

May 2013

Missouri Press NEWS



Future of Foundation is focus of meeting in Columbia

Leaders of several of the affiliate organizations of the Missouri Press Association met April 25 in Columbia for discussion about the future of the Missouri Press Foundation. Among those attending were, in the foreground from the left, Trevor Vernon, Eldon; Bill Miller Sr.,

Washington; Phil Conger, Bethany; Dennis Warden, Owensville; Kathy Conger, Bethany; and John Spaar, Odessa. A full report on the meeting will be delivered soon. Bill Monroe of Iowa told how the Iowa Newspaper Foundation has flourished in the past few years.



Registration
form for the
Porter Fisher
Golf Classic
June 27 in
Eldon.

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Reporter Andra
Bryan Stefanoni of
The Joplin Globe
was named
Community
Newspaper
Holdings Inc.
"Reporter of the Year."

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New Ad Director for Mo. Press

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Jean Maneke **22**

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Welcome our new ad director

Jefferson City native has marketing, entrepreneurial background

I recently had a chance to participate in the interviewing for the new advertising director of the Missouri Press Service.

Greg Baker left us for another opportunity, and I am sorry to see Greg go. Greg is a professional in every way, and we wish him the best as he sets forth in his new endeavor.

With Greg leaving, the task of finding a new advertising director was daunting. Doug Crews did a great job of paring down the candidates to a few finalists. The interview team included me, Vicki Russell with the *Columbia Daily Tribune*, and Doug.

The list of individuals was impressive, and the decision was not an easy one. However, by the end of the day, one candidate rose to the top. Mark Nienhueser will serve as the new advertising director.

During the interview process, it became evident that Nienhueser brought an entirely different background and experience to the table. He helped found and launch Servicenoodle.com, an online directory of service-based business information.

He developed rapport with key contact personnel in order to execute promotional pricing, and proactively identified customers' needs to promote sales growth and market share. He also was instrumental in creating brand awareness for the website.

Prior to that, Nienhueser worked for YELLOWBOOK for five years. He was based in Columbia, but also sold in other markets around the state, such as Sedalia and central Missouri. In fact, many of you might have competed with him for advertising dollars.

I don't know about you, but some of the most tenacious sales representatives that I have run into in the past have sold yellow pages or directory listings. I am glad that we now have one of them on our side.

Mark is an energetic and results-oriented sales executive who understands the importance and value of newspapers. He should know, he competed against us for the last eight years. In addition, he brings an entrepreneurial spirit and understanding of the digital side of our business that will help newspapers continue to engage audiences in new ways.

By now, I hope many of you have met Mark. He attended the

Missouri Advertising Managers' Association meeting in April that was held at Lake Ozark.

If you have not met him, reach out to him and drop him a line or give him a call. I am confident that you will find him to be as energetic and refreshing as I have.

I am looking forward to attending the Northwest Missouri Press Association's

Make your plans now to attend the Show-Me Press or Northwest Missouri Press meetings.



Mark Maassen
The Kansas City Star.
MPA President

123rd Annual Meeting on Friday, June 21, in Mound City. The agenda includes individuals from the Missouri School of Journalism. Elizabeth Conner will discuss layout and page design, while John Schneller will present "Ink and the Internet: Living the Two Worlds Program."

Also in June, the Show-Me Press Association meeting will be held on June 28 at The Resort at Port Arrowhead in Lake Ozark. Connie Farrow, a fellow at the Reynolds Journalism Institute, will speak at lunch.

Prior to the meeting, on Thursday, June 27, the MPA Porter Fisher Golf Classic will be held at the Eldon Country Club.

Mark your calendars now. More details are in this issue of the magazine.



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MAY 2013

Official Publication of
Missouri Press
Association, Inc.

PRESIDENT: Mark Maassen,
The Kansas City Star.

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Carol Stark, *The Joplin Globe*

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Eldon Advertiser

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Do Overs!

Mulligans: \$10 per player (1 mulligan per side).

All proceeds above costs will go to Missouri Press Foundation. You may pay for Mulligans with registration or at the course before teeing off. Prizes awarded after golf.



Be at the golf course by noon. We'll have lunch before teeing off. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. **Send this registration form and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.**

Golf = \$40 per golfer _____

Mulligans \$10 per player _____

Prize Fund _____

TOTAL _____

Name(s): _____

Co. / Newspaper: _____

Phone: _____

Email: _____

2013 Missouri Press Foundation Porter Fisher Golf Classic

**Thursday, June 27;
1 p.m. Shotgun;
4-Person Scramble.
Eldon Country Club,
Eldon**

\$40

**Greens Fee, Cart,
Prizes, Lunch**

Please Consider a Contribution to the Trophy/Prize Fund

Would you personally or your company consider a contribution to the tournament prize/trophy fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications.

Thank you.

Directions to Eldon Country Club: From Highway 54 take Eldon exit US 54-Bus./MO 52. Go about 2 miles to Golf Course Road (Phillips 66 on the corner and small signs on both sides of the road).



2013-2014 MAMA officers and board members are, from left, Director Adam Letterman, Missouri Neighbor News; Director Les Borgmeyer, *Columbia Daily Tribune*; Past President Jane Haslag, *Jefferson City News Tribune*; Director Curtis Simmons, Vernon Publishing; President Jana Todd, *Warren County Record*; Second Vice President Mark Maassen, *The Kansas City Star*; and Director Jacob Warden, *Gasconade County Republican*; (not pictured: First Vice President Jeanine York, *Washington Missourian*; and Secretary Suzie Wilson, *Milan Standard*).



Les Borgmeyer, *Columbia Daily Tribune*, accepted the Best of Show plaque from MAMA President Jane Haslag, *Jefferson City News Tribune*.

***Jana Todd of
Warren County
Record elected
President of
Missouri
Advertising
Managers'
Association***



Vicki Johnson, center, of the *West Plains Daily Quill*, received the 2013 Dee Hamilton Old Pro Award from Melissa Hamilton Saner, the daughter of the award's namesake, and Jim Hamilton, husband of the late Dee Hamilton.

Marketing expert Shannon Kinney of Dream Local Digital was the main presenter at the MAMA meeting at The Lodge of Four Seasons, Lake Ozark.

Columbia Daily Tribune, South County Times win 'Best of Show' in Ad Contest

The *Columbia Daily Tribune* and the *South County Times*, St. Louis, won the daily and weekly Best of Show awards in the Missouri Advertising Managers' Association 2013 Ad Contest.

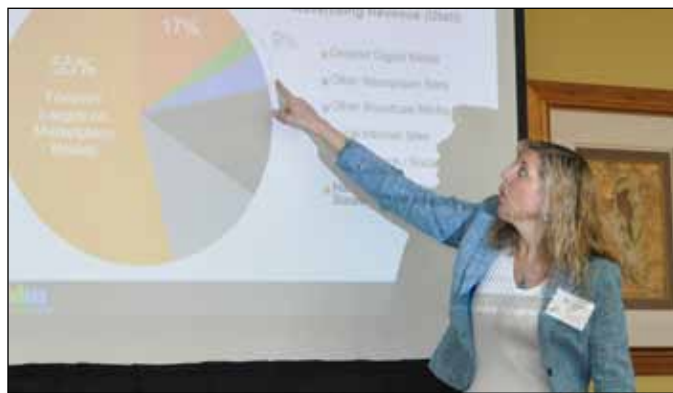
Awards were presented April 19 at the Association's annual meeting, which was held at The Lodge of Four Seasons, Lake Ozark.

A holiday gifts ad for the Olde Un Theatre won the Best award for the *Tribune's* ad staff. An ad created by the

Times' Amanda Zarecki for a retirement living center earned the Best honors for weekly papers.

Vicki Johnson of the *West Plains Daily Quill* received MAMA's Old Pro Award.

The *Jefferson City News Tribune* won 22 awards, the most of any paper in the competition. *The Daily Quill* received



15 awards.

Among the weeklies, the *Washington Missourian* and *St. Louis American* each won 10 awards, tops in that division.

A file with all of the winners is at mopress.com/contest.php.

'Deadline in Disaster' will be on public TV 7 times in May

The Missouri Press Association's film about *The Joplin Globe's* response to the 2011 tornado that devastated a large portion of Joplin will be shown seven times on PBS stations in Missouri. May 22 will be the second anniversary of the storm that killed 161 people, destroyed a hospital, dozens of businesses and hundreds of homes in a swath that reached nearly a mile wide.

"Deadline in Disaster" documents *The Joplin Globe's* efforts in the days and weeks after the storm to help the community mourn, gather itself and move forward.

The hour-long film is a finalist in the Mirror Awards journalism competition. Award winners will be announced at a luncheon June 5 in New York City.

Established by Syracuse University's

S.I. Newhouse School of Public Communications, the awards honor the reporters, editors and teams of writers who hold a mirror to their own industry for the public's benefit, according to the Mirror Awards website.

May broadcast dates and times on Missouri public television stations are:

KMOS-TV Warrensburg/Sedalia/Columbia: Saturday, May 18, 8 p.m., and Wednesday, May 22, 8 p.m.

KCPT – Kansas City: Wednesday, May 22, 8 p.m.

Nine Network, KETC – St. Louis: Wednesday, May 22, 8 p.m. and 10 p.m.

KSMU Ozark Public Television – Springfield/Joplin: Thursday, May 23, 8 p.m., and Sunday, May 26, 5 p.m.



Douglas, Rayma Davis retire as publisher, editor of Lamar Democrat

Longtime *Lamar Democrat* publisher Douglas D. Davis announced his full retirement as publisher late in April and has left the newspaper.

Also announcing her retirement was longtime editor Rayma B. Davis, who also has left the paper.

Doug Davis has been publisher of the *Lamar Democrat* and former *Daily Democrat* since 1981. Only the famous Arthur Aull has held the reins longer. Aull was publisher from 1899 to 1948.

Rayma Davis has been editor since 1998 but associated with the newspaper since 1981.

The last issue under their stewardship was April 27.

The newspaper has been owned by Lamar Democrat, Inc. since 1985. An investment group will handle the financial operation of the newspaper. The same local staff will continue to publish the newspaper.



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EXPERIENCE | KNOWLEDGE | INTEGRITY



Annual Meeting | June 27-28, 2013

Resort at Port Arrowhead | Room Rate: \$89.00 | 800-532-3575

Schedule of Events

Thursday, June 27

12Noon Porter Fisher Golf Tournament | Eldon Country Club | See Separate Form for More Details

7:00PM MPA/MPS Board Dinner | Bentley's Restaurant

Friday, June 28 | All Events Held at The Resort at Port Arrowhead

9AM MPA/MPS Board Meeting

12:00-1:30PM Group Lunch Program | Update from American Newspaper Digital Access Corporation
Connie Farrow | University of Missouri School of Journalism

1:30- 2:15PM Layout and Page Design Program (All Staff)

University of Missouri Assistant Professor and Design Editor for the Columbia Missourian | Erica Mendez Babcock

2:15PM Break

2:30-3:30PM Advertising Program (Advertising Staff)

Mark Maassen | MPA President and Director of Interactive Sales at The Kansas City Star

2:30-3:30PM Ink and Internet: Living in Two Worlds (News Staff)

University of Missouri Assistant Professor and Design Editor for the Columbia Missourian | Erica Mendez Babcock

3:30-5:30PM General Session and Awards Ceremonies (All Attendees)

Legislative Update | Screw-Up of the Year Award | Show-Me Press Past Presidents Recognition

Registration Fee \$30.00 per person including lunch **prior to June 7** | **\$40.00**

Per person after June 7 deadline.

Name(s) of Attendee(s): _____

Company: _____

Address/Phone/e-mail _____

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson

Phone: 913.294-2311 | Fax: 913.294.5318 | sandy.nelson@miconews.com

Miami County Newspapers | 121 S. Pearl, P.O. Box 389 | Paola, KS 66071

Resort at Port Arrowhead | 3080 Bagnell Dam Blvd Lake Ozark, MO 65049 | \$89.00

Room rate valid 2 days prior to and 2 days after event, based on availability

Missouri Press gets new ad director

Jefferson City native Mark Nienhueser replaces Greg Baker

Mark Nienhueser of Jefferson City, vice president of sales and recruiting for Servicenoodle.com, has been hired as advertising director for Missouri Press Service, Inc. He began his duties April 18 in Columbia. He replaces former ad director Greg Baker, who left the position in mid-February for a position with CenturyLink.

In making the announcement, Doug Crews, executive director of the Missouri Press Association, said Nienhueser is eager to get to work for Missouri's newspapers. "I anticipate Mark will hit the ground running in his newspaper ad sales efforts," Crews said.

"Mark is an energetic and results-oriented sales manager who understands the importance and value of newspapers," said Mark Maassen, MPA President with *The Kansas City Star*, and a member of the team that interviewed candidates for the ad director job.

"In addition, Mark brings an entrepreneurial spirit and an understanding of the digital side of our operations that will help newspapers continue to engage audiences in new ways," Maassen said.

Nienhueser helped found and launch Servicenoodle.com, an online directory of service-based business



Mark Nienhueser

Nienhueser helped launch Servicenoodle.com, an online directory of service-based business information.

information. He was instrumental in creating brand awareness for the website, and he developed the district manager and sales representative team framework for Servicenoodle.com.

A graduate of Jefferson City Public High School and the University of Central Missouri (marketing degree, 1991), he was a senior account executive with Yellowbook in Columbia for five years, finishing in the top one percent of 4,000 sales associates each year.

"Mark's experience in both sales and sales management will serve our organization well," said Vicki Russell, *Columbia Daily Tribune*, who served on the interview team. "He knows how to put together sales plans, how to make presentations, how to train sales people and

is goal-driven. His other assets include his impressive drive to succeed, his sales experience throughout our state and his willingness to take on new challenges."

Nienhueser attended the Missouri Advertising Managers' Association conference April 18-19 at Lake Ozark, and he said he looks forward to meeting Missouri Press members at meetings and activities in coming months.

Nienhueser and his wife, Paula, live in Jefferson City. They have four children between them. Paula's daughter is a teacher in Camdenton, and her son is a heavy equipment operator in Springfield.

Mark's children are Marissa, 11, and Maitlyn, 15. Maitlyn plays on the Helias High School basketball team.

Nienhueser said he spends much of his free time with his daughters and their activities, and he enjoys reading and playing golf when time allows.

Mo. Lawyers Media wins ruling on attorney disciplinary hearings

The Missouri Supreme Court has ruled that an attorney discipline hearing cannot be closed to the public without good reason.

The decision in early April says the Disciplinary Hearing Panel can close a pending hearing involving a St. Louis attorney only if the panel can show "good cause."

The discipline panel previously issued a blanket order closing the proceedings. That order was challenged by Missouri Lawyers Media, publisher of *Missouri Lawyers Weekly* and other publications.

Richard Gard, publisher of Missouri Lawyers Media, is first vice president of the Missouri Press Association.

The Supreme Court said its ruling was the first interpreting a new court rule setting guidelines for when disciplinary hearings can be confidential. (from an AP report)

Golf classic in Eldon June 27; Show-Me Press at lake June 28

Show-Me Press Association's annual meeting, the MPA/MPS Board meeting and the annual MPA Porter Fisher Golf Classic will be held Thursday and Friday, June 27-28.

The golf tournament will begin at noon Thursday, June 27, at Eldon Country Club.

The MPA/MPS board will have dinner at 7:00 that evening at Bentley's Restaurant, and will hold its spring meeting at 9 a.m. Friday, June 28, at The Resort at Port Arrowhead, Lake Ozark.

Show-Me Press will begin its meeting with lunch on Friday, June 28, at Port Arrowhead. Sessions will be held in the afternoon, with adjournment at 5 p.m.

Connie Farrow, a fellow at the Reynolds Journalism Institute this year, will be the luncheon speaker.

Golf details: 1 p.m. shotgun start, four-person scramble, \$40 per player for boxed lunch, cart and greens fee. The golf course website is eldongolfclub.com.

A registration form for the golf classic is on page 3.



Fairchilds inducted into Hall of Fame

Steve and Kathy Fairchild, former owners of the *Lawrence County Record* in Mt. Vernon, were inducted into the Regional Media Hall of Fame at an April 4 dinner in Joplin. The Missouri Southern State University Department of Communication sponsors the Hall of Fame. The Fairchilds owned the weekly from 1984 until they sold it to Ryan Squibb on Dec. 31. (Photo provided by Judy Stiles, MSSU.)

News-Leader 'Every Child' project earns accolades from United Way

The United Way of the Ozarks, at its annual meeting in March, presented the *Springfield News-Leader* with its Corporate Humanitarian of the Year award for its Every Child Project.

Organizers of the program played a video on the impact of the project, including comments from Springfield Police Chief Paul Williams, Drury University President Todd Parnell and the superintendent of Springfield schools.

Williams called the Every Child Project a "unique endeavor" that looked at the entire picture of child welfare in the Springfield area and offered solutions.

Parnell noted the difficulty of the project. "They've done that at great risk, because it wasn't pleasant reading."

Jennifer Kennally, president and CEO of United Way of the Ozarks, outlined the three goals of the project: Focus public attention on critical challenges facing children in the community; foster discussion among leaders and the public; and build on existing community initiatives and lead people to action.

"We believe they have accomplished those goals," Kennally said.

News-Leader publisher Linda Ramey-Greiwe, upon accepting the award, thanked the newspaper staff and the community.

"Hurray to all of you whose support is making that difference," she said.

Springfield daily wins Gannett honors

The *News-Leader* won first place in four of eight categories in the annual Best of Gannett awards. Gannett owns the *News-Leader*.

First-place awards were in public service journalism, breaking news, visual design and photography.

The staff received the Greater Good award, which recognizes one news organization's dedication to its community.

The paper's staff was honored for its Every Child series, which focused attention on the welfare of children in the area, and for organizing volunteer

NW Missouri Press Association will meet in Mound City June 21

The Northwest Missouri Press Association will hold its 123rd annual meeting on Friday, June 21, in the McRae Community Building, Mound City.

Adam Johnson, publisher of *The Mound City News* and president of Northwest Press, will be the host.

The gathering will begin with a business meeting at 1 p.m. Early arrivals are invited to lunch at noon at the Klub restaurant, which is in the McRae building.

A general session featuring a presentation by faculty from the Missouri School of Journalism will begin at 1:30.

Separate sessions for news and ad people will begin at 2:30.

Mark Maassen of *The Kansas City Star* will lead the advertising program. Maassen is president of the Missouri Press Association.

The concurrent session for news people will be led by faculty from the School of Journalism.

Those sessions will be followed at 3:30 by separate roundtable discussions for the news and ad people.

A social hour will begin at 5 p.m.

Northwest Press will present its Craig Watkins Friend of Northwest Missouri Press Award, Merrill Chilcote Award and James C. Kirkpatrick Award during dinner.

A registration form for the meeting is on the facing page.

projects for the Day of Caring and Make A Difference Day.

Attending the awards presentation at Gannett headquarters in McLean, Va., were executive editor David Stoeffler, president and publisher Linda Ramey-Greiwe, executive assistant/Gannett Foundation administrator Jan Allen, photographer Valerie Mosley and reporter Claudette Riley.

Mosley, who was singled out for her Every Child photography, accepted the award onstage.



Northwest Missouri Press Association's 123rd Annual Meeting

Friday, June 21, 2013

McRae Community Building - The Klub Restaurant • Mound City, MO

Schedule of Events

12:00-1:00 p.m. - Lunch on your own at The Klub, Mound City, MO (If desired)

1:00-1:30 p.m. - Business Meeting (Open to all Northwest Missouri Press Association Members)

1:30 p.m. - 2:30 p.m. - Elizabeth Conner, University of Missouri Journalism School (All Staff)

Layout & Page Design Program

2:30 p.m. - 3:30 p.m. - Mark Maassen - Advertising Program (Advertising Staff Only)

2:30 p.m. - 3:30 p.m. - John Schneller, University of Missouri Journalism School (News Staff Only)

Ink and the Internet: Living in Two Worlds Program

3:30 p.m. - 4:45 p.m. - Roundtable discussions for all staff members of newspapers

5:00 p.m. - Social Hour

6:00 p.m. - Dinner (Dinner Provided - Drinks Are On Your Own)

Followed by Presentation of Craig Watkins, Friends of Northwest Missouri Press Award;

Merrill Chilcote Award; and James C. Kirkpatrick Award.

Passing of Gavel to new NW Press President and introduction of new officers.

Cost to Northwest Missouri Press Association Members

Yearly Dues (per newspaper) = **\$20**

\$10/attendee for programs only x _____ attendees = _____ Total

\$22/attendee for programs + dinner x _____ attendees = _____ Total

Price includes dinner (drinks on your own)

TOTAL: _____

Additional donations welcome. Any funds on top of cost of event will go towards the scholarship fund.

Registration needed by May 10, 2013, for planning purposes.

Please send check and completed entry form to:

Northwest Missouri Press Association

c/o Adam Johnson

PO Box 175, Mound City, MO 64470-0175

**For additional information please contact Adam Johnson at 660-442-5423
or at moundcitynews@socket.net**



Missouri publishers meet with Sen. McCaskill

Missouri U.S. Sen. Claire McCaskill, center, met with the Missouri delegation during the National Newspaper Association's "We Believe in Newspapers" Leadership Conference March 14 in Washington, D.C. About 100 newspaper representatives from across the country participated in the meeting. Shown discussing current postal concerns with McCaskill are, from left, Helen Sosniecki, former Missouri newspaper owner and past NNA state representative and now Interlink senior sales and marketing manager; Jim Robertson, *Columbia Daily Tribune* managing editor and MPA second vice-president; Dane Vernon, President of Vernon Publishing, Inc., Eldon, and NNA Region 7 director; and Trevor Vernon, *Eldon Advertiser* publisher and NNA state representative. The group discussed NNA concerns about the possible loss of six-day mail delivery, the Negotiated Service Agreement the Postal Service has with direct-mail company Valassis; delivery issues, the impact of USPS' Every Door Direct

Mail on some publishers, and other postal and publishing-related topics. The Missouri group also met with U.S. Sen. Roy Blunt of Missouri and with staff members who deal with postal concerns for both McCaskill and

Blunt. Besides making visits to Capitol Hill, attendees heard from Postmaster General Patrick Donahoe and other postal officials. (Helen Sosniecki provided the photo and information.)

Terry Ganey working on book with Sen. McCaskill

Missouri U.S. Sen. Claire McCaskill is working with veteran journalist Terry Ganey on a book that will include a behind-the-scenes look at her race against then-Rep. Todd Akin in 2012.

Ganey is a former reporter for the *St. Louis Post-Dispatch*. He also worked for the *Columbia Daily Tribune* for a time. He covered state government and the Capitol.

McCaskill told the *Post-Dispatch* she and Ganey had determined to write a book before her Senate race began, but they did not know the focus at that time. She said the book may be out by the end of this year.

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On the Move

• **Moberly** — Drew Van Dyke, 23, joined the *Monitor-Index* on April 1 as editor. He's a native of rural Linneus and graduated from Meadville High School in 2007. He earned an English degree at Northwest Missouri State University.

For the previous two-and-a-half years Van Dyke was a reporter for the *Constitution-Tribune* in Chillicothe.



Drew Van Dyke

• **Vandalia** — Reporter John McLaughlin has left *The Leader* for a job at a daily newspaper in South Dakota.

• **Sedalia** — *Democrat* editor Bob Satnan left the newspaper on April 12 to take a position as communication director of the Sedalia 200 School District. He'll also teach journalism and two personal finance courses.

Satnan had been editor of the *Democrat* since January 2009. He previously worked at newspapers in Arizona and Illinois.

Satnan will take a few courses required for teacher certification. He started with the school district on April 15.

• **Mound City** — Dana Zembles has joined *The News* as a news writer, taking over for Lisa Yocum, who worked at the weekly for four years.

Zembles was born and raised in the Big Lake and Craig areas near Mound City, and is a graduate of Craig High School. She now lives in Mound City with her husband, Chris, and their two sons.

For the past three years Zembles has worked as a special education paraprofessional at the Nodaway-Holt R-7 School District.



Dana Zembles

Yocum left the paper to work with her husband in the family's local business.

• **Troy** — Clint Mix has joined *The Lincoln County Journal/Troy Free Press* as a general assignment reporter. He's also working with the papers' website, developing slide shows, videos and updates.

Mix is a 2005 graduate of Troy Buchanan High School and has attended Missouri Baptist University and St. Charles Community College.

Mix and his wife, Carmen, live in Troy with their son.

• **Eldon** — Lili Waller has joined Vernon Publishing, Inc., as an ad rep covering the Gravois Mills to Greenview territory for the *Highway Five Beacon*.



Lili Waller

Versailles Leader-Statesman and the other Vernon publications.

Waller is a 1986 graduate of Eldon High School and 1998 graduate of Columbia College with an associate's degree. She lives in Versailles, has four children at home and two in college.

Waller's work experience includes her own business, "Laugh with Clowning," in which she works with children.

• **Cassville** — Editor Lindsay Reed has announced that she'll leave the *Democrat* on May 31. Her husband has taken a position out of the area and Reed and their daughter will join him there.

Reed began working for the *Democrat* as a part-time reporter in 2005.

Phillips named Marshall publisher

Dave Phillips, former publisher for *The Sedalia Democrat*, has been named publisher of *The Marshall Democrat-News*.

Ron Kemp, regional vice president of Rust Communications, MDN's parent company, introduced Phillips to the staff on March 29.

Phillips succeeds long-time MDN publisher Shelly Arth, who resigned recently to join her family farming operation.

Like Arth, Phillips has a wealth of experience in the newspaper industry and has a long history of community involvement.

His first post was at the *San Bernardino (Calif.) Sun* in 1974 running proofs to advertisers. He worked his way up to promotions and marketing, doing studies for advertisers and managing special events.

He soon specialized in newspaper circulation and became a recognized authority in circulation and marketing innovation.

In 1991 Phillips became the Arkansas state circulation manager for Gannett, based in Little Rock. He later worked in Pensacola, Fla., and served as circula-

tion director in Hattiesburg, Miss., and Augusta, Ga.

His first job as publisher was with the Morris Communication newspaper in Newton, Kan. He left there after five years to take the position as publisher of *The Sedalia Democrat* in 2007.

When *The Democrat* was sold in 2012, a management shakeup cut Phillips loose.

His wife, Dana, is a registered nurse at Bothwell Regional Health Center in Sedalia. Their daughter and family all live in Sedalia.

Phillips' hobbies include biking and kayaking. He likes working with wood and has developed a product, bullet-shaped wooden pens, which he sells.

While in Sedalia, Phillips served as president of the Chamber of Commerce and just a few weeks ago was named the Chamber's Volunteer of the Year.

He served on the United Way board, the local economic development board and Pettis County Community Partnership board. He has been a member of the Sedalia Rotary Club, and he has been involved with the Missouri State Fair Foundation.



Dave Phillips

Gather with MPA in K.C. in September

Royals Hall of Famer Frank White will speak at Friday lunch

The Missouri Press Association will hold its 147th Annual Convention Thursday-Saturday, Sept. 5-7, at the Kansas City Marriott Downtown, 200 West 12th Street, Kansas City.

The meeting will open with a breakfast board meeting of MPA and Missouri Press Service, 8 to 11 a.m. Thursday at the hotel.

For those wanting to play golf, a shuttle bus will leave the hotel at 11:15 a.m. Thursday for Drumm Farm Golf Club in Independence (drummfarmgolfclub.com). The outing will include golf and lunch. A noon shotgun tee-off is planned. The format will be a four-person scramble.

On Thursday night at 7:30, Convention guests will visit Howl at the Moon, a dueling piano bar in the popular Power & Light District about four blocks from the hotel.

Friday morning's sessions will begin with breakfast at 8 at the hotel with Missouri Secretary of State Jason Kander and Kansas City Mayor Sly James.

Two breakout sessions at 9:15 will feature Matt Sokoloff (online paid content) and Vince Coultis (advertising sales). Sokoloff has held a fellowship at the Reynolds Journalism Institute in Columbia, and Coultis is with *The Kansas City Star*.

At 11, a general session will feature Robert S. Kenney, chairman of the Missouri Public Service Commission. He will discuss the workings of the Missouri PSC.

Association officers and directors for 2014 will be elected at the annual MPA Business Meeting at noon. Remarks from MPA President Mark Maassen will include the association's financial report.

An In Memoriam service will remember association members who have died during the past year.

Friday's luncheon at 12:30 p.m. will feature Kansas City Royals Hall of Famer Frank White as speaker. White will autograph copies of his new book, "One Man's Dream, My Town, My Team, My

Time," after his talk. Copies of the book cost \$25.

From 2 to 3:30 p.m. Friday, MPA will bring back the popular Lightning Round Roundtables with six discussion leaders on various topics. Attendees will be able to visit each roundtable for 15 minutes, then move to another topic.

Discussion leaders will be Jean Maneke, legal issues; Jack Miles, editorial issues; Peter Wagner, ad sales promotion ideas; Dawn Kitchell, Missouri Press Foundation topics; Vince Coultis, marketing; and Matt Sokoloff, paid content. The roundtables were among the highest-rated sessions at the 2012 MPA Convention in Columbia.

The MPA Newspaper Hall of Fame reception and banquet, including the 23rd Annual Hall of Fame Induction Ceremony, will begin at 6 p.m. Friday.

Saturday's activities begin with Daily and Weekly breakfasts at 8.

Breakout sessions at 9:30 a.m. will be Peter Wagner, advertising expert from Sheldon, Iowa (Get Real! Creating the Community's Leading Advertising Sales Team), and Sam Mellinger, sports columnist with *The Kansas City Star*.

Winners of the Missouri Press Foundation Better Newspaper Contest will pick up their awards at the luncheon beginning at 11 a.m. Saturday. Outstanding Young Journalists of the Year for weeklies and dailies will be honored at the luncheon, along with scholarship winners.

It's a jam-packed MPA Convention.

Be watching for registration information and plan to make your reservations early at the Kansas City Downtown Marriott.

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MU journalism students using drones

FAA rules followed; utility as news-gathering tool being tested

By RUDI KELLER / *Columbia Daily Tribune*

A new class at the University of Missouri School of Journalism is testing the legal limits of using tiny aircraft as a newsgathering tool, but once the boundaries are clear their use could become common.

The graduate students in the Drone Journalism Program — a collaborative effort between the school, the university's Information Technology program and KBIA — are learning how to use five machines of varying sizes and capabilities. The program is funded by a \$25,000 grant.

The students adhere to model aircraft operating rules written in 1981 by the Federal Aviation Administration, said Scott Pham, director of the program. The rules direct enthusiasts to stay away from populated areas and airports, to fly below 400 feet and to always keep the aircraft within sight.

"It's not clear whether or not you can fly in the city of Columbia," Pham said. "We have chosen to take a relatively strict view."

By sticking to agricultural and environmental issues, the students are avoiding most of the issues covered by the rules. Those rules, however, also ban the use of drones or model aircraft for commercial purposes.

That will change within a few years. Under a law passed last year, the FAA has until 2015 to write rules for the commercial use of drones. The agency is taking applications for test sites to understand them and taking comments now on how the rules should protect privacy.

"We are not drone advocates," said Bill Allen, assistant professor of journalism. He is teaching the classroom part of the course.

"We are using drones to figure out what they can do and answer the question, 'Can we use these machines effectively, efficiently and responsibly to do good public service journalism?'" he said. "In my opinion the jury is still out on that."



Missouri School of Journalism graduate student Ben Unglesbee flies a drone at a Columbia park in March. The Journalism School has a Drone Journalism Program that is adhering to the rules on operation of model airplanes that were written by the FAA in 1981. (Photo by August Kryger for the *Columbia Daily Tribune*)

"It is an educational and research project funded by a small and temporary source of grant funds."

For as little as \$200, anyone can purchase a drone with real-time video and Wi-Fi communication that can be controlled from a smartphone.

Matthew Dickinson and the Information Technology program designed and built the journalism drones, saving large sums over off-the-shelf technology with similar capabilities.

Whether the students already have crossed the line into commercial use is debatable. So far, their work has appeared only in a story on the KBIA website that highlighted the lingering presence of snow geese driven from their normal winter grounds to Central

Missouri.

"I wouldn't consider what we do a business use at all," Pham said. "It is an educational and research project funded by a small and temporary source of grant funds."

The drone program was highlighted in a recent segment of "NBC Nightly News" that focused on the emerging legal issues involved.

A photographer can legally take pictures of anything that can be seen from a public location.

Under federal law, the FAA regulates anything flying, which creates privacy issues if drone aircraft become commonplace.

Allen said he's not interested in teaching students how to use the aircraft to hover over a yard enclosed by a privacy fence. But he sees that use as a real possibility that must be addressed.

"I am worried about privacy as a citizen," he said. "It is so complicated, and it is something for our society to sort out. My job is to prepare journalists so they can lead journalism into the proper use of these."

St. Louis 'shooter' tops in APME contest

St. Louis *Post-Dispatch* photojournalist Chris Lee won the Photojournalism Sweepstakes award in the 2012 Missouri APME news writing and photojournalism contest. Lee won for his photo "The playoff pitch."

Other *Post-Dispatch* winners were:

News writing: 1st, Stephen Deer and Kim Bell; third, Christine Byers, Jesse Bogan and Elizabeth Holland.

Feature writing: 3rd, Todd C. Frankel.

Spot sports: 2nd, Bernie Miklasz.

Sports feature: 3rd, Derrick Goold.

Headline writing: 1st, Roger Hensley; 2nd, Santiago Carlos Ayulo; 3rd, Lacey Burnette.

Community affairs/public interest: 1st, Jeremy Kohler and David Hunn.

Spot news photos: 1st, J.B. Forbes; 3rd, J.B. Forbes.

Sports photos: 1st, Chris Lee; third, Huy Mach.

Feature photos: 2nd, Robert Cohen; 3rd, Christian Gooden.

Photo story: 1st, David Carson; 2nd, Robert Cohen; third, Laurie Skrivan.

Sun shines in Cedar Co.

The vice chairman of the Cedar County Ambulance District board immediately adjourned a scheduled March 18 meeting because no meeting notice had been posted at the Stockton ambulance building and the notice on the door of the El Dorado Springs ambulance barn did not include a required tentative agenda.

Wilson said that to continue the meeting would violate the Sunshine Law.

The board met on March 23 to address items from the March 18 meeting. (*El Dorado Springs Sun*)

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Scrapbook

• **Raymore** — The *Cass County Journal* has reversed course and resumed calling itself *The Raymore Journal*.

Melissa Howard directs the weekly as managing editor. Her husband, Jeremy, is the sports editor and ad salesperson. Jim Arnold takes photos for the paper.

The Journal also now has a website, theraymorejournal.com, and it's on Facebook.

• **Cape Girardeau** — The *Southeast Missourian* won the following awards in its circulation class in the 2012 Local Media Association Editorial Contest:

1st: Best Graphic Artwork and Best Coverage of Local Education/School District Issues.

2nd: Best Headline, Best Editorial Page Cartoon, Best Sports Photo, Best Feature and Best Local Election Coverage.

3rd: Best Sports Writing.

• **Washington** — *Missourian* Publishing Co. hired the Missouri School of Journalism Center for Advanced Social Research to survey Franklin County residents about local media, how they get news and how they shop.

The telephone survey was conducted in late March and early April.

Missourian publisher Bill Miller Sr. said the data collected would be used to better understand the people in the market and what they think about the *Missourian*.

• **St. Louis** — A former *Post-Dispatch* staffer, Philip Kennicott, won a Pulitzer Prize in April for criticism. Kennicott is the chief art critic for *The Washington Post*.

Kennicott, 47, joined *The Post* in 1999. He was a finalist for the criticism prize last year.

Before joining *The Post* he was a classical music critic and editorial writer for the *Post-Dispatch*. He was a Pulitzer finalist in 2000 for a series he wrote for

the *Post-Dispatch* about Missouri's proposed concealed-carry firearms law. (*St. Louis Post-Dispatch*)

• **Monett** — *The Monett Times* and the *Cassville Democrat* presented a young Monett couple with the prizes in their online Cutest Couple Contest. Sponsoring businesses provided prizes of gift certificates and dinners.

The Times gave the couple coffee mugs, and both papers, which are owned by Rust Communications, gave them



C.A. Moore, editor-publisher of the *Butler News Xpress*, was honored with the Butler Chamber of Commerce "Lifetime Pace Setter" award at the organization's annual banquet March 28 in recognition of his 65 years in the newspaper business, mostly with publications in Butler and Bates County. Moore's granddaughter, Ashley Dickerson of Garland, Texas, presented the award. (Photo provided by the *Butler News Xpress*)

free one-year subscriptions.

The *Democrat* also held its first Easter egg hunt contest, in which readers identified pages of the newspaper with Easter eggs hidden on them. A winner was selected from all of the correct entries. The sixth grader received an assortment of prizes donated by local businesses.

• **Dixon** — Youngsters in two age divisions — pre-school through first grade and second through fourth grade — received cash prizes of \$25, \$10 and

\$5 from local businesses in the *Pilot's* annual Easter coloring contest.

• **Chillicothe** — Workers from ImPRESSions Worldwide removed the printing press from the *Constitution-Tribune* building in March. The press printed its last issue in mid-November, 2010, when the *Constitution-Tribune* began sending its production to the *Independence Examiner's* plant.

Disassembly and removal of the press took three days. The parts were trucked to a warehouse in Mississippi, according to an employee of ImPRESSions.

• **Butler** — *News Xpress* editor/publisher C.A. Moore received the Butler Area Chamber of Commerce 2013 Lifetime Pace Setter Award at the Chamber's annual banquet. Moore's granddaughter, Ashley Dickerson of Garland, Texas, presented the award (see photo).

The Xchanger shopper was recognized at the banquet for 35 years of Chamber membership. It was represented by Jon Peters, co-owner, and Paula Schowengerdt, general manager of X Group and ad manager of the *News Xpress*.

• **Buffalo** — Subscribers to the print edition of the *Reflex* or other Neighbor News papers around Springfield now get free access to the papers' websites. Previously, subscribers had to pay \$2 a month for total access to the websites.

• **St. Louis** — *Missouri Lawyers Weekly* won these awards in the AP Managing Editors competition earlier this year:

Photographer Karen Elshout won first for Best Photo Story (third year in a row).

Designer Ryan O'Shea won second for Best Headline and former art director Jason Lewton won second for Best Graphic.

• **Ironton** — *The Mountain Echo* presented \$75, \$50 and \$25 prizes to the winners of its "Life in the Valley" photo contest. All of the winning photos, information about the photographers and many of the honorable mention entries



Houston Herald incorporates color

Houston Herald publisher Brad Gentry, left, and printing manager Tyson Troutman examine the final black and white edition of the newspaper at the end of March. With the next issue, the 134-year-old *Herald* became a color publication on section fronts and other select inside pages. The move to color was part of a general redesign of the paper. (Photo by Jeff McNiell of the *Herald*.)

were printed in a special section of the March 27 issue.

- **Hannibal** — The *Courier-Post* and the Historic Hannibal Marketing Council sponsored the third annual Chocolate Extravaganza on March 9. Downtown businesses offered free giveaways and deals.

For \$20 patrons could buy a Chocolate Passport and coupon book for the day. It included five vouchers good for free gifts at more than 20 area shops and coupons for special offers at other businesses.

Other activities included wine and cheese tastings and serving of chocolate fondue, Second Saturday Art Walk, performances and karaoke.

- **Tipton** — *The Times* has increased its single-copy price from 50¢ to 75¢, the first increase since 1990, when the price was bumped from 25¢.

An in-county subscription rose from \$31 to \$32; in-state out-of-county rose from \$38 to \$40, and out-of-state subscriptions remain at \$43.

Another Vernon Publishing newspaper, the *Versailles Leader-Statesman* also raised its single-copy price to 75¢. Its in-county rate rose from \$33 to \$34.

- **Lebanon** — R.B. “Bob” Smith III,

former publisher of the *Daily Record*, and his wife, Patricia, donated \$3,000 worth of photography equipment to Lebanon High School in February.

The equipment belonged to the Smith’s son, Steve, who died in September 2012. It included three cameras,

strobe, monopod and lenses. Students in photography teacher Eric Adams’ class will use the equipment.

Bob Smith was the president of Missouri Press Association in 1991, and he was inducted into the Missouri Newspaper Hall of Fame in 2005.

- **Sedalia** — *Democrat* writer and local supporter of military veterans Latisha Koetting was the guest speaker on March 30 at the VFW Post 2591 Vietnam Veterans Recognition Day.

- **St. Louis** — *St. Louis American* photographer Wiley Price received the Friend of Education award in the journalism print category from the Missouri National Education Association. Price takes photos each week for the paper’s STEM page, which highlights a local classroom.

Price received the award April 20 at Tan-Tar-A Resort, Osage Beach.

- **Dexter** — *Daily Statesman* columnist Corey Noles has started hosting a live internet chat about the St. Louis Cardinals. Noles, who covers the Cardinals, will share his insights and knowledge with chat patrons.

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No specific time for each chat has been set, because Noles is trying to determine the best time for the audience to log on. Chats typically last two hours and feature question/answer, polls and other features.

Noles is using CovertitLive software for the chats.

- **Pleasant Hill** — Beginning in mid-April, subscribers to the *Pleasant Hill Times* will also receive the Sunday edition of *The Kansas City Star* at no additional cost.

- **Moberly** — The *Monitor-Index* is offering readers the opportunity to win gasoline by signing up to receive local business advertisements through text messaging.

The *Index's* VIP Club members will receive mobile advertisements through their cell phones from businesses in the area. They also will be entered into a drawing for \$25 worth of gasoline. Two winners will be selected each month.

- **Charleston** — The *Mississippi County Times* now has an app for people to read the paper on mobile gadgets.

The paper's website, misscotimes.com, now has an Employment Network that lets people check job notices and post their resumes free, no subscription necessary.

- **St. Louis** — *Post-Dispatch* book editor Jane Henderson was a featured speaker during the banquet at the 2013 Missouri Writers Guild Annual Conference April 26-28 in Maryland Heights.

- **Sedalia** — Among the new exhibits this season in the Pettis County Museum is one on the history of Sedalia newspapers.

The exhibit includes a copy of the *Daily Bazoo*, one of the papers that served the community through the years. Other papers mentioned in the exhibit: *The Democrat/Capitol*, *Capital-Gazette*, the *Sedalia Times*, the *Sedalia Journal* (a German language paper that stopped publication during World War I), the *Sedalia Sentinel* and a number of papers produced by the area's black community.



Anniversary cake in Kahoka

On March 27 Kahoka Media publishers Mike and Sue Scott welcomed readers with an open house to celebrate 10 years since they bought the weekly. (The Media provided the photo.)

Among the individuals highlighted is Hazel Lang, a *Democrat* reporter who covered downtown Sedalia and society news from the 1920s to the 1970s.

- **Seymour** — The *Webster County Citizen* told its readers in March that Pyramid Foods, which operates the local Price Cutter grocery store, would no longer be putting inserts in the newspaper. The company's news release said shoppers could get the advertisements online.

The Price Cutter ad circulars had been appearing in newspapers where the stores are located.

- **Platte City** — Matt Pepper, 26, a business property manager and freelance reporter/columnist for the *Platte County Citizen*, was elected in April to the Park Hill Board of Education.

- **Webster** — Don Corrigan, a professor at Webster University and editor of the *Webster-Kirkwood Times* and *South County Times*, participated in a panel discussion on March 11 on the topic "The First Amendment: Does It Stop At a Classroom Door?"

The featured panelist at the Webster University program was Mary Beth Tinker, a 1970 University City High School graduate. In 1966 Tinker took on Iowa school officials who were trying to quash her right to free expression. In 1969, the Supreme Court upheld her challenge.

- **Springfield** — Ozarks Food Harvest named Linda Leicht, opinion page editor of the *News-Leader*, to its volunteer board of directors.

- **Cape Girardeau** — The *South-east Missourian* and rustmedia provided free social media marketing seminars in April. Shannon Kinney, a national expert on online marketing, led the training for local business people to learn about online and mobile marketing strategies.

- **Springfield** — News-Leader Media Group hosted "The Digital Roadmap: A Seminar for Online Success," in March.

Industry specialists presented the latest in digital and social media marketing, along with effective strategies and case studies. Attendees received a complimentary digital media audit of their own businesses.

- **Smithville** — After more than a decade at its current location, the *Herald* in May will move back into a Main Street building where it was located years ago, 103 E. Main St.

Publisher Jim Card said the paper is preparing to celebrate its 125th anniversary later this year.

It is asking its readers to provide photos for a Pictorial History of Smithville that the *Herald* will publish this fall.

- **Warrenton** — The *Warren County Record* now has an online version of its weekly newspaper, at warrencountyrecord.com.

Publisher Bill Miller Jr. said the addition of the digital edition is the first step in a larger multimedia strategy for *The Record*, which is owned by the Missouriian Publishing Co., which is based in Washington.

Ask library to return favor by promoting your paper

Plan your summer reading for youngsters

Libraries across the state are in full swing in May promoting summer reading. This year's theme, organized by the national Collaborative Summer Library Program, is "Dig into Reading" for the younger set and "Beneath the Surface" for teens.

Libraries and newspapers make great partners on promoting newspapers to young readers. Community newspapers already are publishing library events, including story times — ask them to return the favor and promote newspapers!

Bruce Wallace, publisher of the *Boone County Journal* in Ashland (circ. 2,065) does just that. Bruce publishes a serial story each summer, delivers about 35 copies of his newspaper to the library and the librarian reads the serial story aloud during story time with elementary-aged children.

Wallace said he finds a non-traditional advertiser, a bank or attorney, to underwrite the program and in the end publishes an ad and photograph to say thanks.

Missouri Press Foundation serials, which Wallace uses for this project, are eight chapters — a perfect length for a summer program.

This year for the first time, Wallace said he plans to take advantage of the Missouri Press Foundation's NIE grant program and encourage the sponsor he finds to make the sponsorship check to the Foundation so it is a charitable donation.

Wallace has been publishing Foundation serials for years and said he's now going back to the beginning to use stories like "Hannah's Diary."

"I realized that it's time to get back to where we started," Wallace said. "The kids who read those early stories are all grown up."

"Twist of Fate: the Miracle Colt and His Friends," is a story Wallace plans to run again. The story was released by MPF in 2007, and Wallace published it in his newspaper.

Author Chris Stuckenschneider visited the Southern Boone County Library in Ashland after the story was published as a children's book and nominated as a 2011-2012 Show Me Award by the Missouri Association of School Librarians.

"They have a signed copy of the book in the library," Wallace said, "so it will be a great serial story to run again and reach a new crop of readers."

Missouri Press Foundation has 38 serial stories for newspapers. The latest, "Manny Kicks Long Ear Lore," is still available at no cost through the 2013 Reading Across Missouri project. Newspapers must begin publishing the story by June 30 under the contract guidelines.

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

A companion teacher guide is available at no cost with the story through the expiration of the project. To download this year's Reading Across Missouri proj-



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

Manny Kicks Long Ear Lore

By Chris Stuckenschneider

CHAPTER 31: Long Ears No Laughing Stock

Mules have gotten a bad rap, and that's no hee-haw. To coin an expression from the late, great comedian Rodney Dangerfield, "We don't get no respect."

Yes, friends, that is a double negative. For succumbed to lackluster grammar because you can't change a quote. Any journalist knows that.

But back to my point—mules have long suffered the brunt of prejudice. Oh how we've patiently plodded on, turning a deaf ear to cruel remarks and bad jokes. But I'm here to set the record straight. Long ears do not sit around with dumb hats on while ridiculing their brethren, a persona that peeves me in the pasture.

Need an example of how mules have been wrongly portrayed? Take this verse from "Would You Like to Toss on a Star," a hit Ring Crosby sang in the 1930s, please take it because it's killer! mit...

"A mule is an animal with long floppy ears, he kicks up at anything he hears. His back is humped but his brain is weak, he's just plain stupid with a stubborn streak, and by the way if you have to go to school, you may grow up to be a mule."

That song makes my tail droop. It's time for our noble breed to get its due respect, to throw off the yoke of misinformation and kick the negative stereotypes in the tush.

First let's shed some light on our looks. It's a given we're not the Prince Charming of the equine set. We can't compete with horses when it comes to being easy on the eyes. Some of us have white noses and rings around our eyes, and all of us own a set of ears taller than a mug of Dad's Old Fashioned Root Beer.

But hey, as they say, beauty is in the eye of the beholder.

Some folks in the know appreciate our uniqueness and value our strength, smarts and big hearts. We possess all three. Mules have your back because they possess strong backs, and can work a good gelding under the table. We also are calm thinkers and problem solvers.

As far as mules being stubborn, neigh, bray, I say—no way. We're just cautious. Aware of our abilities, and limitations, we avoid putting ourselves, or our humans, in danger. Dad-gum-it, we're just plain likable, and trainable, if you'll give us a chance.

We may look comical, but we're cool, and unique. Yet we often draw another short stick because of a delicate subject. Mules can't have little mules. Allow me to explain. To welcome a mule into the world, you must have a male donkey, a jack, and a female horse, a mare. The pup of a hybrid, the most common one in history.

Our daddies might be donkeys, but the father of our breed is the 1/2 of a, is also the father of our country.

To the head of the class if you know of whom I'm braying. Correct! President George Washington. Now there was a man with mule-smarts.

Next chapter, we'll take a gender bender, and learn about the first president and the role he played in creating a breed that was just what our country needed in the heyday of its infancy.

Links to More Learning

- Listen to Ring Crosby singing his famous hit, "Would You Like to Toss on a Star," at www.youtube.com/watch?v=ATB1MfU6.
- Crosby made a girl and platinum records during his career, and was an academy award nominee for "Would You Like to Toss on a Star."
- Pick up a copy of "Mule, the Last Mule at Gettysburg," by Galen Alexander Ramsey and Ramsey. Stated at your local library or bookstore.
- Read "Get Mule! A celebration of mules in Tennessee history," at <http://www.tennessee.gov/tourism/mule/>.

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Common Core Standards:
4.CC.8.4, 4.CC.8.5, 4.CC.8.6, 4.CC.8.7, 4.CC.8.8, 4.CC.8.9, 4.CC.8.10, 4.CC.8.11, 4.CC.8.12, 4.CC.8.13, 4.CC.8.14, 4.CC.8.15, 4.CC.8.16, 4.CC.8.17, 4.CC.8.18, 4.CC.8.19, 4.CC.8.20, 4.CC.8.21, 4.CC.8.22, 4.CC.8.23, 4.CC.8.24, 4.CC.8.25, 4.CC.8.26, 4.CC.8.27, 4.CC.8.28, 4.CC.8.29, 4.CC.8.30, 4.CC.8.31, 4.CC.8.32, 4.CC.8.33, 4.CC.8.34, 4.CC.8.35, 4.CC.8.36, 4.CC.8.37, 4.CC.8.38, 4.CC.8.39, 4.CC.8.40, 4.CC.8.41, 4.CC.8.42, 4.CC.8.43, 4.CC.8.44, 4.CC.8.45, 4.CC.8.46, 4.CC.8.47, 4.CC.8.48, 4.CC.8.49, 4.CC.8.50, 4.CC.8.51, 4.CC.8.52, 4.CC.8.53, 4.CC.8.54, 4.CC.8.55, 4.CC.8.56, 4.CC.8.57, 4.CC.8.58, 4.CC.8.59, 4.CC.8.60, 4.CC.8.61, 4.CC.8.62, 4.CC.8.63, 4.CC.8.64, 4.CC.8.65, 4.CC.8.66, 4.CC.8.67, 4.CC.8.68, 4.CC.8.69, 4.CC.8.70, 4.CC.8.71, 4.CC.8.72, 4.CC.8.73, 4.CC.8.74, 4.CC.8.75, 4.CC.8.76, 4.CC.8.77, 4.CC.8.78, 4.CC.8.79, 4.CC.8.80, 4.CC.8.81, 4.CC.8.82, 4.CC.8.83, 4.CC.8.84, 4.CC.8.85, 4.CC.8.86, 4.CC.8.87, 4.CC.8.88, 4.CC.8.89, 4.CC.8.90, 4.CC.8.91, 4.CC.8.92, 4.CC.8.93, 4.CC.8.94, 4.CC.8.95, 4.CC.8.96, 4.CC.8.97, 4.CC.8.98, 4.CC.8.99, 4.CC.8.100, 4.CC.8.101, 4.CC.8.102, 4.CC.8.103, 4.CC.8.104, 4.CC.8.105, 4.CC.8.106, 4.CC.8.107, 4.CC.8.108, 4.CC.8.109, 4.CC.8.110, 4.CC.8.111, 4.CC.8.112, 4.CC.8.113, 4.CC.8.114, 4.CC.8.115, 4.CC.8.116, 4.CC.8.117, 4.CC.8.118, 4.CC.8.119, 4.CC.8.120, 4.CC.8.121, 4.CC.8.122, 4.CC.8.123, 4.CC.8.124, 4.CC.8.125, 4.CC.8.126, 4.CC.8.127, 4.CC.8.128, 4.CC.8.129, 4.CC.8.130, 4.CC.8.131, 4.CC.8.132, 4.CC.8.133, 4.CC.8.134, 4.CC.8.135, 4.CC.8.136, 4.CC.8.137, 4.CC.8.138, 4.CC.8.139, 4.CC.8.140, 4.CC.8.141, 4.CC.8.142, 4.CC.8.143, 4.CC.8.144, 4.CC.8.145, 4.CC.8.146, 4.CC.8.147, 4.CC.8.148, 4.CC.8.149, 4.CC.8.150, 4.CC.8.151, 4.CC.8.152, 4.CC.8.153, 4.CC.8.154, 4.CC.8.155, 4.CC.8.156, 4.CC.8.157, 4.CC.8.158, 4.CC.8.159, 4.CC.8.160, 4.CC.8.161, 4.CC.8.162, 4.CC.8.163, 4.CC.8.164, 4.CC.8.165, 4.CC.8.166, 4.CC.8.167, 4.CC.8.168, 4.CC.8.169, 4.CC.8.170, 4.CC.8.171, 4.CC.8.172, 4.CC.8.173, 4.CC.8.174, 4.CC.8.175, 4.CC.8.176, 4.CC.8.177, 4.CC.8.178, 4.CC.8.179, 4.CC.8.180, 4.CC.8.181, 4.CC.8.182, 4.CC.8.183, 4.CC.8.184, 4.CC.8.185, 4.CC.8.186, 4.CC.8.187, 4.CC.8.188, 4.CC.8.189, 4.CC.8.190, 4.CC.8.191, 4.CC.8.192, 4.CC.8.193, 4.CC.8.194, 4.CC.8.195, 4.CC.8.196, 4.CC.8.197, 4.CC.8.198, 4.CC.8.199, 4.CC.8.200, 4.CC.8.201, 4.CC.8.202, 4.CC.8.203, 4.CC.8.204, 4.CC.8.205, 4.CC.8.206, 4.CC.8.207, 4.CC.8.208, 4.CC.8.209, 4.CC.8.210, 4.CC.8.211, 4.CC.8.212, 4.CC.8.213, 4.CC.8.214, 4.CC.8.215, 4.CC.8.216, 4.CC.8.217, 4.CC.8.218, 4.CC.8.219, 4.CC.8.220, 4.CC.8.221, 4.CC.8.222, 4.CC.8.223, 4.CC.8.224, 4.CC.8.225, 4.CC.8.226, 4.CC.8.227, 4.CC.8.228, 4.CC.8.229, 4.CC.8.230, 4.CC.8.231, 4.CC.8.232, 4.CC.8.233, 4.CC.8.234, 4.CC.8.235, 4.CC.8.236, 4.CC.8.237, 4.CC.8.238, 4.CC.8.239, 4.CC.8.240, 4.CC.8.241, 4.CC.8.242, 4.CC.8.243, 4.CC.8.244, 4.CC.8.245, 4.CC.8.246, 4.CC.8.247, 4.CC.8.248, 4.CC.8.249, 4.CC.8.250, 4.CC.8.251, 4.CC.8.252, 4.CC.8.253, 4.CC.8.254, 4.CC.8.255, 4.CC.8.256, 4.CC.8.257, 4.CC.8.258, 4.CC.8.259, 4.CC.8.260, 4.CC.8.261, 4.CC.8.262, 4.CC.8.263, 4.CC.8.264, 4.CC.8.265, 4.CC.8.266, 4.CC.8.267, 4.CC.8.268, 4.CC.8.269, 4.CC.8.270, 4.CC.8.271, 4.CC.8.272, 4.CC.8.273, 4.CC.8.274, 4.CC.8.275, 4.CC.8.276, 4.CC.8.277, 4.CC.8.278, 4.CC.8.279, 4.CC.8.280, 4.CC.8.281, 4.CC.8.282, 4.CC.8.283, 4.CC.8.284, 4.CC.8.285, 4.CC.8.286, 4.CC.8.287, 4.CC.8.288, 4.CC.8.289, 4.CC.8.290, 4.CC.8.291, 4.CC.8.292, 4.CC.8.293, 4.CC.8.294, 4.CC.8.295, 4.CC.8.296, 4.CC.8.297, 4.CC.8.298, 4.CC.8.299, 4.CC.8.300, 4.CC.8.301, 4.CC.8.302, 4.CC.8.303, 4.CC.8.304, 4.CC.8.305, 4.CC.8.306, 4.CC.8.307, 4.CC.8.308, 4.CC.8.309, 4.CC.8.310, 4.CC.8.311, 4.CC.8.312, 4.CC.8.313, 4.CC.8.314, 4.CC.8.315, 4.CC.8.316, 4.CC.8.317, 4.CC.8.318, 4.CC.8.319, 4.CC.8.320, 4.CC.8.321, 4.CC.8.322, 4.CC.8.323, 4.CC.8.324, 4.CC.8.325, 4.CC.8.326, 4.CC.8.327, 4.CC.8.328, 4.CC.8.329, 4.CC.8.330, 4.CC.8.331, 4.CC.8.332, 4.CC.8.333, 4.CC.8.334, 4.CC.8.335, 4.CC.8.336, 4.CC.8.337, 4.CC.8.338, 4.CC.8.339, 4.CC.8.340, 4.CC.8.341, 4.CC.8.342, 4.CC.8.343, 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4.CC.8.593, 4.CC.8.594, 4.CC.8.595, 4.CC.8.596, 4.CC.8.597, 4.CC.8.598, 4.CC.8.599, 4.CC.8.600, 4.CC.8.601, 4.CC.8.602, 4.CC.8.603, 4.CC.8.604, 4.CC.8.605, 4.CC.8.606, 4.CC.8.607, 4.CC.8.608, 4.CC.8.609, 4.CC.8.610, 4.CC.8.611, 4.CC.8.612, 4.CC.8.613, 4.CC.8.614, 4.CC.8.615, 4.CC.8.616, 4.CC.8.617, 4.CC.8.618, 4.CC.8.619, 4.CC.8.620, 4.CC.8.621, 4.CC.8.622, 4.CC.8.623, 4.CC.8.624, 4.CC.8.625, 4.CC.8.626, 4.CC.8.627, 4.CC.8.628, 4.CC.8.629, 4.CC.8.630, 4.CC.8.631, 4.CC.8.632, 4.CC.8.633, 4.CC.8.634, 4.CC.8.635, 4.CC.8.636, 4.CC.8.637, 4.CC.8.638, 4.CC.8.639, 4.CC.8.640, 4.CC.8.641, 4.CC.8.642, 4.CC.8.643, 4.CC.8.644, 4.CC.8.645, 4.CC.8.646, 4.CC.8.647, 4.CC.8.648, 4.CC.8.649, 4.CC.8.650, 4.CC.8.651, 4.CC.8.652, 4.CC.8.653, 4.CC.8.654, 4.CC.8.655, 4.CC.8.656, 4.CC.8.657, 4.CC.8.658, 4.CC.8.659, 4.CC.8.660, 4.CC.8.661, 4.CC.8.662, 4.CC.8.663, 4.CC.8.664, 4.CC.8.665, 4.CC.8.666, 4.CC.8.667, 4.CC.8.668, 4.CC.8.669, 4.CC.8.670, 4.CC.8.671, 4.CC.8.672, 4.CC.8.673, 4.CC.8.674, 4.CC.8.675, 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4.CC.8.842, 4.CC.8.843, 4.CC.8.844, 4.CC.8.845, 4.CC.8.846, 4.CC.8.847, 4.CC.8.848, 4.CC.8.849, 4.CC.8.850, 4.CC.8.851, 4.CC.8.852, 4.CC.8.853, 4.CC.8.854, 4.CC.8.855, 4.CC.8.856, 4.CC.8.857, 4.CC.8.858, 4.CC.8.859, 4.CC.8.860, 4.CC.8.861, 4.CC.8.862, 4.CC.8.863, 4.CC.8.864, 4.CC.8.865, 4.CC.8.866, 4.CC.8.867, 4.CC.8.868, 4.CC.8.869, 4.CC.8.870, 4.CC.8.871, 4.CC.8.872, 4.CC.8.873, 4.CC.8.874, 4.CC.8.875, 4.CC.8.876, 4.CC.8.877, 4.CC.8.878, 4.CC.8.879, 4.CC.8.880, 4.CC.8.881, 4.CC.8.882, 4.CC.8.883, 4.CC.8.884, 4.CC.8.885, 4.CC.8.886, 4.CC.8.887, 4.CC.8.888, 4.CC.8.889, 4.CC.8.890, 4.CC.8.891, 4.CC.8.892, 4.CC.8.893, 4.CC.8.894, 4.CC.8.895, 4.CC.8.896, 4.CC.8.897, 4.CC.8.898, 4.CC.8.899, 4.CC.8.900, 4.CC.8.901, 4.CC.8.902, 4.CC.8.903, 4.CC.8.904, 4.CC.8.905, 4.CC.8.906, 4.CC.8.907, 4.CC.8.908, 4.CC.8.909, 4.CC.8.910, 4.CC.8.911, 4.CC.8.912, 4.CC.8.913, 4.CC.8.914, 4.CC.8.915, 4.CC.8.916, 4.CC.8.917, 4.CC.8.918, 4.CC.8.919, 4.CC.8.9

Andra Stefanoni of Joplin Globe is CNHI 'Reporter of the Year'

Joplin Globe reporter Andra Bryan Stefanoni has been named Community Newspaper Holdings Inc. "Reporter of the Year" in the Best of CNHI journalism competition for 2012.

The Globe also received "Website of the Year" honors among its parent company's largest newspaper category.

Judges described Stefanoni's writing as crisp and compelling.

"Her portfolio reflects an eye for detail, a skill in coaxing subjects to talk about themselves and tenacity in pursuing stories that are elusive. She balances sensitivity for difficult topics with enough detachment to ask tough questions. Individual stories humanize a piece about Kansas' homeless



Andra Stefanoni

population, for example, yet the story remains substantive," judges wrote in announcing winners.

The Globe's website, judged on news and special packages, was applauded for its use of innovation.

The centerpiece of the 2012 effort was a package that reflected on the May 2011 tornado with an interactive timeline that featured embedded video and other multi-media elements. Alexandra Nicolas, *The Globe's* web producer, created many of the features mentioned.

The Globe newsroom also developed an interactive map of building permits issued since the tornado. In other areas, it used a CoveritLive blog during a visit by President Obama, and coverage on Storify when the "American Idol" bus stopped in Joplin.

The site is also developing a strong social media community via Facebook and Twitter, the judges noted.

Joplin Globe claims 10 APME awards

The Joplin Globe won 10 awards in the 2012 Associated Press Managing Editors newswriting and photojournalism contest.

1st: Breaking news, Andra Bryan Stefanoni, Kelsey Ryan, Jeff Lehr, Susan Redden, Debby Woodin and Josh Letner, coverage of events on the one-year anniversary of the May 22, 2011, tornado.

1st: Feature writing: Scott Meeker and Stefanoni, a four-page report on work of both Joplin hospitals after the tornado.

1st and 3rd: Sports photo: Roger Nomer.

2nd: Sports photo: T. Rob Brown.

2nd: Community service: Andy Ostmeyer, Emily Younker, Woodin and Roger McKinney, series on tax increment financing proposal.

3rd: Community service: Younker, Woodin, Meeker, Stefanoni and Redden, breast cancer section.

3rd: Feature photos and Photo story: T. Rob Brown.

Your hometown paper isn't 'the media'

By DONNA OSBORNE, Editor

Christian County Headliner News

At the joint noon meeting of the city of Ozark and the Ozark Chamber of Commerce, (the public relations person) for the Dickerson Park Zoo gave tips to Ozark leaders on how to handle the press,

Some of the information she offered was common sense and important. ...

But then she packaged her presentation in an us-against-them scenario. She lumped all media together into one cruel compost.

And, she did not know her audience. ...She should not have talked down to the media as though we were the evil empire that was not in the room.

Community news is not broadcast news — it isn't regional news — it is hyperlocal news and different. We build relationships that matter. We care about the community because even though she would have her audience think that we are the enemy, we are not.

We tell the stories that matter to our

community with candid honesty. People touch us with their stories and we try to touch them with our reporting. We don't report everything we hear or everything we see and we don't make up controversy for ratings.

To paint all media with one broad ugly brush is wrong and she, as a public relations professional, should know better. And (the zoo PR person) should not insult print media, for without it, much of broadcast news wouldn't be broadcast.

Warren Buffet, Berkshire Hathaway, just spent \$344 million buying community newspapers. He's not a fool.

"Newspapers continue to reign supreme, however, in the delivery of local news. If you want to know what's going on in your town—whether the news is about the mayor or taxes or high school football—there is no substitute for a local newspaper that is doing its job ... wherever there is a pervasive sense of community, a paper that serves the special informational needs of that community will remain indispensable

to a significant portion of its residents," Buffet said in a Business Insider report March 1.

...We use judgment and never intentionally do harm to anyone. When this paper makes a mistake, we own up to it, correct it and apologize.

We are there each time the Chamber holds a ribbon cutting; we are there each time someone presents a check to charity; we are there at city board meetings, school board meetings and county commission meetings. We aren't just there when controversy strikes.

So when (she) advised the audience not to play media favorites we wholeheartedly disagree.

You should play favorites, because this is our community, we care about it, we are invested in its well-being and genuinely love what we do and the people involved.

...Here are my tips for handling the media: Be honest, accessible, keep your word and support your hometown newspaper.

Obituaries

Milan

Robert W. Wilson

Robert Wood "Bob" Wilson, 78, Milan, publisher of *The Milan Standard* and 1999 president of the Missouri Press Association, died of apparent heart failure on April 14, 2013, in Kansas City.



Robert Wilson

Mr. Wilson began working for his father, Robert M. Wilson, at *The Standard* when he was still in grade school. He graduated from the University of Missouri with a business degree in 1959.

He soon became partner, editor and publisher of *The Standard* and later became publisher of the *Green City Press* and *Linn County Leader* and co-publisher of the *Marceline Press*.

The Milan Standard was among the first weeklies in Missouri to use offset printing and computer typesetting.

Mr. Wilson served on the board of Missouri Press Association for nearly 20 years. He was inducted into the Missouri Press Association Newspaper Hall of Fame in 2010. He was active in state, regional and national newspaper organizations for decades.

He served as president of the Milan Chamber of Commerce and the Milan Rotary Club, was a past chairman of the Milan City Planning Commission and served with many other civic and business organizations. He was also a District Director on the University of Missouri Alumni Association Board for six years.

Mr. Wilson is survived by his wife, Suzie, who is the advertising manager for *The Standard*; and a sister, Mary Ann Clark, who is the bookkeeper for *The Standard*.

Rock Port

Hardin Cox

Hardin Charles Cox Jr., 85, Rock Port, a former Missouri legislator,

died March 8, 2013. Mr. Cox was a Rock Port businessman, columnist for the *Atchison County Mail* in Rock Port for more than 20 years and a friend of the Missouri Press Association and Northwest Missouri Press Association.

Mr. Cox served in the Missouri House of Representatives from 1965 to 1975 and in the Missouri Senate from 1975 to 1983.

Mr. Cox's wife, Ginny, died in April 2012. Survivors are two sons, six grandchildren and a brother, John Henry Cox.

Kansas City

John Eberhart

John Mark Eberhart, 52, an award-winning writer for *The Kansas City Star* for 22 years, died of cancer on March 19, 2013.

Mr. Eberhart joined *The Star* in 1987 and eventually became the books editor. He won many awards for his reviews, poetry and science fiction writing.

Survivors are his wife, Michelle Harkness; his father and stepmother, and a brother.

Topeka, Kan.

Ruth Stauffer

Ruth Stauffer, 86, wife of Topeka, Kan., media icon John Stauffer, died March 31, 2013. She was the mother-in-law of Kansas Gov. Sam Brownback.

Mrs. Stauffer was married to John Stauffer in 1950. He became publisher of the *Topeka Capital-Journal* and served as president of Stauffer Communications Inc. until it sold to Morris Communications in 1995.

Mrs. Stauffer leaves her husband, three children, nine grandchildren, seven great-grandchildren and a sister.

Columbia

Jo Gaston

Minnie Jo Gaston, 89, Columbia, died April 17, 2013. Jo was the widow of the late Prof. Dale Gaston, who taught advertising at the Missouri School of Journalism.

Jo and Dale attended Missouri Press Association meetings during his tenure at the journalism school. Survivors include a son and daughter, eight grandchildren and six great-grandchildren.



Missouri Press Foundation

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

Foundation Builders

Columbia Daily Tribune, Eldon Advertiser
Mountain Echo, Ironton; Mexico Ledger
Gasconade County Republican, Owensville
Springfield Daily Events, Trenton Republican-Times
 Missouri Press Service

Missouri Photojournalism Hall of Fame

William L. Miller, Washington, Mo.

In Memory of Robert W. Wilson

Dave Berry, Bolivar; Kent and Sharon Ford, Columbia
 Doug and Tricia Crews, Columbia

Mo. State newspaper judged 'Best in State'

Missouri College Media Association presented awards in Joplin

Student newspaper staffers from Missouri State University in Springfield heard their newspaper, *The Standard*, named Best In State at the annual meeting of the Missouri College Media Association.

Awards were presented April 20 in Joplin during the meeting. Missouri Southern State University in Joplin was the host.

The MCMA contest is divided into four divisions: Division 1 is the largest four-year schools, Division 2 consists of medium-enrollment four-year schools, Division 3 is small four-year schools and Division 4 is all two-year schools.

The Standard competes in Division 1. The Best In State winner is chosen from among the first-place Division winners in the contest category Best Overall. Other Division winners in that category were *The Index*, Truman State University, Division 2; *The Journal*, Webster University, Division 3; and *The Montage*, St. Louis Community College-Meramec, Division 4.

Sweepstakes awards go to the newspapers in each Division that receive the most points in the contest, points being awarded for winning awards in each category, 4 for first, 3 for second, 2 for third, 1 for Honorable Mention.

Sweepstakes winners in each Division:
Division 1

1. *Student Life*, Washington Univ.
2. *The Standard*, Mo. State Univ.
3. *University News*, UMKC

Division 2.

1. *Index*, Truman State University
2. *Northwest Missourian*, NW Mo. State University
3. *The Griffon News*, Mo. Western State University

Division 3

1. *The Journal*, Webster University
2. *Park Stylus*, Park University
3. *Drury Mirror*, Drury University

Division 4

1. *The Montage*, SLCC-Meramec
2. *Crowder Sentry*, Crowder College
3. *The Scene*, SLCC-Forest Park

Winners in each category can be seen at mopress.com/contests.php.

Thank-you judges!

Here are the people who helped judge the entries in the 2013 Missouri College Media Association contest. Many of these people help with this judging year after year.

The Missouri Press Association and MCMA salute these folks for offering their time and expertise to recognize the efforts of Missouri college students who work on their student newspapers.

If this list fails to mention someone who helped judge, please contact MPA editor Kent Ford so that effort can be recognized, kford@socket.net.

Ed Finkelstein, *St. Louis Labor Tribune*
Margie Rude, Ash Grove
T. Rob Brown, *The Joplin Globe*
Dave Marner, *Gasconade County Republican*, Owensville
Rob Viehman, Three Rivers Publishing, Cuba
Jill Bock and David Jenkins, *Sikeston Standard Democrat*
David Bloom, Jackson *Cash-Book Journal*
Mark Maassen and Craig Nienaber,

The Kansas City Star

John Spaar and Staff, *The Odessan*
Kay Wilson, Dustin Henggeler and Jacki Wood, *Nodaway News*, Maryville
Diane Lowery and Seth Herrold,

Trenton Republican-Times
Carole Liston and David Mink,
Joplin Tri-State Business Journal
Jeff Schrag, *Springfield Daily Events*
Jack Miles, Warrensburg

Daily Star-Journal
David Eales and Chelsea Luntsford,
Monroe County Appeal, Paris
Scott Wilson, *The Pitch*, Kansas City
Sharon Vaughan and Julie Brim,

Summersville Beacon
Becky Groff and Marilyn Ellis,
Cedar County Republican, Stockton
Pat Martin, Leader Publications, Festus
Donna Osborn, Amelia Wigton, Aaron Hadlow, Brady Brite, *Christian County Headliner News*, Ozark

Fran Mannino, *Webster-Kirkwood Times*
Wes Hamilton and Emily Letterman,
Springfield Business Journal
Stephen Shearer, *Cross Country Times*, Willard, Ash Grove

Kristie Hilgedick, *Jefferson City News Tribune*
Bob Satnan, Dennis Rich, Emily Jarrett,
John Hansen, *The Sedalia Democrat*

Mo. State, Webster students honored along with adviser at Webster Univ.

Truman State student elected 2013-14 president

A student at Missouri State University, Springfield, earned Journalist of the Year honors from the Missouri College Media Association in April.

Megan Gates captured the honor at the annual MCMA meeting, held April 19-20 in Joplin, where Missouri Southern State University was the host.

MCMA named Brittany Ruess of Webster University Photojournalist of the Year and Robert LaRouche of Webster Adviser of the Year.

Winners of those awards are chosen by a panel that interviews nominees at

the annual meeting.

MCMA also elected officers for the coming year. They are:

President: Emily Battmer, Truman State University

Vice president: Katelyn Canon, Missouri Western State University

Secretary: DeJuan Baskin, St. Louis Community College-Forest Park

Adviser: Don Krause, Truman State University

MPA liaison: Jack Dimond, Missouri State University.

Missouri Lawyers Media wins open hearing ruling

'Sunshine heroes' need to be thanked

We are nearly at the end of the legislative session, and within a few weeks we'll know if there will be a sunshine law bill passed this session. If a bill is passed, the next step will be for newspapers around the state to let the governor know you want him to sign the bill.

At this point, as we are down to the wire, it is a good time to give recognition to the three people who labor on a daily basis down in Jefferson City to protect the public's right to know in our state.

Doug Crews, your executive director, and Harry Gallagher and Heath Clarkston, our lobbyists, put in long hours working to build support for bills relating to the sunshine law.

It is a very difficult task that involves keeping ahead on bills being discussed all over the Capitol every day. It involves catching legislators and encouraging them to tell you about concerns others have raised about the bill, and then helping the legislators understand the position of Missouri Press.

It involves finding ways to make compromises while staying true to the basic principles of open government. Building compromise and support are like plugging leaks in a dike.

These guys are true sunshine heroes, and we don't thank them enough.

But while we're handing out thanks, we should mention two other sunshine heroes who need some time in the spotlight. One is our association's own Richard Gard, Jr., publisher of *Missouri Lawyers' Weekly*. He stepped up to the plate, checkbook in hand, and recently made certain that the public had a right of access to proceedings involving

lawyers.

Some time ago, the Missouri Supreme Court changed its rules relating to lawyer disciplinary hearings and records. Under the new rule, all materials filed and the entire proceeding were to be public unless a protective order were entered.

Last month, a case was pending involving a lawyer, and the chair of the disciplinary hearing panel issued a blanket protective order closing the proceeding because of concerns that some materials in the file might involve confidential matters.

Missouri Lawyers Weekly went to bat, asking the Supreme Court to open the hearing.

Disciplinary officials admitted in their filings

that their order was too broad, but noted they were concerned about making public matters that were otherwise sealed or confidential.

The Missouri Supreme Court, in a strongly worded decision, directed that the proceedings should be open to the public under the guidelines set out in Supreme Court Rule 5.31. That rule provides that sealed records are kept sealed, that testimony relating to sealed records is not open to the public, that the disciplinary officials must evaluate carefully whether records closed to the public are closed for "good cause," and whether there is continued "good cause" to keep those records confidential, and finally, that testimony and records shall be open to the public unless there is a protective order.

It is hard for any newspaper in these times of economic belt-tightening to stand up for legal principles. Thanks Richard, for taking that stand and for

being a sunshine hero.

Finally, I want to credit another sunshine hero. Tom Sullivan of St. Louis has been pushing for stronger sunshine laws for so long that some public bodies hate to pick up the phone when he calls. Some would use the term "gadfly" in speaking of Sullivan. He has a long history of fighting sunshine battles in St. Louis and has won several of them.

And that's why I mention Sullivan today. In late March he won another battle.

Perhaps some would disparage this victory by saying it wasn't a sunshine battle — To m pointed out to the Missouri Ethics Commission that the St. Louis County library system failed to include proper "paid for" attribution in ads it ran to discuss a recent tax increase vote. But it was typical of the position that guides Sullivan — that the public

has a right to have access to full information, including information regarding financing public operations.

Sullivan, too, is a sunshine hero.

And every time you write about sunshine law situations in your communities, you are a sunshine hero, keeping the light burning for the public. You help citizens know how their local government is operating.

Here's hoping this year when we reach Aug. 28, the day when most bills become laws in Missouri, that there's a brighter ray of sunshine for all of us!



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

It is hard for any newspaper in these times of economic belt-tightening to stand up for legal principles. Thanks to Richard (Gard) for taking that stand.

Missouri Newspaper Organizations

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

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

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

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

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

MISSOURI ADVERTISING MANAGERS' ASSOCIATION: President, Jana Todd, Warrenton; First Vice President, Jeanine York, Washington; Second Vice President, Mark Maassen, Kansas City; Secretary, Suzie Wilson, Milan; Treasurer, Kristie Williams, Columbia. Directors: Jacob Warden, Owensville; Adam Letterman, Ozark; Curtis Simmons, Eldon. Past President, Jane Haslag, Jefferson City.

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

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

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

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

MISSOURI COLLEGE MEDIA ASSOCIATION: President, Emily Battmer, Truman State University; Vice President, Katelyn Canon, Missouri Western State University; Secretary, DeJuan Baskin, St. Louis Community College-Forest Park; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Don Krause, Truman State University.

CALENDAR

June

21 — Northwest Missouri Press Association meeting, Mound City

27 — Porter Fisher Golf Classic, noon lunch, 1 p.m. tee-off, Eldon Country Club

27 — MPA/MPS Board Dinner, location TBA

28 — MPA/MPS Board Meeting, The Resort at Port Arrowhead, Lake Ozark

28 — Show-Me Press Association Meeting, The Resort at Port Arrowhead, Lake Ozark

September

5-7 — MPA Convention, Marriott Downtown, Kansas City

12-15 — National Newspaper Association Convention & Trade Show, Arizona Grand Resort, Phoenix

Welcome new members

The Missouri Press Association welcomes these new members, whose applications were approved at the MPA Board meeting in February:

Active Online Newspaper:

www.stlbeacon.org

Margaret Wolf Freivogel, publisher

Friend of Missouri Press:

North Cass Herald, Belton

Laurie Bassett, Allen Edmonds, Vicki Daniel, publishers

Matt Daugherty resigns as publisher, MPA treasurer

Matt Daugherty, treasurer of the Missouri Press Association, has resigned as group publisher of NPG Newspapers-Northland.

Daugherty's last day with News-Press & Gazette Co. will be May 10. He's taken a marketing position with LifeFlight Eagle, a helicopter ambulance company.

Daugherty has been active with Missouri Press and with the Northwest Missouri Press Association, of which he is past president. He published the *Liberty Tribune*, *Gladstone Dispatch*, *Kearney Courier* and *Smithville Herald* for NPG.

CenturyLink Local Media Contacts

Broadband • Entertainment • Voice • Cloud • Managed Services



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