

July 2013

Missouri Press NEWS



"Deadline in Disaster," the video about *The Joplin Globe's* response to the May 2011 tornado, has received a Mirror Award.

5



Kansas City Mayor Sly James will welcome guests to the 147th Annual Missouri Press Association Convention in Kansas City Sept. 5-7.

6-8



Wendell Lenhart

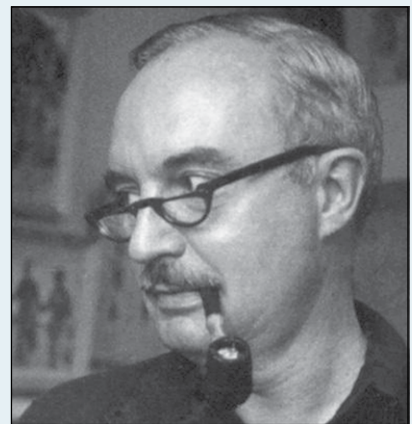


Jane Flink



Bob Cobb

5 will be inducted into Missouri Newspaper Hall of Fame on Friday, Sept. 6 in Kansas City



Edwin Q. White



Henry F. Childers

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Was Dylan singing about newspapers?

Son in School of Journalism majoring in 'Strat Com'

The times they are a changin'...
"Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone
If your time to you
Is worth savin'
Then you better start swimmin'
Or you'll sink like a stone
For the times they are a-changin'."

I don't think Bob Dylan was thinking about the newspaper industry when he wrote the lyrics to this 1964 song. The title track is one of Dylan's most famous; many felt that it captured the spirit of social and political upheaval that characterized the 1960s.

While I am not describing the newspaper industry as being in a state of upheaval, our times are changing. Look no further than your local journalism school.

I was graduated from the Missouri School of Journalism in 1980. As an advertising major, I had to take "Advertising Salesmanship 323" in order to graduate. This course entailed selling print advertising for the *Columbia Missourian*.

Since Advertising was the largest sequence in the J School, approximately 35 students took the class. Their grades depended upon whether they could sell an ad. And the Columbia merchants would hide whenever a new *Missourian* rep came calling. After all, this was probably their fifth rep from the *Missourian* that year. The thought was, if you could sell advertising in Columbia, Mo., you could sell anywhere.

Fast forward 33 years to the present. My son, Aaron, will be a senior this fall in the J School. He also is an advertising major, although now it is called "Strategic Communication" or Strat Com.

In fact, there are 30 different undergraduate interest ar-



Mark Maassen
The Kansas City Star.
MPA President

reas, not six as when I went to school. Aaron is spending this summer in MU's "Study Abroad" program in New York City.

If you are like me, you thought "Study Abroad" meant leaving the country. However, if I were a journalism major wanting to experience a different culture outside of Columbia, Mo., there probably is no better place than New York, the media capital of the world.

Aaron has a summer internship with a company called "Brand-Yourself.com." It was built on the premise that individuals need to take charge of their online presence. He builds custom websites and profile pages with the thought of increasing the individual's search engine optimization (SEO). It includes postings on Twitter, Pinterest, flickr and facebook. Located in SoHo, in lower Manhattan, it is partially supported by foursquare. Exciting stuff!

The Journalism School understands that "the times they are a changin'." It is preparing graduates for a media world that is changing by the month, not by the year. Convergence, Multi Media, Multi Platform and Emerging Media are all areas of interest that can be specialized in.

I am glad that this is the direction they are going; it mirrors the world we live in. And, there is no question it is preparing them for these ever-changing times.

*The Journalism School
is preparing
graduates
for a media
world that
is changing
by the
month, not
by the year.*



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5 will be inducted into Hall of Fame

23rd group will be honored on Sept. 6 during Convention in K.C.

Five people with ties to community newspapers in Missouri, including a bureau chief with the Associated Press in Saigon during the Vietnam War, will be inducted in September into the Missouri Newspaper Hall of Fame. The induction program will be Sept. 6 during the 147th annual Convention of the Missouri Press Association (MPA) at the Marriott Downtown in Kansas City.

This year's inductees are the late Henry F. Childers of Troy, the late Robert E. "Bob" Cobb of King City, Jane Duncan Flink of Ashland, Wendell Lenhart of Trenton, and the late Edwin Q. White, a native of Tipton.

Inductees are chosen from among people nominated by friends, associates and family members. Induction is based on a long career of sound, ethical journalism and service to the Missouri newspaper industry and the community.

This will be the 23rd group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

Inductees or members of their families receive Pinnacle Awards. Plaques with their likenesses are on permanent display in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

Following are brief biographies of the inductees, in alphabetical order.

Henry F. Childers
(1859-1934)

Except for a few brief periods of work on other newspapers, Childers served the *Troy Free Press* from its origin in 1878 until his death in 1934. The newspaper became one of the state's finest weeklies under his ownership.

He worked as shop foreman for the paper upon its founding by Will and John Knott. On leave from the *Free Press*, Childers established *The Elsberry Advance* in 1880 and continued with the weekly until December 1881.

Childers became sole owner of the *Troy Free Press* in 1882. Childers edito-

Henry Childers worked at the Troy Free Press for virtually his entire career.



rialized for local improvements, actively supporting bonds for railroad, road and bridge construction.

He served as president of the Missouri Press Association in 1909. In 1931, the Missouri School of Journalism awarded Childers and his newspaper the Honor Medal for Distinguished Service in Journalism.

Robert E. "Bob" Cobb
(1940 – 1997)

Doctors said Bob Cobb, born with a crippling condition, spina bifida, wouldn't live more than a year. But he beat all odds and became a respected journalism teacher, editor and newspaper publisher in Northwest Missouri.

Raised in Stanberry, he loved sports and played baseball and basketball in spite of a pronounced limp. He played

Bob Cobb was regarded as one of the top journalism instructors in Missouri.



golf, town-team basketball and pitched fast-pitch softball. At Northwest Missouri State College in Maryville he served as student body president in 1963 and received degrees in English, Journalism and Spanish.

Cobb taught high school journalism at Maryville, and he taught and coached in Barnard, Plattsburg and Odessa, serving as the yearbook and school newspaper adviser. Regarded as one of the top journalism instructors in the state, many of his former students became teachers and journalists.

In the mid-1970s, Cobb became editor of *The Richmond News*. After a few years, he and his wife, Lana, moved to King City, eventually buying the *King City Tri-County News*, publishing the weekly for 21 years and winning numerous awards for news coverage. The Cobbs also owned the *Stanberry Headlight* and *Albany Ledger* for a time.

Cobb was president of the Northwest Missouri Press Association in 1981 and was awarded the Merrill Chilcote Award for Outstanding Service to Journalism in Northwest Missouri in 1999.

Jane Duncan Flink
(1929 -)

Jane Flink and her late husband, Richard, purchased the *Boone County Journal* in Ashland in 1986 and published the weekly until they retired in 2001.

Mrs. Flink wrote and edited news for the *Centralia Fireside Guard* and the *Fulton Kingdom Daily News* from 1974 until 1982. She was the agriculture editor for *Missouri Ruralist* magazine from 1982 to 1985 and served as director of the Winston Churchill Memorial and Library at Westminster College, Fulton, for five years while continuing her newspaper duties.

Under the Flinks' guidance, the *Boone County Journal* in 1986 was one of the first Missouri weeklies to transition to desktop publishing. During their 15 years as owners, the Flinks' newspaper won numerous awards for editorial writ-



*Jane Flink
was runner-
up for
National
Press Woman
of the Year
in 1988.*

ing and editorial pages, photography, reporting on the Flood of 1993 and General Excellence.

The Flinks doubled the *Journal's* revenue and circulation. Mrs. Flink advocated for city parks, health education in the schools, and "smart growth" for Ashland and its town council.

Mrs. Flink received the "Communicator of the Year" award from Missouri Press Women nine consecutive years, and in 1988 was named that group's Woman of the Year. At the National Federation of Press Women, among 50 nominees, she was runner-up for the national Press Woman of the Year.

She was president of Missouri Press Women in 1995, and a member of the Board of Directors of the NFPW. She served as president of the Boone County Historical Society in 1999-2000.

Wendell Lenhart
(1954 -)

Wendell Lenhart is a second-generation president of the Missouri Press Association. Lenhart, publisher

*Wendell
Lenhart is a
former
member of
the Missouri
Ethics
Commission.*



of the *Trenton Republican-Times* in north-central Missouri, served as MPA President in 2001.

His father, the late William O. Len-

hart, served as MPA President in 1981. The elder Lenhart died in 1983, which led to his son moving from the general manager position to publisher of the daily newspaper, owned by his family since 1963.

Lenhart served as president of the Northwest Missouri Press Association in 1987-1988 and president of the Missouri Associated Dailies in 1989-1990. He serves on the Board of Directors of the Missouri Press Foundation.

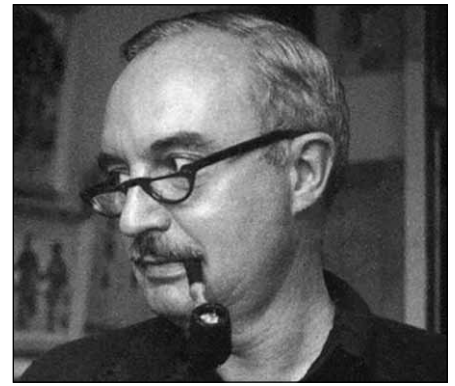
Lenhart has led a number of community organizations, serving as president of the Wright Memorial Hospital Board of Directors, president of the Trenton Downtown Improvement Association, president of the North Central Missouri College Foundation, and co-chair of the college's "Invest in the Vision" fundraising campaign that resulted in construction and development of a classroom complex. He is a former member of the Missouri Ethics Commission.

Edwin Q. White
(1922 – 2012)

Edwin Q. White cut his teeth with Missouri newspapers, but he made his biggest mark covering the Vietnam War, serving in the Saigon bureau of the Associated Press.

White was born in Tipton. He received his bachelor's degree from the Missouri School of Journalism.

He served in the U.S. Army during World War II, and was on the staff of the Pacific Stars and Stripes after the war ended. He left military service and returned to work five years for newspapers in Kansas and Missouri, including as a reporter and city editor for the *West*



*Edwin White began covering
the escalating conflict in
Vietnam in the early 1960s.*

Plains Daily Quill.

His interest in overseas reporting led him to the Associated Press. First, he worked for the AP five years in the Kansas City bureau, beginning in 1949. Next came stops with the AP in New York City and in Tokyo. He began covering the escalating conflict in Vietnam in the early 1960s and served as AP bureau chief in Saigon 1965-1967.

During most of the 15 years of the Vietnam War (1960-1975), White divided his time on assignments between Tokyo and Vietnam. In 1975, he was a passenger on one of the last evacuation helicopters that left from the roof of the U.S. embassy as Saigon fell to communist forces.

An AP story at the time of his death last year said White was known as a reporter's reporter – skeptical, careful, a stickler for accuracy, with a no-frills writing style that stressed facts over drama.

'Deadline in Disaster' wins Mirror Award

The Missouri Press Association's documentary video "Deadline in Disaster" has received a Mirror Award from the Newhouse School of Public Communications at Syracuse University.

Carol Stark, editor of *The Joplin Globe*, was in New York City on June 5 to accept the Mirror Award for the association. "Deadline" documents the response of *The Globe* to the deadly tornado of May 2011 that killed 161 people and destroyed nearly a third of the city.

Established by the Newhouse School



in 2006, the awards honor the reporters, editors and teams of writers who hold a mirror to their own industry for the public's benefit.

Photos from the ceremony are at mirrorawards.com.

Royals Hall of Famer will speak at Convention

Franks White won eight Gold Gloves and played in five All-Star Games as second baseman for the Kansas City Royals. He batted clean-up in the 1985 World Series against the St. Louis Cardinals, which helped the Royals win their

only championship.

White retired as a player in 1990, and in 1995 his No. 20 was retired by the team. That same year he was inducted into the Kansas City Royals Hall of Fame.



Former Kansas City Royals second baseman Frank White throws to first in double-play action like that which helped him earn eight Gold Gloves. (Photo from Frank White.)

White joined the Royals' front office and later became a popular member of the Royals' broadcasting team in 2008, but after 18 years with the organization, his dream of managing the team never materialized. He departed "heartbroken."

He had worked as a coach, a Double A manager in Wichita, and served as a team vice president. Whenever it came time to name a new field manager for the Royals, he was overlooked. He never made his disappointment public, but he would confide to close friends that he was

heartbroken by the Royals' decisions concerning his future.

White will talk about his career, his disappointment and his book, "One Man's Dream, My Town, My Team, My Time," during lunch on Friday, Sept. 6, at the MPA Convention in Kansas City.

Copies of the book will be available, and Mr. White will sign them if you wish.

White recently signed on as a coach for the Kansas City T-Bones of the Independent League in Kansas City. He and his wife Teresa live in Lee's Summit.

McClatchy trainer will discuss what it takes to make things better

Everyone in business, including newspaper people, wants to improve the business. How do you do that?

Vince Coultis, sales and training and development manager for The McClatchy Co., has some answers. And he'll provide them at the MPA Convention in Kansas City in September.

He will present one of the Friday morning breakout sessions, "Driving Performance Through Inspired Leadership."

In describing his presentation, Coultis says, "The only way our business will get better is if our people get better, if YOU get better at leading your sales talent."

Coultis' presentation will review and connect the key principles of leading a sales team. It will cover the core elements of an effective management system: recruiting and hiring, accountability, training, tracking, feedback and rewards/recognition.

Publishers, ad managers, managing editors, circulation directors and other leaders — whether they're with a small weekly or a large daily — will get plenty of information to improve their business (9:15 a.m. Friday, Sept. 6).



Vince Coultis

Learn from experts at Convention

One of the highest-rated sessions at the 2012 MPA Convention in Columbia was the Lightning Round Roundtables. Guests rotated among several brief discussions about specific issues.

The Lightning Round will return at this year's Convention in Kansas City. Guests may visit six roundtables for 15 minutes each.

Discussion leaders will be Jean Maneke, legal issues; Jack Miles, editorial issues; Peter Wagner, ad sales ideas; Dawn Kitchell, Missouri Press Founda-



Peter Wagner

tion; Vince Coultis, marketing; and Matt Sokoloff, paid content.

Friday's sessions at 9:15 will feature Sokoloff (online paid content) and Vince Coultis (advertising sales). Sokoloff has held a fellowship at the Reynolds Journalism Institute in Columbia.

On Saturday, breakout sessions at 9:30 a.m. will feature Wagner, advertising expert from Sheldon, Iowa, and Sam Mellinger, sports columnist with *The Kansas City Star*.

You can save \$75 off MPA Convention registration if you register by July 29 (retired members can save \$20).

The fee for Saturday sessions only, including the Awards Luncheon, is just \$50 per person (breakfast not included).



Missouri Press Association 147th Annual Convention Schedule

Thursday, September 5

- 8:00 AM MPA/MPS Board Meeting at Hotel
NOON Golf and Boxed Lunches, Drumm Farm Golf Club (shuttle service will be provided from hotel)
7:30 PM Howl at the Moon Dueling Piano Bar in the Power & Light District (located four blocks from hotel)

Friday, September 6

- 8:00 AM Breakfast General Session, Kansas City Mayor Sly James and Secretary of State Jason Kander
9:15 AM Breakout Sessions
 "Paid Content" Matt Sokoloff
 Driving Performance Through Inspired Leadership, Vince Coultis, Advertising Expert from The McClatchy Company
11:00 AM General Session, Robert S. Kenney, Chair, Missouri Public Service Commission
NOON MPA Business Meeting and In Memoriam
12:30 PM Lunch General Session, Frank White of the KC Royals
2:00 PM Get Real! Expand Your Newspaper's Readership to Own Your Market, Peter Wagner
3:30 PM Lightning Round Roundtables
 Jean Maneke, Legal Issues
 Jack Miles, Editorial
 Peter Wagner, Ad Sales Promotion Ideas
 Dawn Kitchell, Foundation Topics
 Vince Coultis, Marketing
 Matt Sokoloff, RJI, Paid Content
6:00 PM MPA Newspaper Hall of Fame Reception
6:30 PM MPA Newspaper Hall of Fame Banquet, 23rd Annual Induction Ceremony

Saturday, September 7

- 8:00 AM Breakfast with Missouri College Media Association Journalism Advisers
9:30 AM Breakout Sessions
 Get Real! Creating the Community's Leading Advertising Sales Team, Peter Wagner
 Sam Mellinger, Sports Editor, Kansas City Star
11:00 AM Missouri Press Better Newspaper Contest Awards and Outstanding Young Journalist(s) of the Year Luncheon





Missouri Press Association 147th Annual Convention Registration

September 5-7, 2013

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Name/Newspaper (Please include all names)	Thursday Golf \$55	Thursday Piano Bar \$45	Friday Breakfast \$35	Friday Lunch \$40	Friday Hall of Fame \$65	Saturday Breakfast \$35	Saturday Awards Luncheon \$40	Saturday only Sessions & luncheon \$50	Total per person

*Saturday only - skip registration fee and pay only \$50 total per person to attend sessions and lunch

Convention Cancellations: cancellations received by Monday, August 5, 2013 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 5, 2013 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Association grand total or \$20 for retired member if registration is postmarked by Monday, July 29, 2013. (Spouses are welcome at no additional registration fee. Only pay for meals and events.)

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Vernon publishing buys *Hermitage Index*

The *Hermitage Index*, a weekly newspaper serving Hickory County, was purchased by Vernon Publishing, Inc., on June 14. The purchase brings to seven the number of community newspapers in central Missouri owned by the Vernon family.

Vernon Publishing purchased *The Index* from Don and Kathy Ginnings. Kathy was the fourth generation of her family to own *The Index*, which was owned by her family since the newspaper's beginning in 1885. Don had worked at the newspaper since 1964 and was editor since 1971.

In a front-page article about the sale, Don wrote, "Kathy and I are excited about the transfer of the newspaper publishing duties to the Vernon family because of their record of producing strong community newspapers."

Vernon Publishing is owned by Dane and Sharene Vernon and their son, Trevor, and his wife, Molly, all of Eldon.

Dane's parents, Wallace and Marge

Vernon, also of Eldon, first purchased *The Eldon Advertiser* in 1948. Wallace served as president of the company until 1992, and he retired in 2006.

The Vernons also own *The Miller County Autogram-Sentinel* in Tuscumbia; *The Tipton Times*, *The Versailles Leader-Statesman*, *The Morgan County Press* in Stover and *The Highway Five Beacon* in Laurie.

Trevor Vernon will serve as publisher of *The Index*. Employees Pam Jenkins,

Tabitha Pursley and Allison Gunter will continue to work at *The Index*, with the addition of Jeremy Hulshof in the newsroom. Don Ginnings has been asked to continue to write a column and help out around the office during the transition period, Vernon said.

"The high percentage of residents who subscribe to the newspaper is a testament to the job the Ginnings have been doing," Vernon said.

N.Y. Times reports on West Plains gun issue

On April 14 *The New York Times* reported on a West Plains school's decision to allow some employees to carry concealed weapons.

"The reporter from *The New York Times* came to the school and spent a couple of hours there," superintendent Vic Williams told the *West Plains Daily Quill*.

The Quill's initial reporting on the

story sparked local comments and led to *The Times'* interest.

Williams said, "I've looked at the article, and it looks pretty good to me. It was not critical. I think they understood that 20 years ago what we've done would have been unthinkable, but times have changed."

"I thought *The Times* was very good to us," Williams said.

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Above, guests at the Northwest Missouri Press Association meeting in Mound City held a general roundtable session to talk about issues they're facing.

Right: Elizabeth Conner from the Missouri School of Journalism visits with Mark Maassen of *The Kansas City Star* and president of the Missouri Press Association. Conner and Maassen both presented sessions at the Northwest Press meeting.



Northwest Missouri Press Association held 123rd Annual Meeting June 21



Upper right, clockwise: Northwest Press elected Mike Farmer of Rock Port, second from right, President for the coming year. Others serving are, from left, Dennis Ellsworth, St. Joseph, Director; W.C. Farmer, Rock Port, Treasurer; Kathy Conger, Bethany, Secretary; and Adam Johnson, Mound City, Past President/Director. John Schneller from the School of Journalism talked about telling stories in new ways. Julie Ann Fischer accepts the James C. Kirkpatrick Award for her husband, Missouri Supreme Court Judge Zel Fischer, from Will Johnson. Judge Fischer attended schools in Rock Port and practiced in Atchison, Nodaway and Holt counties before becoming an associate circuit judge. He was appointed to the Supreme Court in 2008. Dennis Ellsworth of St. Joseph presents the Friend of Northwest Press Award to Don Wichern, Northwest District engineer for the Missouri Department of Transportation. Northwest Press named the late Robert Wilson of *The Milan Standard* as the recipient of its Merrill Chilcote Award.

Press Foundation funds internships

The Missouri Press Foundation has funded summer internships at eight newspapers around the state. Funding ranges up to \$1,000 depending upon the length of the internship.

Newspapers apply for the internships early in the year. A list of the approved internships then is sent to the communications departments and student newspapers at colleges and universities around Missouri.

Students and newspapers are responsible for coming to an agreement on

internships.

The newspapers and students that have Missouri Press Foundation interns this summer are:

- *The Northeast News*, Kansas City: Joshua Phillips of Kansas City, Northwest Missouri State University, Mass Media Journalism.

- *Jefferson County Leader / Arnold-Imperial Leader*: Ashley Reese, University of Missouri-Columbia, Journalism.

- *Webster Co. Citizen*: Alexandra Shupert of Springfield, University of Missouri-Columbia, Journalism.

- *Albany Ledger*: Jordan Gardner of Chillicothe, University of Missouri-Columbia, Convergence Journalism.

- *The Kansas City Star*: Trey Ceaser M. Williams of Kansas City, Northwest Missouri State University, Journalism.

- *Branson Tri-Lakes News*: Anna Sangrey of Landisburg, Penn., College of the Ozarks, English.

- *Houston Herald*: Douglas Muehlman of Cabool, University of Missouri-Columbia, Journalism.

- *St. Joseph News-Press*: Ben Lawson, Mass Media/Multimedia Journalism, Northwest Missouri State University.

The Foundation is the educational and outreach affiliate of MPA.

Sources and Resources for Missouri Newspapers



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Iraqi journalists visit

The *Washington Missourian* on May 7 hosted a meeting with 10 journalists from Iraq. Three of the visitors declined to be in the photo, expressing fear of being photographed. The group visited Washington on a side trip from St. Louis that was under the sponsorship of the World Affairs Council office there and the auspices of the State Department. While at the *Missourian* they engaged in a spirited discussion on conditions in Iraq and possible solutions to problems there. At left in the photo is Ms. Amina F. Hassan, who was wounded by gunfire while covering a story in Iraq. (*Washington Missourian* photo)

Scrapbook

- **Milan** — *The Standard* on May 2 began printing its weekly edition at Gallatin Publishing Co., publisher of the *Gallatin North Missourian*.

Suzie Wilson is now the editor and publisher of *The Standard*, following the recent death of her husband, publisher Robert Wilson. *The Standard's* press had broken down before Mr. Wilson died, and he was unable to get the parts needed for repairs.

Mary Ann Clark, the sister of the late Mr. Wilson, remains a partner in the newspaper.

- **Mexico** — *The Ledger* this spring presented its annual Courtesy and Citizenship awards to graduating seniors of area high schools.

- **Salisbury** — *The Press-Spectator* presented its 51st annual Courtesy Awards during the Salisbury High School's Baccalaureate and Awards Program.

- **Lee's Summit** — *The Journal* won one of four Chamber of Commerce

Business of the Year awards at the Chamber's recent awards luncheon.

Publisher John Beaudoin accepted the award for businesses in the 6-20 employees division.

- **Lamar** — *The Democrat* has reduced publication from twice a week to Wednesday only. News and calendar events continue to be posted daily on the paper's website.

A new feature called "Student Studio" started May 15. It features photographs of artwork created by local children.

- **Bolivar** — *The Herald-Free Press* gave away tickets for racing events May 23-25 at Lucas Oil Speedway in Wheatland.

Those buying new subscriptions or renewing current ones could receive a family pass or two individual tickets.

Late model racing events included the 21st annual Show-Me 100, with the winner receiving \$30,000.

- **Festus** — Leader Publications in

Jefferson County inserted a special publication called the *West Side Leader* into its May 30 edition of the *Jefferson County Leader* that went to Dittmer, Cedar Hill, House Springs, High Ridge and Fenton ZIP codes.

The *West Side Leader* will be inserted on the last Thursday of each month. It will focus on the communities along Highway 30, with total circulation of 6,000.

Leader Publications was founded in 1994. It also publishes the *Arnold-Imperial Leader*. Anyone living in Jefferson County can receive a *Leader* in the mail for free by filling out a requester form online.

- **Bowling Green** — *Times* editor Amy Patterson accepted the Blue and Gold Award from the Bowling Green High School FFA chapter during the school's annual banquet on May 2.

The award is given to a business that has gone "above and beyond" in support of the FFA chapter. In addition to its support and coverage, the *Times* allowed the chapter to display its paraphernalia in its office window during February, vocational education month.



Ruth Carr with the proclamation from the mayor of Moberly.

- **Moberly** — Mayor John Kimmons proclaimed May 17 Ruth Carr Day during a cake and punch reception held at City Hall. Carr is a former editor and longtime newsroom employee of the *Monitor-Index*.

• **St. Louis** — *St. Louis American* publisher and executive editor Donald M. Suggs gave the Commencement address to graduates of several colleges at Missouri State University in Springfield.

• **Springfield** — Jeff Schrag, publisher of *The Daily Events* and a member of the MPA board of directors, was the subject of a profile feature in the May 27 issue of *Springfield Business Journal*.

The profile, written by Emily Letterman, mentioned all of Schrag's business interests, which in addition to the newspaper are Mother's Brewing Co. (mothersbrewing.com), residential and commercial real estate and Pioneer Formal Accessories, a button studs and cufflinks distributorship.

On the day Letterman visited with Schrag, his schedule included a private brewery tour for a group the city was hosting (photo at right).

• **Steelville** — Three Rivers Publishing publisher Rob Viehman taught a Meramec Photography Workshop in June, sponsored by the Steelville Arts Council. It began June 6 and continued weekly through the month.

• **Seneca** — Rhonda Sexton from *The News-Dispatch* told the New Century Study Club on May 6 about her family's history in the newspaper business and



Jeff Schrag, right, conducts an after-hours tour of Mother's Brewery for emergency management officials from Nassau County, N.Y., and Springfield. (Photo courtesy of the *Springfield Business Journal*)

about her husband, Jimmy's, photography business.

• **Stockton** — The *Cedar County Republican* offered to its readers for \$10 poster reproductions of its May 1 front page.

The page carried a full-width aerial photo from 2003 of tornado devastation of the Stockton Square and a similar photo of the square at present. 'We Will Rebuild,' the headline from 2003, ran above the photo from that year; And We Did ran above the present-day photo.

• **St. Louis** — Tony Messenger, the editor of the *Post-Dispatch's* editorial pages, represented the newspaper at a town hall meeting late in May organized by the St. Louis NAACP.

Messenger answered questions about the *Post-Dispatch's* coverage decisions. He told the audience that editor Gilbert Bailon had planned to attend the program but had to cancel because of a medical situation.

St. Louis NAACP president Adolphus M. Pruitt introduced five community leaders, each of whom asked

Messenger a question.

• **St. Joseph** — The late Bill Bennett, longtime outdoor editor for the *News-Press*, was inducted into the Missouri Conservation Hall of Fame on June 7. The ceremony took place at the Department of Conservation Regional Office on the campus of Missouri Western State University in St. Joseph.

Bennett died in 1999.

• **Monett** — Drury University and three local businesses joined *The Monett Times* in holding an online contest among advertising and public relations students at Drury.

Readers were invited to "Ad Their Voice" by voting for their favorite of three ads produced for the local businesses. Ads were displayed on the homepage monett-times.com.

The ads were created by students in a class at Drury's satellite campus in Monett. Students were divided into three groups of four each.

Lisa Schlichtman, co-publisher of *The Times*, and other professionals worked with the students. Each team built an advertising/PR campaign from scratch.

The ad that got the most votes ran in the May 29 issue of *The Times* and will run in the July issue of "Connections" magazine.



D.C. visitor

Kathy Colbert, right, publisher of *The Lincoln County Journal* in Troy, was among a delegation from the Troy Chamber of Commerce that visited Washington, D.C., May 6-8. The group visited with U.S. Rep. Blaine Luetkemeyer, left, and Sens. Roy Blunt and Claire McCaskill. (*The Lincoln County Journal* provided the photo.)

Ozark Press Association Annual Meeting

July 26, 2013 | University Plaza Hotel | Springfield

FREE OZARK PRESS ASSOCIATION T-Shirt With Each Registration!!!

Schedule of Events

Friday, July 26

10-10:45AM Special behind-the-scenes tour and tasting at Mother's Brewery

Attendees are on their own for lunch, however, The Terrace Grill at University Plaza features a lunch buffet | The buffet features: salad with local Missouri produce, two hot soup options, peel & eat shrimp, one hot entrée and more | \$8.50 per person inclusive with tax and a drink | Buffet opens at 11:30AM | This is not a planned meal function for OPA and individuals who choose to eat at the restaurant will pay individually.

Meeting held in Lake of The Ozarks Hospitality Room

1-2PM The Elements of Content Strategy | Rob Weir | For Publishers, Editors, Advertising Managers and Others

Content strategy is one of the hottest new disciplines on the web, drawing from journalism, marketing and information science. In this session, explore the principles of content strategy; learn how to create content that's appropriate, useful, user-centered and supported; learn why all departments have a stake in content; and get practical tips for building better projects.

2-2:10PM The Future of Missouri Press Foundation | Kristie Williams | MPA Member Services Director

2:10-2:25PM Break

2:25-3:30PM The Elements of Digital Strategy | Rob Weir | For Editors and Others

Our world is mobile now. More cell phones are connected to the internet than desktop and laptop computers, and there is a significant and growing portion of our audience who only connects to the internet using a cell or mobile device. In this session, we'll look at how news organizations have addressed the challenges of digital content across mobile platforms, drawing on real-world experience from the Journalism School.

3:30-4:30PM Digital and Print Advertising | Advertising Staff and Others

Jim Sterling | Brad Best | University of Missouri School of Journalism

4:30-5:30PM Lawsuits Arising From Photographs | Jean Maneke | MPA Legal Hotline Counselor

7PM Springfield Cardinals Game | Please call Adam Maddox with the Springfield Cardinals directly at 417.832.3018 to reserve tickets | Tickets \$11/each | Limited Tickets Available at Group Rate.



Featured Speaker

Rob Weir

Director of Digital
Development

Columbia Missourian

Registration Fee: \$25.00 per person **prior to July 12** | **\$35.00 per person after July 12**

Name(s) of Attendee(s) **AND T-SHIRT SIZE**: _____

Company: _____

Address/Phone/e-mail _____

☐ **YES!!! Sign me up for the behind-the-scenes tour of Mother's Brewery! # of Attendees for brewery tour:** _____

Please send registration and payment to Ozark Press Treasurer Dala Whittaker | Phone: 417.962.4411 | Fax: 417.962.4455

news@thecaboolenterprise.com | Cabool Enterprise | 525 Main St., P.O. Box 40 | Cabool, MO 65689

Meeting Location | University Plaza Hotel | 333 John Q. Hammons Pkwy. | Springfield, MO 65806

\$104.00 Ozark Press Association Room Rate | call 417.864.7333 for reservations before June 28th

Ozark Press speaker a third-generation Missouri journalist

The director of digital development at the *Columbia Missourian* will be the featured speaker for the Ozark Press Association's annual meeting 1-5 p.m.



Rob Weir

Grandfather, father of July 26 presenter Rob Weir are in the Missouri Newspaper Hall of Fame.

of Fame in 1993.

In another session, Weir will look at how news organizations have addressed the challenges of digital content across mobile platforms, drawing on real-world experience from the School of Journalism.

MPA legal hotline counselor Jean Maneke will talk about lawsuits arising from photographs in newspapers.

Springfield Cardinals tickets are available that evening for \$11 each. To reserve your ticket(s), call Adam Maddox at 417.832.3018.

Rooms have been reserved for the group at the University Plaza Hotel. Call the hotel at 417.864.7333 and ask for the Ozark Press Association rate of \$104.

A registration form/agenda is on the facing page.

Friday, July 26, at the University Plaza Hotel in Springfield.

Rob Weir will explore the principles of content strategy; creating content that's appropriate, useful, user-centered and supported; why all departments have a stake in content; and practical tips for building better projects.

Weir is the son of a former publisher of the *Independence Examiner*, Ben Weir, Jr., who was inducted into the Missouri Newspaper Hall of Fame in 1999. His father, Ben Weir, Sr., publisher of the *Nevada Daily Mail*, was inducted into the Hall



Artwork presented to The Joplin Globe

Artist Elizabeth Cosby presents her acrylic/collage on canvas, "Joplin — New Beginnings," to *Joplin Globe* publisher Michael Beatty at a Third Thursday event in downtown Joplin. The Pittsburg, Kan., artist said she used words from *Globe* headlines "as an encouragement that rebuilding is possible" in the wake of the 2011 tornado. (*Globe* photo by T. Rob Brown)



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On the Move

• **Fulton** — Kevin M. Smith began work in May as editor of *The Fulton Sun*. Smith previously was editor of *The Kearney Courier* for nearly five years.

A 2004 graduate of Pittsburg (Kan.) State University, Smith also has worked for *The Daily Union* in Junction City, Kan., *The Killeen Daily Herald* in central Texas and KKOW radio station in Pittsburg, Kan.

Former editor Karen Atkins left *The Sun* in March to work full time at Brooklyn Pizza, which she owns with her husband.



Kevin Smith

• **Kansas City** — Joshua Phillips, a junior at Northwest Missouri State University, Maryville, joined the *Northeast News* in May as its summer intern.

Phillips is majoring in mass media journalism. He writes for the Tower yearbook and is the online editor and chief reporter for the *Northwest Missourian*, the student newspaper.

• **Stover** — Ernie Westby is the new editor of the *Morgan County Press*. He's retired from a 30-year career in the Army, Army Reserve and as a military contractor, a career that took him to numerous locations around the world.

While visiting his sister and brother-in-law in Versailles, Westby found he enjoyed the Lake of the Ozarks area and decided to settle there.

He is divorced, the father of four grown children.

• **Cassville** — Lindsay Reed has left the *Cassville Democrat* after eight years to be a full-time mother to her young daughter. She was the editor of the paper for the past four years.



Ernie Westby

The paper held an open house to honor Reed on May 31.

• **Joplin** — Mandy Williams has been named business manager for *The Joplin Globe*, effective in July. She'll replace Tim Robinson, who is retiring after 42 years with the newspaper.

Williams has been at *The Globe* as assistant business manager since 2011. Before that she worked as an accountant for Vatterott College in Joplin. She worked as an accountant in Knoxville, Tenn., before moving to Joplin.

Williams has degrees in accounting and merchandizing and marketing from Jacksonville State University in Alabama.



Laura Collins

• **Portageville** — Laura Collins has joined the staff of the *Missourian-News* as office manager/sales representative.

Collins has a BA in communications/public relations from Mississippi State University. Her varied background includes public relations work and teaching.

Originally from Steele, Collins attended South Pemiscot schools, then moved to Poplar Bluff where she graduated from high school in 2006. She now lives in Portageville.

Collins has worked for a Poplar Bluff real estate office, a bank in Hayti and most recently as a substitute teacher in the Portageville school system.

Vivion retires from J.C. News Tribune Successor has 34 years in newspaper industry

Mike Vivion closed out 45 years with the *Jefferson City News Tribune* in May. He retired as vice president and general manager of Central Missouri Newspapers Inc., which owns the capital city daily.

During his tenure, Vivion rose from the production department to leadership of the group of four newspapers, which includes *The Fulton Sun*, *California Democrat* and *Lake Today*.

The *News Tribune* held an open house on May 30 to note Vivion's retirement and to introduce his replacement, Terri Leifeste.

During the open house, the *News Tribune* printed a 12-page tabloid featuring the company's employees and services and a center spread of open house photos.

Vivion, 63, is a Jefferson City native and a 1968 graduate of Helias High School there. He went right to work in the *News Tribune* production department.



Mike Vivion

He became business manager in 1998 after the retirement of Roman Patten. When WEHCO Media, Little Rock, Ark., bought the *News Tribune*, the company named Vivion vice president and general manager.

Leifeste joined the company early this year. During 34 years in the newspaper business she has held management positions in Tennessee, Illinois and Arkansas. She most recently was vice president of Horizon Publications, where she was publisher of *The Saline Courier* in Benton, Ark.

Obituary

Blue Springs

"Bobbie" Polk

Bobadel "Bobbie" Polk, 77, Blue Springs, a co-owner and publisher many years ago of the *Buckner Villager*, died June 15, 2013.

Mrs. Polk also was involved as co-owner of a publication called the *Type-setter*.

She is survived by Virgil, her husband of nearly 59 years; three sons and 11 grandchildren.

Sunshine exemptions reinstated; other changes fail to pass

Changes to the sunshine law sought by the Missouri Press Association during this year's legislative session failed, but the governor has signed legislation reinstating two sunshine law exemptions that had expired.

Security plans for public buildings and schools are no longer open records under legislation signed May 31 by Gov. Jay Nixon.

The measure took effect immediately. It restored and made permanent the two exemptions to the sunshine law that had expired at the end of 2012.

One exemption covers operational guidelines and policies developed for preventing and responding to terrorism incidents. The other deals with security systems and structural plans for property owned or leased by a government agency.

Nixon had asked lawmakers to reinstate the exemptions.

Attorney Jean Mancke, who represents the Missouri Press Association, said she would have preferred the exemptions to be reinstated only temporarily so they could be revisited in the future. She worries that some government agencies will interpret the exemptions too broadly.

Mancke, the MPA and some lawmakers hoped to use the effort to reinstate the expired exemptions as an opportunity to strengthen other parts of the sunshine law. Those efforts failed.

One proposal would have reduced fines for sunshine law violations from up to \$1,000 to \$100 and removed the requirement to show that governments acted "knowingly" for a violation to occur. It would have been necessary to show only that a violation occurred for a fine to be levied.

Another change sought by the Press Association would have required a government agency to prove that a meeting, record or vote could be closed. That burden rests with the public, which must show that a record or meeting should be open.

None of the proposals sought by MPA were in the bill that passed the House and Senate without opposition.



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.

Missouri Photojournalism Hall of Fame

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Bill on governor's desk patently unconstitutional

Constitutions say speech 'shall not' be impaired

Most of the readers of this column have spent their lives writing for a living. To all of us, the written word is of great significance. We understand the beauty in a well-crafted sentence, the confusion that can result from a misplaced or misspelled word and the discouragement that results when a mistake creeps into our writing.

Unfortunately, we are in the minority. Few members of the public have ever stewed for hours over which word to use to describe a scene. Indeed, the haste in which words are written today in tweets and Twitter have created a whole new language for young people, who know far better than us the meaning of phrases like LOL, ICYMI, tty and others.

But for many of us, precision in language is more than an art. It's almost a science. Especially for folks like me who realize the critical importance in the law a word may have.

An obvious example probably clear to any member of the public is the use of the word "shall," which has a totally different meaning in the law than the word "may." This understanding is key when you are deciding whether, for example, a statement that a fine for a ticket "shall" be paid on a certain date is the same as saying that fine "may" be paid on a certain date.

A few years ago the Missouri Bar made a push to get more lawyers in the Missouri legislature. The Bar completed a study of professions of those elected to serve in the legislature, and the results showed lawyers made up a significant minority of persons serving this function.

I suppose the expectation is that the lawyers who work in the area of legisla-

tive research and who otherwise serve to assist elected officials would fill that gap. And probably there are a lot of folks familiar with the activity in Jefferson City who would dryly observe there are too darned many lawyers running around in that community.

But still, activity toward the end of the legislative session can get frantic.

The most important question that always goes unanswered is how many pages of the large bills being passed at the last minute have actually been read by a legislator who is voting on that bill. Even the fastest speed-reader in the world would be challenged by that task.

So the end result is that bills are passed with language that has missed being weighed carefully

and vetted for the precision in language that would ensure the law says what it should say.

Doug Crews, MPA's executive director, has one example of this in a bill passed this past session.

House Bill 436 approved by the General Assembly on May 8 relates to protecting the public's right to own a firearm in the State of Missouri. Unfortunately, the language in that bill, as it finally passed, begins by saying "No person or entity shall publish the name, address, or other identifying information of any individual who owns a firearm or who is an applicant for or holder of any license, certificate, permit or endorsement which allows such individual to own, acquire, possess, or carry a firearm."

In short, this law prohibits anyone from publishing the name of someone who owns a firearm. Now, exactly what was it the First Amendment says? Something about "Congress shall make no

law... abridging the freedom of speech, or of the press...."

And the Missouri Constitution echoes that when it says, in Article I, Section 8, "In order to assert our rights, acknowledge our duties, and proclaim the principles on which our government is founded, we declare: That no law shall be passed impairing the freedom of speech, no matter by what means communicated: that every person shall be free to say, write or publish, or otherwise communicate whatever he will on any subject...."

In short, this bill is unconstitutional, both federally and on the state level. One of the lawyers in our state Capitol should have caught this before it was passed this last session.

A similar bill, Senate Bill 75, simply says records of ownership of a firearm shall not be open records, clearly a solution to the same problem, but it doesn't violate the public's First Amendment freedoms.

We can only hope that Missouri's governor, who is taxed with signing bills, finds a way to either veto the offending bill or to ensure that the bill with the correct language ultimately becomes law.

In a similar vein, I have a summer law clerk who is reviewing all the laws in the state that relate to publication of legal notices. She and I have had several discussions about the uses of the term "publish," which generally means publish a legal notice, and other words sometimes used, including, for example, the word "advertise."

Already, she is concluding that the language used in Missouri's statutes is not precise and, indeed, is simply confusing at times.

Perhaps what we need in Jefferson City is fewer lawyers and more editors!



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

*One bill says
names of gun
owners and
gun carry
permit
holders can't
be published;
other bill
would close
gun records.*

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CALENDAR

July

26 — Ozark Press Association, Springfield

September

5-7 — MPA Convention, Marriott Downtown, Kansas City

12-15 — National Newspaper Association Convention & Trade Show, Arizona Grand Resort, Phoenix

Poplar Bluff carrier dies of crash injuries

A contract carrier for the *Daily American Republic* in Poplar Bluff, Rebecca Berry, 31, Poplar Bluff, died in a St. Louis hospital on May 11 of injuries suffered in a collision the previous day.

The crash occurred at 5 a.m. four miles west of Malden. The report said Berry's 2004 Chevrolet Tracker was struck head-on by a 2001 Jeep Grand Cherokee that crossed the center line.

Berry's husband, her 10-year-old daughter and the driver of the other vehicle were reported to have serious injuries. The husband and daughter were taken to separate hospitals for treatment and soon released.

The other driver was arrested on suspicion of three counts of assault, failure to drive on the right half of the road, possession of methamphetamine, possession of marijuana and possession of drug paraphernalia.

Crowder Sentry honored with national recognition

Some who help judge the annual newspaper contest of the Missouri College Media Association are familiar with the *Crowder Sentry*, published at Crowder College in Neosho.

The *Sentry* recently earned a "first place with special merit" award from the American Scholastic Press Association, which is headquartered in New York. The *Sentry* earned 995 points out of 1,000 possible.

Writer Logan Stark of Neosho won special recognition in non-school related articles for "A Peak of Joplin," about tornado recovery efforts there a year after the disaster.

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