

August 2012

Missouri Press NEWS



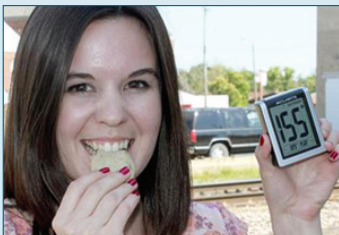
Museum needs major work;
challenge grant obtained.

7



Porter Fisher trophy
awarded in Columbia.

8



Why bake in the oven
when you've got a car?

10



Andy Waters



Phill Brooks



Paul Steinle



Jeff McNiell



Jim Robertson



Mike Jenner



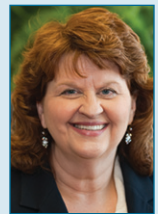
Rudi Keller



Bryna Krauth



Jon Rust



Jean Maneke



Max Heath



Jane Haslag



Mike Beatty



Kelly Schultz



Greg Baker

SPEAKERS:

*146th Annual MPA Convention,
Sept. 20-22 in Columbia,
Holiday Inn Executive Center*

Regular Features

President 2	NIE Report 16
Scrapbook 10	Obituaries 17
On the Move 12	Jean Maneke 18

'News' touting TV spending irritates

Looking forward to Max Heath's talk about Postal Service

The candidates for statewide office are making their final campaign visits around Missouri prior to the Aug. 7 primary. One of the most irritating things about Campaign 2012 is the avalanche of press releases trumpeting how much the candidates are spending on *television* advertising. We probably would have burned these missives except for the fact that our county, because of the drought, has enacted a ban on open burning.

Missouri Press advertising director Greg Baker has made a concerted effort during the last several months trying to convince these candidates to use newspapers. But they still spend the bulk of their money on irritating attack ads on the tube. One of the greatest technological blessings in recent years has been the fast-forward button on our DVRs. I wonder how many of those commercials are actually getting through to the viewers.

Anyway, it's time to think about a more pleasant subject. The final preparations are under way for the Missouri Press Association's 146th annual Convention on Sept. 20-22 at the Holiday Inn Executive Center in Columbia.

Kristie Williams, MPA's event planner, introduced us to the hotel's staff during a recent visit to Columbia. It's been several years since I stayed at the Holiday Inn, and they have made a great many improvements in the hotel, with expanded banquet facilities and meeting rooms and very pleasant guest rooms.

We are expecting a large contingent of media who will be covering the U.S. Senate and gubernatorial forums during the Convention.

The Hall of Fame Committee has selected another impressive list of inductees for this year's banquet. Winners of the Better Newspaper Contest have already received notification about their awards for the luncheon on Saturday,

Sept. 22, that will bring the Convention to a close.

I am looking forward to postal guru Max Heath's presentation on Friday afternoon, Sept. 21. We have all faced changes in our relationship with the U.S. Postal Service.

Many of us will be working with a new set of postmasters after the USPS completes its buy-outs of senior employees. Two of

our local postmasters will be retiring at the end of July, creating many uncertainties for us in our relationship with the local post offices.

The MPA nominating committee met in July to select a slate of officers for the 2013 Board of Directors. The nominees will be presented to the membership at the Convention during

the MPA membership meeting on Friday morning, Sept. 21.

Most of us are having concerns about the drought that has impacted a wide area of the country this summer. There will be many stories in our newspapers about the effects of the extreme dry weather and high temperatures on our local economies and on the lives of our readers. It looks to be a busy summer and fall for the newspapers of Missouri.

We hope that you take a break from the heat and come to Columbia for the MPA Convention.



Phil Conger
Bethany Republican-Clipper
MPA President

We probably would have burned these missives except for the fact that our county, because of the drought, has enacted a ban on open burning.



VOL. 80, NO. 8
AUGUST 2012
Official Publication of
Missouri Press
Association, Inc.

PRESIDENT: Phil Conger,
Bethany Republican-Clipper
FIRST VICE PRESIDENT: Mark Maassen,
The Kansas City Star
SECOND VICE PRESIDENT:
SECRETARY: Shelly Arth, *Marshall Democrat-News*
TREASURER:
EXECUTIVE DIRECTOR: Doug Crews
ADVERTISING DIRECTOR: Greg Baker
EDITOR: Kent M. Ford

DIRECTORS: Joe May, *Mexico Ledger*
Brad Gentry, *Houston Herald*
Joe Spaar, *The Odessan*
Richard Gard, *St. Louis, Missouri Lawyers Media*
Jon Rust, *Cape Girardeau Southeast Missourian*
Dennis Warden, *Gasconade County Republican*
Jim Robertson, *Columbia Daily Tribune*
Bill Miller Jr., *Washington Missourian*
Jeff Schrag, *Springfield Daily Events*
NNA REPRESENTATIVE: Trevor Vernon,
Eldon Advertiser

MISSOURI PRESS NEWS (ISSN 00266671) is published every month for \$12 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; e-mail dcrews@socket.net; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.



Missouri Press Association 146th Annual Convention Schedule

Holiday Inn Executive Center
2200 I-70 Drive S.W., Columbia, Missouri

Thursday, Sept. 20

- 12:30 p.m. MPA and MPS Board Luncheon
1:30 p.m. MPA and MPS Board Meeting
6:30 p.m. Reception and Gallery Hop in the North Village Arts District. Bus to Orr Street Studios (appetizers and beverages), visit Perlow-Stevens Art Gallery (wine tasting & dessert provided by Les Bourgeois), and enjoy music and beverages at The Bridge, all in The District (downtown Columbia).
9 p.m. Bus returns to the hotel.

Friday, Sept. 21

- 8 a.m. Breakfast with speaker: **Bryna Krauth**. "Inspirational Leadership Starts with You!"
9:15 a.m. Forum, Missouri Gubernatorial Candidates
10:45 a.m. Forum, U.S. Senate Candidates
12:15 p.m. Annual MPA Business Meeting and Election of Officers
12:30 p.m. Luncheon with speaker **Paul Steinle**. "Who Needs Newspapers?"
A word from our sponsors John Sondag from AT&T and Dan Lennon from Branson-Lakes Area Convention & Visitors Bureau
2:00 p.m. Breakout: **Max Heath**, NNA Postal Guru
2:00 p.m. Breakout: **Bryna Krauth**. "Become a Brand Expert for your Advertisers"
3:15 p.m. Documentary Film Screening: "Deadline in Disaster," Featuring The Joplin Globe
6 p.m. MPA Newspaper Hall of Fame Reception
6:30 p.m. MPA Newspaper Hall of Fame Banquet

Saturday, Sept. 22

- 8 a.m. Breakfast by Regions. Enjoy visiting over breakfast with MPA members from your area.
Speaker: TBA
9:30 a.m. Breakout: **Rudi Keller**, Columbia Daily Tribune. "Covering the Civil War: Quick Tricks to Find Good Stories for the Sesquicentennial"
Breakout: Digital Innovations Panel. Hear from **Mike Jenner**, **Jon Rust**, **Andy Waters**, **Jeff McNiell** and **Jane Haslag** about the latest cutting-edge ideas they are using at their newspapers.
10:45 a.m. Lightning Round Roundtables. All in one room, six "stations" with discussion leaders at each station, various newspaper and social media topics. Fifteen minutes each, then switch. Discussion leaders and topics:
- **Jean Maneke**, *Maneke Law Group* -- Talk legal issues with your Media Attorney
- **Jim Robertson**, *Columbia Daily Tribune* -- Newspaper Coverage and Policies on Sensitive Editorial Issues
- **Mike Beatty**, *The Joplin Globe* -- Does your Newspaper have a Disaster Plan?
- **Greg Baker**, *Missouri Press Service* -- Selling Political Ads and Newspaper Network Ads to Make Money
- **Phill Brooks**, *Missouri School of Journalism* -- Covering the Statehouse
- **Kelly Schultz**, Director of the Office of Child Advocate -- News Reporting on Child Abuse and Neglect
12 noon Better Newspaper Contest Awards Luncheon



Convention has plenty to offer you

Meet candidates, learn about marketing, digital tools, postal issues

The 146th annual Convention of the Missouri Press Association, Sept. 20-22 in Columbia, promises to provide lots of fun and many relevant sessions for you. You and your newspaper colleagues will gather in the Holiday Inn Executive Center (I-70 at the Stadium Blvd. exit on the west edge of Columbia).

An agenda is on page 3 of this magazine and a registration form is on the back cover.

It's election year, of course, and that means candidate forums. Candidates for governor and U.S. senator are invited to participate in forums on Friday, Sept. 21 — gubernatorial candidates at 9:15 a.m., Senate candidates at 10:45 a.m.

But the Convention really begins on Thursday evening. If you arrive on Thursday you can join guests on shuttle buses from the hotel to downtown Columbia for an evening of art, entertainment and food in the North Village Arts District. Festivities will conclude with dessert and beverages at The Bridge, a music venue.

Guests wanting to improve their advertising sales skills will not want to miss marketing expert Bryna Krauth. She was the featured presenter this spring at the annual meeting of the Missouri Advertising Managers' Association. She'll speak at breakfast on Friday and again that afternoon.

Concern about the Postal Service never dips far below the surface for newspaper people. This year, two issues

are rocking our boat: Every Door Direct, postal's low-rate saturation advertising program, and postal's proposed

afternoon program. He's the longtime postal chair of the National Newspaper Association, and he knows postal regulations better than most post office people do.

If you've not seen the Missouri Press Association's documentary "Deadline In Disaster," you can see it after Krauth and Heath's breakout sessions. The hour-long film features staffers of *The Joplin Globe* recounting their experiences during and after the May 2011 tornado.

A special feature of each year's Convention is the Newspaper Hall of Fame banquet on Friday evening. Six people will be inducted this year: Dave Berry of Bolivar, the late Bill French of Eminence, Tom Miller Sr. of Washington, Dean Mills of Columbia, and Steve and Linda Oldfield of Adrian.

Saturday's sessions will focus on newspapering nuts and bolts. (Those who can't get to the Convention earlier can attend Saturday's program, excluding breakfast, for only \$45.)

In one of two concurrent sessions, *Columbia Daily Tribune* reporter Rudi Keller will talk about the sources he's using to write a daily feature about what happened in Missouri on that date during the Civil War.

The other concurrent session will feature five panelists talking about digital innovations they are using: Mike Jenner, Journalism School; Jon Rust, Rust Communications, *Southeast Missourian*; Andy Waters, *Columbia Daily Tribune*; Jeff McNiell, *Houston Herald*; and Jane Haslag, Jefferson City *News Tribune*.

Krauth spoke at MAMA meeting

Bryna Krauth, a marketing expert from Colorado, began her career in the media industry in 1994. She was the publisher of *Steamboat Pilot & Today*, *Steamboat Today* and *Hayden Valley Press*. She was the publisher of numerous magazines and websites, including "Yampa Valley Real Estate," "At Home in Steamboat," "Colorado Hunter," steamboatpilot.com and exploresteamboat.com.



Bryna Krauth

At the Convention, Krauth will speak at breakfast Friday about inspirational leadership, and on Friday afternoon about becoming a brand expert for your advertisers.

Krauth has worked and lived in northwest Colorado since 1996, specializing in implementing new revenue generating products for the news organization and leading a team of advertising consultants. She has held nearly every management position in the newspaper business and is a past member of the board of the Colorado Press Association.

Steinle knows who needs papers

Paul Steinle is a veteran journalist and news media manager who has been teaching journalism since 1991. He has launched graduate journalism programs at the University of Miami and Quinnipiac University in Hamden, Conn.

Since 2001 he has taught journalism and subsequently served as associate provost at Southern Oregon University in Ashland. From 1995-2000, Steinle served as president of the Sigma Delta Chi Foundation.

Previously, he had a 29-year career as a professional reporter and news manager. He was the president of UPI and the Financial News Network; he was a TV news director at KING-TV in Seattle; and he reported from Saigon and Hong Kong for Group-W news.

Steinle has an MBA from Harvard and an MS from Syracuse University.

During the Convention, he'll speak at lunch Friday on "Who Needs Newspapers?"



Paul Steinle

negotiated service agreement with advertising mailer Valassis.

So, Max Heath is on our Friday-

Max Heath is chair of NNA's Postal Committee and a postal consultant for Publishing Group of America and Landmark Community Newspapers LLC.



Mike Beatty is the publisher of *The Joplin Globe*, arriving there only a short time before the deadly May 2011 tornado.



Rudi Keller is writing a very popular daily feature about day-to-day events in the Civil War using online resources available to anyone.



Then a panel of six speakers will lead 15-minute Lightning Round discussions. Discussion leaders will be Jean Maneke, MPA's Legal Hotline counselor; Jim Robertson, *Columbia Daily Tribune*; Mike Beatty, publisher of *The Joplin Globe*; Greg Baker, Missouri Press advertising director; Phill Brooks, director of the Journalism School's Statehouse Reporting Program; and Kelly Schultz, director of Missouri's Office of Child Advocate.

Following custom, the Better Newspaper Contest Awards Luncheon at noon Saturday will conclude the annual Convention.

Other MPA awards also will be presented at the luncheon.

You can knock \$75 off your Convention registration fee if you register by Aug. 5 (retired MPA members can save \$20).

Remember, if you can't get to the meeting until Saturday, you can attend only the Saturday sessions and Awards Luncheon for just \$45 (does not include breakfast).

Send in your registration now and join your newspaper associates in Columbia this September. MPA needs and appreciates the support you provide by attending the annual meeting.

Digital Innovations panelists

Jeff McNiell, right, of the *Houston Herald*, is among the panelists for the Saturday-morning session on digital innovation. The *Herald* is among the weeklies in Missouri that are using digital tools to enhance their service to their audiences. McNiell spoke at the Ozark Press meeting this spring.



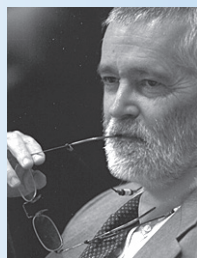
Jon Rust of the *Cape Girardeau Southeast Missourian*, and **Jane Haslag** of the *Jefferson City News Tribune* are involved in digital projects at their newspapers. Both have spoken about their efforts at a number of workshops.



Mike Jenner of the Missouri School of Journalism, and **Andy Waters** of the *Columbia Daily Tribune* have been working with digital technology and innovation for a number of years and have talked about their work at meetings around the state and country.



Lightning Round discussion leaders



Phill Brooks directs the School of Journalism's State Government Reporting program.



Greg Baker is the advertising director of the Missouri Press Service.



Kelly Schultz is the director of the Missouri Office of Child Advocate.



Jean Maneke is the Missouri Press Association's Legal Hotline counselor.



Jim Robertson is the managing editor of the *Columbia Daily Tribune*.

2013 officers will be elected Sept. 21

Mark Maassen of The Kansas City Star and Richard Gard of Missouri Lawyers Media lead list of candidates



Mark Maassen is the nominee for 2013 President of the Missouri Press Association.



Richard Gard has been nominated for First Vice President of MPA.

The Missouri Press Association Nominating Committee met July 13 in Columbia to select a slate of MPA officers and directors for 2013, effective Jan. 1.

The election will be held during the annual MPA business meeting on Friday, Sept. 21, at the MPA Convention in Columbia at the Holiday Inn Executive Center.

Here is the slate of officers and directors proposed by the Nominating Committee:

2013 President, Mark Maassen, *The Kansas City Star*; First Vice President, Richard Gard, *St. Louis Daily Record*; Missouri Lawyers Media; Second Vice President, Jim Robertson, *Columbia Daily Tribune*; Secretary, Tay Smith, *Perryville Perry County Republic-Monitor*; Treasurer, Matt Daugherty, *Liberty Tribune*.

Directors for three-year terms: Carol Stark, *The Joplin Globe*; Joe Spaar, *Odessa Odessan*; Jeff Schrag, *Springfield Daily Events*.

Director for one-year term: James White, *Warsaw Benton County Enterprise* (to fill director Jim Robertson's term).

Trevor Vernon, *Eldon Advertiser*, is being nominated as the National Newspaper Association state chairman.

Continuing on the MPA Board in 2013 will be directors Jon Rust, *Cape Girardeau Southeast Missourian*; Dennis Warden, *Owensville Gasconade County Republican*; Brad Gentry, *Houston Herald*; and Bill Miller, Jr., *Washington Missourian*.

Phil Conger, *Bethany Republican-Clipper*, will serve as immediate past president in 2013.

The Nominating Committee is made up of past presidents of the MPA.

The committee members thank everyone who submitted nominations.

NATIONAL MEDIA ASSOCIATES

Brokers | Appraisers | Consultants

A tradition of service to community newspapers

If you have been considering a transaction, and would like to achieve a strong market value, we look forward to an initial conversation with you. We represent a tradition of serving our clients' best interests and the best interests of each community our clients serve.



THOMAS C. BOLITHO
P.O. BOX 849
ADA, OK 74821
(580) 421-9600
bolitho@bolitho.com



EDWARD M. ANDERSON
P.O. Box 2001
BRANSON, MO 65616
(417) 336-3457
brokered1@aol.com

nationalmediasales.com

EXPERIENCE | KNOWLEDGE | INTEGRITY



HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING

AARP Missouri. Your one-stop source of information for and about people age 50+.

AARP Missouri has more than 805,000 members statewide. AARP has almost 40 million nationwide. People age 50 and older and their families look to us for advocacy, service and information. If you need to know more about this group, we're here to help.

AARP Missouri
700 W. 47th St., Ste. 110
Kansas City, MO 64112
Call toll-free, 1-866-389-5627.

For more information, contact AARP Missouri's Associate State Director for Public Affairs, Anita K. Parran, at 816-360-2202 or aparran@aarp.org.

Museum building needs extensive work

Friends of Arrow Rock seeking help with \$203,000 of renovations

A recent study found that the building in Arrow Rock that houses the Missouri Press Foundation's Print Shop Museum needs renovation work estimated to cost more than \$203,000.

The Friends of Arrow Rock organization bought the Odd Fellows Lodge building in 1964. Two years later it leased the lower level of the two-story building to the Press Association. Early printing equipment collected from around the state occupies the museum. Some of it is used for demonstrations during special events.

Among the repairs needed are water issues in and around the building, deterioration of the sidewalk and front entrance and the installation of an HVAC system. The structural beams that bear the weight of the first floor also need to be shored up.

The Lodge Hall was one of five Arrow Rock structures studied under a grant from the Jeffris Heartland Fund administered by the National Trust for Historic Preservation. That grant was

matched by a gift from the William T. Kemper Foundation and gifts from the Board of Governors of the Miller



Missouri Press has had a newspaper print shop museum in this 1868 building since the Association's 100th anniversary in 1966.

Gift and proceeds from the Friends of Arrow Rock's 50th Anniversary Campaign.

The Jeffris Family Foundation also has a construction challenge grant program to help fund work identified in the study. It will match with \$1 every \$2 raised by the Friends of Arrow Rock.

In a letter to supporters, the Friends

said it is interested in exploring ways to enhance the museum, which it feels is being under-utilized and could do a better job of telling the story of early journalism in Missouri.

"We propose to jointly develop an interpretive plan, using a professional consultant, to guide the enhancement of the exhibits and the way they are displayed," the letter said. "We feel this museum has tremendous potential and we hope that you will generously support this effort to preserve the building and improve the museum."

At the April meeting of the Press Foundation's board of directors, Missouri Press executive director Doug Crews suggested a fundraising effort could be made

in recognition of MPA's 150th anniversary in 2016. The museum was an MPA project in 1966 when the association celebrated its 100th anniversary.

The Foundation board unanimously approved a motion to support the museum renovation project to the extent possible after more details develop.

Group gets grant to help with museum restoration

Historic preservation efforts by the Friends of Arrow Rock received a major boost in late July with a \$230,000 challenge grant award notification from the Jeffris Family Foundation. The grant is contingent on the Friends raising a local match of \$460,000 over the next three years.

The funds will be used to restore and upgrade four of the Friends' most historically significant properties — the John P. Sites House, the Sites Gun Shop, the Masonic Lodge Hall and the Odd Fellows Lodge Hall (which houses the Missouri Press Foundation's Print Shop Museum).

The improvements to be undertaken were identified in detailed Historic Structure Reports that were jointly funded by the Jeffris Heartland Fund and others.

"We are deeply grateful to the Jeffris Family Foundation for providing us with this very generous grant," said

Tom Hall, president of the Friends of Arrow Rock. "An opportunity of this magnitude doesn't come along every day, so we intend to make the most of it.

"If we fall short of the local match, we don't get anything at all from the Jeffris Foundation, so we're going to pull out all of the stops to make sure that doesn't happen. We would welcome the support of anyone interested in seeing these buildings preserved to help us reach our goal."

The Jeffris Family Foundation, Janesville, Wis., founded in 1979, focuses on preserving regionally and nationally important historic buildings and decorative arts projects.

Arrow Rock is a National Historic Landmark village located 14 miles north of I-70, on the Missouri River between Boonville and Marshall. Learn more about the Friends of Arrow Rock at www.FriendsofArrowRock.org.



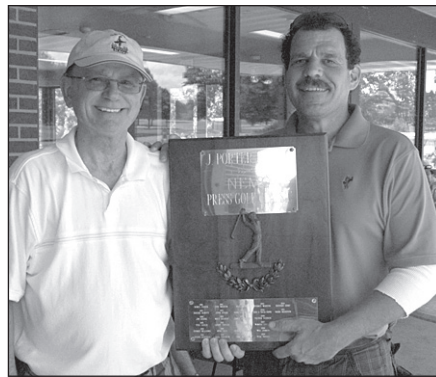
Golfers on the winning team in MPA Porter Fisher Golf Classic in June were, from left, Jim Robertson of the *Columbia Daily Tribune*; Rob Viehman of Three Rivers Publishing, Cuba; Randy Picht of the Reynolds Journalism Institute (formerly with the AP); and Matt Morrison of Community Publishers, Springfield. Below, Missouri Press editor Kent Ford, left, presents the Porter Fisher Plaque to Kevin Jones of the *St. Louis American*. He won the plaque by executive decree.

5 under par wins tourney in Columbia

Five-under-par 65 won the Championship Flight of the Porter Fisher Golf Classic on June 15. Seven teams competed in the four-person scramble at A.L. Gustin Golf Course in Columbia.

The annual event is named in memory of a popular northeast Missouri publisher who loved to play golf and meet new people. It originated as a Northeast Missouri Press Association event.

The Porter Fisher Golf Classic traveling plaque is presented to a participant in the event who exhibits the spirit of the event's namesake. This year the plaque went to Kevin Jones of *The St.*



Louis American.

Posting the best score was the team of Jim Robertson, *Columbia Daily Tribune*; Randy Picht, Reynolds Journalism Institute; Rob Viehman, *Cuba Free Press*; and Matt Morrison, Community Publishers, Springfield.

Two teams posted 68s for second place. Winning the scorecard playoff

was the CenturyLink team of Greg Gaffke, Dave Carter, Lee Greathouse and Kevin Czaicki.

Posting the other 68: Joe and Phyllis May, *Mexico Ledger*; and Doug and Tricia Crews, Missouri Press, Columbia.

In A Flight, two teams posted scores of 69. The scorecard draw for first place went to the team of Richard Gard, Missouri Lawyers Media; John Spaar, *The Odessan*; Chad Moller and Kevin Fletcher, MU Athletic Dept.

Second went to Kevin Jones, *St. Louis American*; Jeff Schrag, *Springfield Daily Events*; Dane and Trevor Vernon, Vernon Publishing.

B Flight winners, with a 73, were Brian Steffens, Reynolds Journalism Institute; Greg Baker, Missouri Press; and Kent Ford, Missouri Press.

Second place went to the team of Dennis and Jacob Warden, *Gasconade County Republican*, Owensville; Dick Fredrick and David Eales, *Monroe County Appeal*, Paris.

Phyllis May won the longest drive event, Joe May won closest to the pin and Doug Crews won longest putt.

CenturyLink again sponsored the trophies for the flight winners and contributed to the prize fund.

Other contributors to the prize fund were *The Kansas City Star* (Mark Maassen), Missouri Lawyers Media (Richard Gard), Vernon Publishing (Dane and Trevor Vernon), *Springfield Daily Events* (Jeff Schrag), *St. Louis American* (Kevin Jones), Three Rivers Publishing (Rob Viehman), Dick Fredrick, *Monroe County Appeal*; and the MU Athletic Dept. (Chad Moller).

St. Joseph publisher launches TV stations

ST. JOSEPH—News-Press & Gazette Co. launched three new TV stations in the St. Joseph market this spring, the company announced in its *St. Joseph News-Press*. The company received a license allowing it to broadcast three stations, FOX, Telemundo and The CW, within a 30-mile radius of its tower.

Eric Bradley is the general manager for local broadcast properties of NPG. Other NPG stations are in Colorado Springs-Pueblo and Grand Junction-

Montrose, Colo.; El Paso, Texas; Palm Springs, Calif.; Bend, Oregon; Idaho Falls-Pocatello, Idaho; and Yuma-El Centro, Ariz.

NPG has repurchased News-Press 3 NOW from Suddenlink Communications, which bought NPG's local cable television assets.

News-Press 3 NOW will continue to offer 24-hour news, Bradley said. It and FOX will operate out of the studios in the *News-Press* newsroom in downtown

St. Joseph.

Bradley said NPG is seeking permits for four ground-level satellite dishes on the north boundary of its downtown parking lot. Other receivers are on top of the *News-Press* building.

Federal Communications Commission rules, which generally restrict ownership by the same company of newspapers and broadcast stations in the same market, allowed NPG to acquire a low-power broadcast license, Bradley said.

Missouri NIE project wins world association's award

Ayouth editorial project of the *Washington Missourian*, created by Dawn Kitchell, has been honored by the World Association of Newspapers and News Publishers.

"One World: Their Story" was created to teach youngsters about similarities and differences between young readers in the United States and Germany. The series was tied to Washington's Sister City partnership with the German city of Marbach am Neckar. Features focused on a 12-year-old girl and 14-year-old boy in a German family and ran May through July last year.

Missourian page designer Patty Brinker worked with Kitchell to create each half-page feature of photos and fact graphics sent to the newspaper by the German family.

The international association, which is based in Paris and Darmstadt, Ger-

many, awards World Young Reader prizes annually to newspapers that devise the best project or activity to attract young readers.

The *Missourian* is the smallest circulation publication to be recognized by the organization and the only U.S. publication honored this year. Awards were announced in July during the Asia-Pacific Young Reader Summit in Bangkok, Thailand.

Before publishing the series, *The Missourian* produced an eight-page special section with information on the community of Marbach and the Sister City partnership. The newspaper provided 7,160 copies of the section to schools and libraries, and it held a Sister City Birthday Party at the Washington Public Library in observance of the 20th anniversary of the partnership between the two communities.

House resolution for oldest Missouri weekly

State Rep. Lindall Shumake presented a resolution to Mark and Patty Cheffey, publishers of the *Palmyra Spectator*, this spring during a meeting of the Marion County Commission.

Shumake noted the newspaper continues its unbroken roots back to Aug. 3, 1839, when Jacob Sosey founded *The Missouri Whig and General Advertiser*, making it the oldest continuously published weekly newspaper in Missouri. Sosey changed the name of the paper to the *Palmyra Spectator*.

Shumake said all communities need guidance from a transcendent partisanship for accurate information and dispassionate judgment.

"I would like to congratulate Mark and Patty Cheffey, and everyone who works with them, for their faithfulness in providing this service to their local community. I believe that the *Palmyra Spectator* is an example of what a small town newspaper should be," Shumake said.

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

- MDC 75th focus: science-based conservation
- Dove season opens in September
- Don't wait to get your Hunter Education certification for fall hunting
- Archery deer & turkey hunting – first half of season
- Fall foliage in Missouri
- National Hunting & Fishing Day (Sept. 22)
- 60-year anniversary of Reed Memorial Wildlife Area near Kansas City
- Urban/suburban deer management
- Day on the River in Cape Girardeau (Sept. 29) with multiple partners

For more information, contact

Jim Low
News Services Coordinator
573-522-4115 x3243
Jim.Low@mdc.mo.gov

Joe Jerek
News Services Coordinator
573-522-4115 x3362
Joe.Jerek@mdc.mo.gov

We can help you help your readers **discover nature.**



www.MissouriConservation.org

Scrapbook

• **Ashland** — Laura Miller, a native of New Haven and a reporter for the *Boone County Journal* in Ashland, has published a young adult novel titled "Butterfly Weeds." The book tells the story of a girl who must choose between a new life and the one she has left behind when a piece of her past unexpectedly resurfaces.

Miller earned a journalism degree at the University of Missouri, where she was on the track and field team, in 2006.

Miller lives in Columbia with her husband, who is a TV meteorologist. She is working on a novel about race in a small-town.

• **Crane** — A former employee of the *Crane Chronicle*, Janet Gilbert, 47, was sentenced to five years of probation after she pleaded guilty to stealing from the paper. She also was ordered to pay restitution to Stone County Publishing, Inc.

Gilbert, the former editor of the weekly, and another woman were charged with stealing in 2010 after thousands of dollars were found to be missing from the paper's bank account.

• **Gainesville** — Linnie Ingram, a longtime correspondent for the *Ozark County Times*, celebrated her 90th birthday anniversary on June 30. Friends and family were invited to stop in at the Masonic Lodge to greet her.

Ingram's uncle, Earle Ebrite, was a former owner of the newspaper, and Ingram remembers spending a lot of time in the newspaper office as a child.

Ingram's four children were the hosts for the celebration. She has 12 grand-

children, 25 great-grandchildren and five great-great-grandchildren.

• **Cameron** — Cameron Newspapers, publisher of the *Citizen Observer*, and a local radio station sponsored a



Why fry eggs when you can bake cookies?

Newspapers have been frying eggs on the pavement for years to illustrate hot weather stories. *The Rolla Daily News* took that a step further. For a story about the summer heat and the danger of leaving pets or people in a car on a hot day, the *Daily News* staff baked cookies on the dashboard of a car. The temperature outside read 103 degrees, while the temperature inside the car rose to 158 degrees. Staff writer Nickol M. Beckemeier tried one of the cookies. (*Rolla Daily News* photos by Lynn Brennan)



tions were allowed during the event.

• **Springfield** — Photographs made by Betty Love were part of the first exhibit in an addition to the History Museum for Springfield-Greene County in Park Central Square.

Love, a longtime photojournalist for the *Springfield Daily News* and *Leader-Press*, was inducted into the Missouri Photojournalism Hall of Fame in

2005. She was one of the first female photojournalists in the country and was known for her pioneering work with color and with aerial photography.

The one-night photo exhibit took place in part of a building being renovated to become part of a larger museum complex.

• **St. Clair** — The *St. Clair Missourian* moved its office in June from 565 S. Main St. a few doors north to 395 S. Main St. Phone numbers and email addresses did not change.

The paper, started in 1985, is published by Missourian Publishing Co. based in Washington.

• **St. Louis** — The *St. Louis Business Journal* named state Sen. Mike Parson, R-Bolivar, its Legislator of the Year for 2012. It also honored Rep. Kevin Elmer, R-Nixa, for "cultivating a business-friendly environment" in Missouri.

• **Warrensburg** — The movie "Deadline In Disaster" about *The Joplin Globe's* response to the tornado in May 2011 was shown on June 19 at Boys State at the University of Central Missouri in Warrensburg.

• **Lawson** — The *Lawson Review*, established in April 1881, making it the second oldest business in Lawson, was the Lawson Chamber of Commerce Business of the Month in May.

• **Cape Girardeau** — The *Southeast Missourian* solicited nominations for its Spirit of America Award, which includes a \$1,000 contribution to the recipient's charity of choice.

Readers in several counties in Southeast Missouri and southern Illinois were invited to nominate individuals who embody the spirit of America. All nominees were profiled in a July 3 insert.

• **St. Louis** — The St. Louis American Foundation held its 12th annual Salute to Excellence in Health Care Awards Luncheon in May at the Fron-

tenac Hilton.

Major sponsors of the Salute were SSM Health Care, St. Louis College of Pharmacy, Barnes-Jewish Hospital and George Warren Brown School of Social Work at Washington University.

The American ran a front-page story and a page of photos of the program and posted more photos on its website.

- **St. Louis** — Suzanne Bradley, the wife of *News-Press* publisher Dave Bradley, received a 2012 Women's Justice Award from *Missouri Lawyers Weekly* this spring. The award recognizes women who have demonstrated leadership, integrity, service, sacrifice and accomplishment in improving the quality of justice and exemplifying the highest ideals of the legal profession.

All of the award recipients were profiled in a special supplement published by *Missouri Lawyers Weekly*.

Bradley is an attorney with the firm Polsinelli Shugart in Kansas City. She received the award in the business lawyer category.

- **Park Hills** — *The Daily Journal* conducted a free seminar in May at Mineral Area College for anyone who is a candidate for political office this year.

Topics included effective ways to communicate, recruiting volunteers, submitting press releases, building a database, effective promotion and more.



- **Rolla** — *The Daily News* is mass emailing a colorful daily Super Coupon like the Sonic coupon shown. Those who click on the link in the ad can get the coupon and more offers or information from the advertiser.

- **Springfield** — The *News-Leader* now has apps available for iPhone, Android and tablets.

All of these access tools are included in the paper's Full Access subscription plan, which it launched in May and

K.C. Press Club honors newspapers

The Sedalia Democrat and *Lee's Summit Journal* were named the 2012 daily and weekly Newspapers of the Year by the Kansas City Press Club at its Heart of America Awards dinner June 9 at the Downtown Marriott in Kansas City.

Democrat journalists won 29 awards, including nine golds and 10 silvers in

the contest, which is for media outlets from central Missouri to western Kansas. The *Journal* earned 21 awards. It repeated as Newspaper of the Year, an honor it received in 2011.

A list of all of the Heart of America awards is at www.spjchapters.org/kc-press.com.

Journal in 'Social Madness' competition

The *St. Louis Business Journal* is participating in a nationwide Social Madness competition that will measure the growth of companies' social media presence through multiple rounds of competition.

Readers can vote for local companies by viewing their social media platforms through a link provided by the *Busi-*

ness Journal. Local winners will be announced in July, national winners in September.

Social Madness winners will be named in three categories based on the size of the company. They will have the opportunity to have \$10,000 donated to their charities of choice.

includes home delivery of the printed paper. Digital-only subscriptions cost \$12 a month.

Non-subscribers can access a limited amount of online content.

- **St. Louis** — Attorney Frankie Muse Freeman, 95, received the 2011 St. Louis Citizen of the Year Award in May at Harris-Stowe State University.

The award is sponsored by the *Post-Dispatch* and the St. Louis Citizen of the Year Committee.

Freeman, who has practiced for more than 60 years and is still an attorney with a St. Louis law firm, urged attendees to support public education.

Speakers during the program included Dr. Donald Suggs, publisher of *The St. Louis American* and a previous recipient of the award.

- **Salem** — *The Salem News* in May started a 52-week program called "Spotlight on Business" in which advertisers can purchase a color ad across the bottom of the front page for \$75.

Publisher Donald Dodd, in writing about the promotion, said the year-long promotion has a number of purposes, among them to allow even the smallest local business to take advantage of a great deal, to test the effective-

ness of front-page advertising and to see if ads on page one are something the paper wants to continue doing.

- **Seneca** — Seneca Summer Fest on June 16 was a *News-Dispatch*-sponsored celebration in observance of the community's support of the newspaper for 130 years.

Activities included a kids talent program, co-ed softball tournament, carnival, food and craft vendors, car show, fishing derby, 5K run-walk and many other events.

- **Summersville** — Sharon Vaughn, publisher of the *Summersville Beacon*, is on the 10-County Plan Board representing Summersville and Shannon and Texas counties. The board, formerly known as the Rural Ozark Area Development Alliance, was formed on May 1.

The coalition was organized to promote and develop economic and social services in the region.

A contribution to the Missouri Press Foundation is a wonderful way to honor the memory of an associate.



Intern's newspaper work wins state FFA honor

Two Centralia FFA Chapter members won state champion awards at the state FFA convention at the Hearnes Center in Columbia this spring. Gina Olsen won the Agriculture Education category and Dustin Stanton won Poultry production. They will compete on the national level this fall. Olsen, a former intern for the *Centralia Fireside Guard*, won with the agriculture-related articles and other items she wrote for the paper. "This is obviously a big accomplishment for Gina," said *Guard* general manager Jeff Grimes. "Agriculture is the lifeblood of our community, and to be able to be a part of something like this is a big honor for our newspaper." (*Fireside Guard* photo)

Papers join for study of homelessness

GateHouse newspapers in northern Missouri, including the *Daily Express* in Kirksville, collaborated on a series of stories in June about homelessness in the region, a project they titled "In Times of Need."

Led by Jason Hunsicker, managing editor of the *Daily Express*, reporters from Hannibal, Chillicothe, Macon, Boonville, Moberly, Mexico and Kirksville looked into their communities to

see what problems exist and what intervention steps are being taken regarding homelessness.

In an editorial about the project, the *Hannibal Courier-Post* said, "What we all learned through this journalism project was that no community is immune from the problems associated with homelessness, and that there is no single 'cookie cutter' answer to solve this societal issue."

Reader calls paper 'blessing' to community

To *The Joplin Globe*:
Congratulations to *The Joplin Globe* for your outstanding and well-deserved award from the American Society of News Editors. Congratulations also to Carol Stark for being named editor of the year.

I have always thought the *Globe* does an incredible job getting out a quality newspaper day after day, but in the "superstressed" time after the tornado this accomplishment was nothing short of mind-boggling. I applaud your staff for coming to work during times of personal tragedy and getting the job done.

Not only has your coverage been of

Letter

great importance to the community in the tornado's aftermath, but it will serve as a major historical record for future generations.

Thank you for being a major source that kept us informed not only of the hard, and often terrifying, facts about the storm but also for providing uplifting stories about the heroes, volunteers and survivors.

You are a blessing to this community.
Kathy Norris
Joplin

On the Move

- **Camdenton** — Spree Hilliard, a new reporter for the *Lake Sun*, is a native of Harrison, Ark., who earned bachelor's and master's degrees in multimedia journalism at Arkansas Tech. She graduated May 11.

While attending ATU Hilliard produced live TV shows, interned at a Jonesboro TV station and was the news director for a website.

Ben Peters is the *Lake Sun's* newest sports editor and reporter.

Peters was born and raised in Linn, and earned a media studies degree at Missouri State in Springfield, graduating in December.

- **Grandview** — Reporter Seann McAnally has left the *Jackson County Advocate* and the newspaper business after two decades. He went to work for a magazine.

- **St. James** — Editor Greg Edwards has left the *Leader-Journal* for a position as an English teacher in a nearby school district. He was the editor of the weekly for 13 months.

PROPANE
EXCEPTIONAL ENERGY™

For information about
clean, efficient, dependable
propane, contact the

**Missouri Propane
Education and
Research Council, Inc.**



4110 Country Club Dr.
Jefferson City, MO 65109
(573) 893-8298
Fax (573) 893-2623

'Dumb' campaigns miss a good bet

Why do politicians' staff members, or their consultants, send to print media "news" releases about a new television ad the candidate is running? That's dumb.

Why should print news outlets direct their readers to television, a competitor? Is it news that a candidate is running a TV ad blasting his opponent? Hardly. That's dumb. It's not news!

If a politician who is running for a state office doesn't use print advertising he or she is missing a powerful medium for delivering their messages to voters. The Missouri Press Service can place

Editorial

an ad in every newspaper in Missouri. The rates are low. The coverage is vast. These newspapers are read thoroughly — every page.

... Newspapers don't send press releases to TV stations to inform them that a candidate has an ad in the newspaper. That would be dumb.

To keep sending those releases to newspapers is dumb. ... You are wasting your time and our time. (From an editorial in the *Washington Missourian*)

K State senior receives Gusewelle Scholarship

Marisa Love of Montezuma, Kan., a senior at Kansas State University, has been selected to receive the 2012 C.W. Gusewelle Journalism Scholarship.

The award is named for longtime *Kansas City Star* reporter, foreign editor and columnist Charles Gusewelle. It was established in 2005 to encourage excellence in journalism.

The scholarship is awarded annually on a rotating basis to seniors at UMKC, UMC, Kansas and Kansas State who are preparing for careers in news.

Sources and Resources for Missouri Newspapers



Missouri State Medical Association

For information about health care, contact:

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

Socket 1-800-762-5383



Tech Talk

Press-ready technology tips
by the friendly folks at Socket.

www.socket.net/techtalk



For information about
agriculture or issues
affecting rural Missouri,
call 573-893-1468.



MISSOURI FARM BUREAU




CenturyLink™ High-Speed Internet, Entertainment, Voice

For CenturyLink information, contact:

Greg Gaffke CenturyLink North Missouri 573.634.1704 gregory.s.gaffke@centurylink.com	Pamela Anderson CenturyLink South Missouri 417.334.9253 pamela.anderson@centurylink.com
------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------

See how we connect at centurylink.com.



CenturyLink™

Services not available in all areas. © 2011 CenturyLink, Inc. All Rights Reserved. The name CenturyLink, the pathways logo, and the CenturyLink brand sub-graphic are trademarks of CenturyLink, Inc.



The Missouri Bar

Jefferson City • 573-635-4128
Find us on Twitter @mobarnews,
on Facebook.com/MissouriBar

ONLINE AD NETWORK



Advertise on the websites that people go to — their local newspapers. Across Missouri, across the country. Call Missouri Press Service.

573-449-4167

FLASH news!



Missouri Press will get your news to all the media in Missouri in a flash! Just call

573.449.4167



Call us for one-order, one-bill newspaper advertising placement.

573.449.4167

Springfield paper sues for school records

After filing a sunshine lawsuit against the Republic school district, the *Springfield News-Leader* got from the school district details of the settlement of another lawsuit.

To settle that suit, the school district agreed to pay \$185,000 to a student and her family who said the district failed to protect the student from another student who raped her multiple times.

A school district official told the *News-Leader* that the

settlement disclosure was made after the district got approval from the U.S. District Court to release the amount.

That federal case was closed in November, but the school district refused to disclose the settlement or release documents related to the case. That refusal led to the *News-Leader's* lawsuit.

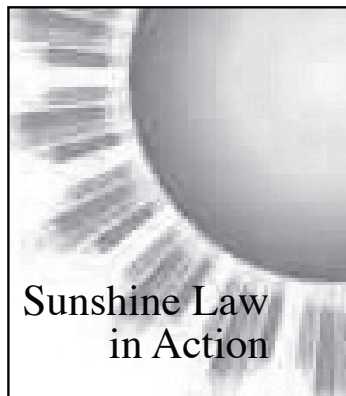
Information obtained after the sunshine lawsuit was filed showed the district agreed to pay \$122,315 to the girl and her family and \$62,685 in fees for the girl's attorney.

It also agreed to pay mediation and court costs, but those amounts were not included in the settlement agreement. The school district also did not say whether the payments were covered by insurance.

Bryan Wade, the newspaper's attorney, said he anticipates withdrawal of the paper's sunshine lawsuit.

David Stoeffler, the executive editor of the *News-Leader*, said the public had a strong interest in the case and that the paper believed that state law clearly required disclosure of the settlement amount.

"All of this could have been avoided if the district had simply followed the state Sunshine Law from the outset," Stoeffler said. (*Springfield News-Leader*)



Closing meeting a choice, not requirement

After we went to press the city of St. Robert released a statement that the reasons for firing the city administrator and planning administrator had nothing to do with criminal behavior or financial misdealings. It's good to have that point clarified, but we have to take issue with one part of the city statement:

"Missouri law generally prohibits the City from discussing personnel issues."

... Actually, Missouri law does not prohibit discussing personnel issues, but cities usually choose to do so. ...I wanted to be sure we were right about

Editorial

this, so I contacted Jean Maneke, a Kansas City attorney who is a consultant for the Missouri Press Association. She says that boards MAY choose to close records about employment matters, but that this is not mandatory.

"Most attorneys advise public bodies to not discuss employment issues because they are afraid the employee will be libeled in the discussion ... or that something will be said that will give the

fired employee grounds to claim discharge due to employment discrimination or other grounds that would make the discharge illegal," Maneke said.

"THAT is the reason most public bodies don't release information about discharges, but there is NOTHING in Missouri law that makes it illegal to talk about why someone is discharged."

Public bodies can choose to close personnel records and there may be legitimate reasons for doing so, but it is in no way required by state law.

(From an editorial in the *Pulaski County Mirror*)

Candidate wants 'work sessions' opened

A candidate for county commissioner in Franklin County filed a complaint in June with the Missouri attorney general's office, claiming the commission is violating the Sunshine Law when it holds administrative working sessions.

County Counselor Mark Vincent told the *Washington Missourian* that commissioners are allowed to hold administrative meetings to handle day-to-day business without having an open, public meeting and without posting an

agenda.

Some county commissions throughout the state simply create intentionally vague agendas that say they are in session at all times so they can hold such informal administrative meetings, Vincent said.

Commissioners have held open working sessions over the years in addition to the regular weekly public meetings and the closed working sessions, he said.

Jean Maneke, a counselor for the

Missouri Press Association and a Sunshine Law expert, disagreed.

"The law only recognizes two kinds of meetings — open meetings and closed meetings," Maneke said. "They can use whatever kind of phrasing they want... If they're talking about public business, then it's a public meeting."

The attorney general's office in a June 7 letter to the commission asked for all notices, agendas and minutes from January to May of this year. (*St. Clair* and *Washington Missourian*)



KENT FORD / MPA

Engage your audience with digital tools

School of Journalism instructor and *Columbia Missourian* faculty editor Joy Mayer, upper right, talked about community engagement using digital tools during a day-long Missouri Press Foundation workshop July 20 at the Reynolds Journalism Institute. Newspapers of all sizes use all kinds of social media tools, but each newspaper should know what the people in its market are doing online, and use the tools that engage those people, Mayer said. To illustrate how

pervasive social media have become, Mayer shared an anecdote about a 4-year-old who was asked what she was doing crawling around the TV set chord. Her reply: "Looking for the mouse." The child didn't understand the concept of consuming media without being able to interact with it, Mayer said. Newspapers can engage and expand their audiences with digital tools that allow people to respond and participate and communicate with each other.



Missourian ad reps' painting honors fallen soldier

Ron Emig's life is filled with Western and wildlife scenes — cowboys and Indians, wagon trains and longhorn cattle on a trail drive. The scenes reflect thousands of photos by Emig, who is an advertising sales rep for *Missourian* Publishing Co.

He hesitated when his daughter, a teacher, asked him to do a portrait of Jeffrey White that could be presented

to the fallen soldier's parents when the school where she teaches planted a tree in White's memory.

"I thought I could do it," he said, "but I wanted to do him justice and there wasn't much time."

The likeness of White was still wet when Emig and Johnson presented it to Paula and Jeffrey White Sr.

For the past seven years Emig has

sold advertising for *The Missourian* and spent evenings and weekends in the Leslie studio that he shares with his wife, Jane Ann, who is also an artist.

He has been honored for his work a number of times and has shown paintings from New York to San Francisco.

Emig's work can be seen on his website, emigartstudio.com. (*The Washington Missourian*)

'Vote Missouri!' features will appeal to all readers

Follow that series with Capitol art stories

This fall Missouri Press will release two series of youth features that will keep young readers engaged with their community newspapers right up to Christmas break.

The election is in the papers, on the air and on the ground across the state. It's important for readers — young and older — to understand our election system, the importance of voting and the job responsibilities of those who legislate our state.

For many years Missouri Press, in partnership with the Missouri Bar, has produced a series of civic features called Vote Missouri! This year we've updated the features and added a new feature to the series that explains redistricting.

This fall we're releasing several of the features in the Vote Missouri! series, including those covering the electoral college, voting, redistricting and the jobs of the governor, lieutenant governor, secretary of state, representatives and senators.

Each feature provides background, history on the office, requirements for holding the job, classroom activities for all grade levels and, in the case of elected offices, a listing of candidates and links to their campaign websites, when available.

Some of the features are available for download right away. Others will be released after the Missouri primary election so we can include the list of candidates for the November election.

To publish all eight in the series, community newspapers must begin the series no later than the **second week in**

September to publish one each week before the Nov. 6 elections. The features are available now at www.mo-nie.com using download code: election12.



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

"Missouri History through the Art of the State Capitol" is the second series we'll release this fall. Written by Bob Priddy, veteran Capitol reporter and co-author of the book "The Art of the Missouri Capitol: History in Canvas, Bronze and Stone," this seven-part series will share the history of our state as reflected in the treasured art

in the Capitol.

This series is planned for release in mid-October, which will allow newspapers plenty of time to plan and promote this terrific resource.

Again, for newspapers to publish "Missouri History through the Art of the State Capitol" before Christmas break, you'll have to begin the series just as you conclude the Vote Missouri! features.

Our Reading Across Missouri project for release in January will be about the Missouri Mule. Readers will meet Manny, a Rodney Dangerfield kind of mule, who will attempt to stamp out misconceptions and earn some respect for the vital roles mules have played in history.

This year we had more than 150 Missouri newspapers publish our 2012 Reading Across Missouri story, "Patriotic Pals."

Following our statewide reading project, we'll offer a new eight-part series on gardening that should resonate with readers young and older thanks to a national trend to grow and buy local produce.

These four series will fill a full school-year calendar, but it's likely we'll have a few more resources to add as opportunities present themselves. We'll keep everyone informed here in this column, through the MPA Bulletin and with periodic email updates.

If you need help reaching out to young readers, parents and teachers in your community, please call me. I say this every year, but every year it is true — it's important to keep young readers engaged with your newspaper.

Missouri is one of the states that is evolving from its current state standards and testing requirements to the Common Core Standards. One of the key components of these Common Core standards is the use of informational text on a broader level. A newspaper IS informational text.

VOTE MISSOURI!

THE ELECTORAL COLLEGE

Who Really Elects the President?

Thank the Framers of the Constitution for a complicated answer to this question. At the Constitutional Convention of 1787, much debate swirled around who was best suited to elect the president. The Framers considered several options, including letting the state legislatures or the U.S. Congress elect the president. The least popular idea was direct election by the people because they felt that the people were not educated enough to make such an important decision. The compromise solution for choosing the president was a mixture of direct election by the people and by an elected body—the Electoral College.

The Electoral College is not a school. It is a group of people, called electors, who vote for the president and vice president of the United States. Article II, Section 1 of the United States Constitution says that the number of electors a state may have equals the number of representatives and senators a state has in the U.S. Congress. For example, Missouri has eight representatives and two senators; so Missouri has 10 electors. Since the number of representatives a state has is based on population, the states with the most people have the most electoral votes—California (55), Texas (38), Florida (29) and New York (29). On the other hand, states with fewer people like Wyoming, Montana, Alaska, North and South Dakota only have three votes.

Each state gets to decide how to choose their electors. Missouri law (Section 115.399) says that at least 10 weeks before the presidential election that each party that has presidential and vice presidential candidates on the ballot will choose 10 electors. Missouri is a winner-take-all state so whichever party's candidate has the most popular votes in Missouri will be the party whose electors will cast their votes in the Electoral College. Then Congress will choose a date in December for all of the states' electors to gather in their own state capitals and cast their votes for president and vice president. In Missouri, the Secretary of State will seal the votes and send them to Congress to be counted.

MISSOURI POLITICAL PARTIES:
Missouri Constitutional Party—www.constitutionalparty.mo.gov
Missouri Democratic Party—www.missouridemocrats.org
Missouri Republican Party—www.mogop.org
Missouri Libertarian Party—www.lmpmo.org

Interesting Facts:

1. A candidate needs 270 of the 538 electoral votes to be elected president. If there is a tie or if no candidate gets 270 votes, the U.S. House of Representatives chooses the president. (This was how John Quincy Adams was elected in 1824.)
2. Three times in our history the president who won the electoral vote did NOT win the popular vote: 1876—Rutherford B. Hayes; 1888—Benjamin Harrison; 2000—George W. Bush.
3. Missouri is one of 23 states that do not require all electors to swear they will vote for the presidential candidate that won the state's popular vote.

LEARNING EXTENSIONS

- 1. For all grade levels, go to <http://www.archives.gov/federal-register/electoral-college/index.html> for links to lesson plans on the Electoral College.
- 2. Grades 5-8: **ACTIVITY #1**—Redraw the map of the United States as it would look if physical size equaled Electoral College votes. (Rhode Island will be larger than Alaska!) Go to www.zytoon.com for a map showing all of the states with the number of electoral votes they have.
- 3. **ACTIVITY #2**—Assume the role of a delegate to a 2008 constitutional convention. Would you keep the Electoral College? Why or why not? Consider if today's voter is more informed than someone in 1787.
- 4. Grades 9-12: **ACTIVITY #3**—Compare the 2008 Electoral College map with the 2012 one and note what states have gained and what states have lost electoral votes. How do you think this will affect the 2012 presidential campaign?
- 5. **ACTIVITY #4**—Discuss the pros and cons of amending the Constitution to allow for the direct election of the president. Consider how such an amendment would impact less populated states.
- 6. **ACTIVITY #5**—Discuss how the Electoral College impacts where the candidates campaign.
- 7. **ACTIVITY #6**—Discuss how multiple candidates could impact the Electoral College votes.
- 8. **ACTIVITY #7**—Discuss how the Electoral College is consistent with the concept of federalism. Research how other states choose electors and alter their electoral votes. (Not all states are winner-take-all.)

Brought to you by this newspaper, The Missouri Bar and the Missouri Press Association

Obituaries

Jefferson City

Rosalie Heislen

Rosalie Heislen, 86, a 67-year employee and senior advertising representative of the Jefferson City *News Tribune*, died July 13, 2012.

Mrs. Heislen received the Missouri Advertising Managers' Association's Old Pro Award last year. She continued working until being sidelined by a recent illness.

Mrs. Heislen began her career with the *News Tribune* on Feb. 1, 1945, as a switchboard operator. She worked in circulation and classified advertising before joining the display advertising department in the 1970s.

Her husband, Joseph, died in 1993. Survivors include a daughter, four grandchildren, six great-grandchildren and two sisters.



Rosalie Heislen

Judge orders St Louis agencies to release employee pay records

ST. LOUIS—A circuit judge has ordered St. Louis to release employee payroll records for two city agencies that had sued to stop public distribution of the data.

Judge Joan Moriarty told the city in late June that it must release salary and overtime pay records concerning the employees of Collector of Revenue Gregory F.X. Daly and Circuit Attorney Jennifer Joyce.

Daly and Joyce sued the city's Information Technology Services Agency last year after the *Post-Dispatch* requested the pay records for all city departments, offices and agencies for which the department held data.

Joyce and Daly argued that the records weren't the city's to release, asserting that the city wasn't the correct "custodian of records," and thus not allowed by law to disseminate them.

Moriarty said in her ruling that Daly and Joyce do not have "exclusive right" to the data. Since the city's information technology department also holds the

Post-Dispatch doesn't get vacation, sick leave and compensatory time records

records, it too, is a custodian, she wrote.

However, the judge denied the newspaper's request for vacation, sick leave and compensatory time records, saying such information was not tied closely enough to salary to be released.

"Essentially the court agreed with us," said Lewis, Rice, Fingersh attorney Joe Martineau, who represented the *Post-Dispatch* in the suit. "Public records ought to be available in the least expensive manner. The collector of revenue and the circuit attorney are not the owners of those records, as they contended, but the taxpayer is."

Vollmer and Ryan said their agencies would appeal the decision. (*St. Louis Post-Dispatch*)

St. Louis

Frank Bick

Franks C. Bick, 85, creator of what is now known as the Suburban Journals group of newspapers in St. Louis, died July 18, 2012, at his home in Ladue.

Mr. Bick began his newspaper career in 1945 at the *South Side Journal*, a weekly founded by his father. He became publisher in 1960 after his father's death, and over the next decade founded or purchased 10 additional publications, creating the St. Louis Suburban Newspapers.

The chain became part of the Suburban Journals of Greater St. Louis, now owned by Lee Enterprises, publisher of the *Post-Dispatch*.

Mr. Bick leaves his wife, Patricia, four stepsons, a stepdaughter, a sister, a brother and 13 step-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.

Donations to the Foundation are wonderful tributes to Missouri newspaper people, and they support programs that advance the newspaper industry in Missouri.

***St. Louis Post-Dispatch* Newspaper In Education Program**

Lewis, Rice, Fingersh, LLC, St. Louis

Andrew Craig, St. Louis

Andrew Taylor, St. Louis

St. Louis Community College, St. Louis

Imo's Pizza, Des Peres

Missouri Photojournalism Hall of Fame

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

Post-Dispatch gets pay records from city offices

Ruling may suggest that all the records could be obtained from payroll department

A fantastic new opinion issued by the St. Louis Circuit Court will bear watching by all of us over the next few months. Joe Martineau and others in his firm of Lewis, Rice in St. Louis, on behalf of the *St. Louis Post-Dispatch*, obtained this opinion in connection with the paper's request for access to public records data in an unusual set of circumstances.

(A *Post-Dispatch* story about this case is on page 17.)

The Information Technology Services Agency of the City of St. Louis originally was sued by the city collector of revenue and the circuit attorney's office in connection with the agency's work to maintain databases, including the ones for the city's payroll for a number of its city offices.

Back in January 2011, the *Post-Dispatch* sent a letter requesting payroll records for certain city employees, which were housed in several separate city of-

fices. It discovered that several of these offices, specifically in this case the city attorney's office, claimed they were not the "custodian" of that information.



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

But, at the same time, the ITS agency also claimed it was not the custodian of that information — that the city attorney's office, for example, was the custodian. In brief, we had two city agencies attempting to claim neither was the place the data being sought was being "retained," as the sunshine law requires.

The court found that the payroll department for the city receives in-

formation for each payroll and then requests the ITS agency to process the data. Eventually, ITS agency sends the data to the city treasurer, where the payroll funds are paid.

First, the court addressed whether the paper was entitled to obtain the payroll record information from the

agency or whether it had to request those records from each of the governmental bodies for which the employees work. The court held that the agency clearly "retains" those records and was the proper entity from which the paper could request the data.

The second question that was not specifically directed in the opinion, but which may be inferred from this holding, is an issue of the fees charged. The fees charged by the agency were significantly cheaper than the fees that would have been charged had the paper been required to obtain this information from the various individual city offices.

When the court issued this ruling, it made it clear that there is an opportunity to perhaps do an "end run" around the issue of sizeable fees from one department if the requester for the data can locate another agency that "retains" the information and from which it could be obtained in a cheaper fashion.

In short, this opinion could open some doors for access, particularly in places where the data may be spread throughout several offices. With electronic record-keeping becoming the norm for most, if not all, governmental entities, this decision is a good building-block for those pursuing electronic access.

Now, I must warn that this decision is not final at the moment. There is the possibility it may be appealed, and if so, I believe the decision by the Court of Appeals as to this issue would be very important to our organization. We'll keep our eye on this and keep you informed!

Angry response to changes at University Press

University of Missouri President Tim Wolfe announced in late May that the University of Missouri Press, the publishing affiliate of the university, would be phased out starting July 1. MU announced in July the creation of a new press that will combine publishing functions with teaching.

Ten employees were expected to be replaced by three who will partly serve as faculty members.

University Press, based in Columbia, publishes books, scholarly works and research of MU faculty and others.

Wolfe said the UM Press needs to

close because it requires a \$400,000 subsidy from the system.

The announcement of a new model for the press brought angry responses from authors, publishers and observers from across the country. A petition calling on Wolfe to reverse the decision to close UM Press had about 5,000 signatures by July 19.

In the news release announcing the new press, Brian Foster, MU provost, said, "We are entering an era of new and changing information technologies, such as downloading and reading books on mobile devices and inclusion

of content beyond visual, such as audio and interactive content. For years, university presses across the country have been struggling to adapt to technological innovations."

Dean Mills, dean of the Missouri School of Journalism, said in the news release, "This gives us an exciting chance to rethink the methods, the content and the formats of scholarly communication."

(Sources: *Columbia Daily Tribune* and a University of Missouri news release.)

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; D'Anna Balliett, Cameron.

SHOW-ME PRESS ASSOCIATION: President, David Eales, Paris; Vice President, Jeff Grimes, Centralia; Secretary-Treasurer, Sandy Nelson, News-Press & Gazette Co. Directors: Dennis Warden, Owensville; Stacy Rice, Drexel; Past President/Director, Linda Geist, Monroe City.

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

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, 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.

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

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, Jane Haslag, Jefferson City; First Vice President, Jana Todd, Warrenton; Second Vice President, Jeanine York, Washington; Secretary, Mark Maassen, The Kansas City Star; Treasurer, Kristie Williams, Columbia. Directors: Suzie Wilson, Milan; Bruce Wallace, Ashland; Brian Rice, Excelsior Springs; Jennifer Vanderpool, Lake Ozark. Past President, Dennis Warden, Owensville.

MISSOURI ASSOCIATED DAILIES: President, Joe May, Mexico; Vice President, vacant; Secretary, Shelly Arth, Marshall; Treasurer, Doug Crews, Columbia. Directors: Jack Whitaker, Hannibal; Arnie Robbins, St. Louis; Dan Potter, Columbia.

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, Kevin Jones, St. Louis; Vice President, Vicki Russell, Columbia; Secretary-Treasurer, Jack Whitaker, Hannibal. Directors: Dave Bradley, St. Joseph; Steve Oldfield, Adrian.

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; Robert Wilson, Milan; Dane Vernon, Eldon; Vicki Russell, Columbia; Bill James, Harrisonville; 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, Jordan Larimore, Missouri Southern State University; Vice President, Megan Gates, Missouri State University; Secretary, Michelle McIntosh, St. Louis Community College-Forest Park; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Dr. Robert Bergland, Missouri Western State University.

CALENDAR

September

- 1 — Mizzou Football v. Southeastern Louisiana, 6 p.m. Kickoff
- 1 — Football Pregame Reception, MPA Office, 802 Locust St., Columbia, 3 p.m.

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

October

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

November

- 17 — Mizzou football v. Syracuse in Columbia.

Digital Post-Dispatch free to 7-day subscribers

A new *St. Louis Post-Dispatch* eEdition is available on desktop, laptop, smartphone or tablet, and it's free for seven-day newspaper subscribers.

The eEdition contains every page of the *Post-Dispatch*, delivered in electronic format. Readers can flip through pages or search for specific stories. They also can download the file and read it later or share the content with friends on social media.

E-Edition subscribers also receive a new publication: P-D P.M. It's an afternoon electronic version of the *Post-Dispatch* ready for download every afternoon Monday through Friday.

Readers can learn more, sample and subscribe at stltoday.com/e-edition.



A contribution to the Missouri Press Foundation is a wonderful way to recognize an associate or to honor his or her memory.

VISA, MasterCard,
Discover accepted.

(573) 449-4167



146th Annual Missouri Press Association Convention

SEPTEMBER 20 - 22, 2012
HOLIDAY INN EXECUTIVE CENTER
2200 I-70 DRIVE S.W.
COLUMBIA, MISSOURI 65203
573-445-8531

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

☐ Visa ☐ Mastercard Credit Card Number _____ Exp. Date _____

☐ Check Signature of Card Holder _____

Printed Name of Card Holder _____

Register Today! — Bring Your Staff!

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID ONE REGISTRATION FEE

For Hotel Reservations Call 573-445-8531 or 1-800-HOLIDAY by August 14, 2012

Ask for Missouri Press Association Rate of \$89.95 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 (as it will appear on name badge) Please list names of all attending, even for free sessions	Thursday Night Downtown Columbia Tour/ Reception \$35	Friday Breakfast with Bryna Krauth \$25	Friday Luncheon with Paul Steinle \$35	Friday Hall of Fame Banquet \$55	Saturday Breakfast \$25	Saturday Awards Luncheon \$35	*Saturday Only Sessions & Luncheon \$45	Total Per Person

*Saturday Only - Skip Registration Fee and pay only \$45 per person to attend sessions and lunch

CONVENTION CANCELLATIONS: Cancellations received by Friday, August 20, 2012 WILL be entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 20, 2012 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate Grand Total or \$20 for retired member if registration is postmarked or received by August 5th.

Grand Total Due: _____

Spouses are welcome with no additional registration fee, just pay for meals and events.