star* for more than 20 years, died Feb. 17, 2013. She wrote the column "Random Views" and had retired in 1998.

Ms. Hall leaves a brother, a daughter and granddaughter.



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William L. Miller, Washington, Mo.

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Sweepstakes OK if you remove 1 of 3 elements

Get legal help to cover your own contests

The variety of inquiries that comes in to the hotline, day by day, offers a wonderful plethora of subjects, and I always enjoy taking your calls and finding out what is going on in your world.

I've told you before that frequently the calls fall into certain categories. And one of the categories I am called about regularly by advertising staffers is the subject of sweepstakes and similar contests.

The law that governs these matters begins with the premise that an **illegal** sweepstakes requires three elements: Chance plus a prize plus **payment of consideration**. When you take away any one of those three elements (and usually, the payment of consideration is the element that is removed), the sweepstakes is **legal**. These are the issues you need to consider both when you are sponsoring your own sweepstakes, or when you are running publicity for someone else's sweepstakes.

Conducting your own sweepstakes is a much more complex issue, and you should probably obtain legal help if you plan to do this.

There are many issues to be considered as you put this project together. First, you need to look carefully at the official rules you create for this contest. Do you set out properly how the winner will be chosen and when? Have you included odds for winning? Have you identified the sponsor? Did you include language about who is prohibited from entering and specifically stating "No purchase necessary to enter" and "Void where prohibited by law" in your rules?

If you are using social media (for example, Facebook or Pinterest) to conduct your sweepstakes, have you

checked its Promotional or Marketing Guidelines instructions to ensure you are complying with them? Is the prize you are awarding sufficiently large enough that you will be required to issue a 1099 MISC to the IRS? If you are giving a gift card as a prize, have you included with your rules the restrictions that come with the gift card? Also be aware that there are state restrictions regarding the use of liquor and tobacco in sweepstakes.

Have you limited entrants to a proper age? Are the odds of winning the same for all? Have you considered if you have a proper privacy policy in place for those entering your sweepstakes, limiting the collection and use of private information and providing a way for

persons to remove that information from your database, if you are going to retain that information?

Most importantly, in order to ensure that this is a **legal** sweepstakes, have you provided a means of entering the sweepstakes without charge?

You may think, after reading this, that I make it sound so complicated that no one will ever conduct a sweepstakes anymore. That's not true, but I just want to be sure that you carefully prepare for this and are certain that there isn't a basis for someone to complain to the state

authorities that you have mislead them in this effort to increase sales.

Of course, it is more likely that you will find yourself running advertising for someone else who is conducting a sweepstakes. In that case, the rules are fairly simple. First, Missouri passed a law in the 1980s permitting bingo and similar games of chance conducted by charitable organizations. Running publicity for those groups is permissible.

Similarly, a few years ago, a federal court case in Missouri ruled that if a sweepstakes was a one-time marketing effort for a business, which did not conduct that regularly, then it would be permitted. So advertising a one-time sweepstakes is fine (and, of course, if the entity provides a means of entering without cost, then it is a totally legal give-away and there are no concerns about advertising it).

And, of course, the reason we are talking about concerns over advertising a sweepstakes is that when you mail out your newspapers, the federal "Deceptive Mail Prevention and Enforcement Act" comes into play, which might put your mail permit in jeopardy if you were advertising an illegal sweepstakes.

In short, while a give-away can increase business, it needs to be handled carefully.

I'm always happy to take your calls in relation to these ads, and any other advertising issue that concerns you.



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

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Missouri Press Association / Missouri Press Service

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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.

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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

March

3-9 — Newspaper In Education Week

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

25 — Missouri Press Leadership Summit on the future of the Missouri Press Foundation

25 — MPA Past Presidents and Spouses Dinner, Columbia

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



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to use Flash News:

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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.



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