

April 2014

Missouri Press NEWS



Orders for the "Blue Book" will be taken by the Missouri Press Association beginning in April. **11**



Joplin's hero dog, Lily, attended the Family Reading Night in Washington, Mo. **17**



Missouri Press editor Kent Ford will retire April 4. **6**



Missourians visit D.C. with National Newspaper Association

Several representatives of the Missouri Press Association attended the annual Leadership Summit of the National Newspaper Association March 12-13 in Washington, D.C. They met with U.S. Sen. Roy Blunt, shown here, U.S. Sen. Claire McCaskill, and U.S. Reps. Blaine Luetkemeyer, Jason Smith and Vicky Hartzler. Shown here with Sen. Blunt are, from front left, Brad Gentry, *Houston Herald*, MPA's NNA representative; Richard Gard, Missouri Lawyers Media, St. Louis, MPA President; Gary Sosniecki, a past president of MPA, from LeClair, Iowa; Sen. Blunt; Bill Miller Sr., *Washington Missourian*, another past president of MPA; and two members of Sen. Blunt's staff. Others in the Missouri group were Wallace, Dane and Trevor Vernon of Eldon; Helen Sosniecki, LeClair, Iowa; and Doug and Tricia Crews, Columbia. (MPA photo by Doug Crews)



Advertising sales expert scheduled to speak at Missouri Advertising Managers' Association annual meeting April 17-18 in Columbia.

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A newspaperman's newspaperman

My interview with the interviewer: a tribute to Kent Ford

Spend any amount of time with Kent Ford and you can tell he has newspapering in his bones. You hear it in his thrift with words, his wry drawl, his sly wit. I had the occasion to turn the tables on Kent a few weeks ago and interview the interviewer as he approached retirement as the Missouri Press Association's editor after 25 years.

Kent started down his career path on a bicycle at age 12, delivering the *Des Moines Register* to some 30 customers in Grundy Center, Iowa, circa 1960. It took him an hour a day, weather permitting, got him a few dollars a week, give or take, and inked an indelible impression, no question.

He marveled at how every day those single-folded flats of broadsheet he placed inside Iowa storm doors held all the news of the community and the world, plus sports, weather, and comics. "I thought that was pretty cool the way that happened," Ford says.

He returned to the profession 14 years later, after working on aircraft carriers in the Vietnam War's notorious Gulf of Tonkin and graduating from the University of Missouri School of Journalism on the GI Bill in 1974.

Kent is at heart a community newspaperman. He sees the role of the local newspaper not as disinterested bystander but active participant in the life of the community. Kent embodied that principle early in his reporting career at the Poplar Bluff *Daily American Republic*. Sent to check out a late-night fire, he helped rescue a firefighter.

After hearing the muffled boom of an explosion, he noticed a man trapped in a pile of bricks that had spilled some 30 to 40 feet into the downtown street. With his camera strapped around his neck, stepping under a power line whipping over the street, Kent helped the firefighter out of the debris and into a pickup truck that took him to a nearby hospital. Then Kent continued covering the story. Nearly 40 years later he

still shrugs that, in the dark and the excitement, only two of his photos came out in focus.

Kent will tell you a local publisher is a pillar of the community. He speaks from experience and by his own example. Back

in 1981, with a lead from Doug Crews, Missouri Press's then-assistant director, and a small loan from a local banker, Kent and his wife Sharon bought the weekly *Times-Observer* in Oregon, Mo., 30 miles northwest of St. Joseph.

Until their Compugraphic typesetting machine arrived, Kent and Sharon spent a couple of nights a week composing the newspaper at their printer, the *Maryville Daily Forum*. The *Forum's* publisher, Joe Sullivan, gave Kent the keys to the building. Because those nights invariably turned into mornings, Kent and Sharon bundled up Katie and Justin, then 5 and 3, and took them along for what amounted to a kids' sleepover.

"We didn't get rich or anything. We paid the bills," says Kent. As the paper got on its feet, Kent stepped up to serve as president of the local Jaycees and in 1986 of the Northwest Missouri Press Association.

The Fords sold the *Times-Observer* in 1989, when Kent joined Missouri Press, taking the slot Crews vacated at the end

Newspaperman

(continued on page 7)

*Until their
Compugraphic
typesetting machine arrived,
Kent and Sharon spent a couple of nights a week composing the newspaper at their printer, the Maryville Daily Forum.*



Richard Gard
Missouri Lawyers Media
MPA President



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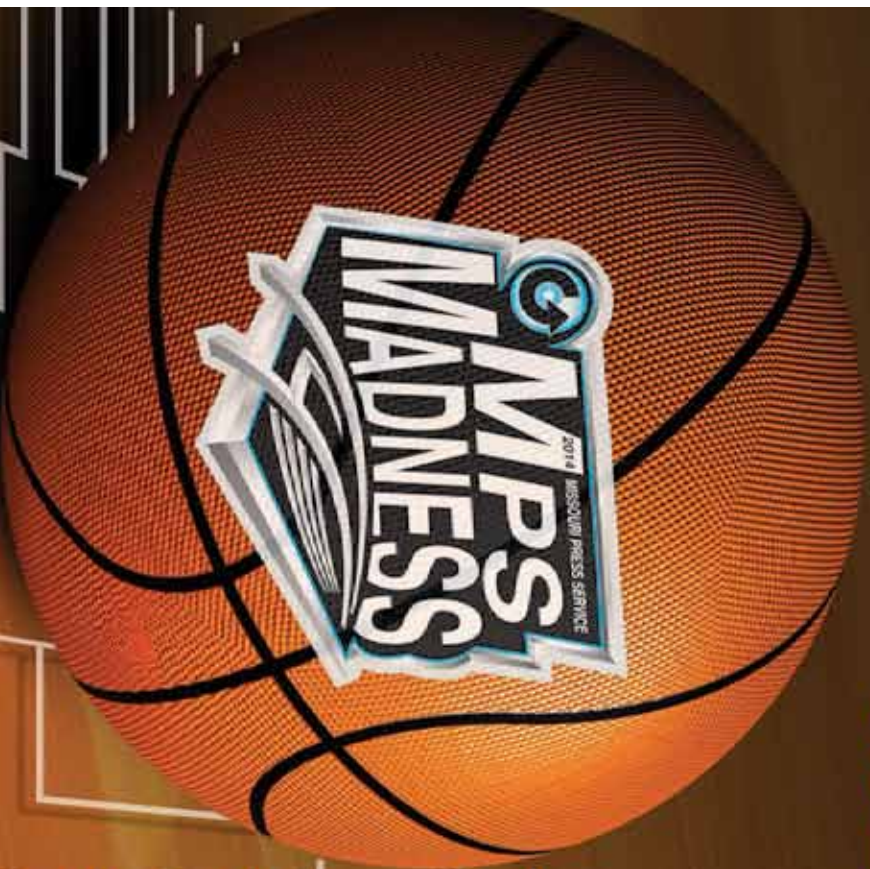
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Score BIG with MPS

March 30 – April 27



For the month of April Missouri Press Service is offering an ad contest to Missouri newspapers.

Sell into any of our programs shown below and receive points for each ad sold in Missouri. After the last run on April 27 MPS will add up your points and you, the sales person, will be paid **\$25 FOR EACH POINT!**

Missouri Statewide Classifieds = 1 POINT

25 Word Classifieds - Sell a 25 word ad for \$350
Your Newspaper keeps \$150 & sends MPS \$200

1x2 Statewide Classified - Sell 1x2 ad for \$599
Your Newspaper keeps \$89.95 & sends MPS \$509.05

2x2 / 2x4 Display Ad Network = 2 POINTS

2x2 Full State - Sell a 2x2 ad for the full state at \$1,200
Your Newspaper keeps \$600 & sends MPS \$600

2x2 Half State - Sell a 2x2 ad for half the state at \$700
Your Newspaper keeps \$350 & sends MPS \$350

2x4 Full State - Sell a 2x4 ad for the full state at \$2,400
Your Newspaper keeps \$1,200 & sends MPS \$1,200

2x4 Half State - Sell a 2x4 ad for half the state at \$1,400
Your Newspaper keeps \$700 & sends MPS \$700

Mighty MO Classifieds = 3 POINTS

Mighty MO - Sell a Mighty MO Classified at \$850
Your Newspaper keeps \$127.50 & sends MPS \$722.50

For more information contact Jennifer at
jplourde@socket.net or call 573.449.4167

DEADLINES: April 2 • April 9 • April 16 • April 23
Deadline dates are for the following week.



Ad staffers will meet in Columbia

Sales expert to speak April 17-18; contest awards to be presented

Find out what's new in newspaper advertising sales at the Missouri Advertising Managers' Association (MAMA) annual meeting this month. Learn from newspaper sales expert Carol Richer Gammell how to boost your sales.

The meeting is scheduled April 17-18 at the Courtyard by Marriott, Highway 63 and Grindstone Parkway, at the south edge of Columbia.

Not only is our speaker excellent, but there are many other reasons for you to attend, and to send your staff. The meeting will feature a Best Ad Ideas session, where you can share your best ad revenue generators.

In another session, Missouri Press Service advertising director Mark Nein-

hueser will present several new revenue opportunities available to newspapers.

Winners of MAMA's Annual Best Ad Contest will receive their awards, and guests will celebrate with a fun night out in Columbia.

Don't miss this opportunity to learn from an advertising expert.

Gammell served as associate publisher for MacDonald Classified Services from 1986 until December 2001. She has been a speaker at more than 350 newspaper conventions

and has conducted training workshops and onsite seminars for newspaper advertising sales reps at more than 800 newspapers in the U.S. and Canada.

In January 2002 Gammell launched her own training and consulting com-



Carol Richer Gammell

pany, Sales Training Plus, based in Tulsa. The same year, she joined the faculty of the Southern Newspaper Publishers Association and conducted up to 20 training workshops per year, covering topics such as negotiation skills, telephone techniques, outbound calling skills, copywriting and ad design, and overcoming objections, among others.

In September 2013 Gammell was awarded the Jay Palmquist Award by Western Classified Advertising Association for her many years of service to the organization and to newspaper advertising, particularly classified.



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2014 *Missouri Advertising Managers Meeting*

Courtyard by Marriott
3301 LeMone Industrial Boulevard,
Columbia, MO 65201



THURSDAY, APRIL 17

11AM | MAMA Board Lunch Meeting - MAMA Board Only | Bennigan's

Noon | Registration | Salon B

1PM | Missouri Press Service Sales Director | Mark Nienhueser | Salon B
MPS Network Selling Opportunities

1:30PM | Mark Nienhueser and MAMA President Jana Todd | Salon B
Best Ideas Session | Bring your best ad ideas and share and possibly win \$

2PM - 5PM | Featured Speaker | Carol Richer Gammell | Salon B

Initiating an outbound calling program

- Rationale
- Making the commitment
- Designing the curriculum
- Skills training

Est. 2:45PM | Break | Salon B

6PM | Awards Dinner | Salon C

Shuttle to leave hotel est. 8:00PM | Entertainment | DÉJÀ VU COMEDY CLUB

FRIDAY, APRIL 18

8AM | Breakfast Buffet | Bennigan's Restaurant

9AM-12Noon | Featured Speaker | Carol Richer Gammell | Salon B

Training your inside sales staff: Ten basic skills

- Covers listening, voice control and tone
- Preparing sales presentations
- Asking the right questions, up-selling, cross-selling
- Handling objections and customer complaints
- Closing the sale and call backs

Est. 10:30 | Break



Featured Speaker:
Carol Richer Gammell

Carol Richer Gammell served as associate publisher for MacDonald Classified Services from 1986 until December of 2001. She has been a speaker at more than 350 newspaper conventions and has conducted training workshops and onsite seminars for newspaper advertising sales professionals at more than 800 newspapers in the U.S. and Canada.

In 2000, Gammell was awarded the McGovern Award by the Newspaper Association of America for her service to the classified industry.

In January 2002, Gammell launched her own training and consulting company, Sales Training Plus, based in Tulsa, Oklahoma. The same year, she joined the faculty of the Southern Newspaper Publishers Association.

In September of 2013, Gammell was awarded the Jay Palmquist Award by Western Classified Advertising Association for her many years of service.

Parting thoughts of retiring MPA editor

People in your community appreciate what you do

By KENT M. FORD / MPA Editor

Thanks to all of you for doing what you do.

They don't realize it, but your towns and cities, the people who live there and the public officials who confound us all, need you. So do the merchants. They depend on you most of all.

It's been my privilege to answer your calls for the past 25 years. April 4 will be my last day with Missouri Press Association. (I'll be 66 on April 6.) Bryan Jones of Versailles is the new editor. Read about him in this issue, too.

Many memories accumulate over 25 years, but a couple of anecdotes from my years producing the *Times-Observer* in Oregon, Mo., will better express how deeply proud I am to have worked with you all.

The local I-H farm equipment dealer, a regular advertiser, ran an extra-large notice about his annual fish fry, a big deal in a small town. A free meal will draw a crowd in a rural community. It's an excuse to gather and gab.

Gather they did, by the hundreds, in spite of the fact the big ad didn't have the date of the fish fry. Panic and self-loathing beat me up. The dealer sensed my humiliation as I apologized for my incompetence.

Ignoring my agony, he said simply, "Anyone who never makes a mistake isn't doing very much."

People notice what you do and how hard you work. Most don't have an opportunity or a reason to say thanks.

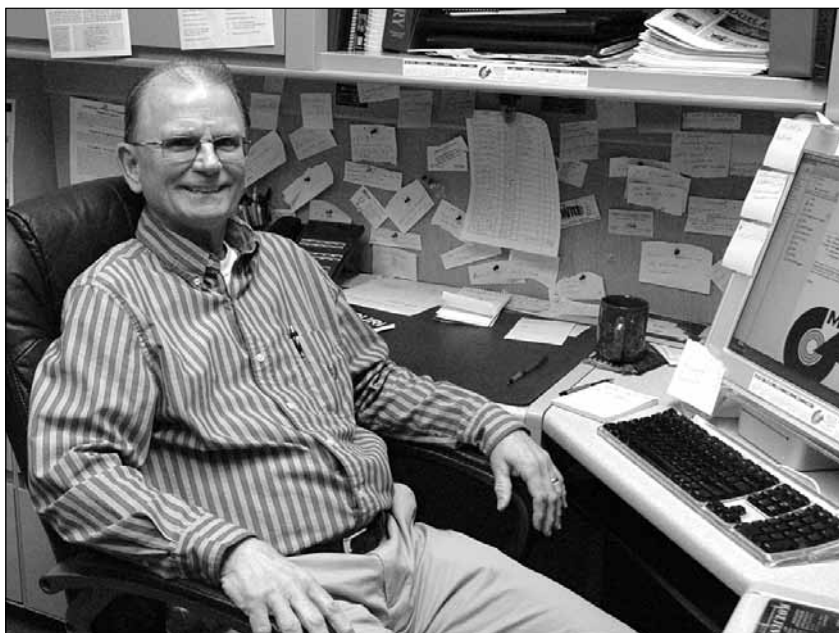
That small-town implement dealer showed me that he valued what my newspaper did for his community. You do that for your town.

My wife, Sharon, a nurse by training, kept the books and gathered accounts of the social comings and goings that filled our little weekly with the names of our readers. Late on Tuesday nights, when the pasted-up pages got their final read, she made me fix typos when all I wanted to do was get a couple of hours' sleep

that grain rides augers into the massive bins of the elevator at the edge of town.

News doesn't break often in a small town, but it did that day.

After a detour through Forest City to get a photo and some details (the buried people survived), I hit the road to Maryville.



Missouri Press Association editor Kent Ford poses at his desk in the association building in Columbia. Ford joined MPA on June 19, 1989. He will retire on April 4. He can be contacted at ford.kentm@gmail.com. (MPA photo by Bryan Jones)

before driving the pages to the *Maryville Daily Forum* for printing.

She knew I wanted the *Times-Observer* to be as perfect as a two-person staff could make a newspaper. I love her for that.

One Wednesday in autumn, as I drove past the courthouse square in the predawn darkness, headed toward Maryville, a local character stepped out of a storefront and waved me down. He told me a seam in the grain elevator at Forest City had burst, burying several people in corn.

Forest City clings to the edge of the Missouri River bluff two miles west of Oregon. Flat fields of gumbo spread out from there, in most years yielding trainloads of soybeans and corn. Much of

The *Forum* staff, working on that day's paper, let me use the darkroom in exchange for a photo of the massive grain elevator that had split open. That picture bumped a front-page photo in the *Times-Observer* of an elderly woman who had created a quilt for a local fundraiser.

The grain elevator story lingered with lawsuits of one kind or another, but that's not what mattered to me. It meant something special that a local businessman would watch for me, knowing I would pass by early that morn-

ing, and flag me down.

All of you have similar anecdotes. It's my hope they reveal to you like they did to me that what you do is important. People notice, and whether they say so or not, they appreciate what you do. I know what you do, too, and I appreciate it.

Sharon, who is the nursing standards coordinator at Boone Hospital Center in Columbia, will work until next summer. She had planned to retire this spring too, but the timing at her job isn't right.

So I'll work at golf, play at fishing and help around town for a while. We'll see you on occasion at MPA meetings and events. I'll be in the lounge.

Thanks for your friendship over the years, and — the best!

New editor worked for Vernon Publishing

Bryan Jones, 44, Versailles, joined the Missouri Press Association staff on March 17. He will succeed editor Kent Ford, who will retire Friday, April 4, after nearly 25 years of service.

"I am grateful for the MPA's confidence in hiring me for the position, and I am looking forward to serving Missouri's newspapers," Jones said. "I am keenly aware I have some big shoes to fill, and I will do my best to carry on in that spirit of excellence."

Previously Jones worked for Vernon Publishing, Inc., as managing editor of *The Versailles Leader-Statesman*, the *Morgan County Press* in Stover, and the *Highway Five Beacon*, a free shopper. He had been with Vernon Publishing since 2004.

"I am indebted to my former publisher, Dane Vernon, and the Vernon family, for investing in me and introduc-



Bryan Jones

ing me to the world of newspapers. That has allowed me to grow and succeed as a member of the press and meet many quality people in journalism," Jones said.

Jones has a B.A. degree in communication studies from New Mexico State University in Las Cruces.

His weekly editorial, "Nickels and Sense," was recognized in 2012 by the MPA and in 2009 and 2010 by the National Newspaper Association.

He published his first children's book, "Somebody Stole My Yawn!," in 2009. His one-act play "It All ADS up!" was a winner in the Ozark Writers' Guild playwriting contest. The romantic comedy is set in a small-town newspaper office in the 1940s.

Bryan Jones studied at New Mexico State Univ.

Jones was raised in the rural mountains of the southwestern United States and enjoyed an uncomplicated upbringing. He enjoys travel and has been to Guatemala, Mexico, England, Scotland, Wales and Ireland. He's kissed the Blarney Stone, but says he probably didn't really need the help.

He enjoys books and reading, baseball, classic movies, old cars, antiques, a good cigar or pipe, outdoor activities, history, atlases and dictionaries, and collecting. He is a drummer and recently formed Dixieland Garage, a brass band playing old-school jazz.

Jones and his wife, Angela, have a blended family. He has two stepdaughters, Bailey and Brittany, son Brandon, daughter Tiffani, three small dogs, some eccentric felines, a rabbit and a yard full of moles, squirrels and birds.

Newspaperman

(continued from page 2)

of that year to succeed Bill Bray as MPA's executive director.

As editor, Ford produces all our publications and press releases. He fields publisher queries from around the state and other states. He's our photographer and our contest czar. He's our institutional memory, keeper of the faith, and fanner of the flame that inspired us all to get into this business.


What has made Kent so effective, says Doug of the man he considers his right hand: "He's been in the shoes of the editors and the publishers around the state."

Kent says each day on the job he has kept in mind the personal sacrifice newspaper people make to keep their local communities informed. "The work they're doing is really important," Kent says. "Those guys are my heroes."

And you are ours. We wish Kent a happy, healthy retirement, and gratitude for all he's done to make Missouri newspapers and, in turn, Missouri communities stronger.

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3 generations of Vernons in D.C.

Representatives from three generations of the Vernon family were among the Missourians who attended the annual National Newspaper Association Leadership Summit in Washington, D.C., in March. From the left are Trevor Vernon, publisher of the *Eldon Advertiser*, Wallace Vernon, Eldon, publisher emeritus of Vernon Publishing, and Dane Vernon, Eldon, president of Vernon Publishing. Wallace was president of the Missouri Press Association in 1973, Dane was president in 2002. Trevor is a director on the MPA board. Dane serves on the board of the Missouri Press Foundation, of which Wallace is a director emeritus. (MPA photo by Doug Crews)

Former *Mexico Ledger* writer on college football committee

A Missouri native and former sports writer for *The Mexico Ledger* and *USA Today* will be on the committee that chooses which college football teams will play for the national championship next season.

Steve Wieberg, 59, a native of Martinsburg now living in Lawson, was named to the College Football Playoff Selection Committee last year. He is the only former journalist to serve on the 13-member committee.

Others on the committee are current or former football coaches, players and administrators. Its only female member is former Secretary of State Condoleezza Rice.

Wieberg said Rice oversaw athletics when she was provost at Stanford University, her father was a football coach and she is an ardent follower of college football. She will be "the smartest person in the room" when the committee meets.

The Ledger published a story in De-

cember about Wieberg and his appointment to the committee.

Next season will be the first time the committee selects four teams to play in national championship semifinals. The system has replaced the Bowl Championship Series, which began selecting the national champion in 1998 using various polls and computer formulas.

Wieberg began writing for *The Ledger* while attending high school in Martinsburg. After graduating in 1972 Wieberg went to the Missouri School of Journalism. He continued to write for *The Ledger*.

"I would drive back on Friday nights to help with high school football," Wieberg said. "Friends of mine at MU thought I was nuts because I wasn't getting paid. But it was the smartest thing I could have done. I was getting experience."

Wieberg wrote news for *The Ledger* after graduating from MU and stayed

Kahoka publisher seeks access to files in Clark County homicide

Mike Scott, publisher of *The Edina Sentinel* and the *The Media* in Kahoka, on Feb. 13 provided circulation information for a trial in a homicide case.

Scott appeared before Judge Gary Dial in Clark County Circuit Court at the Scotland County Courthouse in Memphis. He submitted subscription information and website traffic information subpoenaed in a case against a man who is accused of murder.

The newspaper's information was subpoenaed as a result of *The Sentinel's* publication of a story about a public document, "Defendant's Motions In Limine," in its Oct. 30 edition.

The paper also provided a copy of the document, along with the state's response to it, on its website. Inside the document was a list of evidence the defense wanted kept out of the jury trial.

A few days after the story was published and the documents were made available online, a judge ordered the case sealed and requested the paper remove the documents from the website, which Scott agreed to do temporarily.

Since that time, several motions for a change of venue have been filed by the defense, but Dial ruled to continue the trial until April 7 and seal the case to the public as an "alternative" to a change of venue.

Later a change of venue was granted.

Just before the latest hearing in the case, Scott requested the court unseal the case to the public, citing any coverage of the case in the *Sentinel* would no longer be a conflict. Dial agreed to consider opening the case.

until 1982. He accepted a position with Gannett's new *USA Today* and covered college sports out of Washington, D.C.

Over the next three decades Wieberg got to know many of the nation's top college coaches and administrators. He moved his family back to Missouri in 1989, settling in Lawson. He now writes for the Kansas City Public Library.

(From a story by Ted Farnen)

On the Move

• **Monroe City** — Trevor Lewis has joined the staff at *The Lake Gazette* in Monroe City as a reporter. He is from Rochester, N.Y., and received a journalism degree in December 2013 from SUNY Brockport.



Trevor Lewis

Lewis began covering women's soccer for his school paper, later becoming news editor. He completed internships at *Inked* magazine in New York and *City Newspaper* in Rochester.

He enjoys sports and is a Chicago Cubs fan. He also enjoys playing guitar, music, art, reading and travel.

• **Columbia** — Jacob Barker, a reporter and Street Talk business columnist for the *Daily Tribune*, has taken a position with the *St. Louis Post-Dispatch*. He started there March 24.

• **Hamilton** — John Deatherage has been named editor of *The Caldwell County News*.

Deatherage began his journalism career in 1999 as a reporter with the *West Plains Daily Quill* after graduating from Missouri State University with a degree in mass media.

His plans for the paper include reintroducing key elements of design and expanding sports coverage.

• **Osceola** — Terrance Arnold has joined the staff as a reporter at the *St. Clair County Courier* in Osceola.

Arnold, 44, earned a bachelor's degree in journalism with a minor in history from the University of Central Missouri in Warrensburg.

He most recently worked three years at the *Higginsville Advance*. Prior to that he taught journalism for two years at Knob Noster Middle School and worked at the Warrensburg *Daily Star-Journal* for 11 years.

Arnold enjoys traveling, cookouts and reading.

Mike Brown recently began work as

an advertising sales representative with Sac-Osage Publishing, Inc., of Osceola. He serves advertisers in St. Clair and Bates counties, working with the *St. Clair County Buyers Guide*, *St. Clair County Courier*, *Appleton City Journal*

and *Rich Hill Mining Review*.

Brown is originally from Hermitage. After high school he entered Midwest Baptist Theological Seminary in Kansas City. He currently serves as a youth minister at Vista Baptist Church south of Osceola. He enjoys bowling.

Brown and his wife, Mindy, have been married three years and are expecting their first child.



Individuals join the Society of 1867 with their donations and pledges. Newspapers join the Page Builders by pledging advertising space. Join the Society of 1867 or Page Builders, or both, and pledge your support of Missouri newspapers.

Installment payments may be made with a credit card.

All donations are 100% tax deductible.



Foundation seeks your support

The Missouri Press Foundation is the only organization that exists solely to champion the future and quality of Missouri's newspapers, including yours. To support that mission, the Foundation launched the Society of 1867 and Page Builder campaign in September at the annual Missouri Press Convention.

Society of 1867 membership is bestowed on partners who recognize the important history of Missouri newspapers and are dedicated to helping them meet the challenges and opportunities that lie ahead.

Newspapers can contribute through a Page Builder program, in which they pledge to donate annually the equivalent of a selected amount of advertising in the newspaper. Newspapers and individuals can make pledges to give annually at varying levels.

All members of the Society of 1867 will be recognized in *Missouri Press News* magazine. Privileges and recognitions for each level of giving are noted on the pledge flier at mopress.com/current_forms.php. They include special gifts, lapel pins and other recognition.

The flier also lists ways the Society of 1867 will work to build a solid future for your newspaper. Those include hiring a Foundation director, developing a Newspaper Toolbox you can use to demonstrate the value of your newspaper to your community and businesses, and training opportunities for you and your staff.

All Page Builder contributions and money donations to the Society of 1867 are 100 percent tax deductible.

Obituaries

Bowling Green

Helen Jennings

Helen (Grote) Jennings, 69, Bowling Green, died Feb. 27, 2014. She was the office manager at the *Bowling Green Times*.

She also performed duties such as proofreading, selling office supplies and ads, and more. She was employed at the *Times* from 1977 to 2006.

Mrs. Jennings is survived by her husband, Vernon, and a son.

Windsor

Paul Singer

Paul Singer, 52, Windsor, died Feb. 21, 2014, in Kansas City. He worked for the *Warrensburg Daily Star Journal*, the *Sedalia Democrat* and, most recently, as an assistant advertising manager at *The Clinton Daily Democrat*, *The KAYO*, and *The Clinton Eye*. He also was a published freelance writer.

Mr. Singer graduated in 1979 from Windsor High School. He earned an associate's degree in journalism from State Fair Community College in Sedalia and a bachelor's degree in journalism and graphic arts from the University of Central Missouri in Warrensburg.

He was a member of and writer for the Chilhowee Antique Farm Machinery Collectors Organization.

Mr. Singer is survived by two brothers and a sister.

Willard

Frank Farmer

Frank Farmer, 89, Willard, died Feb. 17, 2014, at his home. He was a reporter for the *Springfield News-Leader* for 29 years, beginning as a cub reporter in 1957. He often wrote about farmers and agricultural issues.

Mr. Farmer was born on a 200-acre dairy farm. His father was a magazine writer from the 1920s to 1940s. Mr. Farmer and his wife, Helen, were married 71 years. She died Jan. 18, 2014.

Mr. Farmer was featured in the May

1956 edition of *Collier's* magazine in an article titled "The Vanishing Cowboy."

After he retired from the paper in 1986 he served from 1990 to 2007 on the first board of trustees for Ozarks Technical Community College.

Crane

Mary Kuyper

Mary Kuyper, 73, Crane, died Feb. 13, 2014. She was a columnist for the *Crane Chronicle/Stone County Republican* for more than 30 years. After writing for another paper, she began writing for the *Chronicle/Republican* in 1983.

She was involved in the D.A.R.E. program; started the Stone County National Day of Prayer event; served on the Reeds Springs school board for 10 years and worked election polls for several years.

Fredericktown

Frank Hunter

Frank Addison Hunter III, 82, Fredericktown, formerly of St. Louis, died Feb. 19, 2014, of complications of Alzheimer's and Parkinson's diseases. He was the longtime entertainment writer and editor at the *St. Louis Globe-Democrat*.

Mr. Hunter worked for the *Globe-Democrat* from 1960 to 1986 covering movies and theater productions and interviewing such stars as Sophia Loren and Richard Burton.

He joined the *Globe-Democrat* as an assistant entertainment editor and became editor in 1978.

After the *Globe-Democrat* closed in 1986, Mr. Hunter worked until 1989 writing reviews for the *Suburban Journals*. He moved to Fredericktown in 2011.

He is survived by his former wife, a daughter, a son, a stepson, a sister, two grandchildren and a great-grandson.

Springfield

Mary Campbell

Mary Alice Campbell, 91, Springfield, died Feb. 25, 2014. She

was the people and living editor of the *Neosho Daily News*.

Mrs. Campbell served as president of Missouri Press Women and received more than 40 state and national awards. She continued writing a recipe and food column after her retirement in 1984.

She was involved in civic, social, volunteer and church organizations and enjoyed travel and playing gin rummy. She spent her 80th birthday anniversary whitewater rafting in Glacier National Park.

Mrs. Campbell's husband, Virgil, died in 2010. She is survived by two sons, a daughter, five grandchildren and eight great-grandchildren.

Lee's Summit

Nancy Vilmer

Nancy Ann Vaughan Vilmer, 77, Lee's Summit, died Dec. 17, 2013. She was women's editor at *The Examiner* in Independence for more than 10 years. She interviewed President Harry Truman, Paul Newman, Ginger Rogers, Burt Reynolds and other public figures. She also won numerous writing awards.

Mrs. Vilmer was born in Lamar and graduated in 1954 from Smith-Cotton High School in Sedalia. She was a journalism major at the University of Missouri.

She married Larry Vilmer in 1956 in Sedalia. He survives, along with two daughters and two grandchildren.

Nevada

Rusty Murry

Rusty Murry, 56, died March 12, 2014, after battling cancer for more than 20 years.

Mr. Murry was a reporter and photographer for the *Nevada Daily Mail* where he covered county government and law enforcement and wrote columns and blogs about the outdoors.

Mr. Murry won a number of awards and was a National Press Foundation Fellow in 2010. He also won the Missouri Police Chief Association's Mary Phelan Media Award in 2011. He has been a staff writer or stringer for several newspapers and magazines, newsletters and literary journals.

Mo. Photo Workshop to visit Platte City

The 66th Missouri Photo Workshop (MPW) is scheduled for Sept. 21-27 in Platte City.

MPW visits a Missouri town each year to learn and practice photojournalism by documenting everyday life. About 40 photographers from around the world

are expected to gather in Platte City to photograph stories about people and their activities.

The workshop, directed by David Rees and Jim Curley from the Missouri School of Journalism, along with other MPW faculty members from around the

*About 40 journalists
expected for
Sept. 21-27 training*

country, focuses on the fundamentals of researching, shooting and editing photos while emphasizing ethical practices.

"The City is very honored to be named the host community for the 66th Annual Missouri Photo workshop," said Platte City Mayor Frank Offutt.

Offutt organized a group of local leaders and business people to help prepare for and promote the workshop.

"We think the photojournalists from around the world will be very impressed with our facilities, our city, and the stories of the people that will be presented during the workshop," he said.

The workshop headquarters will be in the Platte City Civic Center. Organizers of this year's event expect a number of international photographers to make the trek to Platte City.

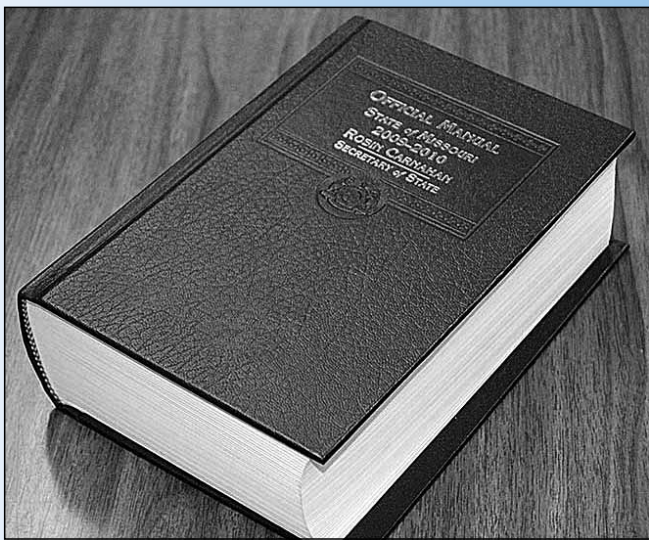
The workshop has historically been a blend of young photographers looking to gain experience and mid-career professionals hoping to sharpen and refresh their skills. The workshop faculty is composed of 11 veteran editors and photojournalists who advise the photographers throughout the week. Faculty members represent the top publications in the news industry.

A group of 17 University of Missouri photojournalism students will staff the workshop. They will download, archive and print approximately 400 of the roughly 16,000 digital images made during the week. Those 400 photos will form an exhibit for Platte City area residents Sept. 27.

Many of the participants will travel great distances at considerable expense. Platte City residents are being asked to provide lodging and bicycles for the week.

Information about MPW and photo stories from previous workshops are at mophotoworkshop.org.

The Missouri School of Journalism, the Missouri Press Foundation and Nikon are the workshop sponsors.



The last printed Official Manual, or Blue Book, was printed for 2009-2010. Since then the contents have been available only online. Missouri Press Association is gathering bids to produce the book. Ordering information will be announced this month.

Missouri Press will print 'Blue Book' for secretary of state

Secretary of State Jason Kander announced a new partnership between his office and the Missouri Press Association (MPA) to print the 2013-2014 Official Manual, State of Missouri, commonly known as the Blue Book. Since 2011 the book has been available only online.

"The Blue Book provides Missourians with invaluable information about our local, state and federal governments," Kander said. "I'm pleased to join with the Missouri Press Association to ensure this important guide to Missouri is available in print once more."

MPA will handle the production and distribution of the new printed edition, which has been available online since last December at www.mobluebook.com.

The Blue Book, which is published by the secretary of state every two years, is the definitive source of information about Missouri state government.

"We look forward to putting this comprehensive resource back into print," said Doug Crews, executive director of the MPA. "Interacting with elected officials and government agencies is vastly easier with a Blue Book at your fingertips."

Scrapbook

• **Joplin** — *The Joplin Globe* called out Joplin City Council members for ignoring a contract that established guidelines for an investigator hired to examine three ethics questions.

The paper contends the decision could cost taxpayers an additional \$37,000 on top of a \$45,000 cap agreed to last fall. The city agreed to pay investigator Tim Loraine a certain hourly rate with a \$45,000 cap, unless more was approved by the council.

Certain councilmen were praised by

the paper for demanding the documents regarding the contract be made available under the Missouri Sunshine Law.

• **Columbia** — The *Columbia Daily Tribune* on March 16 unveiled a new data-mapping website called Neighborhoods that offers residents an easy way to see what is happening where they live.

The site features arrest reports, emergency dispatch activities, *Tribune* news stories, restaurant inspections and more. Users of the site also can post “Neighbor

Messages” to share information.

The data can be filtered by location and topic and viewed on a map or in a list.

• **Columbia** — Bill Clark, a longtime *Columbia Daily Tribune* columnist, is one of four people to receive the Beacon of Light lifetime achievement award from the Columbia African American Association. Clark was recognized March 15 for his promotion of diversity in Columbia.

• **Hannibal** — Missouri School of Journalism student Trevor McDonald recently served as an intern for one week

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at the *Hannibal Courier-Post*. Students work with community newspapers as part of a class taught by Jim Sterling.

McDonald is from Hannibal and is majoring in print and digital news. He also worked as an intern reporter for the *Moberly Monitor-Index* for a year and was co-editor for Moberly Area Community College's *Greyhound Express*.

He has covered the local government beat for the *Columbia Missourian*. He hopes to become involved in automotive journalism.

• **Kansas City** — The sports section of *The Kansas City Star* has been named one of the best in the country. "Sports Daily" finished in the top 10 for large-circulation newspapers for its daily, Sunday and special sections. *The Star's* new Royals reporter, Andy McCullough, also won a top-10 award for work done at his former paper, the *Newark Star-Ledger* (Newark, N.J.) for his coverage of the Yankees in 2013.

• **Poplar Bluff** — Publisher Don Schrieber decided not to publish the Monday and Tuesday editions of the *Daily American Republic* after a winter storm hit southeast Missouri, closing schools, businesses and government offices. Concern for the safety of employees and delivery drivers prompted cancellation of the issues, Schrieber said.

• **Lincoln** — James White was one of six people recently elected to the board of directors of the Bothwell Regional Health Center Foundation. White, who serves on the board of the Missouri Press Association, is publisher of the *Benton County Enterprise* in Warsaw. He is vice president of the Democrat Publishing Company, Inc., which publishes the *Clinton Daily Democrat*, *Clinton Eye* and *The Kayo*.

• **Carrollton** — The *Carrollton Democrat* early in March dropped its Friday edition and now publishes only on Wednesday. Publisher Frank Mercer cited the continuing downturn in the economy and the ever-increasing costs of mailing and production.

"This move allows us to go forward without a hefty rate increase to our subscribers," he said.

The *Democrat's* sister publications, *The Higginsville Advance* and *Lexington News*, also dropped Friday editions and will publish only on Wednesday.

• **Concordia** — Gary L. Beissenherz, former editor and publisher of *The Concordian*, has published a history of the first 100 years of the St. Paul's Lutheran Church in Concordia. The congregation will celebrate its 175th anniversary in 2014-2015.

Beissenherz began collecting information and photographs for the book in 2004.

• **Potosi** — The children and grandchildren of the late Hugh and Ruby E. (Weber) Richards have established a scholarship trust fund in their memory. A \$500 scholarship will be awarded annually to a Potosi High School senior who plans to become a teacher.

Ruby Richards served as co-publisher at *The Independent Journal* for 44 years. Before that she was a teacher at various one-room schools. Hugh Richards worked 31 years as a printer's devil, typesetter, printer and finally co-owner/publisher of *The Independent Journal*.

• **Columbia** — Officials at the Missouri School of Journalism plan to close a program that conducted polling research, according to the *Columbia Daily Tribune*. The Insight and Survey Center within the Reynolds Journalism Institute will be cut, resulting in three full-time staff members and some part-time employees being laid off.

The center primarily conducted telephone surveys for clients, but the

diminishing use of landline telephones contributed to its demise.

• **St. Louis** — Amy Goodman, co-host of the radio program "Democracy Now!," was the featured speaker March 29 at a dinner and First Amendment celebration benefitting the *Gateway Journalism Review*. The publication is the successor to the *St. Louis Journalism Review*. Ray Hartmann, co-owner of *St. Louis Magazine*, was the master of ceremonies.

• **Kansas City** — Lewis Diuguid, columnist and editorial writer for *The Kansas City Star*, was the first recipient of the Dr. Julia Hill Future Legacy Civil Rights Award. The award was presented at a Founding Fathers Induction Ceremony Jan. 14 at the NAACP's new South Central Correctional Center Branch in Licking.

Diuguid has reported about prison branch functions, civil rights, urban public education and diversity issues in his columns for more than 25 years. He joined the staff at *The Kansas City Star-Times* in 1977.

• **Springfield** — The *Springfield News-Leader*, a Gannett paper, in its Feb. 12 edition announced it had expanded the paper by at least 68 pages every week. The expansion was billed as "the most sweeping expansion of the print edition...since 2002" and shows a "commitment to print."

The expansion includes content from Gannett's *USA TODAY*, including national and world news, along with additional local news, community news,

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investigative reports, business news, digital and social media highlights and sports news.

“While we continue to adapt and offer more digital content, today’s edition represents a re-commitment and major investment in our print edition,” said David Stoeffler, executive editor of the *Springfield News-Leader*.

• **Cameron** — The *Cameron Citizen-Observer* recently presented a check for \$300 to the Parkview Elementary School art department. The money donated comes from the proceeds of the paper’s Christmas edition, which featured Christmas drawings from the students at the elementary school.

• **Ashland** — The *Boone County Journal* celebrated its 45th anniversary in February.

The paper’s original owner, Dan Fishel, recalled days when getting a paper out was more difficult. “For the first several months, I had the paper printed on a sheet-fed press...in Columbia,” Fishel said. “Ashland had a population of 800 residents when I started there.”

Today, the *Boone County Journal* serves the area’s nearly 4,000 residents with a circulation of 2,150.

The paper has its roots in the *Ashland Bugle*, which was printed in Ashland for 61 years by Jim Wilcox.

Fischel sold the paper in 1986, and it went through a series of owners until purchased by Jane and Dick Flink, who owned it until 2001. The paper claims to be the first Missouri weekly to convert production to desktop publishing.

Bruce Wallace is the current publisher.

• **Columbia** — Student journalists with the *Columbia Missourian* recently won national awards in the Associated Press Sports Editors competition.

Roxana Pop and Meredith Turk won in the Multimedia under 500,000 unique web visitors category for their story “Missouri’s Miss Teen Rodeo rides again.” In the same category, Timmy Huynh and Katie Alaimo won for their article “Upward Basketball League about more than winning.”

Andrew Wagaman won in the Explanatory under 30,000-circulation category with his article “Concussion

worries cause tension in Columbia’s youth football community.”

For Beat Writing under 30,000 circulation, Brendan Meyer won for his coverage of Missouri basketball.

The paper placed in the top five for Daily Sections and Sunday Sections under 15,000. An honorable mention also was garnered in the Sunday Sections under 30,000-circulation category.

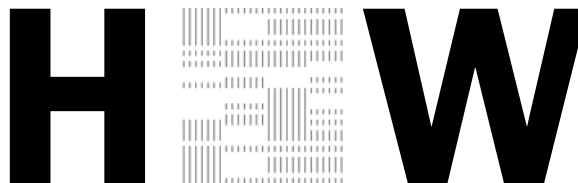
• **Springfield** — The *Springfield News-Leader* recently formed an Economic Forum, a quarterly gathering of business and community leaders representing various sectors of southwest Missouri’s economy.

Linda Ramey-Greiwe, president and publisher of the News-Leader Media Group, along with David Stoeffler, executive editor, invited more than 20 people to join an advisory committee to

offer input about business and economic concepts and content to be included in the *News-Leader*. Each member also will write one column per year for the Sunday business edition.

• **St. Louis** — The *St. Louis Post-Dispatch* editorial department, in an effort to spark community conversation, recently created a four-part series, “A Great St. Louis: Schools, Jobs, Unity,” with the goal of encouraging engagement and leadership through a combination of “advocacy, original reporting, and strong opinion writing.” The series is just one example of “community conversation.”

The idea originated from interaction between the regional chamber of commerce office and the paper’s editorial board, which the paper said haven’t always “seen eye-to-eye” about issues affecting St. Louis.



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In addition, the “conversation” will continue with its own Twitter feed to encourage debate, and the *Post-Dispatch* will host live online chats with newsmakers and other community members.

• **St. Louis** — The *St. Louis Post-Dispatch*, recently announced editorial page editor Tony Messenger and deputy editorial page editor Kevin Horrigan have won the Walker Stone Award for Editorial Writing in the national Scripps Howard awards competition.

The award will be given May 22 and includes a trophy and a \$10,000 prize.

The judges wrote, “The work of Tony Messenger and Kevin Horrigan... stands out for its detailed reporting that informs strong opinions on a range of important topics...their editorials on education reform, health care, poverty and political extremism embody a spirit dedicated to the public welfare.”

• **St. Louis** — Elisa Crouch, a reporter at the *Post-Dispatch*, on Feb. 26 received the St. Louis Newspaper Guild’s 2013 Terry Hughes Award for writing. Crouch, 40, has been a reporter at the *Post-Dispatch* for 10 years.

Crouch’s stories about students at urban schools were recognized by Hughes Award judges. Hughes was a *Post-Dispatch* columnist who died of breast cancer in 1991 at age 36.

• **Washington** — *Washington Missourian* columnist Chris Stuckenschneider recently hosted in her home an intern from England, Nell Wittaker.

Wittaker, 19, spent time in the *Missourian* office before interning at *The St.*

Louis American and then in New York City. Wittaker is spending a year traveling before attending Cambridge.

Stuckenschneider met Wittaker last summer during a trip to England.

• **Washington** — The Missourian Media Group donated \$1,000 to the campaign to raise money for uniforms for the Naval Junior ROTC program to begin at Washington High School this fall.

The drive was conducted by the Washington Chapter 324 of the Korean War Veterans Association, KWVA. Bill Miller, Sr., publisher of the *Washington Missourian* and a member of KWVA, and Bill Miller, Jr., *Missourian* general manager, presented the donation.

• **Fulton** — The student newspaper at Westminster College, Fulton, *The Columns*, may lose more than half of its \$8,000-per-year budget after the Student Government Association recently recommended the cut.

The association suggested the paper either convert to an online-only publication and cut pay for the adviser and staff or have the newspaper operate as a class, with the adviser earning pay but the staff receiving only class credit. The

newspaper staff is considering funding a print edition through advertising sales.

• **Fulton** — Joe Link, former editor of the *Fulton Daily Sun* and a career rural and agricultural writer, was the guest of honor March 25 at William Woods University’s 109th annual Kingdom of Callaway Supper. Link earned a degree at the Missouri School of Journalism and served 1977 to 1982 at the *Fulton Daily Sun*.

As managing editor at *Missouri Ruralist*, he received the American Agricultural Editors’ Association Writer of the Year award. While at HBJ Farm Publications, Link oversaw 11 state farm magazines in Florida.

He later was managing editor at *The Progressive Farmer* and won an Oscar for his five-part series “Turning the Century.” He began a freelance photography and writing career in 2008.

• **Springfield** — *News-Leader* reporter Hank Billings on March 15 received the Writers Hall of Fame Quill Award at a dinner held at the Tower Club.

Billings has been a reporter, editor and columnist at the *News-Leaders* since 1943. He still writes a weekly column.

Foundation board, Past Presidents dinner May 1

Members of the Missouri Press Foundation Board of Directors are scheduled to meet at 1:30 p.m. Thursday, May 1, at the Missouri Press Association office in Columbia.

The annual Past Presidents and Spouses Dinner will be held that evening at the new DoubleTree Hotel in downtown Columbia.

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MPA HAS PARTNERED WITH DIRXION
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Join papers around country using 'Lily's Story' free

Virginia publisher lands major sponsor

This month marks the halfway point in the Reading Across Missouri campaign. Newspapers have until June 30 to use the serial "Lily's Story" at no cost.

In addition to our project in Missouri, newspapers across the nation have access to the story through MPA's partnership with the National Newspaper Association. That effort is called Reading Across the Nation.

Here is what a Virginia publisher, John Edwards, of the *Smithville Times* (circ. 5,500) had to say about the project: "The *Smithfield Times* has never had the resources to implement an effective Newspapers In Education project, but this year decided to use NNA's Reading Across the Nation project in an effort to reach school children. It has turned out to be the most effective outreach project we've undertaken in years, and with very little cost or effort."

The newspaper downloaded "Lily's Story" from the NNA site and sent them to county

public schools and to a private academy. Edwards reported, "Reading specialists with both were delighted with the quality of writing

as well as the upbeat message in the series. With their help, we targeted third-through seventh-grade students and determined we would need approximately 2,200 additional papers each week to supply every student with one."

Edwards said Smithfield Foods, the area's largest industry, agreed to cover the printing cost each week. The newspaper's weekly cost is the space for the camera-ready PDF.

"We have now published six of eight chapters of 'Lily's Story,' and the response has been phenomenal," Edwards said. "Elementary schools have sent T-shirts to the paper in appreciation. One class of third graders drew little newspapers and included 'thank you' notes for offering the story and, last night, I was invited to attend a school board meeting to have the paper recognized for partnering in what was described as an exceptional reading program."

In addition, the county's reading specialist plans to have students participate in

an essay project at the conclusion of the series, and the paper will publish the winning essays. "As far as I am concerned, the availability of 'Lily's Story' alone has justified my NNA dues for this year," Edwards said.

May 22 is the third anniversary of the Joplin tornado, on which "Lily's Story" is based.

If your newspaper didn't take advantage of this story in January,

now is a terrific time to get started.

"Lily's Story" is about a dog that grows up in Joplin, with her owner, Tara. Tara sees that Lily is smart and has an incredible sniffer, so she trains her dog in search and rescue. The two become a

team, doing their best to help people find their missing loved ones. One day, Lily becomes very sick. The dog's recovery is a miracle, but her challenges are far from over.

A month later, Joplin is hit by a massive tornado. The search-and-rescue dog's bravery and resilience are put to the test as she is called upon to help put her city back together, piece by piece. This is a true story of hope and hometown heroes, celebrating the courageous spirit of one very special dog.

To access "Lily's Story," visit mo-nie.com and used download code: readmo14.

For the 85 or so Missouri newspapers that have already published "Lily's Story," here are some resources to finish out the school year.

"First Ladies of America" is 12 features about the wives of our earliest presidents. It is available at mo-nie.com using download code: ladies.

April 22 is Earth Day, and MPA has a terrific feature

about "The Big Muddy." This feature teaches readers about the Missouri River and the importance of keeping it and its entire watershed clean (download code: bigmuddy).

We're slipping in an unscheduled feature for Memorial Day. The response was outstanding to the Veterans Day and Flag Etiquette features – hundreds of newspapers used them – so The Missouri Bar agreed to partner with us on a feature to commemorate Memorial Day. Watch for this new feature in early May.

Two other spring series are available from the archives: "Amazing Soil," a gardening series, download code: garden; and "Lost Ladybugs," a two-part science series teaching about ladybugs, download code: lostlady.



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



*Features
available on
first ladies,
Earth Day,
Memorial
Day*

Man convicted in killing of Columbia editor files \$100 million suit

The man who spent nearly 10 years in prison after being convicted of murdering the sports editor of the *Columbia Daily Tribune* has filed a civil rights lawsuit seeking \$100 million.

Ryan Ferguson, who was released from prison in November, names seven police detectives, a prosecutor (now judge) and a former police chief. He claims they bullied witnesses and ignored leaders in the investigation of the Oct. 31, 2001, killing of Kent Heitholt in a parking lot beside the newspaper building in downtown Columbia.

The suit also names the city of Columbia, its police department, Boone County and two investigators for the county prosecutor's office.

Ferguson was released from prison after an appeals court ruling that prosecutors withheld evidence from the defense. Missouri's attorney general chose not to retry Ferguson, who has moved to Florida.

The suit says, "Ryan's new identity upon walking out of prison is that of a 29-year-old uneducated, jobless man without health care or funds for psychological counseling. For years he was branded as a brutal murderer, and those scars cannot be excised."

The county prosecutor in the Ferguson case is now a circuit judge in Columbia. He and a former Columbia police chief are accused in the suit of making defamatory comments affirming their belief in Ferguson's guilt after his release. (from an AP report)

Riverfront Times named PrideFest partner

The *Riverfront Times*, an alternative weekly in St. Louis, is the official media partner for PrideFest 2014.

The newspaper also will publish PrideFest's annual Pride Guide commemorating the 35th anniversary of the festival, which is scheduled for June 28-29 at Soldier's Memorial in downtown St. Louis.



Joplin's hero dog visits Washington, Mo.

Lily, Joplin's hero Weimaraner, chews a treat at the Family Reading Night March 7 at Washington Middle School in Washington, Mo. More than 700 people attended the event, where author Carolyn Mueller debuted her children's book, "Lily: A True Story of Courage & the Joplin Tornado." The book is about Lily, a search-and-rescue dog who helped after the May 2011 tornado struck Joplin. Lily attended Reading Night with her owner, Tara Prosser, left. Mueller's book inspired "Lily's Story," a serial children's feature published in more than 170 newspapers across the country. (*Washington Missourian* photo)

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Real Possibilities

How does copyright law affect content on Facebook?

Recognize limits of 'fair use' doctrine

Several callers to the Missouri Press Association hotline in recent weeks have raised questions about issues that probably impact many of you, so this month I want to touch on a couple of those. Then I'll give you a tip I think will really benefit you when questions about these and a multitude of other matters come up each day.

Recently, a newspaper in the state was covering a homicide story. While searching for photos to go with the story, it happened onto a photo on Facebook of one person involved in the incident. The paper staff was puzzling over whether to use the photo in its coverage online and in its print edition.

Could it legally use that photo? Other newspapers appeared to be using Facebook photos, the staff determined, but online resources left them questioning the legality of using those photos.

Questions like this raise layers of issues, particularly those related to copyright. We've discussed some of this before. You know that the first issue is who owns the copyright to the original photo and are there defenses, particularly "fair use," that would permit you to use the photo? Knowing that it's posted on Facebook, how does that impact this issue?

If you have information on a copyright holder of the photo, the "best practices" argument would be that giving credit is always a proper thing to do. But I realize most Facebook photos are obviously candid shots. Can a newspaper use such a photo without permission? The doctrine of "fair use" as a defense for a claim of unauthorized use of a photo is, in truth, a complex one. There are many

nuances, which means you should not glibly use this doctrine anytime you want to use a photo without permission.

Still, I feel fairly comfortable saying that if a newspaper is covering a developing news story and the use of the photo is limited solely to its news coverage, such a use falls clearly within the parameters of "fair use." Such a use would be deemed to be an exception to a copyright infringement claim.

(Yes, the newspaper may charge for its print edition or for access to its website and therefore some revenue is generated, but there is existing case law around the country that supports that the primary purpose of a journalistic endeavor is to cover news, not solely to

make a profit, so courts have recognized this "fair use" as unrelated to depriving the copyright owner of revenue.)

Does its placement on Facebook create any issues? The answer to that is found in the Facebook Terms of Use, which are online. There you will find, "When you publish content or information using the Public setting, it means that you are allowing everyone, including people off of Facebook, to access and use that information, and to associate it with you..." That's about as clear a statement as one needs.

Feel free to make use of Facebook photos online and in your print editions without concern. (But it still is a good idea to identify Facebook as your source for the photo, so it's clear you make no claim of ownership.)

The next question I want to address has a similar answer. Can a newspaper make use of material found on YouTube?

All of the arguments above apply, but



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

there's one additional nuance. In order to protect you from claims, the advice most lawyers gave originally was not to embed the materials in your website but to link to them on YouTube. Now YouTube has created an "Embeddable Player" for people who are willing to have content embedded on other websites.

If you are looking at a YouTube video and considering using it on your website, and it contains an Embeddable Player, then you should feel free to embed the material on your own website.

Finally, as promised, a tip to make your life easier. Missouri Press has worked recently on the Legal Hotline page on its website. For a long time there have been articles there that are really helpful (in particular, an article on legal notices from July 2003 I have frequently referred callers to).

Now the Legal Hotline page (www.mopress.com/legal.php) has a Google Search box that allows you to search all the uploaded columns for specific content. I've had occasion a couple of times lately to use the search mechanism, and I'm really excited by how well it works.

DON'T QUIT calling the hotline! I'm still here for you! But at times, if you think you remember reading something about a subject, you might check out the search box. There is a lot of good information in articles contained in the magazine in past years, and I'm hoping this additional resource will benefit you.

Finally, thank you to Kent Ford for editing the column all these years. We'll miss you, Kent! A good editor makes all the difference in the world for a writer. Without them, we're nothing!

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a Google
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that allows
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CALENDAR

April

- 11 — Sunshine Coalition Board meeting, 3 p.m., MPA
- 17-18 — Missouri Advertising Managers' Association meeting, Columbia Marriott

May

- 1 — Missouri Press Foundation Board meeting, 1:30 p.m., MPA office
- 1 — MPA Past Presidents and Spouses Dinner, DoubleTree Hotel, Columbia

June

- 26 — MPA Golf Tournament, Eldon
- 27 — MPA/MPS/MPF Board meeting in morning, Country Club Hotel and Spa, Lake Ozark
- 27 — Show-Me Press Association meeting in afternoon, Country Club Hotel and Spa, Lake Ozark

July

- 11 — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia

September

- 25-27 — 148th MPA Convention, Holiday Inn Select, Columbia

October

- 2-5 — NNA Annual Convention and Trade Show, San Antonio
- 10 — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia



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