

# MP MISSOURI PRESS NEWS

## It Can Wait WINNERS, ESSAYS P3



**P5 | Connie Whitney Retiring From MPA**  
**P6 | Rookie Reporters Program**  
**P8 | \$1 Million to J-School**

### REGULAR FEATURES

President.....	2
MPA Moments.....	8
On The Move.....	9
Obituaries.....	10
Scrapbook.....	12
NIE Report.....	16
Jean Maneke.....	18





# Words of advice, words of thanks

**T**he president's final column should end with a thank you. Please let me begin with one too. Thank you, everyone, for all your support. It's been a wonderful year because of it.

There's the joke about one departing U.S. president leaving two envelopes for his successor to open in case of a crisis. Sometime into the successor's presidency, scandal hits and he opens Envelope no. 1. It counsels: "Blame everything on your predecessor." The advice works like a charm. Then, later in his term, an even worse scandal breaks. The desperate president reaches for Envelope no. 2, rips it open and reads: "Prepare two envelopes."

Since we're an open records kind of an organization that makes hay about the sunshine, my advice to my successor doesn't come under seal. I'll publish it here.

## Rule no. 1

Manage expectations. I picked this up from the Oracle of Bolivar, past president Dave Berry, who in his December 2003 farewell column established a charitable standard for the rest of us: "My only real stated objective was to do my part in making certain that the association was no worse off for my time as president than it was before I became president."

Major League Baseball has its Mendoza Line, the threshold of incompetence for a position player with a weak bat. We have this.

Dave, of course, has put up Hall of Fame stats throughout his involvement with the association, and has the honorary plaque to prove it. Following Dave's example, my first word of advice to a successor is: Aim high, but set a low bar. I like to think my presidency went a long way in lowering expectations for you.

## Rule no. 2

If you get to choose, choose an even-numbered year. Dennis Warden, currently a full two heartbeats away from the presidency, made a smart move here. Maybe I should have said



something to incoming 2015 President Jim Robertson before tossing him that gavel.

Even-year service gets you two benefits right off the bat. First, because of constitutional amendments and other election-related revenues, you have a better shot at balancing the books during your term. Second, it usually makes for a less dyspeptic legislative year. It's wonderful how the prospect of fall elections concentrates the minds of our most vocal legislative foes. Sure, we had some scares in 2014 but, come sine die, God was in his heaven and public notices stayed in newspapers.

## Rule no. 3

Don't lose your executive director. Now, here, Jim's might have been the better play than Dennis's. As we recently announced to members and staff, MPA executive Doug Crews plans to retire in February 2016.

Any success I've enjoyed this past year directly relates to Doug's superb work running the organization. The metaphor for this is the 62-page script he handed me to use in presiding over our three-day fall convention. He called it our bible, and he was right. It was copious in chapter and verse, and omniscient in its contingency planning, including if exigent circumstances thrust me before a microphone to bless any of several meals. There it was, at the ready on page 32, a beautiful invocation.

Sure, Doug let me offer ideas for the script ahead of time. He let me edit it, put things into my own words. He even let me depart from it. But in the end, Doug was the author of the convention's success, as he is of the organization's.

## Rule no. 4

Enjoy the ride. Some of it's spent in the back seat of the Crews family vehicle. It's one of the many perks of high office, especially if Doug brings Tricia. With or without a chauffeur, I've loved my travels throughout the state. I wish I could have done even more, but heavy rests the head that wears the crown. You'll learn this in Springfield, after a presidential tour of the Mother's Brewing Co.

In *To Kill a Mockingbird*, Scout remembers her father Atticus saying, "You never really understand a person until you ... climb into his skin and walk around in it." Jim Robertson and I did that several years ago, in the depths of a February at a Missouri Press Day at the Capitol. Each of us mistakenly walked around in the other's overcoat. We've been friends and fellow travelers in journalism ever since. I couldn't be more proud in handing over to Jim that big black briefcase containing the Missouri Press codes.

Thank you everyone for this great privilege and the great fun and great friends that have come with it.

Here's to the Missouri Press Association.



**Jim Robertson, 2015 MPA President, hoists the MPA gavel after outgoing MPA President Richard Gard, back, presented it to him at the annual MPA Convention in Columbia.**



**PRESIDENT:** Richard Gard,  
St. Louis, Missouri Lawyers Media  
**FIRST VICE PRESIDENT:** Jim Robertson,  
Columbia Daily Tribune  
**SECOND VICE PRESIDENT:** Dennis Warden,  
Owensville, Gasconade County Republican  
**SECRETARY:** Dennis Ellsworth, St. Joseph News-Press  
**TREASURER:** Donna Bischoff, St. Louis Post-Dispatch  
**EXECUTIVE DIRECTOR:** Doug Crews  
**ADVERTISING DIRECTOR:** Mark Nienhueser  
**EDITOR:** Bryan E. Jones

**DIRECTORS:** Mark Maassen, *The Kansas City Star*.  
Joe Spaar, *The Odessan*  
Trevor Vernon, *Eldon Advertiser*  
Bill Miller Jr., *Washington Missourian*  
Jeff Schrag, *Springfield Daily Events*  
Carol Stark, *The Joplin Globe*  
James White, *Benton County Enterprise*, Warsaw  
Darryl Wilkinson, Gallatin, *North Missourian*  
**NNA REPRESENTATIVE:** Brad Gentry,  
*Houston Herald*

**MISSOURI PRESS NEWS (ISSN 00266671)** is published every month for \$15 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.



Nicholas Julien, 18, a senior at Salem High School in Salem, second from right, and Brenna Jones, 13, an eighth-grade student at St. George Catholic School in Hermann, fifth from left, are the statewide winners of the 'It Can Wait' (no texting while driving) Essay Contest, sponsored by Missouri newspapers, the Missouri Press Association (MPA) and AT&T Missouri. The winners each received \$500, a tour of the MPA office and the University of Missouri School of Journalism, and dinner. They also met MPA representatives, AT&T officials, and local newspaper publishers. At the presentation Nov. 18 at the MPA office in Columbia were, from left, MPA Executive Director Doug Crews; Dawn and Kevin Jones with children Colin Jones and Brenna Jones; AT&T Missouri President John Sondag; Salem News assistant publisher Felicia Dodd and publisher Donald Dodd; Nicholas Julien and his mother Brenda Julien. (photo by Bryan E. Jones)

## 'It Can Wait' essay contest winners recognized

Nicholas Julien, 18, a senior at Salem High School in Salem, and Brenna Jones, 13, an eighth-grade student at St. George Catholic School in Hermann, are the statewide winners of the "It Can Wait" (no texting while driving) Essay Contest, sponsored by Missouri newspapers, the Missouri Press Association (MPA) and AT&T Missouri.

Julien and Jones received \$500 first prizes in the contest's high school and middle school divisions. Their essays were submitted to the state contest after winning *The Salem News'* and the *Hermann Advertiser-Courier's* local contests, respectively.

"I want to thank the Missouri Press Association for joining the It Can Wait movement to end texting while driving, and I want to thank all of the students who took the time to enter the contest," said AT&T Missouri President John Sondag. "Texting while driving is an epidemic, but if we work together to raise awareness of this issue, we can help save lives and make our roadways safer for Missourians."

This is the second year Missouri newspapers, MPA and AT&T had teamed up for the contest.

"On behalf of the Missouri Press Association and its member newspa-

pers, I wish to thank AT&T Missouri for this partnership aimed at saving lives on our roadways," said Richard Gard, president of MPA and publisher of Missouri Lawyers Media in St. Louis. "The essays are excellent and sobering, urging all drivers to avoid texting while driving."

In addition to each receiving \$500, Julien and Jones, along with their guests, visited the Missouri Press Association headquarters Nov. 18, in Columbia. Their day included a tour of the University of Missouri School of Journalism and dinner with representatives from the school, newspapers, AT&T Missouri and MPA.

Each day in the United States, more than nine people are killed and more than 1,153 people are injured in crashes that are reported to involve a distracted driver, John Sondag of AT&T said. Texting drivers are much more likely to be in an accident.

Despite knowing the risks of texting while driving, 43 percent of teens admit to texting while driving.

However, there is an opportunity to change this behavior, Sondag said. Ninety percent of teen drivers say they would stop if a friend in the car asked them, and 78 percent say they are likely not to text and drive if friends



tell them it is wrong.

Drivers are encouraged to take the pledge to never text and drive at [ItCanWait.com](http://ItCanWait.com)

Winners on the local level included Madie Matchell, Cuba Middle School; Jessica Elmore, Ozark Junior High; Alexis Duarte, Houston Middle School; and Brittany Dawson, Bourbon High School.

The winning essays submitted by Julien and Jones are published in their entirety on the following page.

(continued on next page)



# Don't Text and Drive!

by Brenna Jones

A very perspicacious man once said, "I fear the day technology will surpass our human interaction. The world will have a generation of idiots." This man was Albert Einstein. I believe that the day he feared has come. Today, cell phones and computers are crucial to our daily lives. We are the idiots.

One of the biggest problems our world is facing now is texting and driving. It kills 11 teenagers every day. Adults are affected by this true epidemic as well. Seventy-seven percent of young adult drivers say that they can confidently text and drive. I find this particularly absurd because when you text and drive, five seconds of staring at your phone can equal driving the distance of one football field. Who can drive the length of a football field blindfolded at 55 miles per hour safely? No one. Then, how can they say that they can text and drive safely?

## **People who choose to text and drive endanger themselves.**

Driving while on your phone makes crashing your vehicle 23 times more likely. Statistics show that teens who text while driving spend 10 percent of their driving time outside of their lane. Why do we have lanes in the first place? They keep everyone on their own side of the road. They also keep head-on collisions at bay. So, what happens when someone is texting and accidentally slips into the other lane? A head-on collision could occur, which usually seriously injures or even kills both of the drivers. Texting while driving not only makes the driver unsafe, but it also creates a problem for everyone around him or her.

## **Texting and driving endangers others around you.**

There are many commercials on television that feature victims of texting and driving. Family members and even the victims themselves re-tell their story. Many of them say that the texts that caused their crash were small ones like "love you" or "LOL." One of the most ironic ones is "I can't wait." If someone is really in a rush to get somewhere, don't you think it would be sensible to put down his or her phone and drive? It's pretty much common sense.

Believe it or not, texting and driving involves peer pressure. Being a teen myself, I understand the fear of "if I don't text them back right away, they'll

get upset." It's a funny fear because if someone is really your friend, they won't care if you text them back or not. They'll value your safety more. Let's say a girl is on her way to her best friend's house. She receives a text from that friend and decides to text back while on the freeway, traveling at 65 miles per hour. She collides with another car. Her friend is still at home, waiting for her to arrive. She never does.

## **How do you think that friend felt when she heard her text made her crash?**

In reality, it was the girl's own fault for deciding to take her eyes off of the road in the first place. Still, how do you think her friend felt when she never showed up? What about when she found out her best friend had been severely injured in a car crash?

If you think replying to a text is so important, think about how important you are to the people you love.

## **Do you really want to cause them that pain?**

Keep your family and friends in mind when you get into your vehicle, and turn your cell phone OFF. It's better to not even be tempted by that little "ding" that goes off every time you get a text or call. Nowadays, we have technology like Bluetooth audio and voice-activated texting, but that leads to distracted driving. It's better to just focus on the road instead of your phone.

Don't be a victim. Take the pledge to never text and drive at ItCanWait.com. Don't endanger others and yourself just because you want to say three little words to your friend. It's not worth it. We can stop this problem by pledging to power down our phones and being patient. If you "can't wait" to get somewhere, don't text it.

## **Enjoy your drive, and do us all a favor and don't text.**

**Because, trust me, you can wait.**

---

## A Text or a Life

by Nicholas Julien

American Telephone and Telegraph was incorporated as a subsidiary of American Bell in 1885 with the original goal of establishing a long distance phone network. By 1915, they had a network that ran from New York to San Francisco. Since then, we've progressed from home telephones to cell phones, from phone calls to text messages. With that progress, as with all progress, peril has followed.

According to the Insurance Institute for Highway Safety, 11 teenagers are killed every day in texting and driving accidents. Don't become a statistic; stay safe on the road.

How does one justify texting and driving? Many people don't. A lot of people who text and drive only do it because it's expected that they be available at all times. Others think of themselves as the special exclusion, as if they're immune to accidents because they've never been in one. Still others think that driving is easy enough they don't need to pay attention to the road, but do any of those reasons really make the reward greater than the risk?

What do you get from texting and driving? The reward is that your friend gets that text five minutes earlier, or your spouse gets that one more "I love you" than you would've been able to send without texting and driving. Is all that really worth it, though, when you look at the risk? The National Highway Traffic Safety Administration reported that in 2010 over 400,000 people were injured and over 3,000 people were killed in texting and driving accidents. What makes you think that you're somehow safer than those hundreds of thousands of people? Maybe you think that driving is easy for you so you don't have to focus on the road, but a car is a lethal weapon. Texting and driving makes about as much sense as shooting a gun blindfolded.

Perhaps you realize the risks of texting and driving, but you think that your text is important enough to make it worth it. Chandler Gerber did, but he certainly doesn't anymore. Chandler's story, along with three others, was told in the short documentary "From One Second To The Next" by Werner Herzog. He was texting his wife while driving when he crashed into the back of an Amish buggy. "I love you" was the last text he sent before the crash. The accident killed three children. "It is a big deal, please don't do it. Don't ever text and drive," Chandler said with a haunted and faltering voice.

Are the texts you're sending really worth your life and the lives of the people around you? Your car is a lethal weapon; treat it like one. Please pledge to never text and drive at ItCanWait.com. The next time you hear that text tone, ask yourself if the text you're about to send is worth losing your life over. I think you'll find that it can wait.

# Connie Whitney retiring after 45 years with MPA

Connie Whitney's first day on the job at Missouri Press was June 1, 1969. After 45 years of dedication to Missouri Newspapers, she is retiring Dec. 17. Her family, co-workers, colleagues and friends wish her the best in the coming years.

"It does not seem like it's been 45 years. I enjoyed almost every day because I care about what I am doing and how I do it," she said.

"Connie knows more about ad placement in Missouri newspapers than anyone else," said MPA Executive Director Doug Crews. "Her dedication to MPA is strong, appreciated, and I will miss working with her."

Connie was still in high school when she began working at MPA. Office personnel at the time still did most everything manually, including writing checks, balancing the books, processing orders, filing tearsheets and more.

"We had one machine when I first started, a Frieden machine made by the Singer Sewing Machine company, that used paper tapes with holes punched in them," she recalled. "In about 1972, we got our first IBM computer which used floppy disks about the size of a record album cover."



Connie said MPA has been a "fantastic place to work" and she takes pride in the fact she has seen the organization go from annual revenue less than \$150,000 when she started to revenue in the millions today.

Staying with one organization for an entire career is certainly the exception. She said the glue that helped her "stick" at MPA was the "ever-changing" nature of her job. "I may have done the same things every day, but never in the same way. It was never dull. Solving problems is very rewarding."

When prompted for advice about what it takes to have a successful workplace tenure, Connie replied: "Lis-

ten to older, more experienced people around you; never stop learning; pay attention to the customer; and remember the grass is not always greener on the other side."

While making the transition through many different types of technological changes in the workplace, Connie says she hopes the printed newspaper never goes away.

"My Sunday morning is a cup of coffee, a newspaper, and a house full of people wanting to know what's for breakfast," she said.

What will retirement look like? "I am not totally sure, yet," she said. "We'll see where it goes." Along with the family's trucking business and involvement in A-Modified dirt-track racing, she plans to keep a hand in accounting, spend time catching up on 45 years of "not quite getting that closet cleaned out," taking time for the grandkids, and reading the print newspaper.

Connie has been married to her husband, Eddie, for 44 years. The couple lives between Sturgeon and Hallsville and they have two children: son Eddie and wife Jen with son Lane; and daughter Heather and her two children, Zach and Abby.

Broadband • Entertainment • Voice • Cloud • Managed Services

For CenturyLink information, contact:

Gregory Baker  
CenturyLink North Missouri  
573.886.3600  
gregory.a.baker@CenturyLink.com

Pamela Anderson  
CenturyLink South Missouri  
417.334.9253  
pamela.anderson@CenturyLink.com



**CenturyLink®**

Your link to what's next™

centurylink.com

Services not available in all areas. © 2014 CenturyLink. All Rights Reserved.  
The name CenturyLink and the pathways logo are trademarks of CenturyLink.



# Student journalists gain skills, boost community

High school journalism students are gaining real-world communications skills and boosting local news content in a pilot program that could grow to other communities.

Sedalia School District 200, the *Sedalia Democrat* and the Donald W. Reynolds Journalism Institute at the University of Missouri in Columbia have joined forces for Rookie Reporters, a program in which Smith-Cotton High School students report and write stories that are published with their bylines in the *Democrat*.

The students learn how to prepare for and conduct interviews, take notes, write in news and features styles and meet deadline. Like most media outlets, the *Democrat* has experienced staffing cutbacks, so the students' stories provide additional local content that is relevant to its readership; with students reporting on school-related matters, the *Democrat's* staff is able to pursue other issues.

The program started informally during the 2013-14 school year, and when Roger Gafke, director of program development for the Reynolds Institute, heard about it, he proposed the *Democrat* and Sedalia 200 track students' and readers' experiences during the 2014-15 year to gauge whether Rookie Reporters could be effective in other communities.

"Our goal for this project is to discover ways to connect high school journalism students to community media organizations to report and produce editorial content on parts of the community that otherwise would not be covered by the regular staff of the organization," Gafke said. "We hope both citizens and the students benefit."

Smith-Cotton students have tackled an array of subjects, including concussion protocols for student athletes, the Family and Consumer Sciences' class competing in versions of the Food Network shows "Cupcake Wars" and "Chopped," a school-wide seatbelt safety program and a breakdown of the high rate of turnover recently among varsity head coaches.

Students also have written Opinion page commentaries about the pressure students feel to go to college and a plea to reduce the drama tied



Examples of published journalistic work produced by Smith-Cotton High School students as part of the Rookie Reporters pilot program are on display in the Sarah Cotton Computer Lab at Smith-Cotton High School, which is home base for the school's journalism program. The Rookie Reporters program is a joint effort among Sedalia School District 200, the *Sedalia Democrat* and the Donald W. Reynolds Journalism Institute at the University of Missouri in Columbia. (submitted photo)

to teen relationships.

*Sedalia Democrat* Editor Dennis Rich sees Rookie Reporters as a way to fill educational gaps.

"Not only have we seen cutbacks in newsrooms, we have also seen the loss of high school publications as well as dramatic changes to area college journalism programs, eliminating the opportunities many of us had to learn the foundations of reporting and community journalism," he said.

"Though the medium journalists use to convey information may change in the coming years, the skills needed always will remain. The Rookie Reporter program has allowed us to share some of that institutional knowledge with students as well as providing our readership with valuable content that helps tell the stories that inform and shape our communities."

Junior Chase Plymell, who wrote the coaching turnover story (<http://tinyurl.com/k6dez5e>), has aspirations

to go into sports journalism. He currently is working on a report about the declining number of three-sport athletes.

"Rookie Reporters offers many benefits," Plymell said. "It provides many great opportunities to enhance communication skills and allows students to become more confident in their writing skills, which both can be applied to other classes in school and even real-world situations."

Bob Satnan, Sedalia 200 communications director and journalism teacher, said Rookie Reporters is valuable for all students, not just those who plan to enter the communications field.

"As high school teachers, our job is to prepare students for the working world," he said. "With Rookie Reporters, students gain vital communication skills that are applicable to most any occupation, and they have examples of their work to include in a resume packet that could give them a leg up on their competition. Our community also gains from knowing more about what is happening in its local schools. There are so many positives from this program, and we're hopeful it can grow in Missouri and elsewhere."



**Chase Plymell**

# Millennials rely on newspaper media

*Contrary to stereotypes, millennials use newspapers to stay engaged, informed*

by Caroline Little, president/CEO,  
Newspaper Association of America

It has become a never-ending quest to define millennials. Those between the age of 18 and 34 are often portrayed as a self-absorbed, narcissistic generation obsessed with technology. They are a group more likely to check their Twitter or Instagram apps than keep up with world events. In fact, voters age 18-29 made up a mere 13 percent of the vote in last month's mid-term elections.



So you're probably thinking, "Millennials are not engaged with the news." Since *TIME* magazine dubbed millennials as the "Me Me Me Generation," that has been the prevailing thought. But that is not true.

**R**ecent studies show that America's 80 million millennials are a generation of civically-minded, globally-aware individuals who rely on newspaper media to be engaged and informed. There will be media pundits who push through with their millennial stereotypes while ignoring the data.

The digital audience for newspapers hit a new high of 164 million in August and that growth was driven by young adults, particularly women. Compared to August 2013, young women (ages 18-24) were the fastest-growing segment of the newspaper digital audience, rising 38 percent. Likewise, 92 percent of women ages 25-34 read newspaper digital content, the greatest reach among any age or gender.

These numbers indicate that millennials continue to engage with newspaper media content. It should be no surprise that they largely consume news through mobile devices and digital platforms. Overall, 71 percent of millennials access newspaper content online in a month.

Though many will exclusively consume news digitally, it would be foolish to dismiss print. *The New York Times*,

for example, reported 10 percent of its print subscribers were between the ages of 18 and 24. According to Nielsen Scarborough research, more than half – 55 percent – of those 18 to 34 read a print newspaper in a typical week.

These facts showcase a generation that actively seeks out news to become thoughtful, informed members of society. It is noteworthy that newspaper content is an essential part of their media consumption because it proves newspapers provide a level of trust other forms of media cannot.

Perhaps that's why some 60 percent consider their local newspapers to be trustworthy, according to Nielsen, while only 43 percent agree that social media sites can be trusted.

**W**hy does this generation have a preference toward newspaper media content? For one, they care a lot more about reliability than speed, which flies in the face of conventional stereotypes. According to YouthPulse, 67 percent of young people would rather be the last to know about something but have the information be accurate and 72 percent prefer to be the source of

information to a friend, instead of vice versa.

It all comes down to trust. Millennials are serious about educating themselves and being global citizens. Like previous generations, they need to ensure their time is well spent and what they read can be trusted.

**T**he wide-reach of newspapers is especially good news for advertisers looking to reach this elusive demographic, as millennials of both genders take advantage of circulars and print advertising to plan shopping decisions.

New research conducted by Frank Magid Associates for the Newspaper Association of America found 73 percent acted on a newspaper ad they saw in the past month, typically searching online for additional information about the product or service.

Is it really a surprise that the reach of newspaper media continues to grow in audience and relevancy among the younger generation? Whether you're 22, 32 or 52 – all roads to information lead back to newspaper media.

It's time for advertisers and marketers to rethink how to engage with millennials.

**Digital  
FOOTPRINT**  
OFFERED BY MISSOURIPRESSSERVICE

Call: 573-449-4167



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

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

FOR MORE INFORMATION OR A FREE DEMO

call 888.391.0202



# \$1 Million Gift to MU to Support Community Journalism

Walter B. Potter Jr., a resident of Falls Church, Va., has committed \$1 million to the University of Missouri School of Journalism to supplement the Walter B. Potter Fund for Local Journalism, established in 2010.

The endowment supports teaching and research centered on journalism that serves small communities, such as towns in rural areas or individual neighborhoods in larger urban areas. Potter says his gift is in honor of his late father, Walter Sr., and is motivated by his career as a journalist as well as his positive experiences as a graduate student at MU.

"The newspaper industry has provided three generations of my family with satisfying and rewarding lives," Potter said. "I just wanted to give back to the profession from which we have received so much. Also, my experience attending the School of Journalism at the University of Missouri was the major turning point in my newspaper career. Much of whatever success I've enjoyed has come thanks to what I learned and the people I met at the best journalism school in the world."

Potter's endowment established the Walter B. Potter, Sr. Conference, the first of which took place in 2011, and the most recent Nov. 20-21, 2014 at the MU Reynolds Journalism Institute. These conferences bring together community journalists from around the country to share information about new technologies as well as strategies for the changing economic climate for all local journalists.

Potter hopes this gift will further cement MU and Potter Fund efforts like the conferences as the "go to" destination for community publishers in moving from traditional media to the Internet and other future technologies.

"Community news organizations are crucial to democracy at the local level," said Dean Mills, dean of the MU School of Journalism. "This generous gift from Walt Potter will strengthen those organizations"

"Mr. Potter's gift will further advance the MU School of Journalism as the worldwide leader in journalism teaching, research and innovation," MU Chancellor



Walter B. Potter, Jr.

R. Bowen Loftin said. "Mr. Potter has found a meaningful way to advance his passion for community journalism, and the university community thanks him for his generosity..."

"Through Walt Potter's generosity in establishing the Potter Conferences, community newspaper publishers and staff members are given an opportunity to swap success stories that have brought new revenue to their operations," said Doug Crews, executive director of the Missouri Press Association.

Potter's family has been involved in the newspaper business for decades. Walter Sr. owned and operated six community newspapers and was president of the Virginia Press Association in 1959 and the National Newspaper Association in 1966. Potter's mother, Alice

Kay, was an award-winning reporter and photographer for the *Culpeper (Va.) Star-Exponent* and active in Virginia Press Women Inc.

Walter Jr. worked on his father's flagship paper in Culpeper, starting at age 13, in jobs ranging from paper boy to advertising salesman to reporter and copy editor. He worked as a police reporter for the *Norfolk Virginian-Pilot*. After earning a master's degree from the University of Missouri School of Journalism, he was a reporter for the *Nashville Banner*, reporter and editor for the *Kansas City Times*, reporter for *Presstime* - the journal of the Newspaper Association of America - and was editor and business manager of his father and grandfather's Emporia, Va. newspaper, *The Independent-Messenger*.



## Computers may replace pencils!

*Missouri Press moments is a look back in the association's long history, designed to highlight interesting and significant events and people; provide historical notes; or simply entertain. Enjoy!*

--Bryan E. Jones, MPA Editor

An article in a 1969 Missouri Press News magazine with the headline, *Computers May Replace Pencils*, looked with almost giddy anticipation to the way technological innovation would benefit newspapers:

"It will be technically feasible within a year to edit newspaper copy with computer buttons instead of blue pencils... technical developments available to newspapers within the next five years would include:

--High-speed electrostatic printers that would turn out abstracts of wire service news while an editor pushed a button to get stories of desired length and place them in a computer news bank.

-- Cathode ray tube display units connected to a time-shared, computer-operated 'morgue' or refer-

ence library for use by reporters.

--Reporters typing copy directly into a computer, and editors editing it with cathode ray tube display units connected to a computer."

### Call us Square

In another 1969 Missouri Press News magazine, the editor of the *Houston Herald and Republican*, lamenting modern "progress," wrote:

"Call us square because after all these years, we still can't become accustomed to seeing a woman stroll down the street smoking a cigarette; watching movies on TV prime-time which a few years ago wouldn't have been shown at third-class movie houses; reading four-letter, dirty words in best-seller books; observing people receive handouts when they should be working (If they can't find jobs, how about 'em treading out the work for handouts?); and seeing movie stars of yesterday hawking items on TV commercials."



## ON THE MOVE



• **Cassville** — Jim Craig, longtime Cassville businessman, is now the marketing executive for the *Cassville Democrat*. He owned and managed Cassville businesses for nearly 30 years prior to retiring in 2013. He served as Cassville's mayor from 2001 to 2007. Craig will serve as a liaison between the newspaper and the business community.



• **Crane** — Brenda Cates Kaup, 64, news editor for the *Crane Chronicle Republican*, has retired from the newspaper, publishing her last column Oct. 30. "I will miss the newspaper, but I won't be missing Crane, for this is where I plan to live for the rest of my life," she wrote.

• **California** — Chris Nelsen, 35, has joined the *California Democrat* staff as a sports reporter. He has spent 16 years covering sports, from NBA finals in Detroit, Mich. to a Michael Phelps swim meet. Although he has covered sports at a professional level, he said he prefers community journalism.



• **Ellington** — Renea Walker has joined the staff at the *Reynolds County Courier* as a part-time sales and account representative. She is a native of DeSoto, licensed cosmetologist, and graduate of South Iron High School.



## MPA members buy Blue Books, donate to schools

Vernon Publishing, Inc. recently purchased 16 copies of the Missouri Official Manual, commonly known as "The Blue Book," and donated a copy of the manual to each of the public, private and school libraries in their coverage area, including the communities of Eldon, Versailles, Stover, Tipton, Tuscumbia, Iberia, High Point, Gravois Mills, Laurie, Sunrise Beach and Hermitage.

In addition, The Laclede County Republican Central Committee has donated a copy of the Blue Book to the Lebanon-Laclede County Library.

The Blue Book was out of print, never to be published again as ink-on-paper, until the Missouri Press Foundation stepped in and brought it back. Call 573-449-4167 to order.

## LEAD THE WAY

for Local Advertisers & Consumers

Put your publication at the forefront of today's dynamic media landscape with creative ad development solutions from Metro. From sales planning tools that help you identify and capitalize on valuable promotional opportunities to coordinated print, online and mobile offerings that equip you to expand sales, Metro's innovative suite of services gives you the resources you need to meet the evolving demands of today's readers and advertisers, taking ad sales to the next level.



**MiAD**  
mobile

Test-drive the new **MiAD Mobile® App** and sign up for **TWO FREE MONTHS** of Metro with **MiAD®**!

See how **Metro's latest offerings** can help you lead your local market.

**METRO**

Metro Creative Graphics, Inc.  
[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)

[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com) • 800.223.1600 • [service@metro-email.com](mailto:service@metro-email.com)

# OBITUARIES



Fayette

## Barbara Davis

Barbara Davis, 84, of Fayette, died Oct. 26, 2014. She served on the Fayette City Council, Fayette Heritage Association, P.E.O. Chapter GG, Central Missouri Area Agency on Aging, P.A.W.S., and the Fayette Senior Center Board. She was married to Humphrey Denny Davis and traveled the world with her husband when he was working with United Press International. In 1984, he became the editor and publisher of the Fayette newspapers and was a 2005 inductee in the Missouri Press Association Hall of Fame. He preceded her in death Dec. 30, 2006.

St. Louis/New York

## Jonathan Pruitt Hicks

Jonathan Pruitt Hicks, 58, died Nov. 3, 2014 at his home in Brooklyn, NY from pancreatic cancer. He was a St. Louis-born journalist who spent more than 24 years as a reporter for *The New York Times*. Hicks, whose father, John H. Hicks,

was the first black reporter at *The St. Louis Post-Dispatch*, joined *The New York Times* in 1985, after stints at *The Plain Dealer* of Cleveland and *The Arizona Daily Star*. After leaving *The Times* in 2009, he was a research fellow at a public policy institute, a columnist for *The New York Amsterdam News* and a co-founder of a scholarship for aspiring Liberian journalists. He attended the University of Missouri and the Maynard Institute's Summer Program for Minority Journalists. He is survived by his wife; parents; a daughter; a sister; and two brothers.

Lawrence, Kan.

## John DeMott

Dr. John DeMott, 91, died Nov. 19, 2014. He was a professor emeritus of journalism at the University of Memphis and a former member of the news staff of *The Kansas City Star*. He participated in the *Star's* coverage of the



1951 Kansas City flood which led to a Pulitzer citation. Before becoming an educator, he served 16 years as a reporter and editor of news for *The Kansas City Star* and *Times*. He holds master's degrees from Kansas City University and the University of Missouri at Kansas City and a PhD from Northwestern University. He is survived by his wife of 69 years, Vera Martin DeMott.

Columbia/Lawrence, Kan.

## Joel Jay Gold

Joel Jay Gold, 82, of Lawrence, Kan., died Oct. 14, 2014. He served as editor of *Showme*, a campus humor magazine, from October 1953 to June 1954. The MU Publications Board asked Gold to take the reins of the troubled *Missouri Student* newspaper in February 1955, which had been controlled by Delta Upsilon fraternity brothers for five years. After he took over, he changed the newspaper's name to *The Maneater*. He worked briefly in advertising and pharmaceutical sales before returning to graduate school. He received a doctorate in English from the University of Indiana in 1962 and taught English at the University of Kansas from 1962 until his retirement in 1999.

# A final headline for veteran newsman C.A. Moore

by Eric Adler, *The Kansas City Star*

A true newspaperman can tell when a story is about to end.

"Don't you think we need to talk?" C.A. Moore said to his wife just weeks ago from his hospital bed.

At age 83, thin and diminutive at less than 5 1/2 feet tall, Clark A. Moore on this day was still as alert as a quotation mark, even if his shoulders had started to curve as much with age. For nearly 70 years, he'd known no other job than newspapering, tossing Bates County's dailies as a boy.

After high school, he became a typesetter, a photographer, a writer. When, 30 years ago, the late publisher Jim Peters decided to start a newspaper alongside his successful all-advertising penny shopper, he went to his friend C.A. and handed him the keys and editorial control.

For three decades, with his camera

draped always around his neck, C.A. was the sole and omnipresent reporter, the sole editor, the sole photographer and even a page designer of *The News-Xpress* of Butler. Sixteen pages or more of copy is published every week, and nearly every comma had clacked from C.A.'s keyboard.

In effect, *The News-Xpress* and C.A. Moore are one.

"What do you want to talk about?" his wife, Ann, 82, asked. They married as kids — him 19, her 18. At Butler High School, he would play piano and sing songs loud enough for her to hear on the other side of the classroom wall.

"What will happen if I don't survive?" C.A. said, because he knew the prognosis.

Pain in his left hip had sent him to a radiologist. The radiologist found an abdominal aneurysm, a blood vessel on the verge of erupting. Even if doctors could contain it, which they did,

C.A.'s chances of surviving the surgery and weeks of recovery were no better than 50 percent.

So, as they laughed and cried, C.A. penned his own obituary and funeral plans.

"Nothing long and nothing flowery," Ann recalled, because that wasn't C.A.'s style. Humor was. At the end of the plans, he added a note.

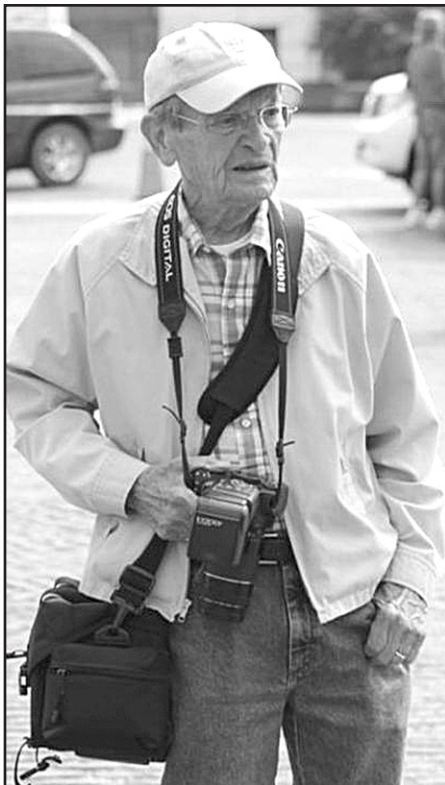
"I know that the two of you and others will put all of this together," he wrote to the funeral director and a co-worker. "Unfortunately, I'll probably sleep through the whole thing."

C.A. Moore died Sunday, Nov. 9.

He began every morning and ended every night of his working life — which was pretty much every day of his adult life — in the same manner. He would drive around Butler's square, the wide brick streets where stores and his newspaper office surround the tall oaks that shadow the

(continued on next page)





**'C.A.' Moore**

historic Bates County Courthouse.

Thursday at 2 p.m., at C.A.'s request, he will, for one last time, take a spin around the square as his funeral procession winds from Butler Presbyterian Church to his burial at Oak Hill Cemetery... his favorite big-band music will sound over the square's loudspeakers...

So dedicated was C.A. to gathering the news here, some 60 miles south of Kansas City, that when it came to choosing a date for the funeral, there was no question in his wife's mind when it could and could not take place.

"We know we can't have the funeral on Wednesday," Paula Schowengerdt, 66, the paper company's manager, said that Ann Moore told her. "That's press day."

Meaning that's the day, and often the night, when C.A. Moore set the front page photo (the "snapper," he liked to call it) and story, the biggest news of the week, and put the paper to bed so it could be printed and ready for Friday's mail.

Like every longtime reporter, he had his crazy stories. Legendary is one from 1988, when C.A. was interviewing Leonard "Buck" Hough, then the self-proclaimed "Walking Tall Sheriff of Bates County."

A call came in. A crime.

"Hop in!" Hough barked. Off they raced, C.A. crouched on the floorboards of the squad car, on a chase through Butler, with Hough firing his revolver from the window. When he ran out of bullets, he handed the gun to C.A.

"Reload!" he told the reporter.

Camera always ready, C.A. snapped a photograph of the arrest. It shows Hough and a deputy standing, guns drawn, over a cowering person.

C.A. kept that photo tacked on the wall of his office, an old-fashioned, wood-paneled affair that speaks of a newshound's life and loves.

An old police scanner sits on his cluttered desk. Below is his camera bag. To the right, stacks of front pages are set at his draftsman's table. Where other reporters might post photos of luminaries (C.A. has a few, of John F. Kennedy and others), he instead has pictures of Laurel and Hardy and the Three Stooges.

"Editors are Always Write," says one bumper sticker push-pinned into the wall. Others speak of craft: "Make it Short, Keep it Snappy." Another is a quote attributed to cartoonist Frank Miller Jr.: "The day you write to please everyone, you no longer are in journalism. You are in show business."

Yet the story of C.A. Moore, say those who knew him best, is that he was never a muckraker or gotcha journalist out to ensnare or embarrass anyone.

"C.A. always loved the story that shed positive light on our community," said the current Bates County sheriff, Chad Anderson, 39. "He was always fair."

Before he died, he was toying with a playful headline about the beleaguered Butler Bears, the high school football team that last year went 10-2 but that this year so far possesses a sad record of one win and nine losses. Instead of focusing on losing, C.A. was playing up the one win: "Bears' Moxie Pays Off At Sarcovie."

"That sounds like him," said coach Kirk Hannah, 48. "...he's always tried to find something good."

Unless, that is, one brought embarrassment upon oneself — like public officials at a City Council meeting...

At one meeting, a council member and friend blurted out something off-putting, only to find it quoted in the next edition.

"He (C.A.) told him, 'You said it in open session. Don't cry on my shoulder,'" Ann Moore said.

Together, C.A. and Ann Moore had three children. Evin Moore, 56, directs the wood shop at the Kansas City Art Institute, and Julie Ann Dye, 46, of Garland, Texas, works in the printer's ink industry. Their first son, Alan, was 14 when he died of a malignant brain tumor.

Evin and Julie said they were well aware that if they ever did anything wrong in town, their dad would report it.

"I would have heard about it the rest of my life," Julie said.

Schowengerdt at the *Xpress* said there is still a prominent businessman in town who, for years, has refused to forgive C.A. Moore for putting his son's name in the paper regarding a drug arrest.

"He believed you either print it all or you print none of it," Ann Moore said. C.A. Moore had a philosophy about those who feared becoming part of the small-town rumor mill based on what was in the paper.

"He said if you don't print it, the rumors run wild. The best way to quell those rumors is to get the story straight and verified. Then print it. Then it goes away a lot of faster."

Dedication does have its costs — like the fact that, because news doesn't stop, C.A. never took his wife or the kids far away on anything approximating a vacation... "he was always afraid he was going to miss something," Ann Moore said.

Unlike many newspaper people who have a love/hate relationship with their jobs, "his was all love," Ann said.

C.A. had a saying. "Stay tight," he would tell others as he left the paper, camera with him. "Stay tight." Be ready. News is always out there...

Schowengerdt and others are trying to figure out the future, their own and the paper's. What they do know is that Friday's front page story and the "snapper" above the fold will be about C.A.

The black banner headline, "In Memory of C.A. Moore," will be capped by this: "30 / -30-"

The first number marks the age of the paper. The "-30-" is the notation long used by reporters and old typesetters to signal exactly when a story has come to its end.

# SCRAPBOOK



• **Springfield** -- Volunteers from the *Springfield News Leader* and some family members spent a recent Saturday repairing and painting a retaining wall and privacy fence, planting plants, and spreading mulch and rocks as part of Make a Difference Day. The *News-Leader* secured a \$5,000 grant from its parent company, Gannett, for the Victim Center, which provides services to victims of violent or sexual crimes.

• **Carthage** -- The Hall of Carthage Heroes recently had 10 more members inducted, including Robert S. Dale, former editor and publisher of *The Carthage Press*. He was a Brigadier General in the National Guard and a graduate of the University of Missouri. He died in 1997.

• **Hannibal** -- Mary Lou Montgomery, editor of the *Hannibal Courier-Post*, spoke Oct. 15 to the Hannibal Lions Club about local history stories she wrote for the newspaper in 1979 and 1980. These stories, along with current research, are being placed on a website dedicated to history: maryloumontgomery.com.

• **Hale** -- The *Mendon News* now appears inside the *Chariton Valley News Press*, the *Hale Horizon* and *Linn County Leader*.

• **Norborne** -- The *Norborne Democrat* has new phone and fax numbers. The newspaper's office can be reached by calling Wood Insurance Agency, 660-593-3622. The new fax number is 660-593-3748.

• **Springfield** -- Trevor Mitchell, editor-in-chief of *The Standard*, Missouri State University's student newspaper, recently chose to print full expletives and racial slurs on the front page of the paper in its report about protests on campus. "It would be disingenuous if we did not say exactly what was said on campus to students, by students," he said. The F-word and N-word were

printed. The university did not censor the newspaper or the decision made by the six students who make up the editorial staff to print the quotes.

• **St. Joseph** -- *St. Joseph News-Press* sports editor Ross Martin has been credited with being the first person to have referred to Billy Butler of the Kansas City Royals using the nickname "Country Breakfast." The nickname has been used on SportsCenter, in *USA Today* and on-air during a Marlins-Royals broadcast.

• **Van Buren** -- *The Current Local* in Van Buren, a weekly community newspaper founded 131 years ago, was sold Nov. 1 by owner/publisher Alan Turley to Ryan VanWinkle of Van Buren. VanWinkle is a licensed counselor, a probation officer, and worked at one time for the *Ellington Courier*. Turley, 85, was publisher of *The Current Local* for 55 years. His son, Steve Turley served as editor for 20 years and plans to continue in a different role under the new owner.

• **Independence** -- Since this summer, *The Examiner* has been running promotional ads for the Faces Never Forgotten project in an effort

coordinated by the Missouri Press Association. It's an attempt to round up and post pictures of each of the 58,000 Americans whose names are listed on the Vietnam Memorial in Washington, D.C. Of the 47 names of those from Eastern Jackson County who died in the war, 15 lacked photos when the ads started running in *The Examiner*. Now it's down to five. Altogether, 1,411 Missourians died in the war. Photos are still being sought for hundreds of them.

• **Republic** -- Irma Hoffstetter, 100, served as the 2014 Homecoming Parade grand marshal in Republic. She retired from *The Republic Monitor* after a 58-year career.



Johnnie Edie, right, the ad design manager for the *Barry County Advertiser* for 25 years, recently retired. Publisher Emory Melton, left, presented her with a clock to commemorate her time with the newspaper.

## St. Louis American's Rivas recognized for environmental coverage

The Missouri Coalition for the Environment (MCE) presented Rebecca Rivas of the *St. Louis American* with the Susan Flader Award for Education and Advocacy during the coalition's annual gala and awards event Nov. 21 in St. Louis.

Rivas received the award in recognition of her coverage of environmental issues, including Doe Run's lead smelters, Weldon Spring, and West Lake Landfill.

The theme of the event was "Because Saving the Environment is Sweet."

MCE also awarded the Kay and Leo Drey Environmental Stewardship Award to Greg Poleski of Greenway Network and the Barry Commoner Science Award to Paul Nelson, forest ecologist and editor of *The Terrestrial Natural Communities of Missouri*.



**Rebecca Rivas**




# Sources and Resources for Missouri Newspapers



Every Business Needs  
an Online Presence.  
Contact Mark Nienhueser  
at Missouri Press.  
[mdnienhueser@socket.net](mailto:mdnienhueser@socket.net)  
573-449-4167

**Digital  
Preservation Speaks  
VOLUMES**



Protect and Share  
Digitally preserve your  
newspapers and  
bound volumes

[www.ArchiveInABox.com](http://www.ArchiveInABox.com) **ArchiveInABox**  
The newspaper archive scanning service from SmallTownPapers™



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

**MISSOURI  
FARM BUREAU**




**Interlink**  
**HOW NEWSPAPERS  
DO MAIL.**

**Helen Sosniecki** [helen@ilsw.com](mailto:helen@ilsw.com)  
888-473-3103



**MACA**  
*Missouri Association  
for Community Action, Inc.*  
Helping People. Changing Lives.

*Do you need information  
about poverty? We can help.*

[www.communityaction.org](http://www.communityaction.org)  
[info@communityaction.org](mailto:info@communityaction.org)

**Socket** 1-800-762-5383



**Tech Talk**  
Press-ready technology tips  
by the friendly folks at Socket.  
[www.socket.net/techtalk](http://www.socket.net/techtalk)

**Need story ideas?**

MU Extension has ready-to-use,  
research-based news stories with  
photos, audio and video for free  
download and use by media.



**UNIVERSITY OF MISSOURI  
Extension**  
an equal opportunity/ADA institution

**[extension.missouri.edu/news](http://extension.missouri.edu/news) • 573-882-5361**



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



**Missouri State Medical Association**

For all things medical in Missouri,  
turn to the experts at the  
Missouri State Medical Association.  
Lizabeth Fleenor  
800-869-6762 • [lfleenor@msma.org](mailto:lfleenor@msma.org)  
[www.msma.org](http://www.msma.org)



Mary lost \$172,619.00 in an investment scam

**DON'T LOSE YOUR HARD-EARNED SAVINGS TO FRAUD**

**[www.MissouriSafeSavings.com](http://www.MissouriSafeSavings.com)**

Call the Investor Protection Hotline  
**800-721-7996**



**Jason Kander Secretary of State**



## St. Louis American earns third in Newspaper of the Year Contest

The *St. Louis American* earned a third-place ranking in the 2014 Local Media Association Newspaper of the Year Contest in the Class D: Over 37,500 (non-daily) category.

Judges comments included:

"Editorial: Main section articles are newsworthy and relevant. Other content performs the public service of a community newspaper - calendar of events, job openings, etc.

"Typography: Eye-catching layout presents stories in an easy-to-read format. Great front page photos.

"Advertising: Ads are positioned on the page so that they flow organically from the stories. Front page ads are minimal.

"Other Comments: The paper does a good job of directing readers to multimedia elements of stories on their website."



### Missouri Press Foundation

These individuals and/or 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.

#### Missouri Press Foundation Grant

The McClatchy Company Foundation

#### Society of 1867

James B. Campell, Campbell Publishing

#### Page Builder

Versailles Leader-Statesman, Versailles

Lebanon Daily Record, Lebanon

St. Louis Post-Dispatch, St. Louis

#### Missouri Photojournalism Hall of Fame

William L. Miller, Sr., Washington

#### Newspapers In Education Grant Program

Washington Missourian, Washington



## Upcoming Webinars

### User-Generated Content: More Readers, More Revenue

Thursday, December 4

Presenter Allan Barmak,  
The Barmak Group

### Pay Day:

### Top 5 Sales Strategies to Create More Revenue

Thursday, December 11

Presenter Steve Kloyda,  
The Prospecting Expert

### Register at

[onlinemediacampus.com](http://onlinemediacampus.com)

Presented in partnership with:

## Missouri Press Association

High-quality, low-cost web conferences  
that help media professionals develop  
new job skills **without leaving their offices.**

## Missouri Press Association / Missouri Press Service

802 Locust St., Columbia, MO 65201-4888

(573) 449-4167 / Fax: (573) 874-5894 / [www.mopress.com](http://www.mopress.com)

#### STAFF

Doug Crews: Executive Director, [dcrews@socket.net](mailto:dcrews@socket.net)

Mark Nienhueser, Advertising Director, [mdnienhueser@socket.net](mailto:mdnienhueser@socket.net)

Bryan E. Jones: Editor, [bejones@socket.net](mailto:bejones@socket.net)

Connie Whitney: Advertising Sales & Placement, [cwhitney@socket.net](mailto:cwhitney@socket.net)

Jennifer Plourde: Advertising Sales & Placement, [jplourde@socket.net](mailto:jplourde@socket.net)

Karen Philp: Receptionist, Bookkeeping, [kphilp@socket.net](mailto:kphilp@socket.net)

Kristie Williams: Member Services, Meeting Planning, [kwilliams@socket.net](mailto:kwilliams@socket.net)

Jeremy Patton: Graphic design, [jpatton@socket.net](mailto:jpatton@socket.net)

Brittney Wakeland: Marketing, Advertising Sales, [bwakeland@socket.net](mailto:bwakeland@socket.net)

Melody Bezenek: Missouri Press Foundation Director, [mbezenek@socket.net](mailto:mbezenek@socket.net)

Shelby Feistner: Digital Footprint, Social Media, [mpaoffice@socket.net](mailto:mpaoffice@socket.net)

Jean Maneke: Legal Hotline Counselor, [jmaneke@manekelaw.com](mailto:jmaneke@manekelaw.com)

Dawn Kitchell: NIE & Education Director, [dawn.kitchell@gmail.com](mailto:dawn.kitchell@gmail.com)



# NNA honors three at convention

Jeff David, Elizabeth Parker and Derek Sawvell were honored during the National Newspaper Association's 128th Annual Convention & Trade Show, when they were presented with the 2014 Amos, McKinney and Phillips awards, respectively.

Recognized as the highest and most dignified tributes in community journalism, the Amos and McKinney Awards are presented to a working or retired newspaperman and woman who have provided distinguished service and leadership to the community press and their community.

David is the publisher of the *Liv-  
ingston Parish News* in Denham  
Springs, La., and a past NNA president. He received the Amos Award.

Parker, co-publisher and executive editor of the New Jersey Hills Media Group in Bernardsville, N.J., received the 2014 Emma C. McKinney Award. She is a past president of NNA.

Sawvell is managing editor for the Wilton-Durant Advocate News in Wilton, Iowa. Sawvell is the sixth recipient of the Daniel M. Phillips Leadership Award.

The awards were presented at the business luncheon, Oct. 4, during National Newspaper Association's Annual Convention & Trade Show in San Antonio, Texas.



**Missouri Press  
Foundation**

A contribution to the  
Missouri Press Foundation  
is a wonderful way  
to support education.

*The Missouri Press Foundation raised \$3,000 with a live auction,  
\$745 with a silent auction and \$261 with a raffle  
at this year's MPA Convention.*

## THANK YOU

to Donors and Buyers

### Live Auction Item Donors

Kevin Jones, Jeff Schrag, Jim Sterling, Central Trust & Investment Co.,  
Columbia Daily Tribune, St. Louis Post-Dispatch, The Maneke Law  
Group, L.C., University of Missouri Athletic Department, Doug Crews,  
Edward Steele, Jim Sterling, Kristie Williams,  
General Growth Properties, Pop Mount, Jeanne Miller Wood,  
The State Historical Society of Missouri

### Raffle Item Donor

Chateau on the Lake Resort Spa & Convention Center, in Branson

### Live Auction Purchasers

Dave Berry, Kris Bezenek, Stephane Bradley, Suzie Bradley,  
Kent Ford, Palmer Gard, Jim Sterling, Hank Waters,  
Suzie Wilson, Dalton Wright

### Silent Auction Purchasers

Eric Anderson, Donna Bischoff, Brian Bradley, Stephane Bradley,  
Nate Brown, Beth Chism, Julie Crawford, Doug Crews,  
Don Ginnings, Jeannie Warden

### Raffle Winner

Jeanine York-Washington

## Get the facts from us.



Doing research on Missourians? AARP in Missouri can help you get the information and insight you need. Not only are we dedicated to championing positive social change through our advocacy and service, but also a valuable resource for reporters looking to learn more about fellow Missourians.

For more information, contact Anita K. Parran  
at (816) 360-2202 or [aparran@aarp.org](mailto:aparran@aarp.org)



/aarpmissouri



@aarpmissouri

**AARP**

Real Possibilities

# Gashouse Gang series hits it out of the park

I enjoyed watching the Kansas City Royals nearly beat the San Francisco Giants in the World Series. It was great to see another Missouri team finally make it to the top of the pile. But I have to admit, a St. Louis Cardinals' World Series win would have given me a better start to my column this month.

The 2015 Reading Across Missouri project serial, *The Gashouse Gang*, shares the lore of the 1934 St. Louis Cardinals baseball team and the rag-tag cast of characters who won the pennant that year against the (then) New York Giants and followed with a World Series win against the Detroit Tigers.

Through the voice of D.H. Dean – better known as Dizzy Dean – author Carolyn Mueller's terrific storytelling will take young readers – and our legions of older Missouri Press serial story fans – back in time.

"You see, I was a ball player decades ago—before big screen TVs and bobble heads, when all a kid needed to experience the magic of the game was a few coins or a good radio."

For those unfamiliar with Dean, he was an Arkansas sharecropper's son who became a pitcher for the St. Louis Cardinals.

"I had 150 career wins as a pitcher for the Chicago Cubs and the St. Louis Cardinals. Twice, I led the National League in shutouts and, these days, you can even find my name in the Hall of Fame. Anyone who's ever had the privilege of seeing me play knows that I am the greatest pitcher in the world."

### What was *The Gashouse Gang*?

"Let's just say we weren't exactly like those Yankee guys with their fancy white pinstriped tuxedos... To say that me and Paul and all of us members of that 1934 team were 'gashousers' simply meant that we were a grubby, ramshackle, scrappy bunch who mighta looked a little rough and played a little rougher. And so the name stuck."

This will be the 11th year Missouri Press has organized its Reading Across Missouri campaign. The goal of the project remains the same: to have young people across the state reading to learn inside their newspapers as we embark on a new year!

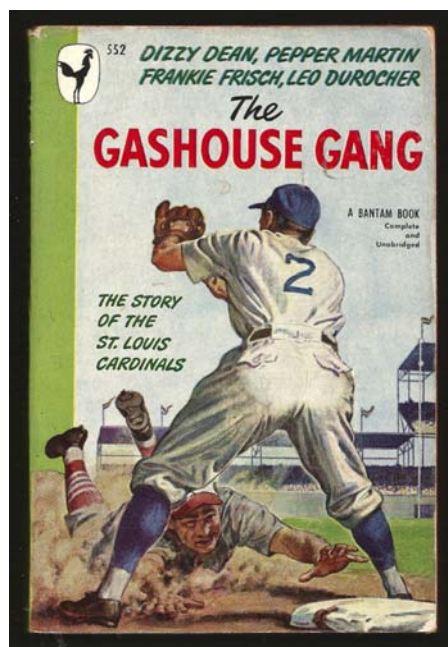
The *Gashouse Gang* serial story is 12 chapters and will be available in mid-December for publication beginning in January. The story is available at no charge to Missouri newspapers through June 2015 thanks to author



Carolyn Mueller and the Missouri Press Foundation.

Missouri Press will provide a promotional ad, 12 ready-to-publish chapter features and a companion teacher guide correlated to Missouri's learning standards.

Newspapers that begin the story in January and publish a chapter each week will finish just as the Major League Baseball season gets under-



way in early April. The St. Louis Cardinals' first game is April 5. Spring Training starts in February.

There are a few guidelines to participate in the Reading Across Missouri project. These are the same as in previous years and can be accessed at [mo-nie.com](http://mo-nie.com) using the download code: readmo15. The most important pertains to electronic publication:

The special license applies only to use of the materials in the print issue of the newspaper, its archived edition of the same date, or on its secure website, not available to the general public for free. Your newspaper may, however, post the teacher guide on a general website.

Here are some simple steps to be a part of the Reading Across Missouri campaign:

1. Visit [mo-nie.com](http://mo-nie.com) and use download code: readmo15 to access the Rules for Publication and promotional ad. Use the ad to start promoting when the story will begin in your newspaper.

2. In mid-December, we'll announce when the story files are available. Everything will use the same code: readmo15. If you publish more than one newspaper, please log in to [mo-nie.com](http://mo-nie.com) for each newspaper.

3. Download the teacher guide and distribute to your teachers or post it on your website. Add your newspaper's logo to the teacher guide to make it your own.

4. Start publishing *The Gashouse Gang* any time after January 1.

This project is a great opportunity to find a sponsor to cover the cost of publishing the story in your newspaper or to provide newspapers to area classrooms. It's common for newspapers to add to the bottom of the feature announcing, "This Newspaper In Education feature brought to you by..."

Be sure and let teachers know you are publishing the story. Provide classroom copies through the duration of the story. A serial story is a great time to reach out to your schools and get newspapers in the hands of young readers in your community!

A recent study out of Great Britain by the Research Institute of Education (IOE) that followed 9,400 people from age 10 to 42 and tested their vocabulary, found that childhood reading and broadsheet newspapers are best for boosting vocabulary.

"The long-term influence of reading for pleasure on vocabulary that we have identified may well be because the frequent childhood readers continued to read throughout their twenties and thirties," says lead author Professor Alice Sullivan at the IOE, part of the University of London.

"In other words, they developed 'good' reading habits in childhood and adolescence that they have subsequently benefited from."

It's just more proof that reaching out to young readers with Newspapers In Education programs such as the Reading Across Missouri project makes a lifelong impact.

And, as Dizzy Dean says, "Well, it ain't bragging if you can back it up, after all."





Technology expert Russell Viers, left, listens to comments from attendees during the Missouri Press Foundation's Technology Academy conducted Nov. 6-7 in Columbia. Viers explained "tricks of the trade" for the most popular Adobe Creative Suite programs (InDesign, Photoshop, Illustrator, Bridge and Acrobat XI Pro). One of the 14 attendees, Allen Edmonds, editor of the *North Cass Herald* in Belton, said, "I will attend as many of Russell's seminars as I can in the future. As an Adobe user for more than 20 years, I can still tell you that I learned a data merge trick that will take the layout of our annual graduation tab from a 2-3 day process to a 2-3 hour process. Clearly, even if I had learned nothing else, this justifies way more than the small investment I made in attending this seminar. Thank you, MPA and Russell!" (photo by Jeremy Patton)



"Reed Daily" the scarecrow is the creation of *West Plains Daily Quill* staff and was displayed at the corner of North Jefferson Avenue and West Main Street in West Plains. (photo: *West Plains Daily Quill*)



COME COLLABORATE  
AT THE  
CIRCULATION/AUDIENCE

**360**  
Mega Summit



April 19-20, 2015


St. Louis, Missouri  
Sign up online:  
[360MediaAlliance.com](http://360MediaAlliance.com)

Hosted By:

Sponsored By:



# Same-sex announcements: not 'if' but 'when'

*Some decisions whether to publish may be ethical, not legal*

The election is over and year's end is rapidly approaching. As we catch our breath before the next election cycle begins, I urge you think about an issue that is just around the corner for some of you and which is going to be on your front door before you know it. It's not a present from Santa, although I can vouch for all of you that you've been good this year!

So many times, calls to the hotline ask for legal advice about an issue for which there is not a real legal answer. Rather than dealing with libel, copyright or consumer fraud issues, sometimes the answer is that there is nothing wrong with an ad (and often we are talking about a political ad) but the tone of it is just offensive to the publisher who is calling.

The role of the hotline attorney must be sharply drawn to distinguish between legal concerns, which I am here to discuss with you, and editorial decisions, which I strongly believe must rest solely with you, the publisher. When I tell you that the decision is not a legal one, but an editorial policy one, it's because I don't want to influence you in terms of representing the interests of your community and managing your paper the way you think is best for your readers.

Vying with election news during the last few weeks in the major metropolitan papers has been all about the states opening the door to same-sex marriages. Missouri has joined those states, although an appeal of the decision is pending. While the appeal moves along, several counties, including St. Louis and Jackson, have started issuing marriage licenses to such couples.

The day is coming when you are going to get a same-sex wedding or engagement announcement for publication in your paper. Those of you reading this in the larger markets have already crossed this hurdle some time ago. This column is not for you – this column is for the rest of you.

From the legal side, while the door is opened for same-sex couples to assert that the government cannot discriminate against them on the ba-



sis of sex in the choice of their partner, there is no legal right to demand publication of any content in ANY newspaper.

Just as you can refuse an ad for any reason at all, you have a right, under the First Amendment, to refuse to publish this announcement, if you choose, whether as a paid ad or whether as editorial content, just as you have a right to select Letters to the Editor that you publish.

I know newspapers across the country are struggling with this decision, and that most of them facing this are in smaller communities – typical strong community newspapers.

Some struggle because they believe if they run these announcements, there will be long-time devoted readers and strong supporters in the community who will cancel subscriptions and turn their backs on the local paper. After hanging on by their fingernails during the economic downturn and surviving, some newspapers fear this might be the last straw, despite the fact that they are passing on a revenue source in making this decision.

Other papers fear the bad publicity they may garner if they choose to not run such notices. They hear stories of businesses that close after being picketed or otherwise ostracized in the community after making a decision like this.

Many publishers feel this is a lose-lose decision for them. While I have no legal advice for you, I urge you to take the opportunity to talk to your community about this issue. There is much to discuss.

A CBS/*New York Times* survey in September indicated that 56 percent of Americans believe same-sex marriage should be legal. There is evidence that this sea-change in Ameri-

ca is due to the fact that many people have discovered children, neighbors, friends who are in same-sex relationships.

Only you can decide when or if the time is right to run these announcements. There are good odds your community already has some folks within it who have faced these issues. What has changed minds in this country is finding that neighbors, relatives, and friends are involved in such relationships.

There may well be leaders in your community with a child who has a same-sex partner or is in such a relationship.

Hearing those stories will open the door in your community to discussion of the issue. You can do stories with local connections that will help you gauge the temperature in your community as you weigh this decision.

While in parts of Missouri, it is clear citizens strongly oppose this trend,

what is amazing is the shift that has occurred in regard to this issue over the last 10 years, when Missouri adopted its constitutional ban on such marriages. Ten years from now, will this issue still generate the controversy it does today? Twenty years from now, what will the situation be? Meanwhile, what will you tell a good friend and supporter in your community who comes in with a photo of his grandson or granddaughter who is in such a relationship?

These are decisions you need to think about now.

---

*"What has changed minds in this country is finding that neighbors, relatives, and friends are involved in such relationships."*

---



## Missouri Newspaper Organizations

**NORTHWEST MISSOURI PRESS ASSOCIATION:** President, Mike Farmer, Rock Port; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President, Adam Johnson, Mound City; Jim Fall, Maryville; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Chuck Haney, Chillicothe; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; Steve Booher, St. Joseph.

**SHOW-ME PRESS ASSOCIATION:** President, vacant; Vice President, vacant; Secretary-Treasurer, Sandy Nelson, Liberty. Directors: Dennis Warden, Owensville; Carolyn Trower, New London; John Spaar, Odessa; Buck Collier, New Haven; and Bruce Wallace, Ashland.

**OZARK PRESS ASSOCIATION:** President, Adam Letterman, Springfield; Vice President, Matthew Barba, Bolivar; Secretary-Treasurer, Emily Letterman, Springfield. Directors: Past President Roger Dillon, Eminence; Keith Moore, Ava; Dala Whittaker, Cabool; Norene Prosski, Gainesville; Jody Porter, Ava; David Burton, Springfield; Sharon Vaughn, Summersville; Terry Hampton, West Plains.

**SOUTHEAST MISSOURI PRESS ASSOCIATION:** President, Amanda Layton, Perryville; First Vice President, Scott Seal, Portageville; Second Vice President, Toby Carrig, Ste. Genevieve; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Historian, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; Ed Thomason, New Madrid; Teresa Ressel, Park Hills.

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

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

**MISSOURI PROFESSIONAL COMMUNICATORS:** Co-Presidents, Linda Jarrett and Linda Briggs-Harty; Secretary, Peggy Koch, Barnhart; Online Editor, Fran Mannino, Kirkwood; Contest Director, Janice Denham, Kirkwood; Archivist, Dee Rabey, Granite City, Ill.; Past President, Colene McEntee, St. Charles.

**MISSOURI PRESS SERVICE:** President, Phil Conger, Bethany; Vice President, Joe May, Mexico; Secretary-Treasurer, Kevin Jones, St. Louis. Directors: Vicki Russell, Columbia, and Jack Whitaker, Hannibal.

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

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

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

## MPA CALENDAR

### 2015

#### March

- 11-12** — Missouri Advertising Managers' Association Meeting, Camden on the Lake, Lake Ozark  
**19** — NNA Leadership Summit, Arlington, Va.

#### June

- 24-28** — ISWNE Conference, Columbia

#### September

- 10-12** — 149th Annual MPA Convention, Columbia

#### October

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



## Thank You! Society of 1867 Donors

**Joseph Charless,**  
*Missouri Gazette - Legacy Giving*  
**\$25,000 and above**

Bill Miller, Sr.  
 Ed Steele

**Walter Williams Level - \$10,000**  
 Jeff Schrag  
 Wanda Brown

**The State Historical Society  
 of Missouri Level - \$5,000**

Dave Berry  
 Vicki Russell  
 Jon K. Rust

Wallace and Marjorie Vernon  
 Hank Waters

**Country Editor Level - \$2,500**  
**Editor/Publisher Level - \$1,000**

Harold Ellinghouse  
 Brent and Sue Gierke  
 Pam LaPlant

Jean Maneke, Maneke Law Group

**Eugene Field Level - \$500**

Bruce Campbell  
 Richard Gard  
 Kevin Jones  
 Doris Kirpatrick  
 Mark Maassen  
 Jim Robertson

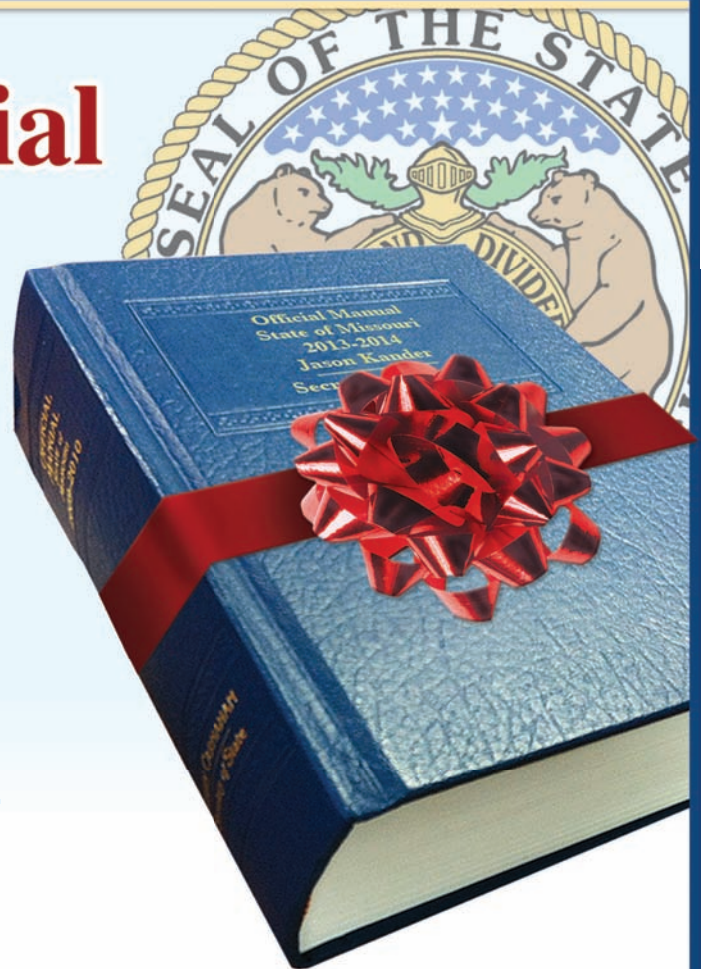
**Other - under \$500**

Duane Dailey  
 Dennis Ellsworth  
 Harry Gallagher  
 Rogers Hewitt  
 Phil Leslie  
 Neil Richards  
 Phil and Kathy Conger  
 Doug and Tricia Crews

# **MAKES A GREAT GIFT!!!**

## **Missouri Official Manual (The Blue Book)**

*Includes a tribute to*  
**President  
Harry Truman**  
*in words and photos.*



**(1,536 pages, Hard Back)**  
**2013-2014 Printed Official Manual**  
**\$24.99 per book (+ Shipping)**

For ordering information go to  
[www.mopress.com](http://www.mopress.com)  
Questions? Call Missouri Press Foundation  
573-449-4167