

January 2013

Missouri Press NEWS



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Mark Maassen

The Kansas City Star.

2013 President, Missouri Press Association

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We are members of the same team

Our large metro papers should be more involved in Missouri Press

Isn't it about time that someone from *The Kansas City Star* served as President of the Missouri Press Association? I think so. Therefore, I am proud to be 146th President and the first from *The Star*.

Our large metro newspapers should be more involved in Missouri Press. Some have thought the issues of our smaller newspapers have no bearing on the metro newspapers, that our issues aren't similar.

I beg to differ. I can assure you I have learned more from my Missouri Press associates than they have learned from me. We are members of the same team. We all disseminate news in a variety of ways. We all provide advertising opportunities to an array of businesses.

We all deal with postal issues. We all fight the notion that newspapers are dying. There is no better time for us to band together, if for no other reason than to fight public perception.

I grew up a newspaper guy. I was raised on a farm near Linn in Osage County. That is home to the *Unterrified Democrat*.

The *UD* was the only source for local news. Jerrilynn Voss, publisher, has done a wonderful job covering Osage County for many years.

My parents wanted a well-read household, so we were mail subscribers to the *St. Louis Post-Dispatch*. They worked in nearby Jefferson City and brought home the *News Tribune* every day. Since I was the youngest of five, I had to fight for the sports section.

At Mizzou, I studied journalism and gravitated to advertising. I have Bob Humphreys and the *Columbia Missourian* to thank for my success selling ads to Parkade Plaza. I became hooked and decided I wanted to sell advertising for a newspaper.

My first opportunity was at the *Times & Record News* in Wichita Falls, Texas. This 50,000-circulation daily was a great place to learn, first on the retail side, then on classifieds. (I

also learned how to drink red beers.)

I yearned to return to Missouri. I wrote three letters, to the *Post-Dispatch*, the *Springfield News-Leader* and *The Star*. Only *The Star* gave me an interview. I began at *The Star* 30 years ago.

I have sold sig ads for the high school Football Preview, and I have called on AT&T in New York. They weren't that much different. Present a value proposition that benefits the advertiser, and everything is the same after that.

I've spent the last five years on the Internet side, helping our staff develop ad solutions through KansasCity.com. The transition was easier than I expected. Once we accept that the Internet is here to stay, we can convince advertisers that every marketing schedule should include online.

Recently I've been involved with a new venture called "impressLOCAL," a digital yellow pages on steroids. We provide a

I have sold sig ads for the high school Football Preview, and have called on AT&T in New York. They weren't that much different.

way for our advertisers to be in front of consumers while they search through Google, Yahoo and Bing. It includes various types of social media and marketing tools to allow us to capture non-traditional revenue.

You can see I now look at newspapers from a digital point of view, but don't get me wrong; I can't start the morning without my newspaper in front of me. We need to embrace the new age of newspapers without losing sight of what made them viable. I know we can survive together, digital and print. We need each other!

I will continue this discussion as I meet you on the road in 2013. The Missouri Press offers many opportunities. First up will be Day at the Capitol in February. I hope to see you there.



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Manny Kicks Long Ear Lore

Reading Across Missouri 2013

Join young people inside their newspaper

Written by Chris Stuckenschneider

Produced by the Missouri Press Foundation

Read "Manny Kicks Long Ear Lore" only in your newspaper!

Brought
to you by
this newspaper and



Newspapers across Missouri are connecting young readers to their communities and improving reading skills with Reading Across Missouri, an annual statewide reading campaign.

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

Your newspaper will publish "Manny Kicks Long Ear Lore" through the statewide reading effort organized by the Missouri Press Foundation to have young readers inside their community newspapers in 2013.

For a companion teacher guide, visit www.mo-nie.com and use code: teachmo13.

Newspapers all across the country may run the 2013 Reading Across Missouri story free through June 30. Download the eight chapters, guidelines for use, a teacher guide and this promotional ad at mo-nie.com, code readmo13.



Mark Maassen, who joined *The Kansas City Star* 30 years ago, moved from print ad sales to digital sales in 2006. For a time he was the company's group publisher of the *Cass County Democrat-*

Missourian in Harrisonville and the *Lee's Summit Journal*. He now looks for ways to leverage *The Star's* brand into interactive marketing tools for clients and new revenue streams for *The Star*.

New president rooted firmly in sales

Mark Maassen of The Star will lead Association through 2013

By KENT FORD / MPA Editor

Interactive sales. Reputation management. Behavioral marketing. Whatever those things are, the Missouri Press Association's new president, Mark Maassen, is hip deep in them. He's the director of interactive sales for *The Kansas City Star*.

Before you can grasp an understanding of what interactive sales is, you need to know what it is not.

"While we work with *The Star* and *KansasCity.com* to maximize our sales efforts, we try to concentrate on different types of interactive advertising that may have little to do with the traditional media," Maassen said.

So, what is interactive sales? It is the development and sale of digital, non-traditional products and services.

Missouri Press Association president involved with University programs

Mark Maassen, MPA's new president, grew up on a farm near Linn. He has a bachelor's degree from the Missouri School of Journalism.

Maassen is single. His two sons are students at the University of Missouri: Aaron is a junior journalism major; Sam, a freshman, is a physical therapy major.

Maassen serves on the board of directors of Missouri Publishing Association, which publishes the J School's daily newspaper, the *Missourian*. He's also on Mizzou Advantage's Media of the Future Advisory Board.

Maassen owns a home on Lake of the Ozarks, where he spends a lot of time. Every year he organizes a white water canoeing trip to the Mulberry or Big Piney River in Arkansas.

Before joining *The Star*, Maassen worked in ad sales and management for the *Times & Record News* in Wichita Falls, Texas.



The Kansas City Star's easily recognizable building on Grand Boulevard just north of Crown Center, the Liberty Memorial and Union Station, has been extensively renovated inside since the presses were removed a few years ago. The Star claims daily readership of more than 553,000 and Sunday readership of more than 770,000.



The Star opened its \$200 million press pavilion (right) in 2006. Among the finest printing facilities in the world, it sits across the street from the Sprint Center (left center) near the Power & Light District entertainment center and two blocks north and a block east of The Star building. More than 700 people, including part-timers, work for the newspaper. The company prints the Midwest edition of *The Wall Street Journal*.

Maassen moved from print sales six years ago with a small but eager staff ready to sell banner ads on home pages all over the city. He soon discovered that technology, data and content offered much broader revenue opportunities.

"We want to try to take advantage of those revenue opportunities that really don't have anything to do with the newspaper," Maassen said.

He is proud of the fact that he's been able to demonstrate to the print sales

team that there is opportunity and value in non-traditional products.

A buzzword from a few years ago — behavioral marketing — uses technology to follow people as they explore the internet, he said. That information can be used to focus marketing like a laser on individuals or groups of consumers.

Maassen's current interactive marketing project — "I'm tied up head over heels with 'impressLOCAL,'" he said.

ImpressLOCAL helps small- and

medium-sized businesses manage and optimize their online presence, from email to Facebook to websites, Maassen said.

"It involves anything digital. We sell an awful lot of search engine marketing and reputation management, and they have little to do directly with *The Star* or *KansasCity.com*," he said.

Using third-party vendors to do the research, Maassen's staff can provide a company or business with reports on what is being said about it on social media. Data gathered can be used to create marketing for the company. As a service, that's reputation management.

In the past a business could tell its customers everything it wanted them to know, Maassen said. Now, without it knowing about it, a company could be the focus of all sorts of information — good and bad — darting around the social network.

Providing a service that monitors that information creates a new revenue stream for *The Star*.

The McClatchy Co., based in Sacramento, owns *The Star*. Its 30 daily papers include *The Miami Herald*, *The Fort*





A makeover of *The Star's* newsroom has changed it from the stereotypical disheveled space focused on news in print into a bright, open

area where journalists deliver information in a range of mediums. *The Star's* website, KansasCity.com, is the top website in the market.

Worth Star-Telegram, *The Charlotte Observer* and its hometown *Sacramento Bee*.

The Star's market is less susceptible to steep ups and downs than the markets of some of McClatchy's other papers, Maassen said. That makes *The Star* a good test market for initiatives like impressLOCAL. With wild swings in a local market as a whole, fluctuations in one company's numbers can't easily be attributed to new marketing projects.

Nine ad reps were hired for impressLOCAL, Maassen said. From the beginning they focused on non-traditional newspaper advertisers.

"These were all cold calls," Maassen said. "It's a tough sell."

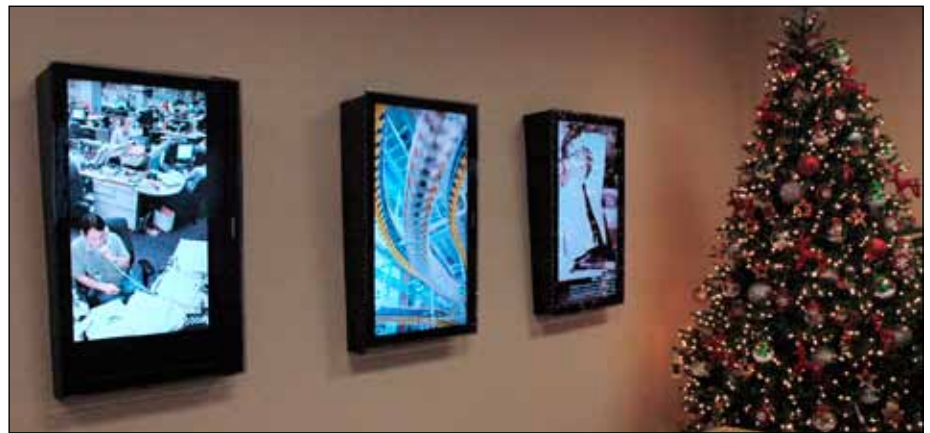
But the group has an ace in the hole.

"We are going out there selling non-traditional products representing *The Kansas City Star*. The advertiser feels better because we are *The Kansas City Star*," he said. "We take advantage of the brand."

Print advertising focuses on sales, and the advertiser knows immediately whether that advertising worked, Maassen said.

"I can personally guarantee the power of newspaper advertising," he said.

You run an ad in the paper and you see the results. Brand marketing isn't like



that, Maassen said. "Online marketing is more of a branding medium, and that means a little different method of selling. "The best thing about online is that it's unbelievably trackable. The worst thing about online is that it's unbelievably trackable," he said.

Explaining the value of the data is part of the process with interactive sales.

The whimsy of the marketplace applied to the astounding pace of digital

advancement results in an inscrutable future for interactive sales people. That makes defining interactive sales difficult. Who knows what's next?

"Corporate has ideas about what to do next, but they are open to suggestions and ideas. A lot of times the best ideas come from the field," Maassen said.

"I don't know what the next big thing will be. We just have to keep our eyes and ears open and always look at where the market is going."

✍



Mark Maassen poses on the steps leading to *The Star's* lobby. At the upper right is a plaque embossed with a likeness of William Rockhill Nelson, who founded *The Star* in 1880 along with Samuel Morris.

Now owned by The McClatchy Co., the country's third-largest newspaper company, *The Star* has changed hands several times in the past three decades. Capital Cities Communication Inc. of New York bought *The Star* in 1977.

Maassen joined the paper in 1982. He saw ownership go to the Walt Disney Co. when it bought Capital Cities/ABC in 1996 and then to Knight Ridder Inc. in 1997, when Disney sold the newspapers it had bought the year before. McClatchy bought *The Star* in 2006, soon after the paper opened its new press plant.

The Star was an afternoon newspaper when the company still published *The Kansas City Times* in the morning. When the papers were combined in 1990, the new morning publication took *The Star* name.

Maassen wants to get larger newspapers involved

Removing a printing press from a building frees up space.

The Kansas City Star experienced that after it opened its \$200 million press pavilion in 2006 a couple of blocks north of its downtown offices on Grand Boulevard.

Mark Maassen, 2013 president of the Missouri Press Association, included that freed-up space in an early-December tour of *The Star* building.

"This entire area of the building has nothing to do with the newspaper," he said.

A space the size of a basketball court contains cubicles with people talking on telephones and working on computers.

"We call them niche people," Maassen said.

MPA Executive Director Doug Crews and editor Kent Ford visited Maassen to talk about his work and his expectations for his year as MPA president.

The Star's niche people have several products. Maassen held up a hefty, colorful "shelter publication" called "Spaces." Each month 40,000 copies are delivered to "Spaces" subscribers and sold from racks. The magazine is filled with information and advertising about home décor, with a little fashion thrown in — hence, shelter publication.

After the success of "Spaces," *The*

Star created "KC Weddings" and "M," another glossy, full-color monthly magazine for Kansas City moms.

The Star out-sources production of the glossy magazines to a local printing company. The paper's niche people design and sell the advertising.

The niche people also produce "Ink," a 50,000-circulation free weekly filled with news and advertising about the local music, entertainment and bar scene.


"The news in it has an edge to it, but it's not as rough as some alternative publications," Maassen said. "It's done fantastic."

Back in his office, Maassen expressed

a goal for his year as MPA president.

"I want to bridge the gap between the large newspapers and the small newspapers," he said.

Maassen, who began serving on the MPA board of directors in 2007, is the first person from *The Star* to serve as president of MPA. He succeeded Phil Conger, publisher of the *Bethany Republican-Clipper*.

"I've learned much from my association with people at the newspapers around the state, both large and small," Maassen said. "For too long the large papers have taken the press association for granted." 

La Plata consolidates editions

The *La Plata Home Press*, after publishing north and south editions for a year, have consolidated the editions into one publication that includes a free monthly shopper that is sent to every household in Macon and Shelby counties.

Editor and publisher Becky Jeffcoat sold the *Home Press* to Lewis County Press LLC in May of 2011. Soon after that, the company began publishing separate papers for the north and south portions of Macon County and a free shopper.

Now, all subscribers receive the same weekly publication. In a story about the change, Jeffcoat said the three *Home Press* people working in Macon will continue to work there.



Steve and Kathy Fairchild with Ryan Squibb, the new owner of the *Lawrence County Record*. (Lawrence County Record photo)

Fairchilds sell Mt. Vernon weekly to former editor of Republic paper

Steve and Kathy Fairchild, who owned the *Lawrence County Record* in Mt. Vernon since 1984, sold the weekly on Dec. 31 to Ryan Squibb.

Squibb, who still farms the family home place near Bois D'Arc, has been editor of *The Republic Monitor* since 2010. Under his leadership, the *Monitor* was named best newspaper in its class in the Missouri Press Better Newspaper Contest in 2011 and 2012.

Neighbor News owns the *Monitor*.

Squibb is a graduate of the Missouri School of Journalism. He is the fifth owner of the *Lawrence County Record*, which was founded in 1876 as the *Lawrence Chieftain*.

Squibb said the staff of the *Record* will remain intact.

Kathy Seneker (now Fairchild) joined the *Record* as a typesetter in 1977, the summer after her freshman year of college. Two years later she was the people and living editor and was preparing to marry Steve Fairchild, an Aurora newspaperman.

After their marriage the Fairchilds went to work at the *McDuffie Progress* in Thomson, Ga. When the news editor of

the *Record* left the paper, publisher Tim Williams asked the Fairchilds to return, which they did.

Steve Fairchild soon took the position of publisher at the *Aurora Advertiser*, and the Fairchilds found themselves producing competing newspapers. Both are in Lawrence County between Springfield and Joplin.

*The new owner
still farms the
family place near
Bois D'Arc.*

After the sale of the *Advertiser* to GateHouse Media, the Fairchilds were preparing to move to Gulf Shores, Ala., where Steve had landed a job.

Williams offered to sell the couple part-ownership in the *Record* if they would stay. They agreed. Four years later, the Fairchilds bought Williams' remaining interest.

The Fairchilds plan to remain in Mt. Vernon. Their daughter, Virginia, is married to a local farmer. Their son, Brett, a May graduate of Mt. Vernon High School, will begin Marine basic training soon.

Steve will continue to cover sports for the paper through this school year. Kathy plans to continue working, but doesn't know where.

Grant received for digitizing newspapers

The State Historical Society of Missouri has been awarded a Digital Imaging grant to digitize several Civil War era (1854-1876) Missouri newspapers. The forthcoming digital collections will complement 30 previously digitized titles, including urban St. Louis and Kansas City newspapers, from the Civil War era.

Through this project, the Society will expand its services for learning and research. Digitization will allow the newspapers to be viewed online and will serve a much larger user community through easily accessed media.

The grant period began this summer, and the newspapers will be available electronically in 2013. All newspapers digitized through the grant will be freely available and keyword-searchable within the Missouri Digital Newspaper Project, <http://shs.umsystem.edu/newspaper/mdnp/index.shtml>, as well as highlighted on the Society's American Civil War in Missouri website: <http://shs.umsystem.edu/civilwar/index.html>.

The American Civil War in Missouri website has more than 120,000 newspaper pages and 10,000 manuscript pages.

This project is supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library.

AP Photo of Year award to J.B. Forbes

St. Louis *Post-Dispatch* chief photographer J.B. Forbes was honored with the Photo of the Year award from among those submitted to the AP by newspapers in the Midwest. The award was presented Dec. 3 at the annual AP meeting in Kansas City.

The winning image of a sunset silhouette of the City Museum rooftop was published in September to mark the one-year anniversary of the death of the museum's co-founder.

Forbes is a 2011 inductee into the Missouri Photojournalism Hall of Fame in Washington, Mo.



MPA/AP Day at Capitol, Reception Feb. 20-21

MPA and the AP will hold their annual Day at the Capitol on Thursday, Feb. 21, 2013. Morning activities will be in the Capitol, with lunch at the Governor's Mansion.

All MPA members are encouraged to attend this event to see what the General Assembly is working on and to visit with their legislators.

Day at the Capitol will be preceded on Feb. 20 with an afternoon meeting of the MPA/MPS board and a late-afternoon/evening reception for legislators and MPA members.



Both of those activities will be held at the Doubletree Hotel, 422 Monroe St., the site of recent Day at the Capitol evening receptions.

Those wanting to stay in Jefferson City on Wednesday evening, Feb. 20, can make a hotel reservation by calling (573) 636-5101 or going online to <http://tinyurl.com/cgrcmse>.

The rate is \$109 plus tax.

Day at the Capitol is held on Thursday because many legislators are at home on Fridays.

A registration form will be sent to you soon. This activity is free, including lunch, but you must register. If you sign up for lunch at the Governor's Mansion and do not attend, you will be billed.

The Joplin Globe is Newspaper of Year

The Joplin Globe has received the 2012 Newspaper of the Year Award from the Local Media Association, a national trade organization that represents more than 2,000 of the country's leading suburban and community newspapers.

The judging was conducted by the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism.

The Globe won the award in the category for dailies under 30,000 circulation.

Judges' comments: "The Joplin Globe serves its readers well with a comprehensive news report coupled with in-depth articles and features. 'Faces of the Storm,' a compilation of biographies and photos of all the victims of the May tornado, is an especially noteworthy effort.

"Thoughtful design continues throughout the sections, and the advertising is modern and inviting. Headlines are appropriate in size and design and accurately written. This is a newspaper that is paying attention to its readers and its community."

William Ketter, vice president of news for Community Newspaper Holdings Inc., The Globe's parent company, said strong local reporting has been a crucial component of The Globe for many years.

"The Joplin Globe is a prime example of a newspaper that is indispensable to its readers in good times and in times of crisis," Ketter wrote in an email.

Michael Beatty is the publisher of The Globe, Carol Stark the editor. (The Joplin Globe)

Branson publisher wins free meeting registration

Michael Schuver, publisher of the Branson Tri-Lakes News, won free registration for the 2013 Annual Missouri Press Association Convention, a \$175 value! He won in the drawing from among those who filled out the survey after the 146th Missouri Press Association Annual Convention in September in Columbia.

The 147th Annual MPA Convention will be held Sept. 5-7, 2013, at the Marriott Downtown Kansas City.

Former reporter writes book of mule stories

Lonnie Thiele, a reporter who has worked for the newspapers in Holden and Poplar Bluff, has written a book about Missouri mules.

Coincidentally, the 2013 Reading Across Missouri story is about mules.

Anyone interested in contacting Thiele about his book, "That Son of a Gun Had Sense: Mule Stories From the Bootheel Area During the 1930s-1940s Era," can contact him at 573-300-3085 or lonthiele@hotmail.com.

Dane Vernon appointed Region 7 director of Nat. Newspaper Assn.

Dane Vernon, president of Vernon Publishing Inc., Eldon, was recently appointed National Newspaper Association Region 7 director (Kansas, Nebraska, Iowa, Missouri).

He was appointed by the NNA board to fill the unexpired term of John Edgecombe Jr., who was elected treasurer. Vernon will serve until Sept. 14, 2013, and then be eligible for election as Region 7 director.

Vernon served as president of the Missouri Press Association in 2002.

Vernon Publishing owns five weekly



Dane Vernon

newspapers and one shopper in central Missouri. Vernon was born and raised in Eldon, home of the group's flagship newspaper, *The Eldon Advertiser*, a family-owned weekly since 1948.

Dane started taking over operation of the newspaper group from his father, Wallace, in 1991. Now Dane's son, Trevor, is in the process of taking over the group from his father.

Dane graduated from the Missouri School of Journalism in 1979 with a degree in advertising. After graduating he returned to Eldon to work at the newspaper.

Post-Dispatch earns Lee Enterprises' highest recognition

The *St. Louis Post-Dispatch* in December won Lee Enterprises' highest company honor: 2012 Enterprise of the Year.

The newspaper received the award for its strong financial results and leadership in companywide initiatives, said Mary Junck, chief executive of the Davenport, Iowa-based publishing company.

"Publisher Kevin Mowbray and his management team have led outstanding performance in St. Louis, including double-digit growth in operating cash flow," Junck said.

"Their can-do attitude has transformed the culture in St. Louis and raised our levels of success throughout Lee."

Three teams from within the *Post-Dispatch* also received Lee President's Awards this year. Reporter Nancy Cambria and multimedia designer Josh Renaud won for "Deadly Day Cares," their investigative series into infant deaths at daycare centers in Missouri, which led to stronger state regulations.

Nancy Long, Brian Obregon and Becky Griess won for a series of initiatives that has boosted circulation revenue. *Post-Dispatch* executives also were part of a company-wide team that received a President's Award for helping to plan the rollout of digital subscriptions.

This year was the first time the newspaper as a whole has won Enterprise of the Year since the *Post-Dispatch* joined Lee in 2005. The paper was a finalist in 2010.

MPA award recipient appreciates reception

MPA:

It's been an amazing experience to win OYJ (Outstanding Young Journalist), and I must say the MPA recognition and reception at the convention were overwhelming.

Thanks again,

Brady Brite, Reporter

Christian County Headliner News, Nixa Xpress, Republic Monitor

Online marketing specialist will present at April MAMA meeting

Shannon Kinney will be the presenter for the 2013 meeting of the Missouri Advertising Managers' Association on April 18-19 at The Lodge of Four Seasons, Lake Ozark.

Kinney has more than 15 years of experience in the development of successful Internet products, sales and marketing strategies. She has worked on the teams developing successful Internet brands such as cars.com, careerbuilder.com and over 60 online media properties for newspapers all over the U.S. and Canada.

Prior to that, Kinney spent more



Shannon Kinney

than 10 years in media sales and sales management in Maine. She is an experienced speaker, trainer and consultant, and has worked with small and large companies. She is considered an expert in online marketing and social media, and speaks regularly at conferences on the subject.

She serves as an advisor to many established and start-up companies and to local charitable groups such as the Maine Lobster Festival Committee.

Encourage teachers to apply for workshop

The Reynolds High School Journalism Institute is a free, intensive two-week journalism training program for high school teachers.

MPA encourages its member newspapers to promote this training to journalism/communications teachers and their administrators in area high schools.

There is no cost to the teacher or high school.

One of the workshops will be July 14-26 at the Missouri School of Journalism in Columbia.

For more information and to register go to <http://tinyurl.com/bljdc3k>.

Scrapbook

• **Washington** — Michelle Phinney and Kathy Duncan were honored for 35 years of service to the *Washington Missourian* at the paper's annual employee recognition party on Nov. 15.

Kurt Sullentrup was honored for 25 years of service.

• **Cape Girardeau** — The *Southeast Missourian* hosted social-local-mobile training seminars in November at the company's Concourse building in Cape Girardeau. Newspaper advertising director Donna Denson said dozens of businesses were represented.

The guest speaker, Shannon Kinney, is a national expert who has consulted with companies as big as Google and as small as a corner store. She will be the speaker at the April meeting of the Missouri Advertising Managers' Association at The Lodge of Four Seasons.

Kinney gave do-it-yourselfers insight into how to exploit social media and helped others understand what tools

are out there to help them navigate the choices in front of them.

Attendees received an analysis of how their brands — and their competitors' brands — appear online.

Representatives of the *Southeast Missourian* helped local business people with their questions about social media during the seminars.

• **Monett** — At the end of November the *Times* debuted a redesign with a new flag, typefaces and layout.

• **Campbell** — Staffers from the *Daily Dunklin Democrat* in Kennett participated in a Career Day Nov. 20 at Campbell High School. Reporters Chris Kaiser and Lecia Forester, managing editor George Anderson and general manager Donnie Shelton talked to students about their jobs.

• **Camdenton** — Six-year-old Britt Winslow of Linn won the honor of

riding with Santa and Mrs. Claus in Santa's sleigh on the way to Christmas on the Square in Camdenton. Britt won by sending in an entry in the *Lake Sun's* coloring contest, along with his Christmas list.

Santa called Britt and told him he had won the coloring contest. Britt and his mother drove to Lebanon for the Dec. 1 sleigh ride.

• **Across Missouri** — Many Missouri newspapers sponsored holiday fundraising and entertainment activities in their communities.

Mr. and Mrs. Santa Claus visited the *Lebanon Daily Record* on Nov. 23 so area children could have their pictures taken with them and tell them what they wanted for Christmas. Local businesses donated funds through the Community Christmas Tree so each child received a small toy from the jolly couple.

In St. James, the *Leader-Journal* partnered with a local clinic and a radio station to sponsor the first Holiday Hope Project. This year the project helped the family of a Rolla boy whose home was destroyed by a fire while he was in



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treatment at St. Jude Children's Research Hospital in Memphis.

The *Kirksville Daily Express* promoted the Hope's Kitchen fundraiser to help the soup kitchen serve meals to those in need.

The *Chronicle-Herald* in Macon collected contributions to the Annual Community Christmas Card. Each person who donated \$1 to the effort got his or her name published. Proceeds bought food for baskets for the needy.

The *Ste. Genevieve Herald* donated \$1 for each new subscription sold in December and 50¢ for each renewal to agencies that provide food to local families.

The *Constitution-Tribune* placed bins around Chillicothe to gather food items for the 29th annual Food for the Needy Campaign. Cash donations also were collected.

The *Dexter Daily Statesman* held its annual Operation Santa project to

coordinate "adoption" of local families in need.

In Poplar Bluff, the *Daily American Republic* helped collect new clothing for area children through its Project Christmas Promise. The 2011 effort helped more than 800 children from 250 families.

The Fulton Sun joined Callaway Bank to publish letters to Santa Claus. The bank bought an official mailbox that it sets out to gather letters. "CB Squirrel" is the only one who can get the letters out. He delivers them directly to the newspaper.

On Dec. 14 the *Platte County Landmark* held its annual Christmas party for the public at the local Comfort Inn. The paper throws the party to thank advertisers and readers.

Teaming up with the Department of

Health and Senior Services, the *Marble Hill Banner Press* coordinated a Christmas for the Elderly campaign. Donations of items and cash were gathered for distribution to those in need.

• **St. Louis** — Two writers for the *Labor Tribune*, Bobby Whitehead and Curt Hicken, received Golden Glow awards in November from the Association of Great Lakes Outdoor Writers.

Whitehead is the editor of *Outdoor Guide Magazine* and the outdoor sports section editor of the *Labor Tribune*. Hicken writes for both publications.

• **East Prairie** — The East Prairie Chamber of Commerce named *The Eagle* Business of the Month for December. Carlin Bennett owns and publishes *The Eagle*.

News-Leader earns 'Best of Show' honor

The *Springfield News-Leader* won a special "Best in Show" award in Gannett's quarterly Awards of Excellence contest among its 82 community newspapers. A recent series on the effects of poverty on the lives of children in the Ozarks earned the award.

The series was part of the *News-Leader's* on-going public-service project called Every Child, which was launched in fall 2011. The poverty series, published in September, followed previous reporting on child abuse and neglect, and on factors affecting children's health.

Children in Poverty won top honors in four of the eight categories of the contest — Public Service, Outstanding Writing, Visual/Design and Multimedia Storytelling.

Judges specifically recognized work by *News-Leader* staffers Claudette Riley, reporter; Valerie Mosley, photographer; Cheryl Whitsitt, managing editor; Dean Curtis, multimedia editor; and Matt Peterson, assistant managing editor. Also recognized was Karla Brown Garcia, team leader in the Des Moines Design Studio, which provides design work for the *News-Leader*.



Missouri Press Foundation

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

Foundation Builders

St. Louis Labor Tribune

Jo Hoffman, Lee's Summit; Dave Berry, Bolivar

St. Louis Post-Dispatch Newspaper In Education Program

Ernst & Young, St. Louis

Washington Missourian Newspaper In Education Program

Washington Rotary Club, Bank of Franklin County
Unnerstall & Unnerstall CPA PC; Franklin County Bank, Washington
Citizens Bank, New Haven; Fischer Chiropractic PC, Washington
Innovative Machine & Tool Inc., Union

Missouri Photojournalism Hall of Fame

William L. Miller, Washington, Mo.
Clifford Schiappa, Kansas City

Reading Across Missouri Serial Story

National Newspaper Association Foundation

In Memory of Robert Blosser

Robert B. III and Patricia Smith, Lebanon

Post-Dispatch first with Titanic report

ST. LOUIS POST-DISPATCH

Carlos and Katherine Hurd of St. Louis were bound for Europe on a vacation. Killing time in New York, Carlos, a reporter at the *Post-Dispatch*, dropped by the newsroom of the *New York World* for small talk. He met city editor Charles Chapin.

Eight days later, it was good that Hurd knew Chapin's face.

The Hurds boarded the steamship *Carpathia* for Naples, Italy, on April 11, 1912, the same day the new luxury liner *Titanic* left Ireland on its inaugural run to New York City.

The weather at sea was cold, the days restful. At dawn April 15, Hurd was awakened by a strange sensation — the *Carpathia* had stopped. He dressed and met a stewardess, who pointed to a pitiful gathering of shivering refugees. "From the *Titanic*," the stewardess said. "She's at the bottom of the ocean."

Hurd, 36, interviewed survivors and crew members, including Robert Hitchens, who was on the bridge when

the *Titanic* struck ice. Hurd's wife conducted additional interviews and assisted with his story, which he wrote in longhand on any paper they could find. The result was the first full account of the disaster, splashed across the pages of the *World* and the *Post-Dispatch*, both owned by the Pulitzer family (the first Joseph Pulitzer had died the year before).

How their scoop got to press is where Chapin's face comes in. The *Carpathia*'s captain, Arthur Rostron, rushed his ship 58 miles at full speed toward the disaster. But he had no truck for reporters. Rostron wouldn't let Hurd send messages by the ship's wireless telegraph.

As *Carpathia* approached New York on the evening of April 18, it was chased by several tugs bearing reporters, many of whom sought to lure Hurd over megaphones. Hurd wrapped his dispatch and tied it to a cigar box for buoyancy. Evading ship's officers to reach the rail, he spotted Chapin on a tug. Hurd tossed his package. Its binding rope snagged a lifeboat one deck below.

A *Carpathia* sailor freed it and — to the cheers of *Titanic* survivors — tossed it onto Chapin's tug.

Grateful editors gave Hurd a \$1,000 bonus, a huge sum at the time, and sent the couple back to the *Carpathia* for their trip to Europe.

Carlos Hurd had joined the *Post-Dispatch* in 1900, and he worked there until his death in 1950 at age 73. Katherine Hurd, mother of their three children, died in 1928 at age 49. Carlos remarried two years later.

Earlier in his career, Hurd was the editor of the *Drury Mirror* at Drury University in Springfield and he worked as a reporter for the *Springfield Leader* (now the *News-Leader*) late in the 1890s.

Hurd covered almost everything, from vicious murders of blacks by whites in East St. Louis to society balls. He wrote book reviews and many "bird lines" for the newspaper's *Weatherbird*.

(From a feature commemorating the 100th anniversary of the sinking of the *Titanic*.)

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On the Move



Chris Waltz

• **Cape Girardeau** — Rust Communications has created a new business — rustmedia — that focuses on multimedia marketing for small- and medium-sized businesses.

Gary Rust II, director of Medialab for Rust, has been named director of rustmedia. A graduate of Washington University, he has more than 20 years of experience in media in Japan and the U.S., and has provided marketing solutions for clients such as Apple and Anheuser Busch and has been the chief digital strategist for Rust.

Rust Communication's Steve Turner has been named creative director of rustmedia. A cinematographer, director and writer, Turner has more than 20 years of experience in commercials, documentaries, film and web content.

Turner, a graduate of Southern Illinois State University, will oversee the rustmedia creative process in video, print and digital.

Shad Burner, who is new to Rust, was named marketing and fulfillment executive for rustmedia. He formerly was the marketing coordinator and director of alumni services at Southeast Missouri State University in Cape Girardeau,

• **Warrenton** — Chris Waltz is the new managing editor of *The Record* in Warrenton. Missouri Publishing Co. of Washington owns the paper.

The photo of Waltz arrived too late to make the December issue, where his appointment was first announced.

his alma mater. He worked with social media and database systems to expand the university's outreach program.

• **Columbia** — Lorry Myers has joined the *Daily Tribune's* list of columnists.

Myers has worked in the banking industry for 30 years and has sold advertising and done marketing for her hometown newspaper, *The Centralia Fireside Guard*. Centralia is in Boone County, about 20 miles northeast of Columbia.

Her humor column, which frequently focuses on her family, has appeared in *The Guard* for a number of years. It won first place in the 2010 MPA Better Newspaper Contest.

Myers' column also appeared in the *Northern Boone County Bullseye* out of Hallsville between 2004 and 2008. At that time, *Tribune* reporter Jodie Jackson Jr. was the owner-editor of *The Bullseye*, which is no longer being published.

• **Elsberry** — Julia Chambers has joined the staff of the *Elsberry Democrat*. The mother of three has been a resident of Elsberry for seven years.

She joined the *Democrat* to help fill the void created when former general manager Michael Short was named manager of *News-time*, a new publication in the Lake Saint Louis/Wentzville area.

The newspapers are part of the Lake-way Publishers of Missouri group.



Julia Chambers

David Lieb named AP Missouri-Kansas Staffer of Year, again

David Lieb, correspondent for The Associated Press in Jefferson City, was named the AP's Fred Moen Kansas-Missouri 2012 Staffer of the Year for his political and legislative coverage.

Lieb led AP's coverage of Missouri's busy election season, which included the race for U.S. Senate. He served as the moderator for the Senate and gubernatorial candidate forums at the MPA Convention in September.

Lieb, 39, began his AP career in Jefferson City, covering the 1995 and 1996 legislative sessions.

Lieb also won the Moen Award in 2006. The honor is named for the late Fred Moen, who was AP's Kansas City bureau chief from 1971-1984. (AP)



David Lieb

Mistrial in killing of St. Louis American's circulation manager

After deliberating over two days, jurors went home Dec. 7 unable to decide whether Rico R. Paul is guilty of first-degree murder and other charges in the killing of an employee of *The St. Louis American* on May 9, 2011. The judge declared a mistrial.

Paul was held for a retrial.

Paul Reiter, 27, circulation manager for *The American*, had dialed 911, ostensibly to report seeing a burglar next door to his home at about 10 a.m. But he was shot dead before completing the call.

Eyewitnesses identified Paul as Reiter's killer, but the defense presented two alibi witnesses and claimed police forced Paul to confess. Paul also faces 20 counts of burglary and theft in a string of other crimes in the neighborhood, and is serving a prison term for violating probation for an earlier robbery and assault. (*St. Louis Post-Dispatch*)

K.C. Star health writer gets fellowship

Alan Bavley, who has covered health and medical issues for *The Kansas City Star* since 1988, has won a reporting fellowship from the Association of Health Care Journalists, which is based at the Missouri School of Journalism.

Bavley is one of five reporters nationally to receive the 2013 fellowships on health care performance. The Commonwealth Fund, a private foundation based in New York City, supports the fellowships.

Our kind of pizza baker

(Scott Charton, retired AP correspondent and a longtime friend of Missouri Press Association, wrote this just before the MPA Convention last fall.)

SCOTT CHARTON / Charton Consulting

As Missouri newspaper people prepare to gather this week in Columbia, I want to share a sparkle of optimism about the uniqueness of what they do — and the value of the printed page.

I sat down Sunday evening at Broadway Brewery and noticed the young man next to me poring over the *Columbia Daily Tribune*. And not on a tablet or

smartphone — the crinkly paper edition.

I introduced myself to John Gilbreth, age 31, a pizza cook at the brewery who had just gotten off work. John came to Columbia from Joplin 13 years ago to attend Mizzou, and like so many, he hung around.

So how does John relax when his workday ends? With a brew and his Sunday *Tribune*. John is a crossword puzzle aficionado, and that draws him to the *Tribune*:

... “Sure, I could go online and do crosswords and games, where they give

you the answers with a click — but what fun is that? I can fold this paper, put it on my clipboard, pull it out for a read at my convenience, even when the power is off or the phone battery is dead. I love the printed page,” said John.

While we sat there, two of his young friends stopped by and shared a peek at the crossword page. Then they joined John in haggling about a word or two. I thought of it as cross-pollination of the digital age with the stimulation and satisfaction of holding the printed page.

I treated John to his drink, shook his hand, and thanked him for his support of the local newspaper — on behalf of all of us.

Sources and Resources for Missouri Newspapers



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Learn all about mules in 2013 'Reading' feature

Our first story for Common Core Standards

It's January, and in our neck of the woods, that means it's time to be Reading Across Missouri!

Missouri Press began this annual project in 2005 with the story of Old Drum in "A Hunter's Heart." In the ensuing eight years, readers – young and older – have read along as we've taught them about Harry Truman, George Caleb Bingham, Missouri's first newspaper, Mark Twain, Missouri's generals, the Civil War and more.

The goal of the project has always been to encourage young people across the state to read and learn about Missouri history inside their community newspapers as we kick off a new year.

This year we're taking readers down a path less traveled, but surprisingly historical, to share the story of mules. Did you know the mule is the Missouri state animal? And Lathrop, Mo., was once considered the Mule Capital of the World?

The saying "all trails lead home" was never more true than with mules. Francis the talking mule was a Missouri gal, and her owner was a photographer who's been inducted into our own Missouri Photojournalism Hall of Fame!

In our 2013 story, "Manny Kicks Long Ear Lore," readers will learn that life's no field of clover for Manny. Over the years, his kind has gotten stuck with a bad reputation. They're believed to be lazy, ugly and dumb. Manny has had it up to his long ears with this pile of mule hooley, and in a new eight-week serial story, he's going to set the record straight.

Chris Stuckenschneider wrote the

eight-chapter story for the Missouri Press Foundation. She also authored the MPF serials "Patriotic Pals, Tails of the Civil War," "Pressing West" and "Twist of Fate: The Miracle Colt and His Friends."

Last year's story, "Patriotic Pals," was the most popular story in the nine-year-history of the Reading Across Missouri project. More than 160 Missouri newspapers downloaded the story.



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

Stuckenschneider is turning "Patriotic Pals" into a children's book to be released later this year. Her retelling of "Twist of Fate" was published as a book in 2009 and honored as a Missouri Show Me Award Finalist.

The 2013 Reading Across Missouri campaign offers newspapers the opportunity to publish the eight-chapter story

"Manny Kicks Long Ear Lore" at no cost for six months beginning Jan. 1.

In addition to the eight camera-ready chapter files, Missouri Press has produced a companion teacher guide correlated to the Common Core Standards. These files, along with a promotional ad, are available for download at www.mo-nie.com using the download code readmo13.

Before you publish the story, be sure to read the Rules for Publication included with the download. Some key points the rules address are registering each newspaper publishing the story, even within the same group, and limiting online access to protected sites and replica electronic newspapers.

We've posted the teacher guide in two places, with the newspaper

download in case you'd like to copy and distribute or post the guide on your own website, and under a teacher password: teachmo13. There is a link to this teacher code in each chapter.

Again this year Missouri Press has partnered with the National Newspaper Association and its Foundation to offer access to "Manny Kicks Long Ear Lore" to its member newspapers. Last year more than 250 newspapers from 43 states downloaded "Patriotic Pals" through NNA's "Reading Across the Nation" project.

With more than 400 newspapers downloading our serial story last year, not to mention the hundreds downloading our other features, Missouri Press continues to be a tremendous resource for community newspapers interested in reaching out to young readers in their communities.

And the new Common Core Standards being adopted by states like Missouri should help remind teachers of the value of those newspapers in the classroom, as illustrated in the terrific comment from an educational blog The Reading Zone:

"What I have learned so far is that teachers can implement much of the Common Core just by bringing newspapers into the classroom, in any subject area. My students read the paper every day and write in response to what they read.

"They are surrounded by informational text mentors as I work with my history co-teacher, and then we draw connections between current events, the literature we read, and the information they study in history.

"It's truly a multidisciplinary approach, and the students enjoy it! The improvement in their reading and writing skills in just a few months is tremendous (and measurable!). Even better? They are reading more! They pick up the newspaper and can think critically about the issues affecting their world."

Read the entire article "Why Can't We Be Friends? The Common Core, Informational Text, and Literature" at <http://thereadingzone.wordpress.com/>.

If you have questions about the Reading Across Missouri project or how to implement it in your community, just contact me.

Washington Missourian to raise subscription, single copy prices

Washington Missourian / Nov. 24, 2012

There were several meetings and long discussions about raising the single-copy price of *The Missourian* for the issue right before Thanksgiving. Since this usually is the largest advertising issue of the year, many newspapers charge more for a single copy. The reason is higher overall production costs.

So *The Missourian's* leadership team decided to charge \$1.25 for this issue... To make the change we had to have signs at our single-copy outlets that indicated the \$1.25 price for the Nov. 21 issue. Other changes had to be made in our vending machines and other details were addressed. We moved up all deadlines so we could get on the press early because of the extra handling required with more than 30 inserts, several quite heavy. Everything appeared to be going smoothly, deadlines were met, but ...

On the flag on the front page we always include the single-copy price, which normally is 75 cents. Others, including this editor, missed changing the price to \$1.25. The press run began... several thousand papers were printed with the 75-cent price. Finally, the editor and circulation manager noticed the mistake... We shut down the press, a new front page plate was made, and

other measures were taken to cover the 75-cent price with \$1.25.

... We feel strongly that newspapers have a high value and to charge only 75 cents for a single copy is nothing short of ridiculous. ... The large Nov. 21 issue was well worth \$1.25. It was jammed with advertising; many items were listed at lower prices to be excellent bargains. To take advantage of a single item saved the consumer much, much more than \$1.25. The community news in any issue has a priceless value in many instances.

The Missourian single copy price soon will go to \$1. Like too many other newspapers, we stayed at 75 cents too long. Every item we purchase that is necessary to publish a newspaper has gone up — sometimes more than twice a year. We will have to increase our subscription prices also. We haven't had a subscription price increase for many years.

To increase prices is nothing more than recognition that our newspaper has value and for too long we've been selling it for a price that is not realistic in today's world. Like other businesses, we can only absorb the rising cost of doing business for so long. Not to act is to ignore practicing good business judgment!

his wife of 50 years; four daughters, a sister and two grandchildren. (From the *St. Louis Post-Dispatch*.)

Columbia

Betty Hackethorn

Betty Lou Hackethorn, 92, Columbia, who attended many MPA functions with her husband, Jack, from the 1960s through 1980s, died Nov. 21, 2012.

The Hackethorns were longtime associate members of MPA. Jack worked in public relations for Missouri Farmers Association, and he was inducted into the Missouri Photojournalism Hall of Fame in 2007. He died several years ago.

Mrs. Hackethorn held a number of positions with the state and federal governments and with the University of Missouri. During the Missouri School of Journalism's 50th anniversary program in 1959, she met former First Lady Eleanor Roosevelt.

Survivors are a sister and other relatives. (From the *Columbia Daily Tribune*)

St. Louis

Howard Etling

Howard Etling, 98, St. Louis, a longtime journalist in South St. Louis County, died Nov. 30, 2012.

After obtaining a degree from the Missouri School of Journalism, Mr. Etling became managing editor of the *South St. Louis Neighborhood News*. He soon was married to Mary Nordmann, the daughter of the paper's owner. She died in 1997.

They became part-owners of Nordmann Printing Co., and in the 1970s, when the Suburban Journals bought the *Neighborhood News*, he became a general manager for owner Frank C. Bick.

He was named a senior publisher for the Suburban Newspapers of Greater St. Louis after its sale to Ingersoll Publications in 1984.

Mr. Etling remained very active playing tennis and with many area civic and church organizations most of his life.

Survivors include four sons and three daughters. (From the *St. Louis Post-Dispatch*.)

Obituaries

St. Louis

Bob Hoemeke

St. Louis attorney Bob Hoemeke, 77, an open government and First Amendment champion who often represented the *Post-Dispatch*, died Nov. 28, 2012. He had been diagnosed with Parkinson's disease 12 years ago.

Mr. Hoemeke occasionally advised MPA on issues involving press freedom, and he helped write the sunshine law. He played a role in stopping President Richard Nixon from preventing publication of news reports critical of the Vietnam War in the 1971 Pentagon Papers case.

Mr. Hoemeke was a longtime partner in the firm Lewis, Rice & Fingersh.

In 1975, Mr. Hoemeke represented the *Post-Dispatch* in the first case before the Missouri Supreme Court dealing with the sunshine law. The court adopted his argument that the law should be liberally construed to promote open government.

In 1998, Mr. Hoemeke represented the *New York Times*, the AP, NBC, CBS, ABC, Time Magazine and the *Post-Dispatch* in successfully seeking to open the sealed deposition of President Bill Clinton in the Paula Jones case.

Mr. Hoemeke is survived by Shirley,

'Critical incident' response guidelines may be closed

YOU play a key role in this effort

By the time this lands on your desk, the holiday season will be over and 2013 will stretch before us, full of potential. And, as usual, it means that shortly the Missouri legislature will be back in session for another term.

One of the first issues that I suspect we'll see arise during the session is related to a little present Santa has left in your stocking that I don't want you to miss.

Beginning Jan. 1, you have a window of opportunity to make sunshine law requests for access to guidelines and policies relating to how law enforcement responds to a "critical incident" (see Section 610.021.18). You also have the ability to request information on existing or proposed security systems and structural plans of real property either in government hands or similar records being held by government entities that may be assisting in protecting those structures (see Section 610.021.19).

IF YOU WANT THIS INFORMATION, MAKE YOUR REQUEST NOW.

I fear this window of opportunity will slam shut pretty quickly. Over the next few weeks, there will be many stories written about how law enforcement is dealing with shootings in public places, and this information may be important to your stories.

This information will not be open for long, for officials in the state Department of Public Safety are already working to have bills introduced closing these records. No doubt, as the bill moves through the House and Senate, it will come with an emergency clause, so once signed by the governor, it will be effective immediately. So don't delay.

Missouri Press has requested that this bill include once again a sunset provision in an effort to continue having this issue reviewed on a regular basis. We have looked at the proposed language that will be presented this year and have worked to be certain that it is clearly written and as limited as possible, in order to ensure that the amount of records closed under these exceptions is narrowly drawn.

Meanwhile, we are hoping for a larger sunshine bill to get a hearing this session. The association is working with prospective sponsors and reports will be regularly issued as to progress.

As usual, YOU play a key role in this effort. Once a bill is introduced, that information will be

available to you so that you can lend support. Editorials are helpful, explaining why the changes being suggested are important.

When you get emails requesting you to contact your legislators to ask them to support a bill, it is terribly important that you make those calls. Hearing from you, their constituents, that this is important to you, helps win their support



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

of these changes.

If you have time to come testify on a bill, let me or Doug Crews at MPA know and we'll keep you informed as to when hearings will be held.

Be sure to come to Jefferson City for the annual Day at the Capitol in February, and talk to your legislators then. Don't hesitate, in addition, to catch your local legislators when they are home on weekends and bend their ears about this subject.

Every time you make that connection, you give our bill a little "push" toward passage.

Finally, I mentioned last month that my office will have relocated by the time you read this. Many of you contact me by phone or email, and none of that will change.

But perhaps it would be a good idea to make this note of my new physical address: The Maneke Law Group, L.C., 420 Nichols Road, Ste. 200, Kansas City, MO 64112.

We're right in the heart of the Country Club Plaza, just a few steps away from the Apple Store there (I know you guys. I doubt there's a PC sitting in any office of my readers out there). You'll have to come say "hello" next time you are down there.

Wishing all of us a wonderful 2013!

We are hoping for a larger sunshine bill to get a hearing this session.

Mistrial in killing of St. Louis American staffer

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Missouri Newspaper Organizations

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

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

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

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

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CALENDAR

January

9 — Missouri legislature convenes

February

- 20 — MPA/MPS Board meeting, Doubletree Hotel, Jefferson City
- 20 — MPA Reception for Legislators and MPA Members, Jefferson City, Doubletree Hotel
- 21 — MPA/AP Day at the Capitol, Jefferson City

March

- 11-15 — National Sunshine Week
- 14 — NNA We Believe in Newspapers Leadership Conference, Washington, D.C.

April

- 12 — Free Business Journalism Seminar, Fayetteville, Ark.
- 18-19 — Missouri Advertising Managers' Association meeting, The Lodge of Four Seasons, Lake Ozark
- 21-23 — Missouri Circulation Management Association meeting & Circulation / Audience Mega Summit, Renaissance Hotel, Lambert Airport, St. Louis

September

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



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