

MP
MISSOURI PRESS
NEWS

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In the realm of news, life isn't getting simpler

It's a time of extraordinary change at Missouri Press Association

On some days, I'm sure, E.J. and Pat Kirby thought I would be the death of them and their century-old *Chariton Courier*.

The Keytesville weekly was the perfect place for a kid fresh out of J-School who thought he knew a lot. And the Kirbys were the perfect first employers. They let me walk right up to the edge of the abyss, but almost always caught me before I stepped over.

Pat and E.J. were patient.

And the *Chariton Courier's* readers welcomed me, even though a few of them would rather have run me out of town. They provided my graduate education from spring 1977 until fall 1980.

That's when Vicki Russell hired me at the *Kingdom Daily News*, the *Tribune's* sister newspaper in Fulton. More than three decades of additional graduate education followed, mostly at the *Tribune*.

Vicki Russell and Hank Waters have been patient.

I now presumably have sufficient knowledge to hold the office of association president. My turn comes at a time of extraordinary change at Missouri Press Association.

Doug Crews, MPA executive director for 25 years, will power down his Dell and retire in February 2016. That's a mere calendar flip away, so a committee led by 2014 MPA President Richard Gard has already been working on a structure to search for Doug's replacement.



The committee's goal is to introduce the next MPA executive director at the 2015 Convention in Columbia. Doug's departure will sure enough leave a big gap in institutional knowledge.

But there's more. After 45-plus years with MPA, advertising placement director Connie Whitney retired Dec. 17. Connie has agreed to help out in a consulting role as the staff works through the loss of her skills and experience.

Clearly, some important decisions lie ahead, and we need your help.

You should have received a survey recently from the MPA board. It is designed to discover your priorities for the incoming executive director.

Naming a replacement for Doug is the single most important decision we will make this year, and the addition of members' voices in that process will be crucial. If you need information about the survey or access to it, please contact the MPA office.

My predecessor, Richard Gard, set the bar high. Richard obviously has abundant legal acumen and organizational talents to run the multi-masthead Missouri Lawyers Media. And, for a publisher, he writes a pretty clever column. It's really not fair that he is so good with numbers and words, too.

Conversely, I'm a news guy. I've never had to make payroll or hit revenue goals. But I have spent a lot of years around friends and colleagues who face those challenges, Richard included, and I appreciate what a tough and important job it is. In recent times, it hasn't gotten any easier.

In the realm of news, life isn't getting simpler either. Technology gives us unprecedented opportunities to reach audiences with tools we didn't dream of 30 years ago. But deciding which of those tools best serve readers and learning to use them present challenges of treasure, time and talent.

The MPA and its affiliates help us sort out those problems with training programs, advertising support and networking opportunities.

In coming months, I hope to fill this space with news to use and also preach to the choir about the importance of what we do and ways we might help each other do it better.

I'll try to follow my own advice. The Robertson Rule for Columnists proffers three simple criteria that Richard instinctively adopted: Keep them tight, bright and right.

I hope you all are patient.

"Clearly, some important decisions lie ahead, and we need your help."



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Columbia Daily Tribune

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Mountain View Standard News

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Jim Robertson, left, managing editor of the *Columbia Daily Tribune*, stands outside his office Dec. 4 in the *Tribune's* newsroom, 221 S. Eighth St. in Columbia. Robertson has been a part of the *Tribune's* newspaper family for more than 33 years, joining the staff at the *Tribune* in 1981 and becoming the managing editor in 1987. The *Tribune* has a paid daily circulation of 20,620 and a Sunday circulation of 23,493. Robertson was elected Sept. 26 to serve as 2015 president of the Missouri Press Association, succeeding Richard Gard, Missouri Lawyers Media. (photo by Bryan E. Jones)

2015 MPA president, Jim Robertson

Sense of community drives editor's passion for newspapers

by Bryan E. Jones

A boy, elbow to elbow with his three young brothers, reads the "funny papers" printed on special salmon-colored newsprint in the *Des Moines Register*. It was only a galley's width journey from the comics pages to reading sports and news, and a career in journalism for Jim Robertson

'The MPA is needed... to provide a strong voice for newspapers and to correct misconceptions newspapers are dying.'

got its start with a newspaper spread out on a living room floor.

Not having any family members in the newspaper business, Robertson credits his high school English instructor, Mrs. D.J. Tague, with encouraging him to pursue writing, setting him to work on the school's student-produced weekly newspaper in the old

railroad town of Wyaconda, Mo.

Foreshadowing his future occupation, Robertson served, even then, as editor of that newspaper. The students published the paper not merely for the school, but for the entire community of Wyaconda, reproducing copies on a Mimeograph machine and distributing them by hand through the neighborhoods.

Robertson was one of only 18 graduates in his high school class, where he laughingly recalls he finished in the "top 10 percent."

He was awarded a Curators Scholarship in 1972 and began his journalism education in Prof. William H. Taft's "History and Principles of Journalism" class at the University of Missouri in Columbia. Robertson later graduated from the MU School of Journalism and began working in community newspapers in 1977.

He worked as a reporter and editor at the *Chariton Courier* in Keytesville and the *Kingdom Daily News* in Fulton.

He describes his time in the weekly community newspaper business as "the best education and hardest

work" he could imagine. "More than anything else, it set me up for what I am doing now," he said.

That experience and sense of community continues to drive his passion

'We are obsessive with our approach to community.'



for newspapers.

He joined the staff of the *Columbia Daily Tribune* in 1981 and became managing editor in 1987. Under his leadership, the *Tribune* has won numerous awards for news, photography and commentary.

"My timing was good," Robertson said. At the time, Hank Waters was the owner/publisher and he pointed

(continued on next page)

the newspaper in a new direction. According to Robertson, Waters said, "It's time to be a community paper."

At the Columbia Daily Tribune

Robertson started out on the *Tribune's* copy desk and soon moved onto the city desk, working as business editor, city editor, and becoming managing editor in 1987 (the fifth at the paper in just six years). He's been there ever since. Robertson considers the *Tribune*, with a daily circulation of more than 20,000, a special sort of community newspaper.

"The *Tribune* is a different kind of community newspaper. It's a special place," Robertson said. "We are obsessive with our approach to community. We continually emphasize local, local, local."

Robertson makes a conscious effort to apply certain principles to building a community approach to journalism. "Journalists should listen to readers and respond to what they want," he said. "We still feed them their broccoli, but we need to be accessible to readers. People respond when they think you are interested in what interests them. We cannot take for granted our readers."

He points to the *Tribune's* columnists as "one of our strengths," representing a cross section of the commu-



Jim Robertson, front, gathers with his editors for the *Tribune's* 90th anniversary publication in 1991. Editors are, from left, Steve Levin, John Schneller, Jim Price, Dinn Mann, Barb Schuetz and Jerry Kerns. (submitted photo)

nity, as well as a healthy newsroom with 45 members of the editorial staff.

"The Waters family has always invested in the newsroom," Robertson said. "That allowed us to try different things with a spirit of innovation."

Robertson said the *Tribune's* newsroom is likely the largest professional

newsroom, outside Kansas City and St. Louis, in Missouri. Former staffers have gone on to positions with the *Washington Post*, *The New York Times*, *Wall Street Journal*, Associated Press, and served as foreign correspondents.

"The level of reporting here is higher largely because of our audience. In Columbia, there are readers who are educated, interested in many subjects and engaged in politics," Robertson said.

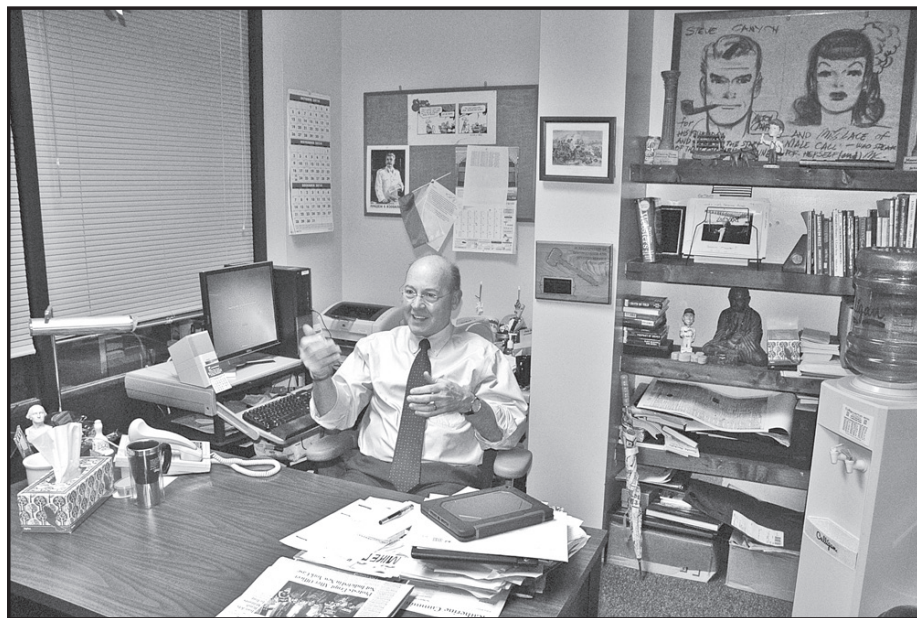
Meeting today's challenges

Contemporary newspaper work is not without its challenges, of course. For example, Robertson believes "we need more shoe-leather reporting" and points to the fact there is "too much information that is not vetted or edited" before being published. "That worries me," he said. "There are ethical considerations, too, that are lacking among many journalists."

Another area of concern to Robertson is the decreasing access provided journalists to decision makers and public records. "You would think access to public records would be easier in this digital age, but it's actually getting harder," he said.

According to Robertson, the biggest change in the newspaper industry has been the move to digital.

(continued on next page)



Jim Robertson, managing editor of the *Columbia Daily Tribune* and 2015 president of the Missouri Press Association, speaks with Bryan Jones, MPA editor, Dec. 4 in his *Tribune* office. The office shelves display momentos of his experiences, travels and interests, including an original sketch by Milton Caniff. Caniff was the writer-artist who produced the long-running adventure comic strip "Steve Canyon" from Jan. 13, 1947 until June 4, 1988, upon Caniff's death. (photo by Doug Crews)

"Ten years ago, we were simply an afternoon paper," Robertson said. "Now, our stories are on the web first. People can access them online an hour before they see them in print. It's changed the way we do our jobs."

Honored to serve MPA

Robertson was elected Sept. 26 to serve as 2015 president of the Missouri Press Association, succeeding Richard Gard, Missouri Lawyers Media.

"I'm honored, humbled and surprised," reflected Robertson on being elected. "I'm nuts for tradition and it's an honor to be included in a long line of presidents."

Robertson believes the mission of the press association is more important than ever.

"The MPA is vital to ensure access to public records and support strong reporting," he said. "The MPA is needed to continue to provide a strong voice for newspapers and to correct misconceptions newspapers are dying. We are not going anywhere and we are well situated to be a voice for many years to come."

In addition to a three-decades-long newspaper career and proven leadership in the industry, Robertson has served on the boards of Missouri Associated Press Managing Editors, the Missouri Society of Newspaper Editors and as founding president of the Missouri Sunshine Coalition. He also serves on the Missouri Governor's Civil War Sesquicentennial Commission.

Robertson's community activities include former board leadership roles

for Job Point, a job training and employment agency, and on Columbia's New Century Fund. He also was a founding member of the Mid-Missouri Community Foundation board of directors.

On a personal level, he enjoys playing golf and traveling. He and his wife, Debbie, a family nurse practitioner, have made a trip to Ireland -- the land of their family heritage -- and enjoy jazz and southern cuisine in New Orleans and the tropical scene in Key West, Fla.

The couple has two daughters, Jaime Dodson, a nurse, and Cody Higgins, a speech pathologist. The Robertsons are expecting their first grandchild in June.

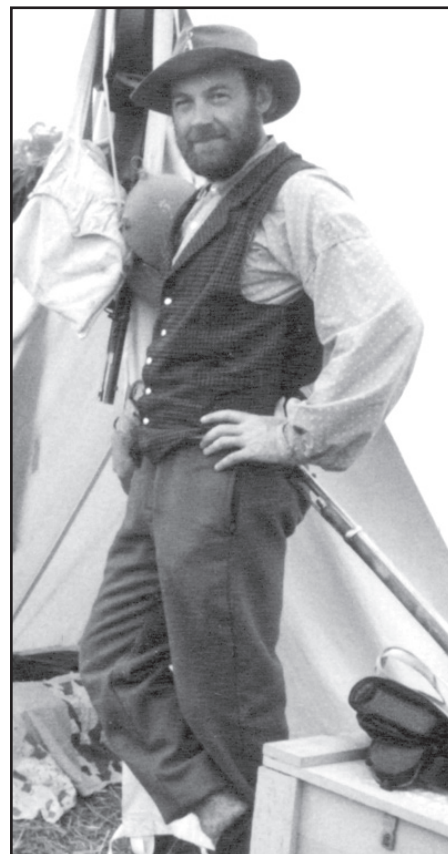
Forging ahead

As a testament to his longevity and vital contributions to the community, Robertson continues to adjust and adapt to a rapidly changing journalistic climate and is helping the *Columbia Daily Tribune* do the same.

The *Tribune* was founded Sept. 12, 1901, as Columbia's first daily newspaper and has been owned by the Waters family since 1905. Today, it employs more than 200 people and is recognized as a leader in medium-sized newspaper markets.

The *Tribune* publishes both print and online/mobile editions and is the winner of hundreds of state and national awards. The newspaper is a member of the Associated Press (AP), Audit Bureau of Circulation (ABC), Missouri Press Association (MPA) and Newspaper Association of America (NAA).

From leaning on his elbows reading funny pages to standing on his feet leading journalists, Jim Robertson takes the helm as Missouri Press Association president Jan. 1. Association members can be confident in his proven leadership, his commitment to community, and his passion for newspapers.



In 1991, as a Civil War reenactor with the 5th Missouri, Jim Robertson participated in the 130th anniversary reenactment of the Battle of Wilson's Creek. (submitted photo)



Columbia Daily Tribune Managing Editor Jim Robertson, right, speaks Dec. 4 to some of his newsroom staff, from left, Alan Burdziak, Jodie Jackson, Matt Sanders, and, seated, Alicia Stice. (photo by Bryan E. Jones)



Jim Robertson has consistently valued community involvement and supports local business. Caught on camera in a relaxed moment, he patronizes Booche's restaurant in downtown Columbia, circa 1990. (submitted photo)

ACLU sues on behalf of reporter arrested in Ferguson

The American Civil Liberties Union of Missouri filed a civil rights action Dec. 16 against St. Louis County and police officer James Vollmer for violating the constitutional rights of Gerald "Trey" Yingst, a *News2Share* reporter and producer. He is seeking judgment against the county for its failure to train and supervise Officer Vollmer and for defamation.

Yingst was arrested Nov. 22 in Ferguson. Police claimed he was standing in the street and failed to disperse after being asked by law enforcement to do so. However, several eye-witness accounts and video recordings of the incident show that Yingst was standing on the sidewalk exercising his First Amendment right to record police at the time of his arrest.

This occurred one day after the ACLU of Missouri had secured court orders against the Missouri State Highway Patrol, the County of St. Louis and the City of Fergu-

son requiring that the police respect the First Amendment rights of journalists.

"It is troubling that the First Amendment rights of the media continued to be trampled despite multiple court orders prohibiting such government overreach," said Tony Rothert, legal director of the ACLU of Missouri.

"Members of the press should be treated with respect, not harassed and arrested for doing their jobs," said Jeffrey Mittman, ACLU of Missouri executive director. "After all, the media serve as our eyes on the ground and we all depend on them to have unfettered access to events as they unfold in our communities."

In a related case, *Abdullah v. County of St. Louis, et al.*, a federal court issued a preliminary injunction prohibiting law enforcement from arresting those standing on sidewalks. Related documents and more information for both cases are on the ACLU of Missouri website.



Trevor Carlton strikes a pose wearing his newspaper hat.

Headliner News provides fun

The *Christian County Headliner News* in Ozark recently visited an elementary school class where students learned about the newspaper and how it operates. Then, the real fun began as *Headliner News* reporter Hanna Smith taught the children how to make newspaper hats and origami Christmas ornaments. Newspaper staff will visit the class monthly as part of a Adopt-a-Class program.

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Mike Fannin, left, presents David Skretta AP Staffer of the Year award.

Skretta named AP Kansas-Missouri Staffer of Year

David Skretta, a Kansas City-based reporter for The Associated Press, was named the AP's Fred Moen Kansas-Missouri 2014 Staffer of the Year.

Skretta was cited for his sports coverage, including the Kansas City Royals' first World Series appearance in 29 years.

The honor is named for the late Fred Moen, who was AP's Kansas City bureau chief from 1971-1984. In the photo above, Skretta is accepting the award from Mike Fannin, vice president and editor of *The Kansas City Star*, which sponsors the award.

Before joining AP in 2005, Skretta did internships at *The Topeka Capital-Journal* and *USA Today*. He spent a year doing general assignment work before a promotion to the national sports desk in New York, where he covered the Mets and Yankees along with boxing and college basketball.

He returned to Kansas City in 2011 and now covers the Chiefs, Royals, Sporting KC, Kansas, Kansas State, NASCAR and cycling.

A contribution to the Missouri Press Foundation is a wonderful way to commemorate a special moment or remember a friend or relative.

Missouri Press offers new Online Ad Network

Missouri Press Service is very excited to offer a new On-line Ad Network, the first of its type in the nation offered by a press association.



The benefits to participating newspapers include:

1. Additional revenue streams
2. Create additional credibility for the newspaper website
3. Fill an online need
4. Save time and money
5. Offset decline in classifieds

The first piece of this service will be a rectangle box, standard size on most websites. The initial program will be a statewide network buy. The participating papers will be included in the bonus pool, just like the other statewide networks, and paid out every six months. Missouri Press also will be offering individual newspaper online buys, based on the advertiser choosing the papers in which they would like to advertise.

Now for the best part! Once an advertising code is placed on the newspaper website, MPS can do all the work for the newspaper. MPS creates and formats the ad size, places the ad on the website, and takes the ad down when needed.

Missouri Press Service is getting requests from industries such as hospitals, gaming, trucking, employment, and many more. We would appreciate your support in our NEW Online AD Network.

The statewide Online AD Network works like this: The advertiser will choose one week, two weeks or four weeks. Missouri Press will sell this space and then take this ad down when the time has expired. The newspaper will be allowed to sell this statewide online network, and make money as well.

Missouri Press also will be offering individual newspaper online buys, based on the advertiser choosing the papers in which they would like to advertise. The individual newspaper buy will be at the newspaper rate and MPS will hold back 30 percent and pay the papers directly, similar to ROP print advertising.

Shelby, Missouri Press Digital Communications Specialist, or a staff member from Missouri Press Service will be in touch soon. If you have any questions or want to sign up, do not hesitate to call MPS at 573.449.4167.

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Feistner MPA digital, social media expert

Shelby Feistner is the most recent full-time employee hired at MPA. Her expertise includes MPA's social media presence, multimedia and website design.



She is a graduate of the University of Missouri School of Journalism with a bachelor's degree in international journalism and photojournalism and minor in multicultural studies.

She attended the Danish School of Media and Journalism as part of an international photojournalism program in Aarhus, Denmark.

She enjoys visual media, website design and producing multimedia stories. She served as a MPA intern for one year prior to accepting a full-time position.

"I'm very thankful to be working at MPA. It is fun to incorporate new ideas and technology to better communicate with our members," Feistner said.

Post-Dispatch named AP 'Member of the Year'

The *St. Louis Post-Dispatch* was named the 2014 David R. Bradley Missouri-Kansas Member of the Year, honoring the paper's contributions to The Associated Press cooperative.

AP editors lauded the *Post-Dispatch* for its contributions to the Missouri wire and for its cooperation in covering the violent aftermath of a grand jury's decision not to indict a Ferguson, Mo. police officer in the fatal shooting of 18-year-old Michael Brown.

The award was created by David R. Bradley, Jr., president of News-Press & Gazette Co., to honor AP members for their cooperation with AP, including efforts to provide news tips and photos. The award is named for Bradley's late father, David R. Bradley, Sr., who was a former AP board member.

The honor was presented during the AP's recent annual Missouri-Kansas editors and publishers meeting in Kansas City.



North Shelby High School students recently peruse a copy of the Missouri Official Manual, otherwise known as the "Blue Book," in their school library. The book was donated to the school library by Rogers Hewitt, Board Member Emeritus, Missouri Press Foundation, and retired newspaperman with the *Shelby County Herald* in Shelbyville. (photo by librarian Laura Mason)



Connie Whitney, center, was recognized Dec. 17 on her last day of employment at the Missouri Press Association in Columbia. She retired after 45 years of dedication to Missouri's newspapers and was presented an appreciation plaque, a trip to the NASCAR race of her choice and a retirement lunch. She will continue to serve in a consulting role. At the retirement lunch were MPA staff, including intern Charlie Cox and MPA Executive Director Doug Crews. (photo by Bryan Jones)



The Missouri Press Association's staff Christmas party was Dec. 18 in Columbia. Among the attendees were, front from left, Paula Nienhueser, Barb Sell, Tricia Crews, Shelby Feistner, Kristie Williams and Phil Leslie (speaking with Mike Sell). In the background are, from left, Doug Crews, Sharon Ford, Ryan Williams, Kent Ford and Karen Philp. (photo by Bryan Jones)

ON THE MOVE



• **Ozark** — Hannah Smith has been hired as a staff reporter for the *Christian County Headliner News* in Ozark. She credits her mother for pushing her to be a better writer and says she is interested in writing feature and crime stories. As a journalist, she says, you have to “learn to live life on your toes. It’s an amazing job...”



• **Odessa** — Betty Spaar, owner/publisher of *The Odessan*, celebrated 54 years, Dec. 1, in that position. “It has been a tumultuous 54 years filled with the peaks and valleys of a lifetime,” she said. “...now, *The Odessan* is published with three generations of our family.”

• **Perryville** — Justin Hotop has joined the staff of the *Republic-Monitor* as a sports writer. He is currently studying multimedia journalism at Southeast Missouri State University in Cape Girardeau. He will graduate May 2015. Hotop will be succeeding Jared Kutz, who will now serve as Perry County Clerk.

• **Springfield** — Daniel Norselli has been named president and publisher of the *Springfield News-Leader* and *The Baxter Bulletin* in Mountain Home, Ark. Norselli was previously senior digital sales director for the Democrat & Chronicle Media Group in Rochester, NY. Prior to his work in Rochester,



Norselli was global strategic sales director for Monster Worldwide, Inc., overseeing sales for all digital products and services. He has a bachelor’s degree in leadership from Northeastern University and a master’s degree from the Rochester Institute of Technology.

• **Warrensburg** — Joe Warren has been named publisher of *The Daily Star-Journal*. Warren replaced Brad Slater, who left to become the general manager of the *Pueblo* (Colo.) *Chieftain*. Warren previously served as editor and publisher of the *Atchison* (Kan.) *Globe* and *Hiawatha World*. He is a 2002 graduate of New Mexico State University and has worked in radio, television and print. He worked approximately three years at the *Nevada Daily Mail* in Missouri.



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OBITUARIES



St. Louis

Bryan Burwell

Bryan Burwell, 59, a longtime sports columnist at the *St. Louis Post-Dispatch*, died Dec. 4, 2014 after a short battle with cancer. Burwell joined the *Post-Dispatch* in 2002 after working as a sports correspondent for HBO's "Inside the NFL." During his long sports career, Burwell also wrote columns for *USA Today*, *The Detroit News*, and worked at the *New York Daily News* and *New York Newsday*. He also worked in radio and television. He pioneered video production at the *Post-Dispatch* with a studio built for his video blog, "Upon Further Review." His work has been recognized by the Associated Press Sports Editors, Associated Press, United Press International, the National Association of Black Journalists, the Professional Basketball Writers Association, and the Pro Football Writers Association. He is survived by his wife, Dawn, and a daughter, Victoria.



Hannibal

Daniel Niday

Daniel Niday, 93, former production manager with the *Hannibal Courier-Post*, died Dec. 11, 2014. He served in the Pacific on the U.S.S. Dale in World War II and was active in many community organizations.

Fayette

John Hert

John Hert, 94, retired editor-publisher of the *Democrat-Leader* and *Fayette Advertiser*, died Nov. 20. For 35 years, he chronicled newsworthy events of Howard County. He began his association with the Fayette newspapers in 1938, doing part-time general reporting. After working for United Press (later UPI) in Chicago, St. Paul, and De-



troit for six years, Hert returned to Fayette. He became sole owner of the town's newspapers in 1964. Hert sold the newspapers in 1984 to the late H. Denny Davis. Under Hert's editorship, the publications received regular citations as Blue Ribbon Newspapers by the Missouri Press Association. He served in various community organizations. Under Hert's tutelage, dozens of students with journalism aspirations received experience in the business. Central Methodist University recognized his achievements in 2004 with a Distinguished Alumni Award. Hert is survived by two daughters, a son, and two grandchildren.

Independence

Richard 'Dick' Puhr

Dick Puhr, 80, who built *The Examiner's* sports department during four decades, died Nov. 22, 2014. After he served two years in the U.S. Army, he began his long career at *The Examiner*, in Independence, where he once went 39 years without missing a day of work. He retired after 45 years, but continued working part time taking coaches' calls and keeping statistics for the sports department. He worked until



the Friday night before he suffered a stroke Sept. 21. He was a member of the Baseball Writers Association of America and was named to the Blue Springs Wood Bat Hall of Fame for outstanding American Legion baseball coverage. He was a member of the William Chrisman High School and the Truman High School athletics halls of fame and has received numerous awards for his work. He is survived by his best friend, Doris Duke.

Van Buren

Alan Reed Turley

Alan Reed Turley, 85, longtime publisher of *The Current Local* in Van Buren, died Dec. 11, 2014. While in high school, he worked at *The Current Local* where he learned how to run a Linotype machine. After graduating high school, he moved to Bartlesville, Okla., where he worked at a daily newspaper. He later moved to St. Louis to work at the *St. Louis Post-Dispatch* as a Linotype operator on the night shift. In December 1957, he and his wife purchased *The Current Local*, where he was publisher and editor until 1970, when they sold the newspaper. They bought the newspaper again in 1972, and he ran the newspaper until his retirement in November 2014. He is survived by his companion, Charlotte Orchard; one son and daughter-in law; and other relatives.



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AT THE INTERSECTION OF DIGITAL AND PRINT

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

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

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Missouri Bar, MPA, MNEA sponsor Law Day contest

The Missouri National Education Association Public Relations Committee and the Missouri Bar Young Lawyers Section, along with local newspapers around the state, will once again challenge students to think about their role as citizens and organize their thoughts into an essay for the annual Law Day Essay Contest.

This year's essay theme is "50 Years of Voting Rights."

The Voting Rights Act of 1965 will be 50 years old in 2015. Voting has been an important activity throughout the history of the United States, but some groups, such as African-Americans, women, and Native Americans, were once excluded.

Why is voting so important to this country, and how can we make everyone realize how important it is to vote?

An essay responding to this theme could win students as much as \$300. Turn your students into problem solvers and polish their writing skills with the 2015 Law Day Essay Contest.

All entries should be sent to the judging coordinator listed in the contest flier. Essays must be postmarked by Feb. 2, 2015. Information packets, including publicity materials, were mailed to school district superintendents and principals in October.

Students will compete in three categories, grades 4-5, 6-8 and 9-12. Entries should be no longer than 700 words and will be judged on general appearance, structure, content, cre-

ativity and originality.

The first-place winner in each category receives \$300, second-place winners receive \$200, and third-place winners receive \$150.

Statewide awards will be presented in May at a banquet in Jefferson City.

For contest entry forms and other details, visit www.mnea.org, Classroom and Kids, Contests, Law Day Essay Contest.



Reading Across Missouri 2015 Join young people inside their newspaper

Written by Carolyn Mueller • Illustrations by Nick Hayes

There are baseball heroes—and then there are legends.

Dizzy Dean stands among the legendary players who have truly left their mark on America's game. History remembers Dizzy not only for his prowess on the pitcher's mound, but also for his character off of it.

"The Gashouse Gang," a new serialized story coming to your newspaper, takes readers back in time to a simpler era in Major League Baseball.

Follow Dizzy and his teammates on their journey as they grow from a ragtag bunch of misfits to true world champions.

Read "The Gashouse Gang" only in your newspaper through the statewide reading effort organized by the Missouri Press Foundation to have young readers inside their community newspapers in 2015.

To download the companion teacher guide, visit mo-nie.com and use code: teachmo15.



Win up to \$300 and statewide recognition through 2015 Law Day Essay Contest

The Missouri National Education Association, the Missouri Bar and the Missouri Press Association challenge students in grades four through 12 to put their writing and thinking to the test in the annual Law Day Essay Contest.



ESSAY THEME :

The Voting Rights Act of 1965 will be 50 years old in 2015. Voting has been an important activity throughout the history of the United States, but some groups, such as African-Americans, women, and Native Americans, were once excluded. Why is voting so important to this country, and how can we make everyone realize how important it is to vote?

WHO CAN PARTICIPATE?

Students in 4th through 12th grade

CONTEST RULES

Students will compete in three categories, grades 4-5, 6-8 and 9-12. Entries should be no longer than 700 words and will be judged on general appearance, structure, content, creativity and originality.

ENTRY DEADLINE

Essays must be postmarked by Feb. 3, 2014.

PRIZES

\$150 to \$300

(Prizes will be awarded in May.)

For contest entry forms and other details, visit www.mnea.org/Missouri/Contests1/1.aspx.

SCRAPBOOK



• **Fulton** -- The *Fulton Sun*, along with the Fulton Rotary Club, gathered donations of hats, gloves, mittens, scarves, blankets and coats, which they gave to local charities.

• **Memphis** -- *Memphis Democrat* subscription rates have increased for the first time since 2007, with yearly rates increasing by \$4 for local subscriptions and \$6 for non-local. The price difference in rates is due to increased postage costs.

• **New London** -- Due to a change in the telecom provider in the New London area, the *Ralls County Herald Advertiser* is no longer using rche@tds.net and rche.ads@tds.net as email addresses. Current email for advertisements is ads@rallshe.com. To submit news items, the email is news@rallshe.com.

• **LaPlata** -- *The Home Press* has joined with a local elementary school teacher to publish PAWprint, a fourth-grade student newspaper. A team of students will be staying after school to work on the publication and plan to distribute the newspaper throughout the school. *The Home Press* staff members met with students to explain the newspaper process and a copy of

the student paper will appear in *The Home Press*.

• **Springfield** -- Community Publishers Inc., the owner of several newspapers and a printing plant in Springfield, is seeking a buyer. CPI President Mike Brown said the company's approximately 300 employees are expected to stay on board through the transition. The company is divided between Neighbor News, a newspaper division, and Nowata Printing Co., a printing division. Neighbor News operates six newspapers in Missouri, including the *Bolivar Herald-Free Press*, *Buffalo Reflex*, *Christian County Headliner News*, *Cedar County Republican*, *Nixa Xpress* and *The Marshfield Mail*.

• **Kansas City** -- A photographer from *The Kansas City Star* was among several people arrested during a Kansas City march to protest the decision of a grand jury to not indict a Ferguson police officer in the shooting death of 18-year-old Michael Brown. *The Kansas City Star* reported that four people had been detained during the demonstrations.

• **Moberly** -- New Media Investment Group Inc., the parent company of the *Moberly Monitor-Index*, has reached

an agreement to purchase nearly all the assets of Halifax Media Group for \$280 million. Halifax's portfolio includes 36 newspapers, primarily in the southeastern United States.

• **Excelsior Springs** -- Staff at the *Excelsior Springs Standard and Town & Country Leader*, along with advertisers and readers, helped prepare approximately one dozen care packages to ship to American troops overseas. The effort was spearheaded by the newspaper's graphic artist Skyla Sullivan. The packages are filled with books and magazines, snacks, hygiene items, socks and more.

• **Maryville** -- Former Maryville resident Diane Goold has published her first book, titled "Diane's Daily Devotions." The book is a daily scriptural study. Goold is an ordained minister and the former Newspapers in Education director at the *St. Joseph News-Press*.

• **Park Hills** -- The *Daily Journal* in Park Hills recently donated money to the St. Francois County Sheriff's Department's Shop With a Cop program. The Shop With a Cop event took place Dec. 19.

• **New Haven** -- The *New Haven Leader* has ceased publication. The last issue was published Nov. 26.

Saturday mail delivery continues, for now

The National Newspaper Association recently celebrated the continuation of Saturday mail delivery through the federal fiscal year ending Sept. 30, but lamented the passage of another congressional session without postal reform. NNA President John Edgecombe Jr. called on publishers to attend NNA's Leadership Summit March 19 in Washington to urge quick action in the next Congress.

Disputes among Senate leaders stalled the progress. Congress finally adopted a government funding resolution for 2015 that included a continued mandate for Saturday home delivery.

Other reform provisions, including preservation of service standards and reasonable guidelines on USPS' use of

negotiated service agreements to market its advertising mail, never reached the Senate floor.

Edgecombe said NNA would highlight declining rural mail service in 2015. USPS is on track to close more than 80 mail processing plants in smaller U.S. cities. It has said it wants to concentrate mail sorting in urban areas, where declining mail volume has left urban plants with idle time.

NNA Postal Committee Chair Max Heath said the changes in mail processing ahead would be the next wave in shrinking rural service and focusing processing in urban areas.

"Trying to fix it by carrying the mail further and further down the highways so those big plants can stay busy is

simply going to accelerate the problems we have already seen. There is only so much you can do to improve efficiency when you are faced with reality of miles of asphalt."

"Sadly, we are looking at two different visions of the Postal Service," Edgecombe said. "USPS management believes it must focus on urban areas in the hope of improving its revenue."


"But that pits the Postal Service against private-sector competition in over-served areas. It abandons the essential needs in smaller towns and under-served rural areas where the service is most critical. Reports of declining mail service in NNA-member towns continue, and I frankly see little change on the horizon unless Congress acts."

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Thursday, January 8

*Presenter Laura Nakoneczny,
North Carolina Press Association
Register at www.regonline.com/Newspaperbaton*

What's Next for Classified? Making 2015 a growth year

Friday, January 9

*Presenter Janet DeGeorge,
Classified Executive*

Making Digital Editions Really Work for Your Newspaper

Thursday, January 15

*Presenter Jakob Fenger,
Mirabel Technologies*

Think Bigger than Native Advertising

Thursday, January 29

*Presenter Steve Gray,
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Media offices to remain in place through legislative session

(Columbia Daily Tribune) -- Offices housing the operations of news organizations covering state government will not be moved to a new location in the state Capitol before lawmakers return Jan. 7 for their annual session, the Senate Administration Committee decided Dec. 3.

The committee notified nine news organizations in late November that their state-supplied space would be taken and remodeled to house the Senate Communications Office.

The news organizations were told they would be shifted to a basement office temporarily, then moved to permanent quarters above the Senate chamber on the fifth floor of the Capitol.

The move had drawn criticism from some members because the notice came with a tight deadline to move expensive broadcast and other equipment installed at the expense of the organizations.

It's likely the media offices will be moved to the fifth floor after the legislature adjourns in May, the committee decided.

The news organizations had been told their offices on the Senate side of the Capitol -- small individual spaces on the first floor -- will be taken over for Senate staff as part of a \$750,000 renovation project in the building.

The offices slated for moving include those of the *Tribune*, *The Kansas City Star*, *Jefferson City News Tribune*, *Springfield News-Leader*, *St. Louis Post-Dispatch*, *The Missouri Times*, Associated Press, MissouriNet and St. Louis Public Radio. The last two have radio studio equipment and sound-proofing installed at the expense of the news organizations that must be moved to accommodate the construction.

The office space assigned to the University of Missouri School of Journalism is under control of the Missouri House of Representatives and is the only office not affected.

New home being sought for Photojournalism Hall of Fame

At the 10th annual Missouri Photojournalism Hall of Fame induction ceremony, it was announced the Photojournalism Hall of Fame, in Washington, Mo., would be closing Dec. 31. Those who have supported the Hall of Fame for the past 10 years are greatly appreciated. The vision and continued support of its founder, William L. "Bill" Miller, Sr., is especially noted.

Dedicated to sustaining the Hall of Fame, the Missouri Press Foundation has been working with the University of Missouri School of Journalism to find a temporary home for the Hall of Fame until a more permanent location can be secured.

The 2015 induction ceremony location in October will be the Angus and Betty McDougall Center in Lee Hills Hall on the University of Missouri School of Journalism campus in Columbia. The 2015 inductee plaques, a sample of inductees' work and a collection of Hall of Fame photographs will be displayed in the center during the induction ceremony and for a few weeks afterward.

Throughout the year, photographs and inductee plaques will be rotated

periodically through a display case outside the center. Pieces not in use will be cataloged and stored.

The Foundation is still working to find a permanent location for the Photojournalism Hall of Fame. A fund of \$40,000 has been established with Missouri Press Foundation to help with creating a permanent home. However, much more fundraising will be necessary before a designated permanent space becomes a reality. Any recommendations for a location or fundraising would be greatly appreciated.

A gift to the Photojournalism Hall of Fame would be much appreciated. Please contact Melody Bezenek, Missouri Press Foundation director, to learn about giving options or to suggest ideas for helping in this effort.

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



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Reading Across Missouri features Gashouse Gang

There are baseball heroes—and then there are legends.

Dizzy Dean stands among the legendary players who have left their mark on America's game. History remembers Dizzy not only for his prowess on the pitcher's mound, but also for his character off of it.

Your newspaper can share the story of Dizzy and his brother Paul, Leo Du-rocher, Joe Medwick, Pepper Martin, Frankie Frisch, Branch Rickey, and the rest of "The Gashouse Gang," in a new serialized story from Missouri Press Foundation and author Carolyn Mueller.

"The Gashouse Gang" is the story for this year's Reading Across Missouri project, an endeavor to have young readers across the state inside their community newspapers reading and learning in 2015. This is the 10th year for the project.

This year's story will appeal to readers of all ages. Creatively written in Dizzy's voice, the 12-chapter story takes readers from Dean's humble beginnings as an Arkansas sharecropper's son through his climb to ace pitcher during the St. Louis Cardinals' 1934 World Series win against the Detroit Tigers.

Each chapter comes ready to publish in a 7.71- by-11.5-inch color PDF format. The chapters include a footnote section, "Pop Ups," that explains terms and unique vocabulary. "Extra Innings!" offers young readers activities to complete using their newspaper, learning standards achieved with the feature, and a link to the companion teacher guide.

Note that this year's story is longer than any previous Reading Across Missouri project. If you begin publishing the story this month, and publish a chapter each week, the story will conclude just as the Major League Baseball season gets underway in early April. The St. Louis



Cardinals' first game is April 5. Spring Training starts in February.

Thanks to the generosity of author Carolyn Mueller, "The Gashouse Gang" is available at no charge to newspapers through June 2015. There are a few guidelines for using

public for free.

To access all the files available to your newspaper through the Reading Across Missouri project, visit www.mo-nie.com and use download code: readmo15. There you will find:

- Promotional ad
- Rules for publication
- Companion Teacher Guide
- 12 individual chapter PDF files

If you plan to publish the story in more than one newspaper that you manage, you must log in using the password for each individual newspaper.

"The Gashouse Gang" author Carolyn Mueller also wrote the popular 2014 serial "Lily's Story." Following that newspaper serial, Mueller published a children's picture book, "Lily: A True Story of Courage and the Joplin Tornado," with Reedy Press.

A picture book, "Dizzy and the Gashouse Gang" also will follow this year's newspaper serial project. Learn more about Mueller at carolyn-elizabethmueller.com.

Nick Hayes, a talented artist and newspaper political cartoonist, illustrated "The Gashouse Gang" for Missouri Press. Hayes will make the illustrations for Mueller's picture book as well. He created the beautiful illustrations in last year's newspaper features and the corresponding book. Hayes draws for the *Guardian* and *New Statesman* newspapers and writes graphic novels. You can learn more about him at foghorn-hayes.co.uk.

Don't miss this opportunity to entertain readers of all ages with "The Gashouse Gang." If you have questions, don't hesitate to contact me.

Next month's column will look at the current civics curriculum requirements for Missouri students.

CHAPTER 1 • Written by Carolyn Mueller

THE GASHOUSE GANG

WELL, HI THERE! My name is Jay Hanna Dean, or, perhaps you might know me as Jerome Herman Dean or simply J.H. Dean ... but never mind all that, you can just call me Dizzy! Dizzy Dean.

You've heard of me, I suppose? Well, if you haven't then you should've.

I think we'll start from the beginning. I was born in a *sharecropper's* cabin near Lucas, Ark., on Jan. 16, 1911. Some might tell ya it was Holdenville, Okla., on Feb. 22, 1911, others Bond, Miss., on Aug. 22. But I'm here to say all that's nothin' but hogwash. The facts are Lucas, Ark., on Jan. 16. I simply gave out those other dates and towns to a handful of reporters so that everyone might feel they was gettin' the real scoop on ol' Diz. You see, I try to be a nice guy, and I always liked to offer those pesky writers a good story.

And why would reporters want the scoop on a poor sharecropper's son, like me? Well, we'll get to that.

My mama named me Jay Hanna—Jay after the Wall Street man *Jay Gould* and Hanna after the politician *Mark Hanna*. A name set up for success. So, where did Jerome Herman come from, you ask? Well, when I was a boy I had a buddy named Jerome Herman. When that lad unexpectedly passed, I went up to his daddy and told him not to worry, from that day forward I would call myself Jerome Herman in his stead. And that's how I got those two names. It's all a bit less confusing if I sign my name simply J.H. Dean and go by Dizzy. We'll leave it at that.

I was born ready to take on this big world, and trust me when I say I've always been smart and strong enough to do it. But life wasn't always very easy. My mama passed on when I was just a little one, so I grew up with my daddy and my two brothers—the elder one, Elmer, and the younger one, Paul. We drove from place to place, looking for work as sharecroppers, picking cotton under that hot and heavy sun.

I was a boy doing a man's work, and I quickly grew in strength and size. In 1927, when I turned 16, the Army allowed me to join up, on account of me being so strong and all,

even though it's customary for a new recruit to be at least 18. I was stationed at Fort Sam Houston in San Antonio with Battery C of the 12th Field Artillery and here is where I found my true calling. That's right, baseball.

Sure, I'd picked up a glove and a ball out on the farm a time or two, but there, in the Army, I had two things I'd never had before—a coach and a radio.

You see, I was a ball player decades ago—before big screen TVs and bobble heads, when all a kid really needed to experience the magic of the game was a few coins or a good radio. It was the dawn of baseball's *Farm System*. Thanks to my manager, Branch Rickey, a kid could grow up hurling baseballs next to a cotton field and in only a few short years find himself the starting pitcher in the World Series.

I was the best ... that's right, *BEST* baseball player to ever grace that holy dirt mound 60 feet from home plate. My fastball was unstoppable, my curve just as swell, and there ain't never been a batter nowhere that I couldn't strike out if I should just happen to get the fancy.

What's that you say? Me? Bragging? Well, it ain't bragging if you can back it up.

And I can certainly back it up. 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 ever had the privilege of seeing me play knew that I was the greatest pitcher in the world.

You see, I learned right quick that a man could do more than just make a living—with baseball, a man could be great.

I listened to the World Series, and I realized for the first time that a man could make a living playing this game.

POP UPS

SHARECROPPER: A sharecropper is a farmer who does not own land, but raises crops on that land for a portion of the owner's profits.

JAY GOULD was an American railroad developer and speculator who lived from 1854-1902. He is known as the ninth richest U.S. citizen in history.

MARK HANNA was a U.S. Senator from Ohio who lived from 1837-1904. He was the friend and political manager of President William McKinley.

THE FARM SYSTEM was created by Branch Rickey and became the foundation for modern baseball. Teams were organized in small towns and attracted local talent who developed their skills until they were ready for the Major League. The Farm System allowed teams with smaller budgets, particularly during the Great Depression, to compete with the East and West coast teams with much larger budgets for attracting talented players.

EXTRA INNINGS!

The Hall of Fame is a goal that many athletes aspire to reach. Look through the newspaper to find an example of a potential hall of fame athlete.

Why was Dizzy Dean a newsworthy story for reporters? What are the top news stories in today's newspaper?

Learning Standards: I can identify important information in the news. I can use the newspaper to locate information.

For a companion teacher guide, visit mo-nie.com and use code: teachmo15.

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the story. 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

Is copyright a valid exception to Sunshine Law?

The following is a letter recently distributed to Missouri Press Association members concerning a case involving the status and accessibility of University of Missouri professors' syllabi. The letter was drafted by Missouri Press Association legal counsel Jean Maneke.

I am extremely disappointed to have to tell you that the Missouri Supreme Court has declined to accept transfer from the Western District Court of Appeals of the National Council of Teachers Quality (NCTQ) v Curators of the University of Missouri case.

This was the case in which the appellate court held that copyright was a valid exception to the Sunshine Law and therefore the university did not have to release syllabi prepared by faculty in response to a Sunshine Law request, despite the fact that it held copies of those documents.

NCTQ filed a request for the Supreme Court to hear the case. Normally in such cases, amici wait until transfer is granted to file their amici briefs. Both Missouri Press Association and an attorney representing the Student Press Law Center, the Reporters Committee for Freedom of the Press and the Society of Professional Journalists filed suggestions in support of the NCTQ's motion to transfer.

Mobile DIY Training

The Missouri Press Foundation is hosting a Mobile Video DIY Training workshop 10 a.m. Friday, Jan. 30 at the Missouri Press Association office in Columbia.

The workshop is approximately six hours of comprehensive training about utilizing smart devices to gather and post video content to mobile, social media and web.

Cost is \$99 per person. Lunch will be provided.

Instructors are Jim Flink, Strategic Communication Consultant, and Judd Slivka, Professor of Convergence Journalism

Contact Melody, 573-449-4167 or mbezenek@socket.net to register or for more information.

We felt that it was important to send a strong signal to the Supreme Court that this was a bad decision and that it needed the Supreme Court's review.

I admit I felt strongly that we would be successful on this and am really dumbfounded by this result.

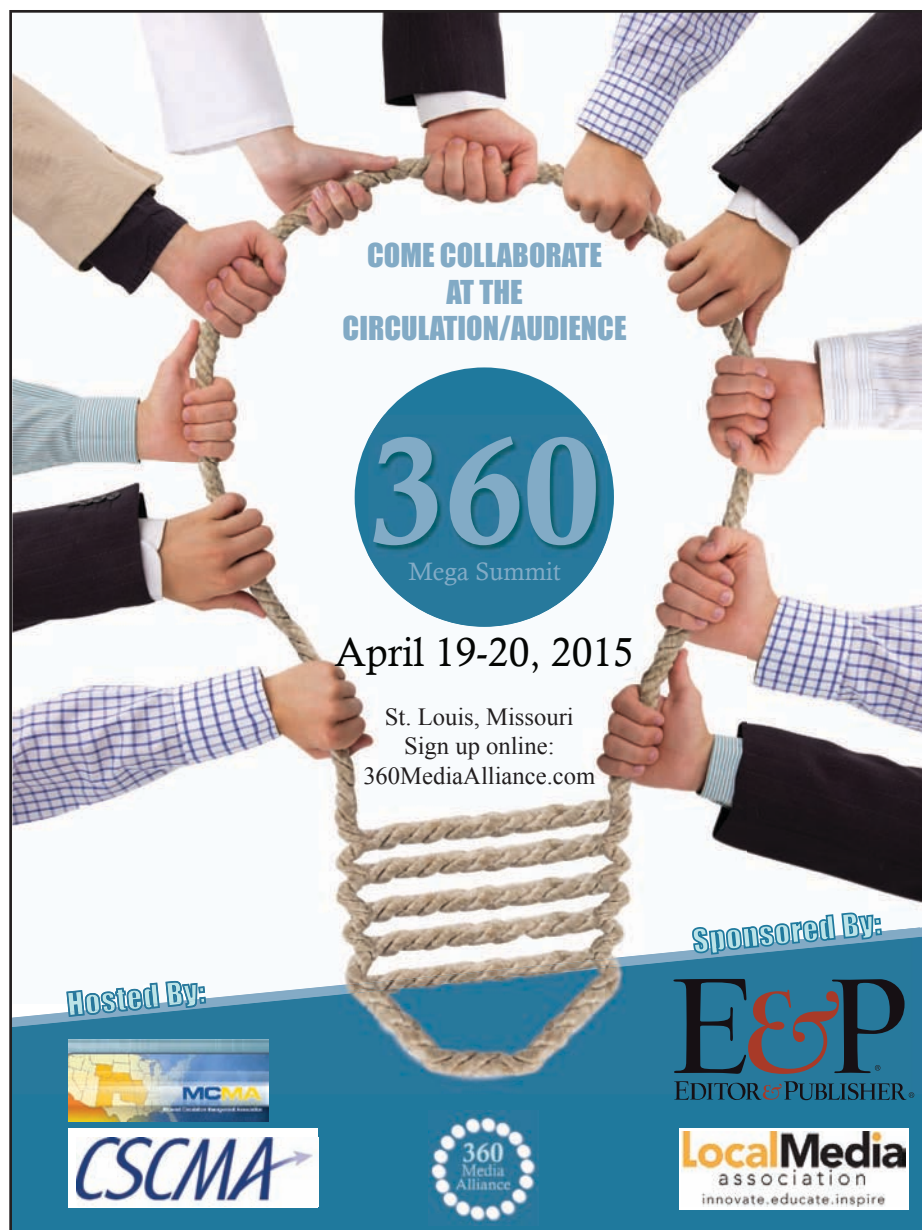
I also fear the long-term result of this precedent in the state. There are many records in the hands of public bodies that are copyrighted and this decision opens the door to bodies deciding to not release them, citing this ruling.

What would help us blunt the problem this decision presents? Well, if one of the other two appellate courts

in the state were to issue a ruling that held that copyright was NOT an exception, then we would have competing precedent. That also would open the door for the Missouri Supreme Court to review again whether to take this case.

If the Missouri legislature would choose to add language to the Sunshine Law clarifying that public bodies' release of copies of public records are not a violation of the copyright holder's rights, that would also clarify this decision.

However, I admit that it has been difficult to get the Missouri legislature to take any action in recent years related to the Sunshine Law.



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Tap county records for new subscribers

Voter registration lists, assessors' records are resources at your disposal

Happy holidays and end of the year to all of you! As you prepare for 2015 and begin making plans for the coming year, let me offer you a couple of thoughts relating to your business.

We all know the importance of marketing to growth. While many of you work hard with internal advertising to convert single-copy sales to subscriptions, one possible avenue you might consider is mailing to county residents who are not subscribers in an effort to convince them to subscribe. The question is where you acquire a list to do such a mailing?

There are probably many places. However, one simple one is local county records! One of the most frequently requested county resident lists is the voter registration list that your county has. Politicians are frequent requesters of that list and I believe, in many cases, the cost to acquire it is fairly minimal.

Plus, since it is a frequently-requested list (meaning the county is used to providing it in many formats, including electronically), you are unlikely to get caught up in bureaucratic red tape by finding a sunshine request for that list in an electronic format denied.

Another list of county residents is found in the assessor's office. There you can find lists of both personal property owners and real property owners and their addresses. In the interest of full disclosure, I'll admit that I've been involved with a client who is seeking copies of the real property lists around the state, so I am highly aware that some counties find it easy to generate this list, while others seem baffled with how to do this at a reasonable price and because of their unfamiliarity with this request, are not as prepared as the voter registration folks to generate this list.

But, the lists of these owners are



Jean Maneke,
is MPA's Legal Hotline attorney.
Contact her at (816) 753-9000;
jmaneke@manekelaw.com.

public records and are in all cases electronically available, or should be. And if you can't get it for a reasonable price, know that I'm working in the hopes that, someday soon, you'll be able to do this.

Besides, this list would allow newspapers in the state to create an important database online for their readers to be able to compare property tax assessments for local residents. Some counties have this database online but others do not.

Furthermore, there may be limitations to what information collected by the assessor is put online, despite the fact that this data is all a public record. Some of the newspapers in the state are heavily into providing certain public data materials online as resources for their readers.

As you begin the new year, think about the records held by various public bodies and how you might find those useful and informative, both for you as a business in the community and for your readers, who can find your website a fantastic resource for information. After all, that's what newspapers are all about!

SYLLABI CASE UPDATE

Speaking of information, I must tell you that our Missouri Supreme Court acted a few weeks ago in a manner that I think we'll find shuts a door to information which has previously been open to you.

The Court declined to accept for review a case on appeal from the Western District of Missouri Court

of Appeals where the court held that a record "retained" by a public body (in this case the University of Missouri) could be accessed (ie: inspected) but not copied. The reason the university gave in denying the production of the copy was that the record was copyrighted material owned by a third party and therefore it had no right to "copy" the record.

In considering whether to accept the appeal, the Supreme Court had before it not just the request for transfer from the party seeking the copy, but also support from various media and journalistic groups, including the Missouri Press Association, urging that it accept and reconsider this decision because of all the potential impact it could have to access copies of records. There are many instances where a record being held by a public governmental body may actually be copyrighted by a third-party which created it.

Never before has a body been able to claim it couldn't copy such a record. Now that possibility exists. While it's too early to say what the outcome will be, I am concerned.

Best wishes to all for 2015!

*"...think about
the records held
by various
public bodies
and how you
might find
those useful ...
both for you as
a business in
the community
and for your
readers."*

Missouri Newspaper Organizations

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MPA CALENDAR

2015

March

11-12 — Missouri Advertising Managers' Association Meeting, Camden on the Lake, Lake Ozark

19 — NNA Leadership Summit, Arlington, Va.

June

11 — Porter Fisher Golf Tournament, Lake Valley Golf Course near Camdenton

12 — MPA/MPS/MPF Board meetings (morning); Show-Me Press meeting (afternoon), Old Kinderhook

24-28 — ISWNE Conference, Columbia

September

10-12 — 149th Annual MPA Convention, Columbia

October

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



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