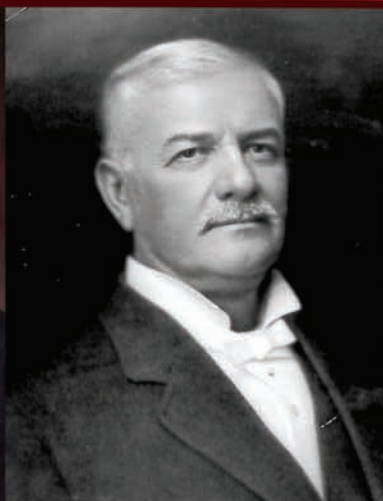
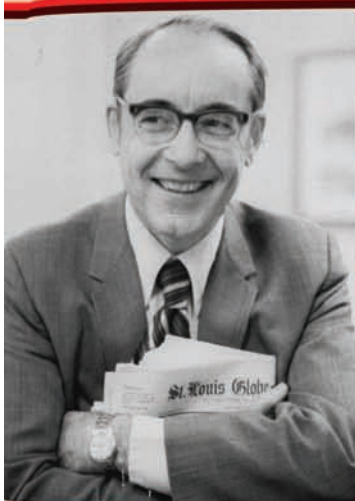


MP MISSOURI PRESS NEWS

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David Kurpius committed to journalism's future

New J-School dean supports partnership model with MPA

Late in the 19th century, the notion that journalism training had any place in the academy was a controversial topic. Traditionalists maintained the only legitimate path to a career as a newsman was experience through a rigorous apprenticeship. These many decades later, that idea is about as quaint as the use of the word "newsman."

A degree in journalism obviously is not a prerequisite for a successful career in newspapers, but the media world is well-populated with graduates of higher education programs from all over the country. None can boast more representatives of distinction than the University of Missouri School of Journalism.

The Missouri Press Association is justifiably proud of its ground-level financial support and the crucial role it played in lobbying the legislature to allow the school's creation. Walter Williams, who had been the president of the MPA, was the first journalism dean when the school opened its doors Sept. 14, 1908.

On July 1, almost 117 years later, David Kurpius became the ninth dean in the school's history. A native of Indiana, Kurpius worked in television journalism before he entered academia. He came to Missouri from Louisiana State University, where he was most recently a professor and associate vice chancellor for enrollment management. He had been with LSU's Manship School of Mass Communication for 10 years. I sat down with him in his office recently to get his impressions after his first few weeks at MU.

Though he had been familiar with the school's reputation, he said, learning about its reach across programs and throughout the world has



Jim Robertson,
Columbia Daily Tribune
MPA President

been eye-opening. He said he is committed to doing a better job of getting the word out about the excellent quality of MU Journalism.

"It's not an old story," he said. "It's a new story." The narrative is the school offers a "deep contextual understanding of journalism and strategic communication and that we are not satisfied with where it is. Through RJI and other elements of the school, we're not just thinking, we're experimenting in interesting ways with new models and new ways of thinking about them. We're trying to be connected to the profession in significant ways to build the next model."

That mandate for forward-looking innovation can create a tension with another important mission of the school: filling the needs of the industry in the here and now.

Many MPA members worry that the school has largely given up its support of print journalism in favor of a digital future. Meanwhile, of course, print dominates among the revenue streams that enable newspapers to cover our communities.

The journalism school can accommodate both missions, Kurpius said. "It starts with good critical thinking, good writing skills, good editing skills," he said. "And we do that."

Beyond that, he said, "The training has to move, from our perspective, more toward helping students be self-learners and innovators over the course of their careers, and that's a little bit different than they come out with just reporting skills X or editing skills Y."

Kurpius said he plans to travel around the state to "meet with the people who are interested in hiring our students and interested in the success of the school." He would love to

hear ideas about how the journalism school can help Missouri newspapers and suggests a "partnership model" with MPA that fosters creative and realistic solutions to our challenges. Such a connection would be entirely appropriate considering the original relationship between Missouri newspapers and the school.

"It is only beneficial to the school for the media in this state to thrive," Kurpius said. "So we want to help that."



Kurpius

MPA members will have an opportunity to meet Dean Kurpius at a Friday morning breakfast program during the convention in Columbia. The session is scheduled 8:30 a.m. Sept. 11.

Bring your questions.



PRESIDENT: Jim Robertson,
Columbia Daily Tribune
FIRST VICE PRESIDENT: Dennis Warden,
Owensville, Gasconade County Republican
SECOND VICE PRESIDENT: Bill Miller, Jr.,
Washington Missourian
SECRETARY: Jacob Brower,
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2015 MPA Hall of Fame inductees selected

Four newspaper people, including an early leader in Missouri journalism from the 1800s, will be inducted in September into the Missouri Press Association Newspaper Hall of Fame.

The induction reception and banquet are scheduled 6 p.m. Friday, Sept. 11, during the 149th annual Convention of the Missouri Press Association (MPA) at the Holiday Inn Select Executive Center in Columbia. This will be the 25th group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

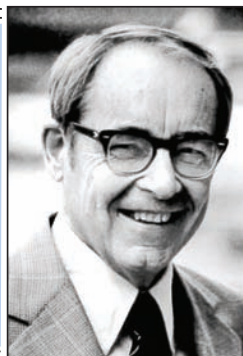
This year's inductees are the late George A. Killenberg, former executive editor of the *St. Louis Globe-Democrat*; the late William H. "Bill" Plummer, reporter, editor and photographer for more than 50 years with the *Chillicothe Constitution-Tribune*; the late Col. Robert Morgan White, who published the *Mexico Ledger* beginning in 1876; and Darryl Wilkinson, publisher of the *Gallatin North Missourian*.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities. Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

George A. Killenberg

George A. Killenberg served as a reporter, city editor, managing editor and finally executive editor of the old *St. Louis Globe-Democrat* during his

To Killenberg, journalists were the ultimate public servants.



43-year career with the newspaper. A native of St. Louis, he attended St. Louis University, working as a sports

information director. The *Globe-Democrat* hired him in 1941 as a reporter. After serving in the Army medical corps during World War II, Killenberg returned to the *Globe-Democrat* and to SLU where he earned a master's degree in American history. As a reporter, he covered the coal mine disaster in Centralia, IL, in 1947 that killed 111 miners.

In 1956, Killenberg was promoted to city editor, then to managing editor 10 years later, and to executive editor in 1979. He retired when the Newhouse family sold the newspaper in 1984. He served as president of the St. Louis Press Club and the Mid-America Press Institute.

Killenberg was known as a strong advocate of local news. He championed diversity in the newsroom, assigning female reporters to hard-news beats, hiring the city's first female sportswriter, recruiting minorities from area journalism schools, and he promoted a woman, Sue Ann Wood, to *Globe-Democrat* editorial posts never before held by a woman: city editor and later managing editor. Under his leadership, the newspaper won a Pulitzer Prize and reporting awards from Sigma Delta Chi, the University of Missouri School of Journalism and the Alfred Sloan Foundation.

He believed journalism stood FOR the people. As he directed news coverage, he used the considerable influence of the *Globe-Democrat* to sound alarms, expose injustices and hold public officials and public figures accountable for their actions. To Killenberg, journalists were the ultimate public servants. Born in 1917, Killenberg died in 2008 at age 91.

William H. "Bill" Plummer

William H. "Bill" Plummer's newspaper career spanned more than 50 years. He joined the *Chillicothe Constitution-Tribune* staff in February 1941, just 13 years after the *Constitution* and the *Tribune* newspapers merged. Except for about four years, Plummer worked for the Chillicothe daily until his retirement in 1987. Even after his retirement he continued to contribute stories, make photographs and write his popular column, "Re-

flections." He was known for his ability to make a story out of a fact or detail most people would consider insignificant. He was a skilled photographer and is credited for setting up the newspaper's first darkroom in the bathroom of his home. He was a part-owner of the newspaper and served as a mentor for budding journalists who came to serve as reporters and photographers with the newspaper.

Plummer attended Park College in Parkville and the University of Mis-

He had the ability to make a story from a detail most would consider insignificant.



souri School of Journalism, receiving his degree from MU in 1936. He got his start in 1936 as a reporter with the *Harrison County Times* in Bethany. In 1940, he was hired as city editor and reporter in Chillicothe. Two years later, he joined the staff of the *Kansas City Times*. Then, he joined the U.S. Navy in 1944. In 1946, he returned to the *Constitution-Tribune*, working at the newspaper for the next 41 years, serving as editor, photographer, part-owner, and at his retirement in 1987, as assistant to the publisher.

For his work in journalism, Plummer was honored by the Missouri House of Representatives, the City of Chillicothe, the Chillicothe School District and other local organizations. He served one term on the Chillicothe City Council and was a member of several city and county organizations. In 1988, the *Constitution-Tribune* established an annual \$1,000 scholarship in his name for a Chillicothe High School graduate. He received the Merrill Chilcote Award during the 100th anniversary banquet of the Northwest Missouri Press Association. He served as president of NWMPA in 1963. Born in 1915, Plummer died in 2001 at age 86.

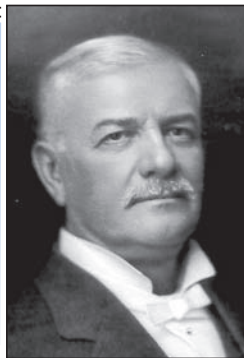
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Col. Robert Morgan White

Col. Robert Morgan White was born in 1855. Col. White published his first edition of the *Mexico Weekly Ledger* Sept. 22, 1876. Col. White made the *Ledger* one of the state's leading newspapers, and he became one of Missouri's and the nation's respected

*Always just
and fair,
he deplored
dishonesty
and
misbehavior.*



journalism leaders. Col. White earned his degree from Westminster College and was offered a contract to play baseball with the St. Louis Browns. He edited a college monthly, where he "acquired a taste for journalism."

Col. White's son, L. Mitchell White, described his father in these words: "He was six feet, three inches tall, and weighed close to 200 pounds when he took charge of the *Ledger*. He was straight as an arrow and walked with long strides. People always referred to his walking across the square rapidly, his coattails flapping in the air. He was energetic, extremely active, quick, both in actions and reaching a decision. Always just and fair, he deplored dishonesty and misbehavior. He had little time or use for political demagogues or those in public life who used their positions for selfish purposes or to rob from the public."

Col. White served as president of the Missouri Press Association in 1885. His son, L. Mitchell White (1921), and his grandson, Robert M. White II (1984), served as MPA presidents and also are members of the MPA Hall of Fame. Col. White was

active as a member of the Missouri Press Association all his life and was at one time recording secretary of the National Editorial Association (now the National Newspaper Association) and vice president of the Western Federation of Writers. He was a leader in church, civic and charitable organizations in the Mexico community. A newspaper editor in Warrensburg in 1885 noted: "Bob White's paper, the *Ledger*, has done more for the town of Mexico than have all of its citizens combined. The *Ledger* is to Mexico what the heart is to man." Col. White died in 1934 at age 79.

Darryl Wilkinson

Darryl Wilkinson has been president of Gallatin Publishing Company since 1982. A 1972 graduate of Odessa High School, he is editor and publisher of *The Gallatin North Missourian*, the oldest business in continuous operation in Daviess County, established in 1864. Wilkinson and his wife, Elizabeth, were a journalism team on projects even before they married and worked together on the campus newspaper at Northwest Missouri State University. They worked at newspapers in Ida Grove, Iowa, and Grant City, Mo., before moving to Gallatin in 1978. During the years the Wilkinsons have owned and operated Gallatin Publishing Company, gross sales and business operations have multiplied. Internet website construction and hosting were added to printing operations during the 1990s. The company currently hosts and maintains more than 100 commercial internet websites and operates the dominant real estate and auctions website serving northern Missouri and southern Iowa under the domains of NorthwestMissouri.com, ShoMeMore.com and GPCink.com.

Business expansion occurred in 2008 when a six-unit News King press was purchased from the University of

Missouri and relocated at Gallatin. The publishing company moved away from the town square into a 12,000 square-foot manufacturing facility to offer full-color newsprint printing to its customers.

Gallatin Publishing Company owns and operates four newsprint periodicals of its own while providing printing services to a dozen neighboring weekly and daily newspapers and advertising shoppers at locations throughout northwest Missouri. The company employs 28 full- and part-time employees at its printing plant and offices in Gallatin and at its sales office in Chillicothe.

A 1976 graduate of Northwest Missouri State University, Wilkinson served as president of the Northwest Missouri Press Association in 1985 and has served on the Missouri Press Association Board of Directors.

He was president of the Gallatin Industrial Development Corporation, leading to the construction of Gallatin

*He is editor
and publisher
of the oldest
business in
continuous
operation
in Daviess Co.*



Area Business Park, helping to attract a major employer, Continental Grain Company, in pork production to northern Missouri.

He was named Missouri Volunteer of the Year in 1994 by the Southern Industrial Development Council for helping initiate and create jobs through Gallatin Industrial Development Corporation.

The Wilkinsons are active in many community and church affairs. They have four children and seven grandchildren.

CONGRATULATIONS

to the 25th Class of Missouri Press Hall of Fame Inductees

Induction ceremonies Friday, Sept. 11

Missouri Press Association Annual Convention & Trade Show



September 10-12, 2015

Holiday Inn Executive Center | Columbia, MO

Small Town. Big News



Strong slate of experts scheduled

Missouri Press Association Convention in Columbia Sept. 10-12

Mark your calendars for the Missouri Press Association 149th Annual Convention & Trade Show, showcasing some of the most respected names in the industry.

This year's theme is "Small Town, Big News," emphasizing the importance of newspapers to their communities.

Speakers:

✦ The new Dean of the University of Missouri School of Journalism, since July 1, **David Kurpius** was professor and associate vice chancellor for enrollment management at Louisiana State University and has more than 10 years of professional television news and production experience. He has published studies in more than 20 peer-reviewed journals and books and is a researcher for the Kettering Foundation. He will be speaking at Friday's breakfast.



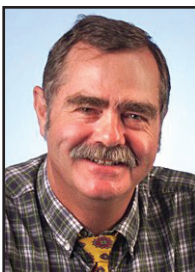
✦ MU Chancellor **R. Bowen Loftin** also will be speaking at Friday's breakfast session. Loftin became chancellor of the University of Missouri Feb. 1, 2014. He is Miz-zou's 22nd chief executive officer and also a professor of physics at MU. He is a frequent consultant to industry and government in the areas of modeling and simulation, advanced

training technologies and scientific/engineering data visualization. Loftin is the author or co-author of more than 100 technical publications.

✦ Former *Mexico Ledger* and *USA Today* editor and current chief of staff for President George H. W. Bush, **Jean Becker** served as deputy press secretary to First Lady Barbara Bush from 1989 to 1992. Before joining the Bush White House staff in 1989, Becker was a newspaper reporter for 10 years, including a four-year stint at *USA Today*. She grew up on a family farm in Martinsburg, Mo. and graduated in 1978 with degrees in journalism and arts from the University of Missouri. She was recognized as an outstanding alumni by the College of Arts and Sciences in 1992. She is the Friday luncheon speaker.



✦ *St. Louis Post-Dispatch* columnist **Bill McClellan** has been the newspaper's popular, local columnist for more than 30 years. Since 1983, McClellan has been the St. Louis town crier, historian, humorist, soothsayer and seeker of justice. His work has been compared with Mark Twain's. He worked as a reporter in Phoenix before coming to the *Post-Dispatch* in 1980. He was night-police reporter before becoming a columnist in 1983. He will be the Saturday breakfast speaker.



✦ Veteran **Morley Piper** stormed the beaches at Normandy during the D-Day Invasion, beginning the liberation of Western Europe to end World War II. He was just 19 years old when he served as second lieutenant during the largest seaborne invasion in history. During his Saturday morning presentation "A Hero In Our Midst," convention attendees will hear a stirring narrative of when Piper answered the call of duty. His powerful D-Day account will broaden perspectives about history and the reaches of personal determination. Piper is the former executive director of the New England Newspaper Association and is clerk of the Newspaper Association Managers, Inc.



Panel Discussions:

✦ The panel session, "Police Camera Video: To View or Not to View," will feature panelists State Rep. **Shawn Rhoads** (R-West Plains); State Rep. **Brandon Ellington** (D-Kansas City); **Sheldon Lineback**, executive director of the Missouri Police Chiefs Association; Deputy Chief **Jill Schlude**, Columbia Police Department; and **Tony Rotherth**, legal director with the American Civil Liberties Union of Missouri in St. Louis. **David Lieb** of The Associated Press, Jefferson City, will moderate.

✦ A "Covering Missouri's Courts" panel session, moderated by media law attorney and Missouri Press Association counsel **Jean Maneke**, will

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feature Circuit Judge of the 13th Judicial Circuit (Boone and Callaway counties) **Gary Oxenhandler** and **Scott Lauck**, editor at *Missouri Lawyers Media*.

✪ *Columbia Daily Tribune* editor and MPA president **Jim Robertson** will moderate a panel about newspaper careers titled "Why Did I Pick Newspapers for a Career?" Panelists include 2015 William E. James Outstanding Young Journalists of the Year award winners **Nicole Cooke** and **Brett Adkison** and University of Missouri School of Journalism student **Jack Witthaus**.

✪ A sportswriting panel is planned, including **Joe Walljasper**, *Columbia Daily Tribune*; **Bill Battle**, *Washington Missourian*; and **Jason West**, Missouri State High School Activities Association Communications Director.

Workshops and Sessions:

✪ **Russell Viers** will conduct a workshop titled "Small Town. Big Technology. Big Design." Viers is a Transition Expert in the publishing world. Since 1997, he has helped newspapers and magazines adapt to changes in the industry. From film



to pixels, paste-up to pagination, print to electronic media, he is on the leading edge of the technology, empowering his customers to reap the benefits of transition, instead of incurring the expense of falling behind. As a publishing industry analyst, Russell understands and interprets current trends. He is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after technical speaker/trainer worldwide, due to his extensive knowledge and entertaining style. He helps publishers automate work flows, save time and cut overhead. He is the creator of Atomic News Tools; software that allows small publishers to take content

from InDesign to the web in seconds.

✪ In his session "Selling Has Nothing To Do With Selling," President of Tangent Knowledge Systems, **Rick Ferrell**, will debunk the time-honored beliefs and strategies that organizations hold so dearly. Ferrell has an in-depth knowledge of the sales challenges of small to midsize companies. Session content is nontraditional, contrary and designed to be a wake up call. Delivery is fluff-free, content rich, "PowerPointless," fast-paced, interactive and entertaining.



✪ A "Native Advertising" session will be presented by **Jaci Smith**, project leader for APG of Southern Minnesota's institutional fellowship at the Donald W. Reynolds Journalism Institute. She will speak about trends in native advertising, including finding ways to make native advertising work in smaller news operations, without costly external vendors. Why native? "Because I think the silos that have been painstakingly built over time between editorial and advertising need to come down a little," says Smith. "...we need to instead focus on the best way to deliver information to our audience, no matter where it originates, as our top priority." Smith is the managing editor of the *Faribault Daily News*.



✪ Reynolds Fellow and MU associate professor of journalism **Joy Meyer** will speak about social media content, finding and engaging audiences, and online comments. Mayer's work focuses on community engagement in journalism, and how news can be more of a con-



versation and less of a lecture. Journalists too often spend more time separating themselves from their communities than they do building connections. Being more audience-focused, and more responsive, can be good for the journalism, good for the community and good for the bottom line. After her fellowship, Mayer returned to being an editor at the *Columbia Missourian*, with a focus on community outreach. She teaches classes in participatory journalism, multimedia design and print design.

✪ **Jock Lauterer** will conduct a session called "Latest Trends and Best Practices in Community Journalism." He is the founding director of the Carolina Community Media Project and teaches community journalism, photojournalism and news-writing classes. He has 15 years journalistic experience as co-founder, publisher and editor of two newspapers in North Carolina. Lauterer is the author of six books, including his textbook, "Community Journalism: Relentlessly Local."



Other convention activities

The jam-packed MPA Convention schedule includes a trip to Arrow Rock for shopping, music, food and drink, and a special visit to the MPA's Print Shop Museum, exhibiting historical presses and other unique items related to the newspaper trade.

Don't miss the fun, food and fellowship with other newspaper people and, of course, the Hall of Fame Banquet and Awards Luncheon, honoring and recognizing journalistic achievement.

Hotel reservations can be made by calling 573.445.8531. Ask for the Missouri Press Association special room rate of \$99.95.

Make plans now to attend the 2015 Annual Convention Sept. 10-12, 2015 at the Holiday Inn Executive Center in Columbia.

DON'T MISS MPA'S 149TH ANNUAL CONVENTION SEPT. 10-12!

REGISTER TODAY!

A detailed AGENDA can be found on the back cover of this magazine

REGISTRATION FORM on Page 19 or online at: <http://www.mopress.com/convention.php>

Scenes from Ozark Press Association meeting

July 17, Drury University, Springfield



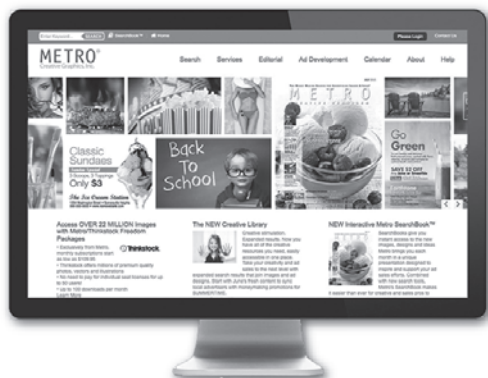
Featured speakers at the Ozark Press Association's annual regional meeting July 17 at Drury University in Springfield included, clockwise from bottom left, retired editor Dale Freeman, on ethics in journalism; executive editor of the *Springfield News-Leader*, Paul Berry, on effective websites; and MPA legal counsel, Jean Maneke, on contemporary media law issues affecting newspapers.

Missouri Press Association staff members, from left, Melody Bezenek, Brittney Wakeland, and Kristie Williams attended a Springfield Cardinals baseball game after the annual regional meeting of the Ozark Press Association at Drury University in Springfield.

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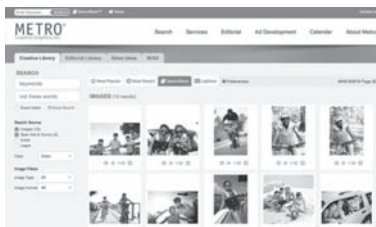


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Scenes from SEMO Press Association meeting

July 16, Southeast Missouri State University, Cape Girardeau



Doug Crews, left, MPA executive director, receives the Mildred Wallhausen Friend of Southeast Missouri Press Association award July 16 from Scott Seal, SEMO Press Association first vice president, during the association's annual meeting in Cape Girardeau.



Speaker of the Missouri House Todd Richardson, left, and Southeast Missouri State University president Carlos Vargas were among the speakers at the annual SEMO Press Association meeting in Cape Girardeau.



Bob Miller and Rex Rust, from left, listen to Judd Slivka explain video techniques during a hands-on video session July 16 during the Southeast Missouri Press Association's annual meeting in Cape Girardeau.

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ON THE MOVE



• **Kennett** — Terri Coleman has retired from the *Daily Dunklin Democrat* as advertising manager. She was in the newspaper business for more than 30 years.

• **Marshall** — Dave Phillips, publisher of *The Marshall Democrat-News*, announced he will retire at the end of August, after a 40-year career. He joined the *Democrat-News* in April 2013. He previously served as publisher of the *Sedalia Democrat* and the *Newton (KS) Kansan*, and specialized in marketing and operations positions for newspapers in Georgia, Mississippi, Florida, Arkansas and California.



"With my wife's recent diagnosis of early-onset Alzheimer's, I felt it was important for the two of us to spend as much quality time together as possible," Phillips said. Phillips also plans to expand his wood-turning business.

• **West Plains** — Jim Perry is the new publisher of *The West Plains Daily Quill*, recently sold to Phillips Media. Prior to West Plains, Perry ran *The Daily Register* in Gainesville, Texas. He has more than 40 years of experience in the community newspaper business.



• **St. Louis** — Sports columnist Bernie Miklasz announced he is leaving the *St. Louis Post Dispatch* after 26 years. His last column will appear Aug. 9. Miklasz, 56, joined the *Post-Dispatch* as an NFL writer in 1985. In 1988, he moved to Texas to cover the Cowboys for *The Dallas Morning News*. In 1989, the *Post-Dispatch* hired Miklasz as a sports columnist.



• **Paris/New London** — David Eales, publisher of the *Monroe County Appeal* in Paris and the *Ralls County Herald-Enterprise* in New London has moved to the northwestern United States.

• **West Plains** — Frank L. Martin III, recently sold the *West Plains Daily Quill* to Phillips Media. He is the son of Frank Lee Martin Jr., who bought the *West Plains Daily Quill* in 1946, and grandson of Frank Lee Martin, the second dean of the Missouri School of Journalism.



Martin went to work for his father as managing editor of *The Quill* in 1975 after graduation from the Missouri School of Journalism and four years working for the *New Orleans Times-Picayune*.

He became editor, publisher and president of *The Quill* in 1983. Under his leadership, *The Quill* has earned many awards and recognition for excellence in journalism. He was appointed to the Missouri Press-Bar Commission in 1999 and serves as commission president. He served as volunteer media coordinator for two judicial circuits. He is a Missouri Press Association Hall of Fame inductee, recognized for being an "outspoken champion of civil liberties and human rights, using his editorial pen to scold and lecture when necessary."

• **Camdenton** — Cody Mroczka has joined the staff of the *Lake Sun* as a reporter. He is a 2015 journalism graduate from the University of Missouri in Columbia.

• **Columbia** — Warren Dalton, nearly 98 years old, has written his 241st, and final, history column for the *Columbia Daily Tribune*. His column appeared every two weeks for nine years.



Bill Miller and Hank Waters
Deans of Missouri Editorial Writers



Bill Miller, Sr., *Washington Missourian*, left, and Hank Waters, *Columbia Daily Tribune*, participated in an editorial writing session during the International Society of Weekly Newspaper Editors (ISWNE) conference June 24-28 in Columbia. Both men are 85 years old and continue cranking out editorials at their respective newspapers. Scott Charton, formerly with the AP, moderated the session.

OBITUARIES



St. Louis

Joe Williams

Joe Williams, 56, of St. Louis died July 26, 2015 in a one-vehicle accident. He was the film critic at the *St. Louis Post-Dispatch* and was on the way to the Starlite Drive-In in Cadet, Mo., when the accident occurred. He started at the *Post-Dispatch* in 1997 as a feature writer for the "Get Out" entertainment section. He became the movie critic in 2000. He held a master's degree from the University of Missouri School of Journalism and was a founding member of the St. Louis Film Critics Association. He is survived by his wife, two brothers, and four sisters.



Kansas City

Marshall Tezon

Marshall Lee Tezon, 70, of Kansas City, died July 13, 2015. He was a graphic artist and co-publisher of *The Caldwell County News* in Hamilton with his wife, Anne Tezon, until their retirement and the sale of the newspaper in 2013. He is survived by his wife, a stepson, grandson, two sisters, a brother, other family and friends.



Sedalia

Frank Lyon

Frank Lyon, 69, of Lincoln, died July 8, 2015. He was the publisher of the *Sedalia Democrat* from 1995 to his retirement in 2001. He also worked for the *News Herald* in Panama City, Fla. and the *McAllen Monitor* in McAllen, Texas. He is survived by his wife and mother, a son, a daughter, two sisters, and two grandsons.



Caruthersville

Dorothy Clayton

Dorothy Clayton, 98, of Caruthersville, died June 28, 2015 near the home of her son in Little Rock, Ark. The mother of MPA Hall of Fame member Ralph Clayton, she and husband Bill helped out when needed

at *The Democrat-Argus*. She was known to join the stuffing crew, despite arthritis she developed in a 35-year career at Brown Shoe Co. She is survived by a son, seven grandchildren and many great-grandchildren.

Poplar Bluff

Gary Richard

Gary Lee Richard, 65, of Poplar Bluff, died June 20, 2014. He was the circulation director of the *Daily American Republic*. He began his newspaper career in the late 1980s at *The Journal* in Poplar Bluff, which subsequently purchased the *Republic*. He is survived by one son, two grandsons, a granddaughter, a brother, other family and friends.

Carthage

Murlin 'Gene' Smith

Murlin "Gene" Smith, 80, of Scranton, Kan., died May 29. He was a reporter at *The Carthage Press* in the 1950s and 1960s. He earned a bachelor's degree in journalism from the University of Missouri. He worked for the *Topeka Capital Journal* and was a freelance aviation journalist for *Air Progress* magazine, retiring in 1999.



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Percent of adults who rely on newspapers for these topics...

Crime	36%
Local politics	26%
Community events	25%
Arts events	25%
Local taxes	22%
Schools	21%
Housing	19%
Government activities	19%
Local jobs	17%
Zoning and development	17%
Social services	13%

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N-2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone participants.

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• **Ash Grove** -- The Ash Grove and Willard newspapers have merged and are now called the *Commonwealth* and are located at 100 E. Main Street in Ash Grove.

• **Adrian/Butler** -- The Butler city council has decided to name the town square after the late C.A. Moore, revered editor of *The News Xpress*. The council voted unanimously to rename the downtown area "C.A. Moore Square" and position a plaque at each corner below the street sign names.

• **Carthage** -- The *Carthage Press* has changed its print schedule, moving to a twice weekly newspaper. It will be published each Wednesday and Saturday. The newspaper has also been redesigned and expanded.

• **Hale** -- *Hale Horizons* editor Rob Corf was one of five people chosen to represent the media in the annual Carroll County Senior Center "Pig Kissing" contest. The contest is a fundraiser for the center, each participant collecting one-penny votes through voting cans placed at businesses in the community. Staci Wood with the *Norborne Democrat-Leader* and Janet Zullig with the *Carrollton Democrat* also were candidates.

• **Shelbina** -- The *Shelbina Weekly* has begun having its newspaper printed by the *Hannibal Courier-Post* after the company that owns the newspaper shuttered the printing plant at the *Mexico Ledger*, where Shelbina was previously printing. The same company owns the *Mexico Ledger*.

• **St. Clair** -- *The St. Clair Missourian* recently celebrated its 30th anniversary. The newspaper was founded May 30, 1985 by publisher Bill Miller, Sr. The first edition rolled off the presses June 5, 1985.

• **Brookfield** -- The *Linn County Leader* has moved printing from Independence to Hannibal. As a result, publication dates for the *Linn County Leader* changed to a Tuesday, Thursday, Saturday publication as of Aug. 4. Previously, the newspaper published Monday, Wednesday, Friday.

• **Carthage** -- Former *Carthage Press* managing editor Randy Turner published a new book, *Silver Lining in a Funnel Cloud: Greed, Corruption, and the Joplin Tornado*. It is available online and at Joplin-area retail outlets. It is his ninth book.

St. Louis American receives international NIE award

The *St. Louis American* has received the Silver World Young Reader Prize in the news in education category for their STEM (Science, Technology, Engineering, and Math) project. Twenty-two newspapers from across the world were honored in the biennial contest featuring seven categories: teaching freedom, digital first, brand, editorial, enduring excellence, news in education and public service. The *St. Louis American* was honored in the News In Education category for its "STEM initiative targeting under-

privileged groups."

About the STEM project, the jury said, in part, "The newspaper is not just informing, but inspiring these young people to try things, and to become scientists or astronauts themselves. Great program with good funding that particularly encourages minority, low-income students. This innovative program demonstrates how much newspapers can do in helping children with their education by making it fun and interesting."

Prizes will be awarded Sept. 3 dur-

ing WAN-IFRA India 2015 scheduled Sept. 2-4 in Mumbai.

The World Association of Newspapers and News Publishers (WAN-IFRA) is the global organization of the world's press, representing more than 18,000 publications, 15,000 online sites and more than 3,000 companies in more than 120 countries.

WAN-IFRA carries out its work from headquarters in Frankfurt, Germany, and in Paris, France, with subsidiaries in Singapore and India.

Post-Dispatch senior staffers departing

In a move to save money, Lee Enterprises, owner of the *St. Louis Post-Dispatch*, recently offered buyouts to senior staffers. Rather than see up-and-coming employees lose their jobs, nine long-time employees opted to take the buyout package and retire.

Those accepting the buyout include:

— Bill McClellan, who for more than 30 years has been a popular columnist at the newspaper.

— Susan Weich, who joined the newspaper in 1987 and exposed corruption in certain St. Louis area fire protection districts.

— Investigative reporter Virginia Young, who covered politics at the Missouri state capitol.

— Michael Sorkin, who was a finalist for the Pulitzer Prize in investigative reporting.

— Veteran reporters Bob Kelly and Margaret Gillerman.

In addition, two editors and a paginator accepted buyout packages.

The nine veteran employees leaving the *Post-Dispatch* means four reporters and a copy editor, who had been targeted for a staff layoff June 26, will be allowed to keep their jobs, according to a United Media Guild Unit statement.


McClellan will continue to write a once-a-week column for the Sunday edition of the *St. Louis Post-Dispatch*.

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Outstanding Young Journalists announced



Cooke



Adkison

Two newspaper journalists – from the *Sedalia Democrat* and the *Clinton County Leader*, Plattsburg -- have been selected to receive the 2015 William E. James/Missouri Outstanding Young Journalist awards from the Missouri Press Association.

Jim Robertson, president of the Missouri Press Association and editor of the *Columbia Daily Tribune*, announced Nicole Cooke of Sedalia and Brett Adkison of Lathrop, will receive their awards Sept. 12, in Columbia during the MPA's annual awards luncheon.

Nicole Cooke has worked for the Sedalia daily newspaper since August 2013. She has degrees in public

relations and journalism from the University of Central Missouri, Warrensburg. She has won awards for news and photos from the Associated Press Managing Editors, the Kansas City Press Club, the Missouri State Teachers Association and the Missouri Press Association.

Her nominators said, "Cooke is a pleasure to work with, handles stress well, accepts responsibilities well outside her job description and delivers outstanding results each time. She is a natural leader and exactly the kind of young journalist we need to keep our industry viable."

Plattsburg publisher Stephen Tinnen said he hired away Brett Adkison from a nearby weekly newspaper because he "admired his exceptional writing skills and keen eye for taking the right photo to fit his subject..."

Adkison attended Missouri Western State University in St. Joseph, then was hired as a reporter and editor for the *Lathrop Rural Reporter* in 2006. He's worked at the *Clinton County Leader* since 2008 as assistant editor. He has won numerous awards from the Missouri Press Association,

and for the past two years the *Leader* has won the distinguished Gold Medal Award for Class 1 weekly newspapers.

"Since he joined our staff, our circulation has increased in a time where subscriber numbers are dwindling," Tinnen said. "There is no doubt in my mind that Brett is the right person to honor the memory of Bill James as an outstanding young journalist because Brett is one."

Winners of the William E. James/ Outstanding Young Journalist Award have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed, written by Walter Williams, founding dean of the University of Missouri School of Journalism.

William E. "Bill" James, the namesake for this award, served as publisher of the *Warrensburg Daily Star-Journal* from November 2007 until his death in November 2013. He was publisher of the *Cass County Democrat Missourian* in Harrisonville from 1985 to 2000. He was inducted into the MPA Newspaper Hall of Fame in 2001. His widow, Dorothy, lives in Olathe, Kan.

Letter

Greetings,

It is with great pleasure that I am enclosing my donation of \$3,400 to the MPA Foundation's program to help fund the intern financing plan...

I am doing this because of my personal experience as a beneficiary of the J-School sponsored internship program working in Eldon, Mo., in 1964, the year I earned my BJ from the Journalism School.

This money is just one of the ways I am using to thank Bill Bray, my teacher, and Doug Crews, my good friend and confidant. I greatly appreciate the efforts of both these individuals in furthering the careers of aspiring as well as practicing journalists who do work in support of a free and well-informed society which is essential to our form of government.

Charles Richards
retired, former owner
Regional Publishing,
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Real Possibilities

Is the mail on time in rural areas?

U.S. Postal Service is going to be asking; Thank you, Sen. Blunt

(NNA) -- Small towns and rural areas may soon get more attention from the U.S. Postal Service, following several years of post office and mail sorting facility closings.

The Senate Appropriations Committee ordered new examination of the on-time arrival of mail outside urban areas. National Newspaper Association President John Edgecombe Jr., publisher of *The Nebraska Signal* in Geneva, Neb., said the new requirement resulted from NNA's work to improve rural mail service. He expressed NNA's thanks to Sen. Roy Blunt, R-MO, for being the champion of a new rural mail service measurement.

Blunt said, "Rural mail delivery has been increasingly strained in recent years, especially with additional mail processing center closures in my state. Many rural Missourians have experienced delayed mail, and it is a problem that needs to be addressed. I am pleased the Appropriations Committee included my language directing the Postal Service and Postal Regulatory Commission to work together to create a measurement to determine rural mail delivery times. With the U.S. Postal Service expressing support for this language, this is a constructive step forward to address the ongoing challenges facing rural mail service."

"NNA always works for the benefit of smaller communities in the U.S., and we know that mail is particularly important to our towns. Since 2011, when mail processing facilities began to close, most of us community newspaper people have seen deterioration in the quality of service. But current USPS mail service studies do not specifically look at rural mail. We asked in March that the Postal Regulatory Commission work out a study on rural and small town mail. Now we are gratified that the Senate Appropriations Committee is going to require it," Edgecombe said.

The Postal Service regularly gathers data on the time elapsed from the entry of a mail piece into its system to the arrival at the mail's destination. Reports of on-time delivery as measured against a stated service standard are provided through the PRC's website. Information comes from a

variety of USPS systems, including reports from in-home mail monitors working through a Postal Service contractor.

"We believe the Postal Service is sensitive to the need for a separate measurement of rural mail," NNA Chief Executive Officer Tonda F. Rush said. "The changes in the service network since the Great Recession have disproportionately diminished service to small towns, simply because they are now further away from mail processing plants and their mail has to travel further. We have been discussing this problem with Postmaster General Megan Brennan, who offered her in-

creased attention to this problem. Her support for Blunt's amendment was critical."

Enactment of the requirement depends upon passage of the overall bill by the Senate and House. However, Rush said she believed the study would begin even without the final passage of the legislation.

"We appreciate Postmaster General Brennan's openness to taking on this important measurement. Under the maxim, 'what gets measured gets done,' we think once the numbers are run on the rural areas, the Postal Service will have the tools to improve the service," Edgecombe said.



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A 'plethora' of educational content

STEM, Magna Carta, Literacy Day, book columns and more

Kudos to the *St. Louis American* on its recognition by the World Association of Newspapers-IFRA organization in the 2015 World Young Reader contest. Twenty-two newspapers from across the world were honored in the biennial contest featuring seven categories: Teaching Freedom, Digital First, Brand, Editorial, Enduring Excellence, News In Education and Public Service. The *St. Louis American* was honored in the News In Education category for its "STEM initiative targeting underprivileged groups."

Kevin Jones initiated the Newspaper In Education effort at his paper in the fall of 2012. The program has been tremendously successful with both teachers and sponsors and has grown to include weekly content on topics in addition to STEM (science, technology, engineering, math). Read more in a guest column written by the *St. Louis American's* NIE manager Cathy Sewell published in the August 2014 Missouri Press News magazine: http://www.mopress.com/_lib/files/August_2014_Magazine_WEB.pdf.

School Calendar Opportunities

A new school year is upon us and Missouri Press has a plethora of educational content lined up this year for you to reach out to young readers in your community. We published a calendar in the July magazine. You also can find it on mopress.com. I'll hit a few highlights below. Please call me if you have questions or suggestions.

You can hardly search for school curriculum and not find the acronym STEM.

Last year MPA released an educator resource with newspaper-based activities



that teach the skills of science, technology, engineering and math. The guide is a perfect tool to distribute to teachers in your community in print or on your website to start off the new school year. To access "STEM Inside the Newspaper," visit mo-nie.com and use download code: [stemguide](#).

If you are looking for syndicated content that you can use year-round, consider one of the free book columns available through MPA. Three columns -- one for new parents, one for children and one for adults -- are available monthly along with book jackets for the recommended titles. To access the download codes, visit mopress.com and click on the "Book Columns" tab under Foundation.

Promoting reading should be at the top of every newspaper's "To Do" list. MPA will kick off a new school year with a feature promoting reading and celebrating International Literacy Day Sept. 8. This is a great date to kick off your Newspaper In Education efforts!

Throughout September, MPA will release new civic education features in partnership with The Missouri Bar about the Magna Carta, the Voting Rights Act of 1965, and the Missouri Non-Partisan Courts Plan.

The Magna Carta established the principal that no one is above the law. Written 800 years ago by 13th century barons trying to protect their rights and property from a tyrannical king, the American colonists inserted those same rights into the laws of their states and later into the Constitution and Bill of Rights. Use this feature, or any of our archived options, to celebrate Constitution Day Sept. 17.

The Missouri Non-Partisan Court Plan serves as a national model for selecting judges. Since it's approval 75 years ago by Missouri voters, the Missouri Plan, as it is known, has been used to select judges based on merit rather than political affiliation. This new educational feature will explore the history of the Missouri Plan.

On Aug. 6, 1965, President Lyndon B. Johnson signed the Voting Rights Act, outlawing discriminatory voting practices. This new feature commemorates the

50th anniversary of this hard-earned civil rights legislation.

These new educational features are of value to ALL readers, not just school children. They add to a vast catalog of civic education newspaper features that can only be found through your Missouri Press Association. Thanks to The Missouri Bar for its long-time partnership enabling us to make these resources available to newspapers in Missouri and beyond at no cost.

There are a lot of terrific commemorations this fall. In October, the Newspaper Manager's Association, NAM, will celebrate 75 years of promoting the newspaper industry in the U.S. with National Newspaper Week. Resources will be available at nationalnewspaperweek.com to publish Oct. 4-10. Missouri Press will produce an educational feature to help our newspapers celebrate.

Another terrific MPA/Missouri Bar partnership kicks off in October with the release of a nine-part Digital Literacy series. The topics will include digital access, digital commerce, digital communication, digital literacy, digital etiquette, digital law, digital rights and responsibilities, digital health and wellness and digital security (self-protection).

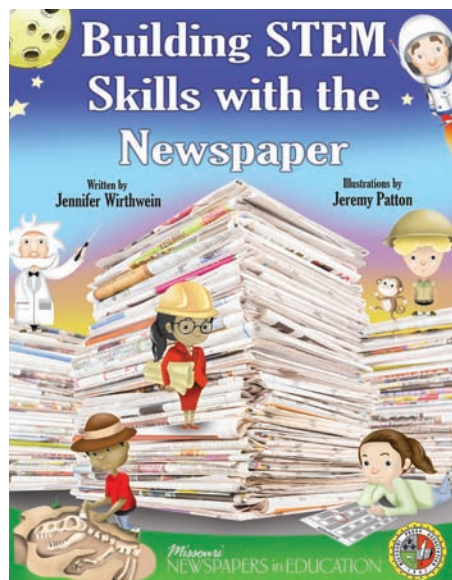
These features, along with archived topics such as Veteran's Day and Bill of Rights Day, should provide quality content to carry newspapers through the first semester to Christmas break. And we all know what happens in January.

If you loved the "Night at the Museum" series of movies, you won't want to miss the opportunity to treat your readers to a night when history comes alive inside our Missouri State Capitol! Missouri author Carolyn Mueller will pen a fun new story just for our annual Reading Across Missouri project. Watch for more details this fall!

Not too late for Missouri Road Trip

It's not too late to take advantage of some of the Missouri Road Trip features available this summer. You do not have to use all 11 features in the series. Visit www.mo-nie.com and use download code: [MoRoadTrip15](#) to access the features and pick a few favorites to finish out the summer.

For those newspapers that did use the series throughout the summer and publish all 11 features, we'll announce the winners of the MPF newspaper incentives at the Better Newspaper Contest Awards Luncheon during the MPA convention, Saturday, Sept. 12, in Columbia.





Staff member from several newspapers attended the Missouri Press Foundation's Sports Reporting Training Camp July 24 at Lee Hills Hall on the University of Missouri campus in Columbia. Sessions about photography, digital editing, engaging readers and more. (photo by Bryan E. Jones)



The 2015-2016 officers and directors elected July 16 to serve on the Southeast Missouri Press Association board of directors include, from left, second vice president Toby Carrig, *St. Genevieve Herald*; Anne Hayes, Cape Girardeau, Southeast Missouri State University; first vice president H. Scott Seal, *Portageville Missourian-News*; Kim Combs, *Wayne County Journal-Banner*; Tamara Buck, Cape Girardeau, Southeast Missouri State University; secretary-treasurer Michelle Friedrich, *Daily American Republic*, Poplar Bluff; Ed Thomason, *New Madrid Weekly Record*; president and historian Peggy Scott, *Jefferson County Leader*, Festus; Gary Rust, *Southeast Missourian*, Cape Girardeau; and, not pictured, Teresa Ressel, *Park Hills Daily Journal*.

Officers and members of the 2015-2016 Ozark Press Association board of directors include, from left, president Matthew Barba, *Bolivar Herald-Free Press*; Jody Porter, *Douglas County Herald*, Ava; secretary-treasurer Emily Letterman, *Springfield Business Journal*; Paul Berry, *Springfield News-Leader*; and, not pictured, Norene Prososki, Gainesville; David Burton, Springfield; Sharon Vaughn, Summersville; and Terry Hampton, West Plains. (photo by Kristie Williams)



MPA CALENDAR

2015

September

10-12 — 149th Annual MPA Convention, Columbia

October

1-3 — 129th NNA Convention, St. Charles

22 — Mo. Photojournalism Hall of Fame induction, Columbia

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A refresher course in law and ethics

Drone use update; advice about covering sexual abuse stories

In the last few weeks, the legal hotline has generated enough calls from newspapers beginning to look at the use of drones in the newsroom that it clearly is time to refresh everyone's memory about the current status of the law in this regard.

At this moment, the Federal Aviation Administration (FAA) has NOT authorized the unrestricted use of drones (ie: "unmanned aerial vehicles") for newsgathering.

Despite this, there are a number of reporters around the country who own drones or who are working hard to perfect their skills in manipulating drones with the hopes this will be the next frontier for journalists in gathering data.

Meanwhile, the FAA, which has begun its study of drones, anticipates its rule-making process will not be completed until late 2016. During the time before it is completed, the FAA has worked with a number of organizations to test the use of drones, including with CNN, in terms of the use of drones in newsgathering; with a drone manufacturer, in terms of the use of drones to observe and monitor agricultural crops; and with BNSF Railroad, in terms of the use of drones to monitor rail traffic.

Individual news operations, meanwhile, may apply for an exemption under Rule 333 for the right to use a drone for news gathering. Forms for this exemption are available online and, generally, the FAA says it takes about 120 days for such an exemption to be processed. The applicant, in order to qualify for this exemption, MUST have an FAA-issued pilot certificate.

It is of note that one of the considerations under study in this rule-making activity is whether the FAA will allow the use of a "micro" category of drones (under 4.5 pounds) which will not require pilot



certification by the operator in order to be used.

Alternatively, there are a number of entities who have already qualified for these exemptions and a user may work with one of these entities in order to hire them to operate the drone if a project is underway in the news room in which drone photography or video would be beneficial.

Drones do have an amazing capacity to show large areas of land in a way that most smaller news operations cannot begin to afford to photograph. I have absolutely no doubt that a drone in the 21st century will soon be no different than the computer that is sitting on nearly every reporter's desk today.

Sex Abuse Reporting

Meanwhile, on a totally different subject, let me share with you this month some thoughts about ethical decisions that confront a newspaper in writing stories about sexual abuse victims.

The Poynter Institute, noting the Bill Cosby media coverage in recent months, has issued a number of points to be considered when editing such stories prior to publi-

cation. I'm taking the liberty of repeating a shorter version of them here because I think they make for good newsroom discussion.

These have no right or wrong answer, of course. They are not laws, but ethical concerns.

First, determine the focus of your coverage and the audience. Is it a legal story, or a celebrity story? Poynter suggests that the writers determine what are the really important points to be made in the story and focus on those.

Weigh your options in regard to naming the victim. You need not follow what others are doing.

Consider the details you will report. Are they necessary to the story? What harm do they cause? Are you just appealing to your readers "prurient interest" for click traffic?

Remember that a sexual assault is an act of violence, not reporting on a sexual interaction. Weigh the words being used in your descriptions.

Finally, if there is a story worth reporting on, it is worth reporting on until the story is over. The Poynter Institute points out that the AP pursued the story about Bill Cosby for years. The

entire story may take substantial digging to reach its conclusion. A newsroom needs to be committed to pursue it until the whole story has been told.

'First, determine the focus of your coverage and the audience. Is it a legal story or a celebrity story? Consider the details you will report. Are they necessary?'



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Agenda for 149th Annual Missouri Press Convention



Holiday Inn Executive Center
2200 I-70 Drive Southwest | Columbia, MO | 65203
September 10-12, 2015

Thursday, Sept. 10

9:30 a.m. Missouri Press Foundation Board meeting

10:00 a.m. to 3:00 p.m. Workshop with Russell Viers: Small Town. Big Technology. Big Design.

12:00 Noon Missouri Press Association / Missouri Press Service Board meeting and lunch

4:00 p.m. Shuttle service from hotel to Arrow Rock. Mo. for MPA Print Shop Museum Fundraiser: food, drink, tours, shopping, Dixieland Garage Band. Return to hotel at 8:00 p.m.

6:15 p.m. Dinner at J. Huston Tavern in Arrow Rock

Friday, Sept. 11

8:30 a.m. Breakfast Program: MU Chancellor R. Bowen Loftin and new Journalism School Dean David Kurpius

9:30 a.m. Panel Session: "Police Camera Videos: To View or Not to View," David Lieb of The Associated Press, moderator. Panelists: State Rep. Shawn Rhoads; State Rep. Brandon Ellington; Sheldon Lineback, Missouri Police Chiefs Association; Deputy Chief Jill Schlude, Columbia Police Department; and Tony Rothert, American Civil Liberties Union of Missouri.

10:45 a.m. Rick Ferrell: Selling Has Nothing To Do With Selling, *Part 1*

10:45 a.m. Covering Missouri's Courts Panel: Jean Maneke, moderator; Boone County Circuit Judge Gary Oxenhandler; Scott Lauck, Missouri Lawyers Weekly

11:00 a.m. to 5:00 p.m. MPA Trade Show

11:45 a.m. Missouri Press Business Meeting, Election of Officers

12:00 Noon Luncheon with Jean Becker, former *Mexico Ledger* and *USA Today* reporter/editor, Chief of Staff for President George H. W. Bush since 1994

1:30 p.m. Speaker: Jaci Smith, Reynolds Journalism Institute Institutional Fellow, Native Advertising

1:30 p.m. Sportswriting Panel: Joe Walljasper, *Columbia Daily Tribune*; Bill Battle, *Washington Missourian*; Jason West, Missouri State High School Activities Association Communications Director

2:45 p.m. Why Did I Pick Newspapers for a Career? Jim Robertson, moderator; Panelist include 2015 William E. James Outstanding Young Journalists of the Year award winners Nicole Cooke and Brett Adkison, and University of Missouri School of Journalism student Jack Witthaus.

2:45 p.m. MU Journalism Prof. Joy Mayer, social media content, finding and engaging audiences, online comments

3:45 p.m. Reception in the Trade Show for all attendees

6:00 p.m. Missouri Press Hall of Fame Banquet Reception

6:30 p.m. Missouri Press Hall of Fame Banquet

Saturday, Sept. 12

8:30 a.m. Breakfast with Bill McClellan, *St. Louis Post-Dispatch* columnist

9:30 a.m. Rick Ferrell: Selling Has Nothing To Do With Selling, *Part 2*

9:30 a.m. Jock Lauterer: Latest Trends and Best Practices in Community Journalism

10:45 a.m. Morley Piper, A Hero in Our Midst. Piper, a New England newspaperman, will tell his experiences about landing on D-Day, 71 years ago.

11:45 a.m. Better Newspaper Contest Awards Luncheon
William E. James Outstanding Young Journalists of the Year; William A. and Jo Anne Bray Scholarship Winner; Edward L. Steele Scholarship Winner

