

June 2013

Missouri Press NEWS



The Northwest Missouri Press Association will meet Friday afternoon, June 21, at Mound City.

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The Show-Me Press Association meeting will begin at noon on Friday, June 28, at Lake Ozark.

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Association/Service/Foundation

Our three organizations each pursues a different mission

On April 25, the Missouri Press Foundation called out to past, present and future leaders of the Missouri newspaper industry to discuss the future of the Foundation. Foundation board members were joined by members of the boards of the Missouri Press Association and the Missouri Press Service.

Bill Monroe, former executive director of the Iowa Newspaper Association, facilitated the meeting, which was held in Columbia. Thirty-two individuals attended, a healthy number, representing every corner of the state.

I don't know about you, but I have always been confused about the functions of these three organizations. Hopefully, this outline will help you.

Missouri Press Association: A main duty of this arm, which is partially funded by dues, is to represent newspapers in the state legislature (and occasionally in Washington, DC). It advocates for newspapers on issues such as the sunshine law and public notices.

The Association also organizes events for members, such as the annual convention and advertising managers meeting. Its board is made up of elected newspaper representatives nominated from throughout the state.

Missouri Press Service: The purpose of the Service is to generate income to fund programs and activities. It sells advertising that runs in your newspapers and has a news release service, Flash News. It provides a one-call, one-check service for those wanting to advertise in one, many or all of the newspapers in Missouri.

It can be of great value to political interest groups as well as candidates during election years. The MPS board is made up of five recent past presidents of the Association.

Missouri Press Foundation: Often seen as the educational and charitable arm of our organization, the Foundation of-

fers many training opportunities for both the newsroom and business sides of our business. It also sponsors scholarships and internships for aspiring journalism majors.

The Foundation also sponsors the Better Newspaper Contest and maintains the Print Shop Museum in Arrow Rock.

Charitable contributions, workshop/program fees and contest fees provide the Foundation with funding. Its board is made up of newspaper representatives, most of whom have served as president of the Missouri Press Association.

At the April 25 meeting, Monroe told how the Iowa Newspaper Foundation grew to employ a three-member staff that coordinated training for 2,096 journalists nationwide at 41 live and online events. It recorded an income of more than \$570,000, with \$220,000 coming in contributions and secured funds from numerous grants and sponsorships.

Monroe also explained the difference between the missions of the Association and the Foundation. The Association is responsible for helping newspapers with the issues that confront them each day, such as questions about legislation. The Association lacks the time, staff and funding to develop strategies to protect newspapers' future, he said. That is the mission of the Foundation.

After a spirited discussion about the future of the Missouri Press Foundation, there was unanimous agreement to take the next step. The meeting broke into three groups, each with a different task.

At the end, we had recommendations regarding staffing, programming and funding. Follow-up meetings have been held to develop these plans further, with the stated goal to have a business plan for you to see by the time of our convention in Kansas City in September.

This is exciting stuff! I hope you will find it as enriching and informative as I do.



Mark Maassen
The Kansas City Star.
MPA President



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Official Publication of
Missouri Press
Association, Inc.

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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: _____

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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).



Past Presidents of Missouri Press Association gather in Columbia

Past Presidents of the Missouri Press Association held their annual dinner on April 25 at Grand Cru Restaurant in Columbia. Jack and Sarah Whitaker, Hannibal, were the hosts. Attending were, front row from left, Harold Ellinghouse, Piedmont (1996); F. Kirk Powell, Pleasant Hill (1994); William L. Miller Sr., Washington (2000); Vicki Russell, Columbia (2009); Mark Maassen, Kansas City (2013); Betty Spaar, Odessa (1988); Jack Whitaker, Hannibal (2008); Chuck Haney,

Chillicothe (1995); Steve Oldfield, Adrian (2006); Kenneth Cope, Neosho (1989); back row, from left: Phil Conger, Bethany (2012); Joe May, Mexico (2011); Dave Berry, Bolivar (2003); Kevin Jones, St. Louis (2010); John Spaar, Odessa (2005); Bill Williams, Thayer (1974); retired Missouri Press ad director Ed Steele, Columbia; Donald Warden, Owensville (1993); and Wendell Lenhart, Trenton (2001).

NW Press calling you to Mound City

Afternoon sessions will be held Friday, June 21

Separate sessions for news and advertising staffers will highlight the meeting of the Northwest Missouri Press Association on Friday, June 21, in Mound City. The 123rd annual meeting will be in the McRae Community Building (directions below).

A business meeting at 1 p.m. will start the proceedings. Early arrivals are invited to lunch at noon at The Klub restaurant, which is in the McRae building. (Lunch is not part of the registration fee.)

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

At 1:30 general session on Layout & Design will be presented by Elizabeth Conner of the Missouri School of Journalism.

That will be followed by separate sessions for news and ad people 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 John Schneller from the School of Journalism. His presentation is titled "Ink and the Internet: Living in Two Worlds."

Those sessions will be followed at 3:30 by a roundtable discussion of all guests about various community newspaper issues.

A social hour with cash bar will begin at 5 p.m.

Dinner will begin at 6. Northwest Press will present its Craig Watkins Friend of Northwest Missouri Press Award, Merrill Chilcote Award and

James C. Kirkpatrick Award.

New Northwest Press officers will be introduced and the gavel will be passed to the new president to conclude the program.

Directions to the Northwest Press meeting: Mound City Exit 84 on I-29. Turn east off of exit then north on Hwy. 59. Travel 1/2 mile north, then take a slight right at a "Y" intersection onto Hwy. N. Travel 1/2 mile and turn right onto Weightman Road. Travel

1/2 mile to Nebraska Street and turn left into the McRae Community Center/sports complex parking lot. Watch for signs.

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





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.

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**

Past presidents invited to Show-Me

Show-Me Press Association's annual meeting will begin with lunch on Friday, June 28. All sessions will be held that afternoon at The Resort at Port Arrowhead, Lake Ozark.

Show-Me Press needs all newspapers in the region — and any others interested — to have at least one representative at the meeting. Regional associations cannot thrive without your support. A registration form is on the facing page.

Connie Farrow, a fellow at the Reynolds Journalism Institute, will be the noon luncheon speaker. She'll provide an update from American Newspaper Digital Access Corp.

At 1:30, Erica Mendez Babcock will lead a general session on layout and design. Babcock is an assistant professor at the Missouri School of Journalism and design editor for the *Columbia Missourian*.

Former leaders will be recognized during June 28 meeting at Lake Ozark

That session will be followed by breakout sessions for ad and news staffs at 2:30.

Mark Maassen, MPA president and director of interactive sales for *The Kansas City Star*, will lead the advertising session.

Babcock will lead the news session called Ink and Internet: Living in Two Worlds.

Another general session will begin at 3:30. It will include a legislative update, group discussion of issues, presentation of Show-Me Press's Screw-Up of the Year Award and recognition of past presidents of the Show-Me Press Association.

The registration fee, if paid by June 7,

is \$30. That includes lunch and all sessions. After June 7 the fee will increase to \$40.

The registration form has all of the hotel and meeting information you need. Hotel rooms at Arrowhead are \$89. That rate is good two days before and two days after the meeting for anyone who wants to extend the stay.

You don't need a hotel room to attend the meeting, which is intentionally scheduled to allow you to drive in on Friday morning and back home that evening.

The Missouri Press Association and Missouri Press Service board will hold its spring meeting beginning at 8 a.m. the day of the Show-Me Press meeting. It also will be held at The Resort at Port Arrowhead.



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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

8AM Missouri Press Service, Association and FOUNDATION Boards Breakfast 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

See 'Power & Light' at Convention

Missouri Newspaper Hall of Fame will induct 23rd group on Sept. 6 in Kansas City

Missouri Press Association President Mark Maassen of *The Kansas City Star* will host the 147th Annual MPA Convention Thursday-Saturday, Sept. 5-7, at the Kansas City Marriott Downtown.

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. The outing will include golf and lunch. A noon shotgun tee-off is planned. The format will be a four-person scramble. You can check out the golf course at drummfarmgolfclub.com.

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 (sales team management). Sokoloff has held a fellowship at the Reynolds Journalism Institute in Columbia, and Coultis is with the McClatchy Co.

At 11, a general session will feature Robert S. Kenney, chairman of the Missouri Public Service Commission, who 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*

*Popular lightning round
roundtable discussions will
return for the
147th annual meeting.*

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

At 2 p.m., community newspaper expert Peter Wagner from Sheldon, Iowa, will present "Get Real! Expand Your Readership to Own Your Market."

At 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 will begin with Weeklies and Dailies breakfasts at 8.

Breakout sessions at 9:30 a.m. will feature Wagner, "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. Reserve your hotel room now.

A NEW PARTNERSHIP



MPA HAS PARTNERED WITH DIRXION
to produce e-Editions for the bulletin and magazine.

Based in St. Louis, Dirxion is a leading provider of digital publishing solutions that transform your print into identical digital editions and enhance it with interactivity. Several Missouri newspapers already use Dirxion to produce their e-Editions.

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Missouri Press Association 147th Annual Convention Registration

September 5-7, 2013

Kansas City Marriott Downtown
200 W 12th Street
Kansas City, MO 64105
(816) 421-6800

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

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☐ Check Signature of Card Holder _____

Printed Name of Card Holder _____

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Ask for Missouri Press Association Rate of \$109 per night

Registration Fee

Select one category for your group
(pay registration fee once per group)

Active Member
Newspaper
\$175

MPA Associate or
Friend Member
\$185

Non-
Member
\$200

Retired
Member
\$50

Registration
Fee
\$ _____

Name/Newspaper (Please include all names)	Thursday Golf \$55	Thursday Piano Bar \$45	Friday Breakfast \$35	Friday Lunch \$40	Friday Hall of Fame \$65	Saturday Breakfast \$35	Saturday Awards Luncheon \$40	Saturday only Sessions & luncheon \$50	Total per person

*Saturday only - skip registration fee and pay only \$50 total per person to attend sessions and lunch

Convention Cancellations: cancellations received by Monday, August 5, 2013 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 5, 2013 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Association grand total or \$20 for retired member if registration is postmarked by Monday, July 29, 2013. (Spouses are welcome at no additional registration fee. Only pay for meals and events.)

Grand Total Due: _____

Please return this form along with check or credit card information to

Missouri Press Association • 802 Locust Street • Columbia, MO 65201 • 573-449-4167 • Fax: 573-874-5894 • kwilliams@socket.net

On the Move

• **Liberty** — Sandy Nelson, who has experience at Missouri newspapers, has been named group publisher of the *Liberty Tribune*, *The Kearney Courier*, *The Smithville Herald* and the *Gladstone Dispatch*. She succeeds Matt Daugherty, whose last day was May 10.



Sandy Nelson

The newspapers are owned by News-Press & Gazette Co. of St. Joseph.

Nelson also is the group publisher for NPG newspapers in Kansas.

• **Kansas City** — Columnist E. Thomas McClanahan has retired after 28 years with *The Kansas City Star*.

• **Park Hills** — Sherry Greminger retired at the end of April after 35 years with the *Daily Journal*. She was the managing editor for the past 13 years.

Greminger is a native of Southeast Missouri and a graduate of Southeast Missouri State University in Cape Girardeau. She was a school teacher after college.

Former managing editor Joe Layden hired Greminger to write obituaries and society news. She succeeded him, at his urging, when he retired in 2000.

• **Maryville** — Cathy Palmer has joined the *Nodaway News Leader* as a proofreader. She succeeded Lisa McCall, who left the area after working for the paper for eight years.

Palmer previously worked in the BD Owens Library at Northwest Missouri State University.



Cathy Palmer

• **Kansas City** — Julie Terry has been named vice president of advertising of *The Kansas City Star*. She has worked in the ad department since joining *The Star* in 1994. For the past three years she has

led the paper's digital advertising efforts.

Terry is an art history graduate of the University of Northern Iowa. She succeeds Tim Doty, who left the newspaper.

The Star said Chris Christian, vice president for audience, left the paper to become vice president of a newspaper industry consulting company. He was succeeded by Ken Batrick, who joined *The Star* 32 years ago and has been circulation director since 2003.

Michelle Jolles has been promoted to director of audience and product innovation and will oversee *The Star's* marketing and promotions. She had been director of targeted publications and events.

Jim Gorman, who had been the circulation sales and marketing manager, has been named to a dual role as audience sales director for *The Star* and regional audience director with responsibilities for *The Wichita Eagle*. The McClatchy Co. owns both papers.



Kay Graves

Nancy Gaines

• **Fairfax** — Nancy Gaines, a former owner of the *Fairfax Forum*, and Kay Graves are new contributing writers for the weekly.

Gaines and her husband, the late Bob Gaines, owned the *Forum* from 1979 until selling it 19 years later.

Graves owns local business KG Buds. *The Forum* moved in with that business in 2011.

Graves covers events and takes pictures; Gaines minds the store and the newspaper office.

Lori Shaw is the editor of the *Forum*, and Traci Cooper takes pictures. They both work mainly at the *Tarkio Avalanche*.

Farmer Publishing Co. LLC owns the Tarkio and Fairfax papers and the

Atchison County Mail in Rock Port.

• **Springfield** — Melissa Haase, a former reporter for the *Springfield Business Journal* and digital content editor for Community Publishers Inc., has joined the city of Springfield as assistant director of Public Information & Civic Engagement.

• **Kearney** — Kevin Smith has resigned as editor of *The Kearney Courier*.

• **Rolla** — Paul Hackbarth, 29, has been promoted to managing editor of *The Daily News*. He's been a reporter for the paper since June 2012.

Hackbarth previously was a reporter for the *Washington Missourian*.

He is a native of Illinois and a graduate of the University of Missouri-St. Louis. He was editor-in-chief of the student newspaper, *The Current*, in his senior year.



Paul Hackbarth

Sign up for Golf Classic to be June 27 in Eldon

Sign up now for the annual Missouri Press Foundation Porter Fisher Golf Classic to be held Thursday, June 27, at Eldon Country Club (eldongolfclub.com). Lunch will be at noon, with tee-off at 1 p.m. Cost is \$40 for golf, cart and lunch. Format will be four-person scramble.

Participants in the Porter Fisher Classic are candidates for participation in the Little Brown Jug Challenge in the fall against the Kansas Press Association.

To get to Eldon Country Club, take the south Eldon exit off Highway 54 onto Business 54/Hwy. 52. Go north toward Eldon about 2 miles. Golf Course Road is on the west side of the highway, with small signs to the club on both sides of the highway. A Phillips 66 station is on the corner where you turn onto Golf Course Road.

A registration form for golf is on page 3 of this magazine.

SBJ publishing sells Joplin publication

SBJ Publishing Inc. of Springfield has sold its *Joplin Tri-State Business Journal* to Larry and Mikell Warren, owners of Joplin-based Atlas Risk Management LLC. The sale closed May 1.

Larry Warren also is chairman of the board of the Joplin Area Chamber of Commerce.

"Being a small-business owner, we see a lot of value in knowing what industries are growing and what other business owners are doing," Warren said. "We see what *Joplin Tri-State Business Journal* has done for our own business."

The *Business Journal* was founded in

2006 by Springfield-based SBJ Publishing Inc., the company that has owned and operated the *Springfield Business Journal* since its inception in 1980.

Joplin editor Carole Liston and reporter David Mink have been retained.

Jennifer Jackson is the publisher of SBJ Publishing Inc. Dianne Elizabeth Osis is president and chair.

The Joplin publication prints a paper and posts a digital edition twice a month and distributes an email update three times a week.

Warren said he expects to expand the publication's staff and coverage area.

Society to spearhead bicentennial festivities

The State Historical Society of Missouri (SHSMO) has been selected to spearhead commemorations for the bicentennial celebration of Missouri's statehood.

On May 13 lawmakers gave final approval to a resolution directing the organization to develop plans to celebrate the 200th anniversary of Missouri's birth as a state on Aug. 10, 1821.

Judge Stephen N. Limbaugh Jr. of Cape Girardeau, SHSMO president, said a committee has started gathering information to plan for the festivities.

Sources and Resources for Missouri Newspapers



**MISSOURI ACADEMY OF
FAMILY PHYSICIANS**

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



Tipton is the hometown of comedian and actor David Koechner. A photo of Koechner's 2008 visit to Tipton for the community's 150th birthday is featured on the cover of this year's "Tipton Magazine."

- **Tipton** — The 2013 edition of "Tipton Magazine: Where dreams begin," a publication of *The Tipton Times*, was included in the May 9 issue of the newspaper.

The 32-page full-color magazine, updated biennially, offers newcomers and long-time residents a comprehensive guide to Tipton. It is filled with information about living in Tipton, what to do and where to go for assistance, and things to see and do.

The magazine is available free on local store counters.

- **Dexter** — *Daily Statesman* managing editor Noreen Hyslop was named the winner of three of six annual Education Media Awards from the Missouri State Teachers Association.

Hyslop won in General Coverage for her school board coverage, in Literacy for articles about the local Parents as Teachers program, and in Photography.

Awards will be presented during MS-TA's fall conference in Cape Girardeau.

- **Jefferson City** — The *News Tribune* launched a digital division in May. Front Page Digital aims to improve the web presence of businesses through a variety

of web-based offerings.

News Tribune marketing director Jane Haslag said many businesses don't have websites, and "We want to offer these small- to medium-sized businesses an affordable avenue to be found by potential consumers online."

Jessica Caran and Chris Draffen are the *News Tribune's* digital marketing consultants at frontpagedigitalagency.com.

- **Houston** — Jeff McNiell, editor of the *Herald* and the leader of a local youth ministry, was the Baccalaureate speaker on May 5 for Houston High School.

- **Kansas City** — *The Star*, anchored prominently in the downtown of what residents often refer to as Cow Town, has a new food blog called "Chow Town." Food editor/restaurant critic Jill Wend-

holt Silva writes the blog.

Silva has been writing about the Kansas City food and drink scene for two decades. She's won more than 25 national writing awards and is a past president of the Association of Food Journalists.

Joining Silva on Chow Town will be "some of *The Star's* top journalists, as well as a hungry community of guest food and drink experts, including chefs, bartenders, cookbook authors, a barbecue expert, the manager of a farmers market, a culinary student and a personal chef," she wrote in announcing the blog.

"I imagine this space as the perfect place for behind-the-scenes snippets from the farm, kitchen, garden and bar, all delivered with a bit more attitude and voice," Silva wrote.

- **Cape Girardeau** — The *Southeast Missourian* joined a TV station and Southeast Missouri State University to present a May 28 debate among the four candidates for Missouri's Eighth

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Congressional District seat.

The 90-minute live broadcast aired from a recital hall on the campus of the university.

Bill Miller, editor of the *Southeast Missourian*, was on the panel of questioners.

A special election was held this spring to fill the seat vacated by Rep. Jo Ann Emerson, who resigned to become CEO of the National Rural Electrification Cooperative Association.

- **Bethany** — A time capsule buried in 1963 at the opening of the Crestview Home, a Bethany nursing home, was opened on the 50th anniversary observance of the home on April 29.

The capsule contained the official ballot for the nursing home election in 1961 and a copy of the *Republican-Clipper* from the week the time capsule was dedicated.

- **Columbia** — Former *Tribune* reporter Janese Silvey has won a national award for her coverage of last year's changes at the University of Missouri Press.

The American Association of University Professors recognized Silvey's coverage with the Iris Molotsky Award for Excellence in Coverage for Higher Education.

The *Connecticut Mirror* shared the award for its coverage of Connecticut State University leadership.

- **St. Louis** — Two *Post-Dispatch* writers won awards in the Society of American Business Editors and Writ-



MPA intern graduates

Bailey Kitchell, the daughter of Dawn Kitchell, Missouri Press Foundation's program director, graduated on May 17 from the Missouri School of Journalism. She plans to attend law school after taking some time off. Bailey has been an intern at Missouri Press Association. The MPA staff had a graduation pizza lunch for Bailey. Lunch included chocolate cupcakes baked by Christie Williams, MPA's member services director. Bailey's younger sister, Aubree Kitchell, just completed her freshman year at Washington High School, where she competed on the golf team — the boys golf team. The school doesn't have a girls team. Aubree competed with the junior varsity team, teeing off from the same tees the boys used. The day of the first match, the varsity boys did something Aubree will never forget. She climbed aboard the bus "and they clapped for me." (Information about Aubree is from a story in the *Washington Missourian* written by Chris Stuckenschneider.)

They received framed certificates and letters of congratulations from state Sen. Brad Lager.

Jake Mitchell of Union Star received the \$1,000 Tracie Steele Memorial Scholarship. Steele was a Cameron Newspapers employee who died of a rare lung disease in 2010.

- **Crane** — The Stone County Publishing Co., publisher of *The Crane Chronicle/Stone County Republican*, each year rewards a Crane School senior with a \$250 scholarship.

Those applying for the scholarship

ers 18th annual Best of Business competition.

Business columnist David Nicklaus won for commentary on issues ranging from tax-increment financing and executive pay to closure of Hostess Brands bakeries.

Reporter Jim Doyle, who covers the health care industry, won for explanatory journalism for "The Care Quandry," which examined the complex issues of end-of-life health care.

- **Washington** — Franklin County historian and *Missourian* columnist Sue Blesi has published a book of her earlier columns, "Gleanings from the Past, Volume One 1991-1996."

- **Cameron** — Cameron Newspapers held its fourth annual Academic All-Stars recognition banquet April 26. The banquet honors high school seniors from the four-county area for their academic achievements.

Each of the 28 students honored was nominated by high school administrators.

must write a brief essay with the theme "Thoughts on Graduating From High School."

- **Kansas City** — *The Star* won the sweepstakes award in its division of the 2013 Kansas Press Association Awards of Excellence contest. Newspapers that got the most points in their classes received sweepstakes awards.

Star writer Judy L. Thomas won the KPA Victor Murdock Award, which recognizes outstanding journalistic standards, for "United in Largesse," a story about the Boilermakers Union based in Kansas City, Kan.

The Star won numerous first-, second- and third-place awards in the contest.

- **Odessa** — Students in keyboarding and art classes at Odessa Middle School designed a number of ads for the May 2 issue of *The Odessan*.

Three of the students received cash prizes for their ads.

- **Cape Girardeau** — The *Southeast Missourian* won eight awards in the Local Media Association's recent contest, competing in the up-to-30,000-circulation class.

The paper took first in education coverage and graphic, second in headline, editorial cartoon, election coverage, sports photography and feature series, and third in sports writing.

- **King City** — Matt Pearl, co-owner and publisher of *The Tri-County News*, was the Commencement speaker on May 12 for King City High School. Pearl has taught English and social science at King City R-1 for seven years.

Pearl also spoke at the 2009 and 2010 graduation programs at King City.

- **Springfield** — The *News-Leader* held its Salute to Nurses on April 23. It presented a \$500 scholarship to Shelby Wisner of Osceola, and published her photo and essay in the May 5 edition.

Wisner was among the four finalists for Missouri Nursing Student of the Year. She graduated in May from Ozarks Technical Community College in Springfield.



News-Leader wins two international marketing awards

The *Springfield News-Leader* won two international marketing awards April 30 in the International News Media Association Awards 2013. It was the only U.S. paper to win more than one award.

The *News-Leader* won first places in Marketing Solutions for Advertising Clients category for its "Pink for Life" campaign, and in the Advertising Sales and Retention category for its "Not Bad. For Just a Local Newspaper" campaign.

The paper created the "Pink" campaign for the Breast Cancer Foundation of the Ozarks. It included more than 60 stories detailing the impact of breast cancer in the Ozarks.

The "Not Bad" campaign showed the changing dynamics of the media industry. It included a video that showed the diversity of the *News-Leader's* portfolio and the company's creative talents.

Several newspaper people among Odessa Hall of Famers

2013 inductees into the Odessa R-7 Public School Foundation Hall of Fame were recognized April 20 during the annual Foundation gala. Front row, from left, Renee Spaar, Newspapers in Education and office manager at *The Odessan*, Betty Spaar, owner and publisher of *The Odessan* for the past 52 years; and Lana Cobb, wife of the late Robert "Bob" Cobb, newspaper publisher and former journalism instructor at Odessa High School; back row, Joe Spaar and John Spaar, Odessa High School graduates and co-publishers of *The Odessan*; Darryl Wilkinson, Odessa High School graduate and publisher of *The Gallatin North Missourian*; Max Baker, Odessa High School graduate and metro editor of the Fort Worth, Texas, *Star Telegram*; and Phillip Cobb, son of the late Bob Cobb. Among those attending the program in the Odessa Middle School Auditorium were Elizabeth Wilkinson of Gallatin, Jim Fall of Maryville, Doug and Tricia Crews of Columbia, and family members of the inductees. (*Odessan* photo by Bud Jones)

St. Louis Post-Dispatch gets new publisher

St. Louis *Post-Dispatch* executive Ray Farris has been named publisher of the newspaper, the company announced on May 2.

Farris, 57, replaced publisher Kevin D. Mowbray, who was promoted to the new position of vice president and chief operating officer at Lee Enterprises Inc., the Davenport, Iowa-based newspaper chain. The *Post-Dispatch* is the largest newspaper in the Lee chain.

Farris, who previously was general manager of the *Post-Dispatch* and vice president of sales for Lee's St. Louis operations, joined the *Post-Dispatch* in September 2006 as vice president of classified advertising. He became vice president of advertising in 2009 and general manager in 2010.

Immediately before going to St. Louis, Farris had worked as vice president of classified advertising for the *Detroit Free Press* and *Detroit News*. He started his newspaper career as a proofreader at a small community newspaper in



Kevin Mowbray



Ray Farris

Southern California and switched to his first advertising job in 1985 as an automotive account executive at the *Los Angeles Times*.

In his new role, Farris oversees all of Lee's operations in St. Louis, including the *Post-Dispatch*, stltoday.com, Suburban Journals of Greater St. Louis and STL Distribution LLC.

Farris and his wife, Pam, live in Kirkwood. They have two adult sons.

Mowbray, 51, had been publisher of the *Post-Dispatch* since May 2006 and was reporting directly to Mary Junck, Lee's chairman and chief executive. He

also has been a Lee vice president of publishing overseeing the company's operations in 13 other markets in addition to St. Louis.

Mowbray will move to Lee's headquarters in Davenport, where he will oversee all of the company's newspapers and digital operations in 22 states.

Mowbray began his career with Lee in 1986 as an advertising sales representative in his hometown of Kewanee, Ill. He worked his way up through the advertising management and publishing ranks at various Lee newspapers before moving to St. Louis seven years ago.

Last year, the *Post-Dispatch* received Lee's highest honor, Enterprise of the Year, for strong financial performance and leadership in developing company-wide sales and audience initiatives.

Lee Enterprises owns 46 daily newspapers and a joint interest in four others, rapidly growing digital products and nearly 300 specialty publications in 22 states. (*St. Louis Post-Dispatch*)



Inductees into the Kansas Newspaper Hall of Fame recently were, from left, Bill Brown, Paul Stevens and Edward Seaton. (Kansas Press photo by Chris Lollar)

Stevens enters Kansas Press Hall of Fame

Paul Stevens, former AP writer, Kansas City bureau chief and retired regional vice president, was one of three people inducted into the Kansas Newspaper Hall of Fame on May 3 at the annual meeting of the Kansas Press Association in Topeka.

The other inductees were Bill Brown, a former editor and publisher who went on to teach journalism at Kansas State University, and Edward Seaton, editor in chief of the *Manhattan Mercury* and

long-time leader of the Inter American Press Association's press freedom efforts in Latin America.

Stevens was inducted into the Missouri Newspaper Hall of Fame in 2006. He began his AP career in 1973 in Albany, N.Y., transferred to St. Louis a year later and then to Wichita in 1976.

He became Albuquerque bureau chief in 1979, but his goal was to return to Kansas City, where he was named chief of bureau in 1984. He retired as vice president/Central Region.

Among the many friends, family and associates who attended the program was Dane Vernon of Vernon Publishing, Inc., Eldon. Vernon is Region 7 Director of the National Newspaper Association.

During his tenure in Kansas City, Stevens and the AP crew partnered with Missouri Press Association on many activities and events.

Lewis County Press buys Lamar Democrat

Lewis County Press LLC has purchased the *Lamar Democrat*, effective May 1, from the Lamar Democrat Co. Former publisher and editor Doug and Rayma Bekebrock Davis have left the paper.

Melody Metzger, Sharie Voorhees and Heather Gerths are running the paper, with help from Richard Cooper and Chris Morrow.

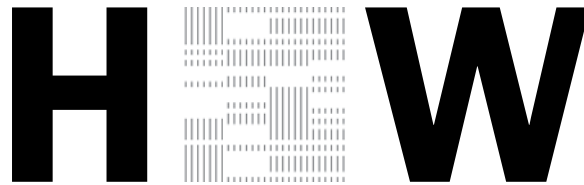
Metzger is in charge of the daily operations. She's been working for the *Democrat* since 1984 and has 35 years of newspaper experience.

Voorhees is in charge of sales, but also takes pictures and covers local events.

Gerths started working at the *Democrat* when she was in high school. She's in charge of composing and design.

Cooper, a retired teacher and an author, is writing news. Morrow has worked for the paper for 20 years. His primary focus is sports coverage.

Lewis County Press publishes the *Lewis Press-News Journal*, now in LaGrange and formerly in Canton, the *Monroe County Appeal* in Paris and *The Home Press* in LaPlata.



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MSPAHOW2013

Studies prove newspapers in schools boost grades

Here are basics of a program

Newspaper In Education is more vital than ever in community newspapers as larger metropolitan newspapers have dropped outreach programs that introduced young readers to newspapers or converted entirely to online editions.

Research has officially documented that Newspaper In Education (NIE) programs do make a difference — in standardized test scores (important to our nation today) and in future reading habits (important to our industry tomorrow).

Electronic editions in the classroom are an exciting new opportunity, but many schools, particularly at the elementary level, do not have the technology in place to support an electronic Newspaper In Education program.

Regardless of platform preferences of teens and adults, newspaper companies must introduce their product to children to begin the habit of reading newspapers for information and entertainment.

There is no one right way to have an NIE program. If your newspaper is making an effort to reach out to young readers and is encouraging them to read your newspaper, be it at school or at home, your newspaper “gets it” and the concept of Newspaper In Education.

The Basics

NIE programs and how they are organized vary. In some communities, newspapers donate classroom newspapers. In others, the schools buy their own copies.

Probably the most common practice is for newspapers to seek community sponsors to share in the cost of provid-

ing classroom newspapers, often at a reduced rate. Many newspapers recognize the sponsors for those donations with thank-you ads or sponsorship tag lines on youth features, photos with classrooms, certificates, etc.

The goal of Newspaper In Education is to put young people in contact with a newspaper. Many homes don't offer that contact these days, and by working through the schools, the newspaper can:

- Provide teachers a resource for reinforcing concepts being taught in the classroom by providing real-life application.

- Offer a reading resource that provides primarily non-fiction writing with subjects of interest to many. Today's classrooms are required to use more “informational text” that newspapers

provide.

- Provide young children in a community the information to create greater civic awareness.

- Introduce the medium to young children — the organization of a newspaper, the handling of a newspaper, the contents of a newspaper and the value of a newspaper.

- Encourage teachers to send the newspapers home at the end of the classroom study. The newspaper will continue to work, encouraging family discussion on what was learned with the newspaper at school and offering the opportunity for parents and children to read the newspaper together.

The first step in creating a Newspaper In Education program is to plan what you will offer your teachers. What issues

will you circulate, how will you get them to the schools and how many copies will you provide each classroom. (The ideal is one copy per student and one copy for each teacher.)

The second step is determining what youth content is in your newspaper, or can be added, that will appeal to teachers and young readers.

The Missouri Press Foundation offers free NIE features to our newspapers and also sells low-cost, ready-to-print serial stories, many with companion teacher guides. We publish an annual calendar in August that suggests appropriate new and archived features to use throughout the school year. Learn more at mopress.com/nienews.php.

Don't overlook your local educators. Those folks will know what is important to your school administration and are a good resource for helping you get your program under way.

Once all of this has been determined, funding your program must be considered. If you seek outside support, how will you structure that support? Are there any regulations you have to adhere to, such as postal requirements or Alliance for Audited Media (formerly ABC) guidelines? Will you structure your support as an adopt-a-classroom sponsorship for smaller programs or donation levels for larger programs?

The next step is reaching out to teachers. Some newspapers go through the administration, others contact teachers directly, and, in larger markets, newspapers may create in-paper and mail or email promotions to attract participation in their programs.

Finally, before starting a program, your newspaper needs to make a commitment to continued project support. Once you have a teacher committed to using the newspaper with his or her students, the worst thing you can do is pull that resource.

There are several resources for you:

- Missouri Press Foundation is here to help you get your NIE efforts under way.

- Visit the American Press Institute's website, americanpressinstitute.org.

Now is the time to make a commitment to reach out to young readers. It's not an all-or-nothing endeavor. A few small steps will put you on your way with something to build upon.



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

Obituaries

Athens, Texas

Guy Horton

Guy M. Horton, 80, Athens, Texas, a retired member of the University of Missouri System administration, died of Alzheimer's disease on April 30, 2013.

Mr. Horton and his wife, Linda, attended many MPA meetings during his years in Columbia.

In 1967, shortly before earning his doctorate in journalism, Mr. Horton was named director of university relations and began his public relations career with the UM System. He retired in 1992.

His wife survives, along with two daughters and a grandson.



Guy Horton

M. Wolpers and moved to Poplar Bluff, where she joined his family's newspaper, the *Daily American Republic*.

Mrs. Wolpers was very active in her community's civic, government and cultural organizations. In 1990 she received the Mizzou University Alumni Association Faculty/Alumni Award.

Surviving are a daughter, a son, two grandchildren and a brother.

Gerald

Bob Edmonson

Robert A. "Bob" Edmonson, the owner/editor of the *Gerald Journal* for several years, died April 25, 2013.

Mr. Edmonson flew B-24s and P-51 Mustangs over Europe in World War II, logging 64 combat missions.

He was married in 1948 and joined his father-in-law at the *Gerald Journal*, where he worked until the paper closed in the 1960s.

Two daughters survive him.

Kansas City

Joe Weydert

Joe Weydert, 49, Kansas City, a technician for The Associated Press for 24 years, died at his home on May 1, 2013.

Mr. Weydert is survived by two sons, two stepdaughters and several siblings.

Sosnieckis observe 40th wedding anniversary



Former Missouri newspaper owners Gary and Helen Sosniecki celebrated their 40th wedding anniversary May 15. They were married May 15, 1973, at Dripping Spring Christian Church near Columbia. Both had graduated from the University of Missouri School of Journalism earlier in the day. The Sosnieckis worked in the newspaper business for 34 years in Tennessee, Illinois, Kansas and Missouri, where at various times they owned newspapers in Humansville, Seymour and Vandalia and published *The Lebanon Daily Record*. Since 2008 they have been vendors to the newspaper industry. Gary is a regional sales manager for TownNews.com of Moline, Ill., and Helen is senior sales and marketing manager for Interlink Inc. of Berrien Springs, Mich. They live in Le Claire, Iowa. The Sosnieckis will celebrate their anniversary later with a vacation to Estes Park, Colo. (Photo provided by the Sosnieckis)

Kansas City

Janet Miller

Janet Katherine Miller, 65, Kansas City, former business and financial editor of *The Kansas City Star*, died of cancer on May 9, 2013.

Mrs. Miller joined *The Star* in 1969 as a business reporter and copy editor. She was part of the team that received the 1982 Pulitzer Prize for coverage of the Hyatt Regency skywalk disaster.

She is survived by her husband, Marshall; two sons and seven siblings.

Poplar Bluff

Blanche Wolpers

Blanche Bernice Boyd Wolpers, 98, a former owner of the *Daily American Republic* in Poplar Bluff, died at her home on May 5, 2013.

Mrs. Wolpers was a 1937 graduate of the Missouri School of Journalism. Before attending college she helped manage her family's newspaper, the *Gasconade County Republican* in Owensville, when her father died. After graduation she returned to run the newspaper as one of the youngest editors in Missouri.

In 1941 she was married to Robert



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.

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Missouri Photojournalism Hall of Fame

William L. Miller, Washington, Mo.

In Memory of Robert W. Wilson

Betty Spaar, The Odessan, Focus on Oak Grove

St. Louis Post-Dispatch Newspaper In Education Program

Citi, O'Fallon

How much privacy can we expect in age of Internet?

Young seem unconcerned by data mining

This spring's annual Media Law seminar in Kansas City, which I help organize for media lawyers across the nation, was as fascinating as ever. I always leave with some "food for thought." This year, what really got me to thinking was a discussion about personal privacy in the age of technology.

Speakers were focusing on the growth of intellectual property freely available on the Internet. That data has become a service, not a product, they opined. (This is an important concept because intellectual property has almost always been viewed as a product – think about the concept of trademarks and copyrights.) Familiarity with information has value, and access to that information is a service that the public wants.

Obviously, technology enables this to happen. What does that mean to you? Well, it means that not only are you searching the Internet for data, but those who provide data via the Internet are also seeking more personal information about you as you search the Internet – personally identifiable information (PII) about you has value to them and allows them to offer even more services to those who want to know what you are seeking online.

We used to think about government surveillance. (Well, I guess, given the fact that the AP found itself being investigated by the government, we STILL need to think about government surveillance.) Today, it's not just the government watching us. We all are well aware that the computer is watching us. We've all seen how the ads beside our emails in our Gmail accounts seem remarkably related to whatever we've been

talking about in those private missives.

That issue brings two points to the table that need further thought, it seems to me. One is that as access to information about you becomes greater, the argument strengthens that access to the operations gathering that information needs to become more transparent, too.

In short, as one speaker suggested, "Those surveilling us need to be as open to surveillance as they make us." It seems to me that this is true not only of government, which has been "surveilling us" for longer than we probably know, but also true of those private businesses that are watching our every on-line move.

The second point raised was a two-pronged concept that really surprised me. First, when offered privacy for more money, people won't generally pay for it. Secondly, young adults are unconcerned about data miners having their data, while older adults seem to be more uncomfortable about the concept.

Isn't that an interesting thought? What does that mean? I understand



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

the first one well – sometimes the cost of keeping your life private is more than it's worth. For example, there are surveillance cameras everywhere outside today in most cities. If asked, many folks would say they don't want folks knowing everywhere they go. But do they make a habit of charting their paths down the street in ways to avoid those cameras? It's highly unlikely – most of us are used to just ignoring them.

Think about all the video that surfaced of the recent Boston Marathon bombing and how that contributed to solving that crime. Most folks don't even think about this fact anymore.

Now, given that discussion and the thoughts it generates, tell me why some folks in government continue to treat public data as their own property? I'm not painting with a broad brush here. I am well aware that more and more public agencies are seeing the wisdom of putting their public data online so that they no longer have to deal with basic requests for access to the information in their offices – it's already on the web for the public to access as needed.

But a few agencies still seem to struggle with releasing the records they hold. It's certainly a question worth pondering. There are many answers. Perhaps it's related to an issue of possible wrongdoing and protecting those within the agency. For example, it's not unusual that when some data is released, heads roll. Perhaps it is a control issue – information can be power.

Whatever the reason, I am encouraged to hear the younger generation is less concerned about information being public. I hope this eventually translates into more sunshine in government.

K.C. Star series wins Headliner, SPJ awards

The *Kansas City Star* won first place in the National Headliner Awards for its online presentation of an investigative project in 2012.

"Beef's Raw Edges," a series by Mike McGraw and Alan Bavley, placed first in the newspaper-affiliated website category of the contest, which is sponsored by the Press Club of Atlantic City, N.J.

The series also won the Society of Professional Journalists Sigma Delta Chi

award for public service in online journalism on a newspaper-affiliated website.

The internet presentation included video interviews with consumers sickened by meat-borne pathogens, graphics showing how the cattle industry and mechanical tenderization work, maps of the Midwest's animal health corridor and searchable documents containing meat inspectors' findings at the big three beef plants.

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; 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.

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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.

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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, Bentley's Restaurant, Lake Ozark
- 28** — MPA/MPS/MPF Board Meeting, The Resort at Port Arrowhead, Lake Ozark
- 28** — Show-Me Press Association Meeting, The Resort at Port Arrowhead, Lake Ozark

July

- 26** — Ozark Press Association, Springfield

September

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



Paper dress for recital

It took Stephanie Steinmeyer about five hours to make a dress and hat costume entirely out of newspapers from Vernon Publishing. Heather Woodside models the dress here. Steinmeyer is director of Hawthorn Dance and Gymnastics. Dancers wore costumes made entirely of repurposed material for recitals held May 4-5 at the Royal Theatre in Versailles. (*Versailles Leader-Statesman* photo by Bryan E. Jones)

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