

April 2012

Missouri Press NEWS



Missouri Press documentary film debut

The Joplin Globe continues to write stories spawned by the May 22 tornado that killed 161 people. A documentary film about the *Globe's* efforts will be shown publicly for the first time on May 3 in Columbia. The Missouri Press Association

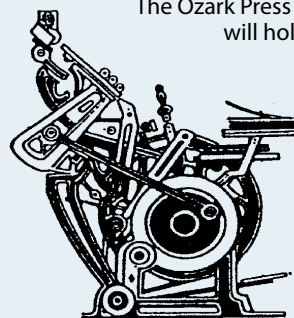
and Foundation produced the film. See pages 3-5 for information about the film and how to get tickets to the premiere. The program will include a silent auction, a session with *Globe* staff members and a reception. (Photo by Bill Shepard)

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*Weekly publishers
bullish on future
of community
newspapers.*

7-8



The Ozark Press Association
will hold its annual
meeting
April 12-13
at the
Radisson
Hotel
in Branson.

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Congressmen aware of postal issues

Thanks to those helping block 'disastrous' legislation

Kathy and I had a good time on March 8 attending the "We Believe in Newspapers Conference" in Washington, D.C. We joined other members of the National Newspaper Association in visiting with our local congressional delegations on Capitol Hill.

Other members of the Missouri contingent were Dane and Trevor Vernon, both of whom have participated in several NNA meetings in Washington. Trevor is the Missouri Press Association's NNA representative.

The meeting began with a briefing at the hotel conducted by the NNA's Washington staff about the agenda we would be presenting to our representatives. The NNA's postal expert, Max Heath, already was at work in the Capitol meeting with some key contacts about the postal situation.

When we arrived at the Capitol, we received encouraging receptions from Sen. Roy Blunt and Congressman Blaine Luetkemeyer. We also spoke with Congressman Sam Graves' capable staff members who were aware of the postal situation. They shared our concerns about the future of the USPS and said legislation has been introduced to delay the closing of post offices and some processing centers.

Other agenda items we presented were newspaper public notices and access to capital by small businesses in our communities.

Later in the day we enjoyed a wonderful dinner at the National Press Club. Kathy and I also toured the News-um and the National Archives during the brief visit to Washington.

Greg Baker, the MPA's advertising director, has been traveling the state making presentations to local newspaper staffs about political advertising. Baker comes armed with facts and figures from the recent study of the effectiveness of

using newspapers in political campaigns. We were privileged to host area newspapers at a session in Bethany.

The MPA has the information that you need to show candidates for office that voters use newspapers more than any other medium in making their assessments of candidates and issues. If you get a chance, attend one of these sessions and review the material as we prepare to make the sale for the August and November general elections.



This is a busy time of year for the Missouri Press Association. Executive Director Doug Crews and others are trying to prevent shenanigans in the Capitol like the one under way to remove the sales tax exemption on material used in the production of newspapers.

We are grateful to members who have traveled to Jefferson City and who have contacted their legislators to stop legislation that would be absolutely disastrous for newspapers.

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One of the most anticipated events this spring will be the premiere of the documentary film "Deadline in Disaster" on May 3 at the Missouri Theatre in Columbia. The MPA has been instrumental in producing this film about the heroic efforts of the staff of *The Joplin Globe* following the tornado that leveled much of Joplin. *The Globe's* staff worked tirelessly—many in the face of personal loss—to make sure newspapers got into the hands of the readers.

One of the film clips I viewed was a scene from a community shelter where homeless victims anxiously awaited the arrival of *The Globe* for the latest news about the disaster. Keep watching for details about the film.

We hope to be seeing you down the road.

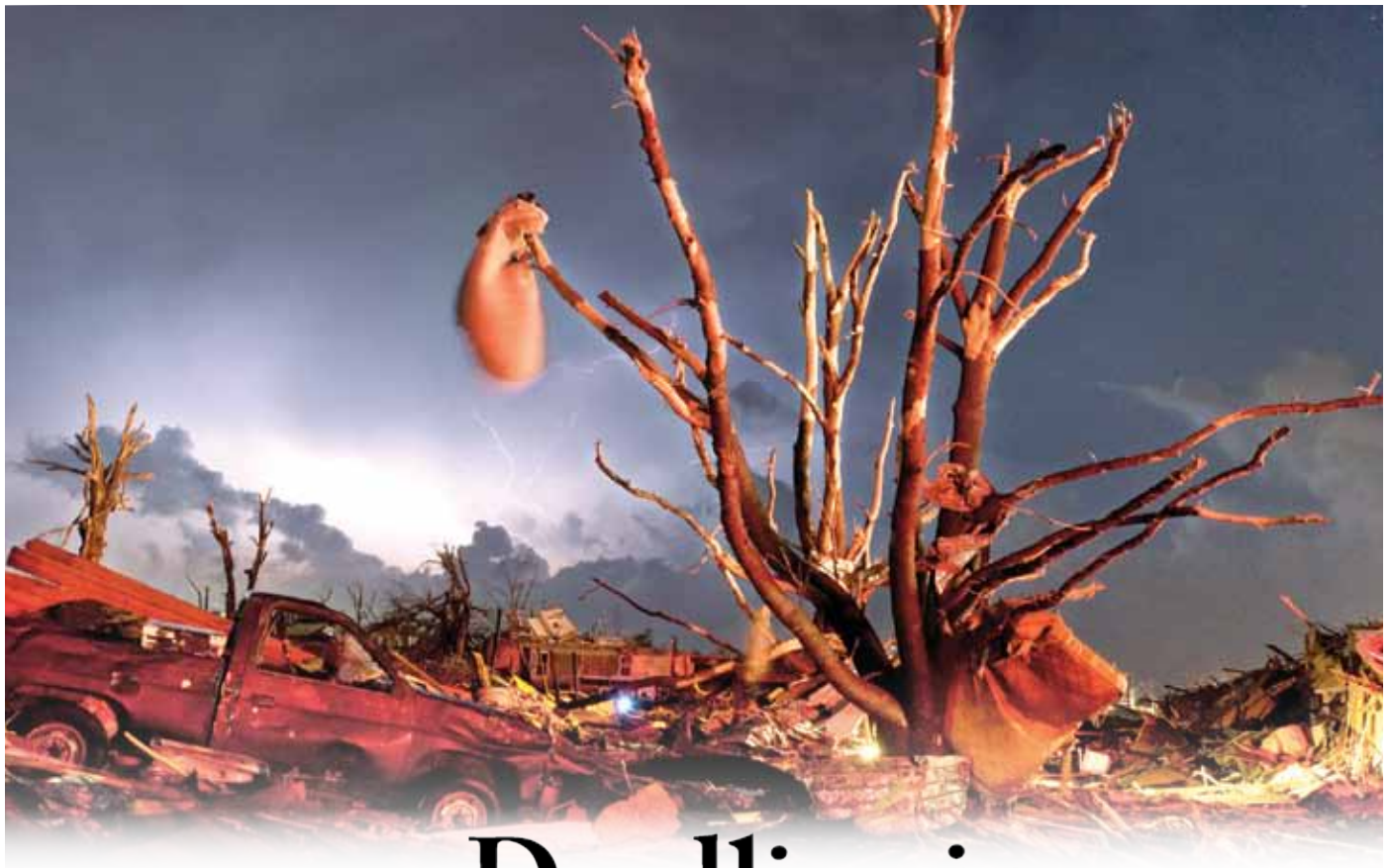


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Deadline in Disaster

*More than 160 lives lost. Thousands of lives changed.
One community newspaper helps its town find hope in the aftermath of the Joplin tornado.*

**Missouri Theatre - Columbia, MO
May 3, 2012**

**6-7 pm Reception and Silent Auction
(Joplin, Mo. Benefit)**

**7-8:30 pm Documentary Film Screening
Q/A with Cast and Crew**

**Advance tickets: \$10
At the door: \$12**

at Missouri Theatre/
University of Missouri
Box Office 573.875.0600

Featuring Staff Members of The Joplin Globe
Executive Producer Doug Crews | Directors Beth Pike & Stephen Hudnell | Co-Producer Scott Charton
Presented by Missouri Press Association, 2012 | Photo courtesy B.W. Shepard

May 3 premiere of film about *Joplin Globe's* work to help its city persevere

Silent auction before showing will raise funds for memorial

Like community newspapers do every spring in their towns all across the country, *The Joplin Globe* covered the graduation program for local high school seniors on May 22, 2011.

Moments after that Sunday afternoon ceremony ended, the lives of Joplin residents changed forever. Life ended for more than 150 of them. An EF-5 tornado, the most violent kind, made a direct hit on the community of 50,000 in the southwest corner of Missouri.

Then began *The Globe's* duty to report on the storm and its impact on the community and the entire region. That duty became a mission for the newspaper's staff, a mission to tell the stories about all of the tragedies and miracles, the victims and the heroes, the responses of neighbors and the world.

The story of how *The Globe* carried out that mission has been told in a documentary film that will be premiered on Thursday, May 3. "Deadline in Disaster," produced by the Missouri Press Foundation, will be shown at 7 p.m. in the Missouri Theatre, 9th and Locust streets in downtown Columbia.

Preceding the showing of the 59-minute film will be a reception and silent auction in the theatre lobby to raise funds for a memorial in Joplin to the victims and survivors. After the film, members of *The Globe* staff will answer questions from the audience.

That will be followed by a reception for all attending.

The Joplin tornado eventually claimed 161 lives, as several people died of their injuries in the days and weeks after the storm. Among those lost on the day of the tragedy was a page designer for *The Globe*. A third of the newspaper's staff lost their homes.

In spite of that, *The Globe's* presses

make it through each day and to find a way forward.

That's a message *The Globe's* editor, Carol Stark, hopes people will get from the film.

"I hope they'll be able to see how real newspaper journalists work in a crisis," Stark said. "This is our job, our lives. It's important to realize that we need these folks."

Joplin's recovery continues, and *The Globe* reports on it. "We're covering it every day. That's what people forget," Stark said. "It becomes more urgent. We still have people who need to get into homes" as the one-year anniversary of the disaster approaches.

"I worry about the stories that I still don't know about," she said. "What do we need to get up and do tomorrow? That goes on in my mind. It will be five years at least" before this story no longer is top of mind, Stark said.

The Missouri Press Foundation invites everyone to attend the

premiere of "Deadline in Disaster" on May 3 in Columbia.

It welcomes any donations of items for the benefit auction that will be held in the theatre lobby. Businesses that would like to help sponsor the premiere also are welcome.

"Deadline in Disaster" was directed by Beth Pike and Stephen Hudnell, Emmy Award-winning journalists from Columbia. They were assisted by retired AP correspondent Scott Charton, also of Columbia.



Videographer Stephen Hudnell and Beth Pike interview Anne Kettenbrink, a page designer and copy editor for the Jefferson City *News Tribune*. Kettenbrink worked at *The Joplin Globe* a couple of years ago and went to help *The Globe* after the tornado last May. Hudnell and Pike, along with Scott Charton, directed "Deadline in Disaster," a documentary film about *The Globe's* reporting on the disaster. (Photo by Scott Charton)

rolled that night. A few reporters made it to the newsroom. Some who couldn't get there called in reports, not knowing whether their friends, families and colleagues were alive. Nearly all of the paper's carriers showed up to deliver that first post-tornado issue early the next morning.

The newspaper's staffers became acutely aware of their roles as information providers for the community. Residents came to depend upon *The Globe* for what they needed to know to

Orr Street Productions collaborated in the project, and Sandra M. Levy Smith of Smith Lee Productions composed the music for the film.

Funding for the project has come from several generous donors and the Missouri Press Association, Missouri Press Service and Missouri Press Foundation. Funding is needed for the film.

A trailer for the film can be seen at <http://www.youtube.com/watch?v=4D37UI3N0Ek>.

"All newspapers can take pride in the performance of *The Globe* as it delivers the very essence of service as a community newspaper," said Doug Crews, executive director of the Missouri Press Association.

"This documentary lifts up *The Globe's* staff as an example of dedicated, community newspaper journalists, doing their jobs despite their personal losses," he said.

Get tickets at door, in advance from Missouri Theatre

Tickets for the premiere showing of the documentary film "Deadline in Disaster" on Thursday, May 3, can be purchased from the Missouri Theatre box office, in advance by phone or at the door. They also will be available online.

The theatre is at the corner of 9th and Locust streets in downtown Columbia (a block east of the MPA office), phone (573) 875-0600.

Cost for tickets is \$10 in advance, \$12 at the door. Tickets purchased online at motheatre.org — when they become available — are subject to a \$2 processing fee.

The film will begin at 7 p.m. Before that, a reception and silent auction will be held from 6-7 p.m. in the lobby of the theatre to raise funds for a memorial to the victims and survivors of the tornado.

After the film, members of the staff of *The Joplin Globe* will answer questions from the audience. That will be followed by an informal gathering of the producers and directors of the film, *The Globe* staff members and the audience in the theatre.

Reporters covering tornado saw story in *Globe's* response

The determination of *The Joplin Globe* staff to report on the May 2, 2011, tornado led to the filming of "Deadline in Disaster," a documentary film about that effort.

Beth Pike, a documentary filmmaker and journalist, and former AP correspondent Scott Charton, both of Columbia, were covering the tornado. They recognized a dramatic story in how *The Globe's* staff responded to the tragedy.

"I was in Joplin covering the tornado for CBS News," Pike said. "I got in touch with Scott Charton to ask him about sources in the area."

"We were discussing how *The Globe* was so hard hit and we were impressed by how they were getting the paper out each day. Scott said, 'This ought to be documented.' I agreed."

While the film contains many scenes of destruction, it isn't about the tornado, Pike said.

"It epitomizes what a newspaper can do for a community. There was no electricity, no telephone, and yet you could get *The Globe*. It was the glue the community so desperately needed," she said.

In 2008, Pike and Hudnell directed a film for the Missouri Press Association about the first 200 years of Missouri newspapers. That film won a regional Emmy Award.

Pike and Charton approached the executive director of the Press Association, Doug Crews, with the idea of telling the story about how *The Globe* covered the tornado and its aftermath. Crews took the proposal to the association's board of directors, which agreed to support the project.

"Disaster coverage is something newspapers have to deal with from time to time. That's what this film is about," she said.

"I don't think I've ever been more proud of my profession. *The Globe* staff was out there, day after day, sometimes in 114-degree heat, many of them without homes to go to," she said. "That's exactly why I went into this field. It made me so proud to be able to help tell their story."

"And the community is amazing. Before, Joplin was just Joplin. Now, I'm just in awe. Joplin makes me proud to be a Missourian."

Ozark Press in Branson April 12-13

Ozark Press Association will meet Thursday and Friday, April 12-13, at the Radisson Hotel, 120 South Wildwood Drive, Branson (just south of Hwy. 76 Country Blvd.). Registration forms have been sent to newspapers in the region.

The Branson Chamber of Commerce and Visitors Bureau will provide dinner and tickets to shows Thursday evening.

Sessions will be held on Friday. They will include Missouri Press advertising director Greg Baker speaking on po-

litical advertising, MPA legal hotline counselor Jean Maneke talking on legal issues, and a roundtable discussion among attendees about issues that affect community newspapers.

Keith Moore, managing editor of the *Douglas County Herald* in Ava, is the Ozark Press president this year.

In a bit of irony arising from the other stories on this page, Branson suffered damage from a tornado this spring. Ozark Press was unsure whether that would affect its planning, because some Branson hotels were damaged.

Get ad sales training in Columbia in April

The annual meeting of the Missouri Advertising Managers' Association will be April 19-20 at the Courtyard by Marriott in Columbia. You and your ad staff should plan to attend for this valuable ad sales training.

And you could win some cash for your great idea. Mail or email your entry for the Great Idea Session before the meeting so it can be prepared for presentation. Or take a detailed description and sample copies to pass around to attendees.

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

You could win \$20, \$30 or \$50 for your idea. Send in your entry!

The speaker for this year's meeting will be marketing specialist Bryna Krauth. She is president of Organic Marketing and has spent the past 15 years working in media and marketing.

The MAMA meeting will begin after

noon on Thursday and adjourn around noon on Friday, so those who attend can drive to Columbia Thursday morning and drive home Friday afternoon.



Bryna Krauth

While they're in town Thursday evening, the MAMA group will visit the Déja Vu Comedy Club in downtown Columbia to see Josh Blue, a winner of NBC's Last Comic Standing.

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

That will be followed by the Great Idea Session. After the Ideas session, Krauth will talk about "All Things Digital," helping advertisers grow revenue using social

media, websites and blogs.

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

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

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

Krauth began her career in the media industry in 1994. Most recently, she was the publisher of *Steamboat Pilot*, *Steamboat Today* and *Hayden Valley Press*. She was the publisher of numerous magazines and websites.

She is a past member of the board of the Colorado Press Association.

A registration form for the meeting and an agenda can be found at mopress.com/current_forms/php.

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

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

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nature.**



MPA / MPS boards met Feb. 8

The boards of directors of the Missouri Press Association and Missouri Press Service held their first meeting of 2012 on Feb. 8 at the offices of The Missouri Bar in Jefferson City. The Day at the Capitol reception for legislators was held that evening, and the annual Day at the Capitol activities were held the next day. During the board meeting, 2011 MPA President Joe May of Mexico, at left in front, presented 2012 President Phil Conger of Bethany with a briefcase filled with material

Conger will need this year. Others attending the board meeting were, from left, Jack Whitaker, Hannibal; Bill Miller Jr., Washington; Kevin Jones, St. Louis; Vicki Russell, Columbia; Jeff Schrag, Springfield; Jim Robertson, Columbia; Richard Gard, St. Louis; Mark Maassen, Kansas City; Trevor Vernon, Eldon; and Dennis Warden, Owensville. The board's next meeting will be in mid-June in conjunction with the annual meeting of the Show-Me Press Association.

Weekly publishers bullish on future

By **MIKE JENNER** / Houston Harte Chair
Missouri School of Journalism

Despite an unfriendly economy and changes in reader and advertiser behavior, most weekly publishers are bullish on the future of community newspapers. In a recent survey, 72 percent expressed optimism about the future of newspapers.

While they see some promise in digital revenue, they believe print will play an enduring role: Two-thirds don't envision a time when they'll no longer produce a print edition.

While weekly papers haven't moved as quickly as the dailies into creating mobile phone and tablet apps, they have kept pace with smaller dailies in the adoption of paid online models.

The survey of publishers shows that 42% of non-daily newspapers now charge users for digital content. A similar study last April showed that 46% of publishers of dailies under 25,000 circulation require payment for at least some of their online content.

Of weekly newspapers that don't now charge, one quarter of their publishers say they plan to launch a paid program in the next 12 months; another 48% say they may begin charging after that.

The extensive survey of publishers was paid for by the Southern Newspaper Publishers Association and the Missouri School of Journalism's Houston Harte Chair.

Using the database of non-daily newspapers provided by the National

Newspaper Association, more than 400 in-depth telephone interviews were conducted in October by the Center for Advanced Social Research, the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism. The survey had an 85% response rate.

Like their daily counterparts, publishers of non-dailies envision a strong shift in the makeup of their papers' revenue streams from print to digital. At present, 80% say less than 10% of their revenue is attributable to digital. 41% believe digital will make up less than 10% of total revenue in three years.

While 28% of non-daily publishers

(Continued on next page)

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said they offered a mobile-optimized website, just 7% have a native app for any kind of mobile phone. Only 3% offer a tablet app of any kind.

Of those organizations that don't have a mobile phone app, 28% plan to create one in the coming 12 months, and 37% of them plan to charge for it. In the coming 12 months, 26% of those newspapers without a tablet app plan to create one; 56% of them plan to charge for it.

36% of weekly publishers say their market is not saturated with broadband internet coverage. Another 33% say their markets are saturated.

Only 24% say they're in a competitive news market. But the perception of competition for advertising is a different story: 47% of publishers say they're in competitive advertising markets.

The non-daily papers were undaunted by technical challenges: 74% implemented their pay-for-content mechanisms themselves, while the remainder joined a syndicate or vendor-created

network.

In part to protect print editions, 26% of all weeklies have offered less on the web, using their sites to promote or tease local content, or simply list information about how to contact the paper. An equal proportion offers a replica edition; 48% offer more than their print edition.

47% of the weeklies bundle free access to their web editions with print subscriptions. One quarter offer a metered approach.

36% of non-daily publishers believe revenue from their paid content models will account for up to 20% of digital revenue; about half thought it would have a negligible effect.

While most publishers expect their paid content model to have no effect on print circulation, 7% think it will increase circulation and 24% think it will slow or stop circulation declines.

E-editions, or PDF replicas of the print edition that can be emailed to customers play an important role in the digital portfolio of weeklies. 17% offer e-editions; all charge for them.

95% of weeklies with more than 5,000 circulation have websites, compared to 77% of those with less than 5,000 circulation.

In nearly 4 of 5 weeklies, sales representatives sell a full portfolio of print and digital products. One-fifth of the newspapers have at least one sales staffer who specializes in one or the other. In 43% of the organizations, sales reps also do ad creation and production.

Circulation of the sample:

Less than 2,000, 44%

2,000-4,999, 16%

5,000-7,499, 16%

7,500 and above, 24%

55% in privately owned groups

44% independent nongroup

Average news staff size was 7.5; staff size ranged from 1 to 150.

A copy of this complete report can be purchased from RJJ at: <http://rjionline.org/store/paid-content-comes-age>.

Mike Jenner is a professor and Houston Harte Chair of the Missouri School of Journalism. He may be contacted at jennerm@missouri.edu.

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Scrapbook

• **Centralia** — The *Fireside Guard* partnered with the Centralia Women's Network to sponsor their annual Candidate's Forum on March 22 in the City Hall community room.

Each candidate for city council and school board gave opening and closing comments and answered questions from the audience and from the *Guard*. Residents were invited to submit their questions before the forum. Questions for each candidate were drawn at random from among those submitted.

• **Dexter** — The *Daily Statesman* has begun a metered paywall for its web content, and it has unveiled a mobile application for phones and other gadgets. Print subscribers continue to get full access to dailystatesman.com and with the mobile app.

• **Kansas City** — Jean Maneke, MPA's legal hotline counselor, will be one of the panelists for a Tuesday, May

8, Missouri Bar webinar on the Sunshine Law. Topics will include open meetings, public records, closed meetings and records, procedure for holding closed meetings, violations and remedies and law enforcement records.

• **East Prairie** — The *Eagle-Courier* office has moved from East Prairie's industrial park to "The Dime Store" at 101 East Main St. An open house was held Feb. 8.

Eagle-Courier owners Carlin and Susan Bennett held a ceremonial ribbon cutting with the East Prairie Chamber of Commerce.

• **St. Louis** — 2011 Hazelwood West High School graduate Terrance Brown, a pre-journalism major at the Missouri School of Journalism, has received the Dr. Donald M. Suggs Scholarship. Dr. Suggs is the publisher of *The St. Louis American*.

The award is \$5,000 per semester

from the University of Missouri plus \$2,500 per year from the St. Louis American Foundation.

The scholarship is designed to "enhance recruitment and retention of academically talented undergraduate students from ethnic groups that are typically underrepresented in higher education."

• **Seymour** — The *Webster County Citizen* held a business expo during the Downtown Seymour Association's first Chocolate Crawl on the morning of Feb. 11 on the town square.

Participating businesses handed out chocolate treats to shoppers, who gathered initials on Crawl tickets and entered their tickets into a drawing for prizes.

• **Lebanon** — The *Daily Record* has launched a mobile site with the same content as its website, joining a growing number of Missouri newspapers that have apps that provide access with cell phones, ereaders and tablets.

• **Fredericktown** — The *Democrat*

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News awarded its Distinguished Community Service Award to John and Jamie Hargis, a business couple who have been active in the community and scouting for many years.

The award was presented at the annual Chamber of Commerce banquet in February.

- **Buffalo** — Severe weather has visited south Missouri in recent weeks. On the last day of February a storm knocked out power in the Buffalo area. The *Reflex* went without electricity until 5 p.m. the next day, March 1, editor Paul Campbell reported.

- **Marble Hill** — The *Banner Press* held a “Guess That Romantic Movie” contest for Valentine’s Day. A movie prize pack went to the winner.

Readers entered by matching the correct local business with the name of a movie, for example the correct match for Midwest Sports was “Bull Durham,” a comedy-drama about baseball.

- **Butler** — Darryl Levings, an editor for *The Kansas City Star*, is on the events calendar for the Bates County Museum in Butler. He will speak Sept. 15 about his historical fiction book “Saddle the Pale Horse,” and the research he did.

The book examines the life of one of the youngest men who rode with Quantrill in western Missouri during the Civil War.

- **Perryville** — Because of her efforts to improve the lives of the disabled in Perry County, the *Republic-Monitor* named Lauren Boland, director of United Enterprises, its 2012 Citizen of the Year.

Boland was honored at the annual Perryville Area Chamber of Commerce

meeting held recently.

- **Salem** — Salem Publishing Co. and a radio station sponsored a Business Expo on March 31 in the high school gym. Salem Area Chamber of Commerce organized the expo.



Missourians visit Washington, D.C.

A number of Missouri Press Association members attended the National Newspaper Association’s “We Believe in Newspapers Conference” March 8-9 in Washington, D.C. In the top photo, MPA President and First Lady Phil and Kathy Conger of Bethany pose with Sen. Roy Blunt, right, and his aide, Zack Kinne. In the bottom photo, Trevor (left) and Dane Vernon (right) of Eldon and Versailles pose with Rep. Blaine Luetkemeyer in his office. (National Newspaper Association photos)

Chamber members got one free booth space in the expo, and admission was free.

- **Washington** — The *Washington Missourian* held its annual spelling bee on March 31. The *Missourian* is only one of the Missouri newspapers that hold or sponsor local spelling bees each year. Among the others are the *St. Joseph News-Press*, *The Joplin Globe* and

Columbia Daily Tribune.

- **Sedalia** — The *Democrat* has launched several social media pages designed to increase interaction between the newspaper staff and the community. Readers can interact with the *Democrat* through several topical Facebook pages or through its main Twitter site.

Each offering can be accessed from the paper’s new Social Media Center at socialsedaliademocrat.com.

Special theme pages include general news about the community, local sports and local entertainment. Another page focuses on the *Democrat’s* Whiteman Warrior publication, the official news publication of Whiteman Air Force base.

Special advertising opportunities and business news are on another separate site.

- **St. Joseph** — NPG Printing, the production company of the *News-Press & Gazette Co.*, publisher of the *St. Joseph News-Press*, has cut 21 jobs and a shift at its production plant.

Lee Sawyer, chief operating officer of NPG Newspapers, said the plant still would employ 51 people after the cuts of 13 full-time employees and eight part-timers.

- **Bolivar** — The *Herald-Free Press* introduced digital subscriptions on Feb. 29, providing its content to mobile devices as well as in print and on the internet.

Home delivery subscribers can buy online and mobile access for a reduced rate, and nonsubscribers can buy exclusively digital access to all content.

- **Kansas City** — The *Northeast News* and the *Kansas City Hispanic News* are collaborating informally on occasion to provide content to the Spanish-speaking population.

Northeast News publisher Michael

Bushnell said his paper provides copy and photos if a story is in its area, and the *Hispanic News* does the translation. If the story is in the readership area of the *Hispanic News*, it provides the content to *The Northeast News*.

Bushnell said the Hispanic community has historically been in the western side of the city, but they are moving into his area, so the papers decided to work together on some stories.

- **St. Clair** — The *St. Clair Missourian*, which began serving the community in 1985, in February was named the Business of the Year for 2011 by the St. Clair Area Chamber of Commerce.

"This business is what a community is all about," said Scott Current, the 2010 recipient of the award, as he presented the award to *Missourian* general manager Bill Miller Jr.

The *St. Clair Missourian* office employees are Tina Million, Ann Vogel and Keith Domke.

- **Willard** — The *Cross Country Times* and its sister paper, the *Ash Grove Commonwealth*, will have online editions soon.

In a February 22 story, publisher Laura Scott told readers that because of anticipated Postal Service changes that will delay delivery of the newspapers, the papers will offer online subscriptions to those who don't want to wait on their weekly papers in the mail.

- **Kansas City** — The *Kansas City Star* will begin printing the Topeka *Capital-Journal* on May 14. The papers announced a multi-year contract for printing in mid-March.

The *Star's* printing plant at 1601 McGee St. in downtown Kansas City, houses four KBA Commander presses. It also prints an edition of *The Wall Street Journal*, the *Pitch*, the *Riverfront Times* of St. Louis and about 40 other publications.

Capital-Journal officials said it is the fourth newspaper owned by Morris Publishing Group to outsource printing.

- **West Plains** — The *Daily Quill* on April 3 will publish a directory with photos, information and historical accounts of churches in the area.

Churches that placed advertising in



Celebrating a half century

Paul Branson, center, celebrated 50 years in the newspaper business Feb. 16 at the Osawatomie (Kan.) *Graphic* at a reception in his honor. Among those joining him for the festivities at the *Graphic* office were his first publisher, Web Hawkins, left, and his current publisher, Sandy Nelson. Several colleagues joined in on the celebration. Hawkins, a University of Missouri School of Journalism graduate, is a Missouri native and served as president of the National Newspaper Association in 1988. Nelson is a former Missouri publisher at Harrisonville and long-time Show-Me Press Association secretary. (Photo from Kansas Publisher newsletter)

the directory also could provide feature stories, photos and informational articles to be included without charge.

Extra copies of the directory will be distributed at the Chamber of Commerce offices in West Plains, Mountain View and Willow Springs, in the Ozarks Heritage Welcome Center, in area hotels and to new residents through the "New Neighbors of Howell County" organization.

- **Columbia** — *Daily Tribune* managing editor Jim Robertson moderated a panel discussion for Columbia Access Television on a new report on the status of women in Missouri. The program, part of the League of Women Voters Presents series, was repeated a number of times through March.

The discussion was held in conjunction with Women's History Month.

- **Washington** — More than 600 people attended the 12th annual Family Reading Night at Washington Middle School on March 2. Community leaders read stories during the program, which included a fiddle presentation, crafts and other activities.

The *Washington Missourian* is the primary sponsor of Family Reading Night. It posted a photo gallery of the event at emissourian.com.

- **St. Louis** — More than 60 owners of small businesses attended a "Ride to Success" business seminar in February co-sponsored by Regions Bank and *The St. Louis American*.

- **Washington** — The documentary video "Trustees for the Public: 200 Years of Missouri Newspapers," was shown March 13 at the Washington Historical Society Museum. The Missouri Press Foundation-produced video won an Emmy Award in 2009.

Washington Missourian editor and publisher Bill Miller Sr. is featured in the film. He attended the viewing to answer questions about local newspapers and his family's role in

their history.

A companion guide to the film, written by local educator Jennifer Wirthwein, was available at the program.

Nominate people for Press Association honors

Missouri Press is taking nominations for the 2012 Young Journalist of the Year and for induction into the Missouri Newspaper Hall of Fame and the Missouri Photojournalism Hall of Fame.

Nomination forms for all three are at mopress.com/current_forms.php. Or contact the MPA office and ask that a form be emailed or faxed to you: (573) 449-4167, kford@socket.net.

Nominations must be in by April 30.



Ed Henninger to present at SEMO Press meeting

The Southeast Missouri Press Association will hold its annual meeting on Friday, June 1, at the University Center at Southeast Missouri State University.

Registration will begin at 9:30 a.m.

The major presenter will be newspaper design consultant Ed Henninger. His topic will be "License to Print Money."

The association is requesting nominations for its Mildred Wallhausen Friend of Southeast Missouri Press Association Award. Nominations should be emailed to Betty Watkins, president of the association, at bwatkins@daily-statesman.com by April 15.

More information and registration details will be provided soon.

Show-Me Press will meet June 15-16 in Columbia

The Show-Me Press Association has tentative plans to hold its annual meeting Friday and Saturday, June 15-16, at the Reynolds Journalism Institute on the School of Journalism campus in Columbia.

David Eales, editor of the *Monroe County Appeal* in Paris, is the president of Show-Me Press this year.

The Show-Me Press Association encompasses all of the newspapers in the northeast quarter and the central region of the state from border to border. However, newspapers need not be in that area for their staffers to attend the meeting.

Complete meeting details and registration information will be provided soon.

Northwest Press Assn. will meet June 22 in St. Joe

The Northwest Missouri Press Association will hold its annual meeting on Friday, June 22, in St. Joseph.

That association in the past has met in January, but declining attendance resulted in a decision to shorten the meeting and move it to a later date.

Details will be provided as they become available.

Newsroom skills workshop held at RJJ

Missouri Press Foundation sponsored a newsroom skills workshop on March 9 at the Reynolds Journalism Institute on the campus of the Missouri School of Journalism. RJJ and J School faculty members John Schneller, Joy Mayer, David Herzog and Frank Russell led sessions on improving reports of government stories, using social media in reporting, finding stories in data and writing better headlines for print and digital reporting. In the top photo, Mayer talks with James Smith, editor of the *Centralia Fireside Guard*, during the lunch break. Behind them are Madeleine Leroux of the *Jefferson City News Tribune* and Karen Atkins of *The Fulton Sun*. At right, Schneller discusses a point with Leroux after his presentation in RJJ's Smith Forum. (MPA photos by Kent Ford)



Obituaries

Springfield

Ralph Hawkins

Dr. Ralph G. Hawkins, 81, a longtime educator and former owner of newspapers in Gideon and Clarkson, died of Alzheimer's on Feb. 15, 2012.

Dr. Hawkins grew up in Portageville, where he worked for a time with his father and brother at the *Portageville Missourian*. In 1962 he bought the newspapers in Gideon and Clarkson.

Two years later he took his first position as an educator, at Pittsburg State University in Kansas. He later worked at Northern Illinois University and then at Southwest Missouri State, now Missouri State University. He retired from Missouri State in 1996 after 28 years in teaching.

Dr. Hawkins leaves his wife, Dorothy; three sons, a daughter, a brother, 14 grandchildren and two great-grandchildren.

Columbia

Henry Hager

Henry Hager, 85, Columbia, a retired member of the Missouri School of Journalism faculty, died March 8, 2012, from complications of Alzheimer's disease.

Although he worked briefly as a reporter for his hometown newspaper, his professional career and his teaching centered on advertising. He was based in Detroit for several national agencies. He was lead writer and creative supervisor of the ad campaigns that helped sell cars for all three major domestic manufacturers. His work for Chevrolet in stock-car racing was the basis for his novel, "Fireball," published in 1963.

Mr. Hager wrote a number of other novels, but declined to have them published.

Dean James Atwater lured Mr. Hager to the School of Journalism in 1985. He taught ad-writing courses and in the MU Honors College and served on the Missouri Review advisory board.

Mr. Hager is survived by his wife, Laura; a son, a daughter, a sister and two grandchildren.

Royal Oak, Mich.

Tim Bryant

Tim A. Bryant, 53, Royal Oak, Mich., a native of Independence and former Missouri newspaperman, died unexpectedly on March 10, 2012.

Mr. Bryant grew up in Independence and earned a bachelor's degree from Central Missouri State University in 1980. His first job out of college was sports editor of the *Bolivar Herald-Free Press* and sister papers in Buffalo and Stockton. He left there in 1981 and went to work for the *Independence Examiner* for seven years.

Mr. Bryant then worked in several sports information positions at the college and professional levels. He was director of media relations at Fox Sports Detroit when he died while on a baseball spring training trip in Indian Rocks Beach, Fla.

He leaves his wife, Teresa; a son and a sister.



Tim Bryant

Gunfire damages windows of *Star's* printing plant

Gunfire has damaged windows in *The Kansas City Star's* downtown production plant three times since late January, the newspaper reported recently.

Employees discovered the latest incident on Feb. 23. No employees were near the area when the shots were fired, but the building is occupied virtually around the clock, *Star* officials said.

Randy Waters, *The Star's* vice president for production, said the damage appeared to have been caused in each case by a small-caliber weapon. He estimated replacing the large panes at about \$7,000 each.

Surveillance camera footage was being reviewed, Waters said.

The building houses the newspaper's printing presses and other production and distribution functions. Before the building's 2006 opening, 46 windows were damaged by vandals during a period of about two years. (*The Kansas City Star*)



Missouri Press Foundation

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

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

Washington *Missourian* Newspaper in Education Program
Philly's Pizza, Lozo Enterprises, Washington, Mo. (2 donations)

Missouri Photojournalism Hall of Fame

Downtown Washington, Inc.

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

On the Move

• **Willard** — Lisa Robbins has joined the staff of the *Cross Country Times* in Willard and the *Ash Grove Commonwealth*. She has experience in radio and television ad sales and is handling sales for the two weeklies. She lives in Nixa.



Lisa Robbins

On the Move reported last month that veteran newspaperwoman Gail Smith had joined the papers, but her photo didn't arrive in time to make that issue.



Gail Smith

• **Mt. Vernon** — After retiring on April 27 from the *Lawrence County Record*, writer Charlie Meeks will go back to work this summer. She's got a job cleaning guest rooms from May until October at Grant Village in Yellowstone National Park.

Meeks has worked for community newspapers for about 35 years.

"Exploring our country's first national park — where I've never visited before — hiking and taking a lot of photos are among the items listed on my Yellowstone bucket list," Meeks wrote in her column.

• **Webster Groves** — Jennifer Wood of Webster Groves has been named publisher of the Suburban Journals of Greater St. Louis. She replaced Dave Bundy, the new editor of the *Lincoln Star Journal* in Lincoln, Neb.

Wood served as senior vice president of advertising at the *Post-Dispatch* since 2010 and vice president of retail and national advertising at the newspaper since 2001.

Lee Enterprises of Davenport, Iowa, owns the *Post-Dispatch* and the Suburban Journals. The Suburban Journals group includes several weekly publica-

tions and niche media publications and websites.

• **Sedalia** — *The Democrat* has added a few employees recently.

Pam Ballard, who has worked at the *Liberty Tribune* and for Townsend Communications, is a local audience sales consultant for the paper. She lives in Warsaw with her husband, Ron, and two children.

Amanda Berendzen also is a local audience sales consultant. She worked in Jefferson City for a number of years and now is studying at State Fair Community College, pursuing an associate's degree.

Iowa native Brooke Polvin is an audience fulfillment specialist for *The Democrat*. She previously worked as a unit secretary in an emergency room. Polvin's husband is stationed at Whiteman Air Force Base. They live in Knob Noster.

Polvin is working on a degree in communications from Park University.

Emily Jarrett has joined the news staff. She's a St. Louis native who earned a journalism degree at the University of Central Missouri in Warrensburg. She has worked at the *Lee's Summit Journal* and the defunct *Blue Springs Journal*.

Cynthia Fosnow is a customer service representative in the circulation department. She has worked for a number of other companies in Sedalia, where she lives with her husband, Randy.

Brian Pettis works in the prepress

department as a computer-to-plate technician. He is working on a degree in network administration at State Fair Community College. Pettis and his daughter live in Sedalia.

Mike Bybee, a pressman who worked at *The Democrat* about five years ago, has returned to the staff.

Three other recent hires work in the mailroom. Robert Leggiero, Travis Christian and Christopher Stoner all live in Sedalia.

• **Buffalo** — Alex Schupp, a senior at the Missouri School of Journalism, spent a week at the *Buffalo Reflex* in March to pick up some hands-on community journalism experience.

Schupp is in a community newspaper class taught by Jim Sterling, a former owner and publisher of the *Reflex*. His students intern at small-town newspapers around Missouri.

Schupp is in the convergence journalism program at the J School. After graduation in May he hopes to work in digital, social and interactive media.

• **Boonville** — Megan Tilk resigned as a reporter for the *Daily News*, effective March 14, to take an internet advertising position with a Columbia television station.

She is still writing her "The Way It Is" column for the *Daily News*.

Tilk, a journalism graduate of Northwest Missouri State University, worked at the *Maryville Daily Forum* for more than a year before moving to Columbia and going to work at the *Boonville Daily News*.

Missouri Press Association / Missouri Press Service

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

Rachael Heffner: Graphic Designer, rheffner@socket.net



Brushing up on growing the audience

Newspaper people from Missouri and Illinois gathered at the Westport Chalet in St. Louis on Feb. 24 for a workshop on growing audience. Steve Wagenlander, director of audience development for The Evening Post Publishing Co. in Charleston, S.C., presented the training, which was sponsored by the Missouri Press Foundation and Illinois Press Foundation. Wagenlander talked about ways to increase audience—for the newspaper and for online content, the cost of gaining a reader, the value of retaining a reader, circulation

incentives, ways to cut expenses and other aspects of circulation and audience growth and retention. You need to know how much it costs to get a new reader, because if you don't know that, you can't know how much time, effort and money to spend to keep a customer. He hinted that newspapers usually spend far too much money trying to get new readers and far too little on keeping the readers they already have. (Missouri Press photo by Kent Ford)

Non-elections eliminate our right to vote

A celebratory feeling was going on among some at the Lee's Summit R-7 District when the filing deadline came and went with nary a whisper of someone willing to appear on the ballot for the school board elections on April 3.

Those elections won't happen now. And that is certainly not something to celebrate.

At some point in 2011, I would have bet Mitt Romney's \$10,000 that we would see a few brave souls step up to run for school board, especially given the consternation felt with some of the citizens during the levy election of last February.

It seems as if people are upset (to the tune of 10,000+ no votes on the levy), they're just not, well, that upset.

I honestly cannot figure it out.

One of the two incumbents who gets to sit out of the April 3 excitement makes the leap that a lack of candidates somehow equals a district-wide comfort that things are just hunky dory.

And maybe he's right.

But eliminating the right of the people to vote eradicates any possibility of a write-in campaign and flies in the

Editorials

face of what we brag about in our own democracy.

I personally covered a write-in victory for school board when I was in Iowa. Having that ballot in front of the voters gave them an option to cast for someone else.

Write-in wins are a severe long shot,

sure. But look at how close our national elections have been in 2000 and 2004 and more recently the Iowa Caucus that was decided by a mere eight votes.

Legally, the R-7 District isn't required to make the incumbents run on a ballot in April.

And while that decision saves money, we lose a little bit of our voice in that process. (From an editorial by John Beaudoin in the *Lee's Summit Journal*.)

Redistricting in secret is wrong

In direct contradiction to the state Open Meetings and Records Law, the Missouri Constitution says legislative district reapportionment commissions may hold "executive meetings" as often as they want. Citing this language, Cole County Circuit Judge Patricia Joyce ruled the secretive appellate judicial commission formed to draft a map is exempt from the state law.

Earlier the bipartisan Senate redistricting commission formed its first-round map behind closed doors.

Obviously, legislative redistricting should be done in public. Open pro-

ceedings won't eliminate attempted manipulation for electoral gain, but publicity is bound to make the shenanigans less obtuse.

The legislature is considering a resolution calling a public vote for a constitutional amendment requiring the entire process to comply with open meetings requirements. This change is obviously needed. If the legislature puts the issue on the ballot, voters surely will approve.

HJW III (Henry J. Waters III, *Columbia Daily Tribune*)

Schedule summer features to keep kids reading paper

Nevada Daily Mail using 'Dream Big, Read!'

In the past year, we've released three serialized stories (25 chapters combined), two single features and three series (16 features). That's a lot of content to get into our newspapers, most of which publish weekly.

We have one more feature we plan to release this spring, a special feature on the anniversary of the Joplin tornado in May.

We originally planned to release a gardening series this spring as well, but have decided to hold those features until next year when our newspapers can give them the space they deserve. They're terrific and will be well-received by readers.

Many Missouri newspapers started the story "Patriotic Pals" in January, so that series should be nearing the end. If you're looking for content to finish out the school year, some suggestions are below.

If you haven't published "Patriotic Pals," thanks to a special arrangement with the National Newspaper Association, the story is available to all newspapers at no charge until June. More than 400 newspapers have downloaded the story to date. This summer the story will go into our serial catalog for sale.

The Girl Scouts turned 100 in March, and Missouri Press Foundation has released a new serialized story that offers an historical fiction look back. In the story, a young girl named Jenny finds a "Window to the Past" when she discovers a diary in an old attic trunk. The stories in the diary reveal that one of her ancestors was a friend of Girl Scout founder Juliette Gordon Low.

This story includes a newspaper activity within each of its eight chapters

and a companion activity guide that also may be used by Girl Scout leaders. To see samples of the story, "Window to the Past," visit mo-nie.com.

Spring is the ideal time to teach readers about "The Lost Ladybugs" if your newspaper hasn't published this two-part series that invites readers of all ages to become citizen scientists and help locate nearly extinct species of these beneficial insects. To access these features, visit mo-nie.com and use code: *lostlady*.

The new series on the Civil War Amendments — the 13th, 14th and 15th — offers four features that teach about the reconstruction amendments to our U.S. Constitution that were ratified following the Civil War. To access these features, visit mo-nie.com and use code: *cwamend*.

Summer reading and your public library

Libraries across the country will be encouraging children to "Dream Big, Read" this summer through their summer reading programs. Your newspaper can join them and keep kids reading newspapers in summer school and at home by publishing a serial from Missouri Press or any of the new summer newspaper features created by the North Carolina Press Foundation.

NCPF created 16 newspaper features tied to the summer reading theme using newspaper activities. It is offering the series to newspapers free of charge. To access the features, visit ncpress.com/ncpf/ncnie/summerreading2012/summer2012.html.



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

Dream Big READ!

PLAY WITH NEW WORDS

Use the letters in the words, Dream Big, Read, to form as many words as you can. For example, "read" becomes "dear" and the "g" and "i" from big, the "d" from Dream and the "r" from dream form the word "grid."

Jump into the newspaper. Using headlines, cut out letters to form the words, DREAM BIG, READ.

Now choose words from your newspaper that you associate with the words DREAM, BIG and READ. Write the words to complete the acrostic. Letters may appear anywhere in the word, as shown below.

D
R
E
A
M

B
I
G

R
E
A
D

Visit Your Library!

Use the library's resources to search for books with titles that include the words, "dream" and/or "big." Locate one book that interests you. From the cover and art in the book, predict what either word refers to.

Provided by the N.C. Press Foundation.

Summer Reading at Your Public Library

The Nevada Daily Mail in Missouri and its partner newspaper, the nearby Fort Scott Tribune in Kansas, plan to use the "Dream Big, Read" features and work with public libraries in their circulation area. Marcia Lawrence said the newspapers will support the libraries' summer reading events with house ads and news coverage. Key personnel from the papers will attend the libraries' "Dream Big, Read!" events.

If you'd like to learn more about how the Daily Mail is using the features to promote summer newspaper reading, contact Marcia at mlawrence@nevada-dailymail.com.

If you'd like to offer input into our statewide Newspaper In Education efforts for the 2012-2013 school year, plan to attend our MPA NIE Committee meeting Friday, May 11, from 10 a.m. to 2 p.m. in Columbia.

Greater understanding of Sunshine Law needed

A quick quiz on the Missouri Sunshine Law (*answers follow*):

1. Discussions of hiring, firing, disciplining or promoting a particular public employee are closed to the general public under state law. True or False?

2. Discussions of legal actions and lawsuits involving a public body must be held in a closed meeting, although any votes must be made public. True or False?

3. Contract terms related to the lease, purchase or sale of real estate by a public body may only be discussed in a

Editorial - St. Joseph

closed meeting. True or False?

The fact more than a few people will miss one, two or all three of these questions is reason enough to promote greater understanding of the Sunshine Law, which governs all meetings and records kept by governmental bodies in our behalf.

The fact many of these same people either serve in public positions or aspire to do so adds even greater importance to the exercise.

A broader and deeper understanding of this topic can go a long way toward strengthening the bond of trust between the average citizen and our institutions of government. Not only is it good government to function in the public's view as often as possible, that's what the law intends.

Answers to the quiz: All three statements are "False." While the law permits closed meetings in a handful of circumstances, it does not require any of these meetings to be closed. (From an editorial in the *St. Joseph News-Press*)

Sources and Resources for Missouri Newspapers



Missouri State Medical Association

For information about health care, contact:

Lizabeth Fleenor
 Director of Communications
 Managing Editor, Missouri Medicine
 800-869-6762
 lfleenor@msma.org • www.msma.org

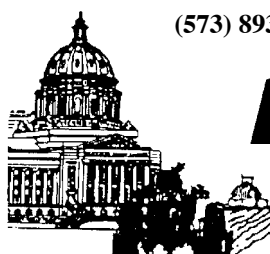
Socket 1-800-762-5383



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 by the friendly folks at Socket.
www.socket.net/techtalk

For information about agriculture or issues affecting rural Missouri, contact:

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Audits reveal wholesale flouting of sunshine law

Post-Dispatch calls on attorney general to act

As we approached Sunshine Week last month, it was gratifying to see all the attention that was being paid to the sunshine law around the state. Newspapers and the government came together to focus on issues that point out the benefit of a strong open-government stance.

The *St. Louis Post-Dispatch* ran a fantastic editorial in late February about the results of the state audit of the Monarch Fire Protection District, which showed that government agency may have violated the sunshine law more than 40 times over an 18-month period. The conclusion of that piece was that it is time for our state attorney general to conduct an investigation after such allegations are made and to prosecute such violators if evidence exists that the law has been ignored.

I would add that the state auditor, who clearly does use the power of his office to focus strongly on sunshine law issues, also released an investigation of the Missouri Employers Mutual Insurance Co. in February, pointing out that the Auditor's Office believes MEM is a "quasi-public governmental body for purposes of the sunshine law."

MEM has repeatedly taken the position that it is not subject to the sunshine law, despite the fact that it clearly is an "entity created by statute," and that it is a not-for-profit company specially designated for a governmental function.

Perhaps it is time for the attorney general to put this issue to bed, because it involves one of the largest entities in the state questionably using its funds.

Shortly after these audits were released, just in time for Sunshine Week, the state auditor released another audit showing state and local bodies routinely

violate the sunshine law, based upon a summary of about 300 audit reports it made over the last year.

That summary report showed bodies routinely fail to post agendas or that agendas that were posted were too vague. It echoed a complaint we often make, that a notice for a closed meeting was included, citing numerous possible reasons to close the meeting, without the body even having any plans to hold such a meeting.

Minutes of meetings were poorly kept or sometimes not kept at all.

Votes were improperly recorded.

Some entities did not have a custodian of records.

And, not surprising to us, there were indications that some bodies were conducting business outside of meetings.

Attorney General Chris Koster, responding to this audit, said, "We take every complaint seriously," and he pointed out that his office had recently contacted some of the bodies listed in this report to provide them information on the sunshine law.

But the *Post-Dispatch* editorial cited earlier noted that the Attorney General's Office had filed only two — two! — legal actions in the last year.

And in the annual "transparency report" issued by the United States Public Interest Research Group, which ranks states based upon how easy it is to obtain information about the use of public funds, Missouri fell from its C+ rating last year to a C rating. The report cited as the reason that Missouri was not keeping pace with other states in terms of providing information about government spending.

"Given the state's budget problems,

Missourians need to be able to follow the money," the report said. It said that state officials told the researchers that the state did not have the funds to include information on grants and local government in its online database.

Sen. Kurt Schaefer filed a sunshine law bill this session. That bill, SB 764, has never even gotten a hearing before a committee. With only a month or so left in the session, it appears that the session may end with no consideration of these concerns.

The last significant overhaul of the sunshine law came eight years ago in 2004.

Repeatedly, it has been difficult to generate interest in these problems with our legislature, despite all indications that violations of the law continue to be an issue that should concern state officials.

This is a legislative election season. As you talk with the candidates who come into your office seeking your support this summer, make it a point to ask them about their views on the sunshine law. Ask them to promise you that they will help make needed changes in this law.

Point out to them the issues that exist in your jurisdiction. You know what they are because you call me about them all the time.

Take time to educate these folks. Perhaps those lessons will stick with them once they get past the election and actually begin serving your jurisdiction in the halls where change can happen!



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

Sen. Kurt Schaefer filed a sunshine law bill this session. That bill, SB 764, has never even gotten a hearing before a committee. With only a month or so left in the session, it appears that the session may end with no consideration of these concerns.

Missouri Newspaper Organizations

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

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; Stacy Rice, Drexel; Past President/Director, Linda Geist, Monroe City.

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, Betty Watkins, Dexter; First Vice President, Amanda Layton, Perryville; Second Vice President, Donna Denson, Cape Girardeau; 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.

DEMOCRATIC EDITORS OF MISSOURI: President, Richard Fredrick, Paris; First Vice President, Bob Cunningham, Moberly; Secretary, Beth McPherson, Weston; Treasurer, Linda Geist, Monroe City.

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CALENDAR

April

12-13 — Ozark Press Association meeting, Branson

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

26 — Missouri Press Foundation board meeting, Columbia

26 — MPA Past Presidents and Spouses Dinner, Columbia

May

3 — Premiere of MPA film "Deadline In Disaster" about *The Joplin Globe's* response to the May 22 tornado, Missouri Theatre, Columbia

24 — Showing of "Deadline In Disaster," Fox Theatre in Joplin

June

1 — Southeast Missouri Press Association meeting, Cape Girardeau

14 — Missouri Press Association and Missouri Press Service board meeting, Columbia

15-16 — Show-Me Press Association meeting, Columbia

22 — Northwest Missouri Press Association meeting, St. Joseph

September

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

October

4-7 — 126th annual National Newspaper Association Convention, Charleston, S.C.



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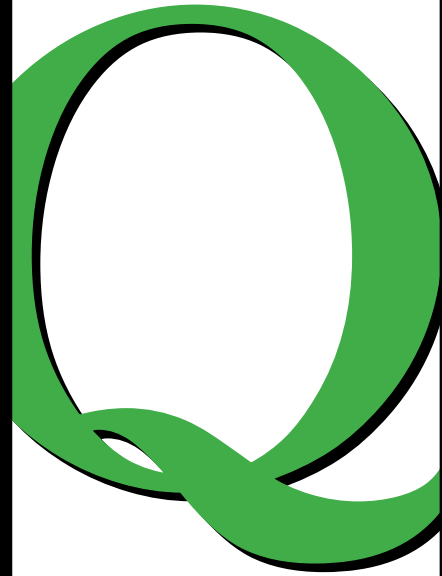
Answer

Hardly a week passes without some small public notice being printed in your local newspaper. Those legal advertisements, which are required by state law to be published in a newspaper, affect you, your family, your friends and your business.

They show how your government is being run, how much money is being spent and on what. They keep you in touch with government through your newspaper.

That's the whole idea.

And when a public notice is printed in a newspaper, it's there for all time for everyone to see.



Question

Who benefits from those Public Notices?



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