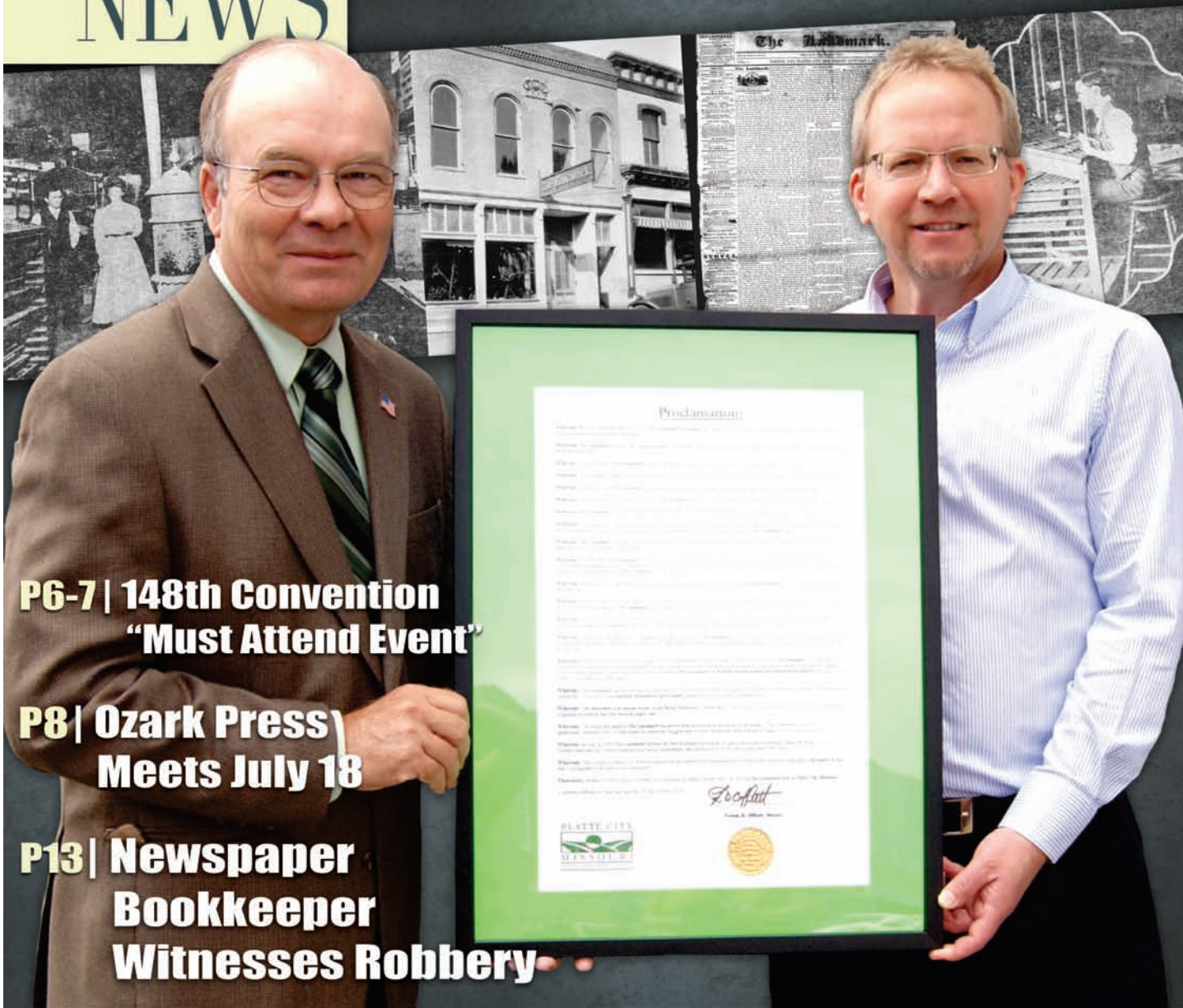


MP MISSOURI PRESS NEWS

The Landmark. BEGINS ITS 150th YEAR

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"Must Attend Event"**

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Meets July 18**

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Bookkeeper
Witnesses Robbery**

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Live from the morgue

Past is prologue, and the archive is the future

JFK wasn't the only president who could say he was heading to the Cape.

I did it just the other day, and frankly, to my ear, "Girardeau" has a more impressive ring to it than "Cod."

The occasion was the annual meeting of the Southeast Missouri Press Association, where Missouri Press Association phone-a-friend-of-the-court hotline attorney Jean Maneke gave the keynote. Beforehand, Jean joined association and foundation executive directors Doug Crews and Melody Benezek and me for a visit to the *Southeast Missourian*.

It's a bright and beautiful workspace, the synthesis of print tradition, digital innovation, and the values that transcend both. And it got me to thinking.

Publisher Jon Rust, our host and guide, showed us the darkroom transformed into a server room, a metaphor for the industry's ongoing digital retrofit.

Under the same Italianate roof we saw rustmedia, the company's digital marketing hive and, around the corner and down some stairs, the *Southeast Missourian* morgue—cabinets of index card-sized drawers filled with gingerly folded and alphabetized newspaper clippings. The two stops made for a fascinating juxtaposition. Past fused with future.

The *Southeast Missourian*, of course, has a well-developed digital archive beyond its clippings files. But it's in those drawers in the morgue where the history of the community is as palpable as a paper cut.



Newspapers provide more than just news. They provide context—the bigger picture, the patterns and connections. Often the context is the news. Often the context lies buried among the back issues. It's our job to find it.

As newspapers vie for audience attention and market penetration, and as we develop Web strategies, the way forward may have a lot to do with a look back. More and more news organizations are finding new and dynamic uses for their archival content to power their websites and build audience. Archives are playing an increasingly important part of the future.

That point got hammered home in the recently leaked *New York Times* "Innovation" report, an internal assessment of the organization's digital progress. In a section titled "Opportunity: Evergreen," the *Times* task force observed, "We rarely think to mine our archive, largely because we are so focused on news and new features."

Deep in the *Times*' archive sat an 1853 story on Solomon Northup, whose memoir inspired "12 Years a Slave." On the night the film won the Oscar for Best Motion Picture, the *Times*, to its credit, Tweeted a link to its 161-year-old story. But that's all it did.

So, gossip website Gawker showed the *Times* how it's done. Tipped by the Tweet, Gawker hustled up a landing page. The elements: a quick story about the story, a dramatic movie still (Michael Fassbender shouting at Chiwetel Ejiofor at point blank range), a picture of the *Times*' Jan. 20, 1853 Page One treatment of the piece, and highlighted excerpts of the text. It became one of Gawker's most read stories of the year, the *Times* report lamented: "But little of that traffic came to us."

Putting the news of the day in the context of the times is the premise of Vox.com, the much studied news site *Washington Post* expatriate Ezra Stein launched several months ago. With its mix of analysis and back-grounders, and its invention of "card stacks" (think of them as quickly clicked current events flash cards) it offers a vision for explanatory journalism in digital form. Recent items include "What's really happening in Iraq" and "Everything you need to know about marijuana legalization."

There's no reason community newspapers couldn't do something similar, creating destinations on their websites that integrate the latest news with the historical record: Everything you need to know about the fair tax, or puppy mills, or the hog farm wars, or drones, or your elected officials.

Last month, I wrote about the running scorecard *Missouri Lawyers Weekly* keeps on Missouri Supreme Court voting patterns. We're looking at combining that with other archival content to create a go-to page that provides ready context for our continuing coverage of important high-court decisions.

It's all there for the taking, your digital future, living and breathing in the morgue.



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James White, *Benton County Enterprise*, Warsaw
Darryl Wilkinson, Gallatin, *North Missourian*
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Houston Herald

MISSOURI PRESS NEWS (ISSN 00266671) is published every month for \$15 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; e-mail dcrews@socket.net; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.

Newspaper celebrates 150-year Landmark

Platte County Landmark is one of Missouri's oldest newspapers

Excerpts from an article

by Ivan Foley, *Landmark* publisher

It's a milestone worth mentioning. *The Landmark* begins its 150th year of uninterrupted publication as Volume 150, Issue 1 of *The Landmark* rolled off the press May 14, 2014.

The Landmark has never missed a week in hitting the streets of Platte County since its inception in the closing days of the Civil War in 1865. Older than *The Kansas City Star*, *The Landmark* is one of the oldest newspapers in the state and one of the oldest continuously published newspapers west of the Mississippi.

The first *Landmark* was published Sept. 28, 1865 at Weston with the motto "Remove Not the Ancient Landmarks."

In its early days, *The Landmark* espoused the cause of the Confederacy and promoted the cause of the Democrat party.

After nearly six years of publishing in Weston, on June 6, 1871, *The Landmark* moved to Platte City, where it has since been published.

One interesting story handed down is that when the equipment was being moved to Platte City, the Kansas Redlegs--guerrilla fighters who often clashed with pro-slavery groups from Missouri--intercepted and dumped *The Landmark* presses into the river.

In 1874, the subscription price of *The Landmark* was \$2 per year. Today's price is \$24 per year.

In 1881, *The Landmark* and the *Advocate*, another Democratic newspaper in Platte City, consolidated and kept the name *The Landmark*. After the consolidation, *The Landmark* began to assume considerable state prominence. After a fire at its location, *The Landmark* moved into a building especially built and designed for the newspaper by Gus Smith on Third Street in 1890.

Around 1898, the newspaper press was wearing out and the newspaper was forced to purchase a new one. The landlord and publisher disagreed over the installation of the new press and engine. An increase in the rent was demanded, so *The Landmark* moved in March of 1899 into the

building at 252 Main Street where it still resides.

The current *Landmark* building was constructed in 1869 by a doctor as a drugstore and post office. In later years, a grocery store and hardware store were located there.

The Babcock press that was installed in 1899 was used to print copies of *The Landmark* each week until November 1979 when the paper finally switched from letterpress printing to offset style. The large hand-fed 1899 Babcock press, in fact, still sits in a rear corner of *The Landmark* office today.

On Jan. 1, 1918, Max Jones purchased *The Landmark* and became the editor and publisher. He had begun serving an apprenticeship in printing in *The Landmark* office in 1892 at age 16. His first job was working on the Platte County Fair catalogs.

Until 1923, all the type had been set by hand in *The Landmark* office. That year, a Linotype machine was purchased. That Linotype, sitting idle since 1979, can still be found in the front of *The Landmark* office.

In those days, *The Landmark* was most often a four-page issue on the former "blanket-sheet" sized web.

After the death of Max Jones in April 1956, his widow, Lucile L. Jones, became the editor and publisher.

Under Jones, *The Landmark* focused primarily on coverage of church news, organization and club activities, wedding announcements and items of "who visited whom" filled the front page and all parts of the



Platte City Mayor Frank Offutt, left, declared May 14 as "Landmark Day" in Platte City, noting the start of the newspaper's 150th year of publication. The mayor presented his official proclamation to Ivan Foley, *Landmark* publisher, outside the newspaper office at 252 Main Street. *The Landmark* has operated from its current location since 1899. (photo courtesy Platte County Landmark)

newspaper.

Jones enjoyed the societal aspect of the newspaper business and was very active as a member of the Missouri Press Association and Northwest Missouri Press Association. She later penned a column entitled "Lines from Lucy," which featured recipes and tidbits of other light news and observations.

In 1979, Jones, looking to retire, sold the newspaper to Dwayne Foley of Wathena, Kan. The sale of *The Landmark* was announced in the Oct. 26, 1979 issue.

It included the explanation that not only was newspaper being sold, but the method of printing would be changing as well. Vol. 115, No. 18, of *The Landmark* was reported to "soon become a collector's item because of the change in the printing process next week. This is the last newspaper in the State of Missouri using the old "blanket sheet" size of newsprint... Soon the aroma of hot lead and metal will evaporate from *The Landmark* of-

(continued on next page)

fice..."

In May 1980, Dwayne Foley hired veteran newsman Clay McGinnis to serve as editor of *The Landmark*. In July 1980, less than nine months after buying *The Landmark*, Dwayne Foley died of a heart attack at age 50. His widow, Ethel Mae Foley, who had been a stay-at-home mother of seven children, assumed the title of publisher.

Ivan Foley, the youngest son of Dwayne and Ethel Mae Foley, began working at *The Landmark* in May 1982 at age 19 after a year at Missouri Western State College. Ivan Foley had grown up working in the family newspaper and printing business.

For the next decade, Clay McGinnis, left-leaning politically, and Ivan Foley, right-leaning politically, worked together as *The Landmark's* two-per-

son news team. In August 1993, McGinnis, 63, died following open heart surgery.

In the late 1990s, *The Landmark's* readership and reputation grew through more aggressive coverage of breaking news stories and a watchdog approach to local government.

The Landmark launched its web site at plattecountylandmark.com in 2001.

In 2004, *The Landmark* expanded its coverage area to go county-wide. Around 2004. In 2008, renovation of the exterior of *The Landmark* building was performed. In June 2009, *The Landmark* became the first Northland newspaper to begin a 24/7 interactive news and commentary feed.

Special activities throughout the next 12 months will help *The Landmark* ring in its 150th year of continuous publication.



The exterior of *The Landmark* as it appeared in this photo believed to have been taken around 1930. (photo courtesy Platte County Landmark)



Thirty-three members of the Southeast Missouri Press Association met for their annual meeting June 19 at Southeast Missouri State University in Cape Girardeau. Jean Maneke (left) MPA hotline attorney, Kansas City, presented the late-afternoon program about legal issues, including newspapers' use of photographs and videos on Facebook and YouTube. Richard Gard (right) MPA President, Missouri Lawyers Media, St. Louis; Melody Bezenek, Missouri Press Foundation Director; and Doug Crews, MPA Executive Director, reported about Missouri Press activities. Gard speaks with Peggy Scott of Festus, SEMO Press Historian.



Russell Viers was one of the featured speakers June 20 at the 124th annual Northwest Missouri Press Association meeting in Maryville. Viers of Kansas City presented Adobe Creative Suite training.



Rob Anfinson and Russell Viers headlined the 124th annual Northwest Missouri Press Association meeting, June 20, at Northwest Missouri State University in Maryville. Mike Farmer (left) presided. Anfinson of Benson, Minn. (second from left) discussed web and community newspapers in 2014. Viers of Kansas City presented Adobe Creative Suite training. Kathy Conger, Secretary, presented the minutes of the 2013 meeting, and W.C. Farmer presented the financial report. Doug Crews discussed MPA legislative activities in Jefferson City. Approximately 25 members attended the meeting and dinner. Officers and directors reelected (right photo, from left) include Kathy Conger, Bethany, Secretary; Dennis Ellsworth, St. Joseph, Director; Mike Farmer, Tarkio, President; Jim Fall, Maryville, Director; and W.C. Farmer, Rock Port, Treasurer. Not shown: Past President Adam Johnson, Mound City; Directors Jim McPherson, Weston; Chuck Haney, Chillicothe; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; and Steve Booher, St. Joseph. (photos by Doug Crews)

Reynolds Foundation to close in 2017

(*Arkansas Business*) -- After committing more than \$1.8 billion to non-profits since 1994, the Donald W. Reynolds Foundation of Las Vegas is set to shut down at the end of 2017.

The DWR Foundation has contributed tens of millions of dollars through the years to the University of Missouri, including establishing the Donald W. Reynolds Journalism Institute in Columbia.

Steve Anderson, president of the foundation, said the organization always had an end date in mind. The foundation is now working on distributing the approximately \$160 million it has remaining under management.

It also is evaluating all the non-profits that it supported. The highest performing ones might receive "additional funding to enhance their programs and try to strengthen them before we're gone from the scene," Anderson said. "The goal is to make sure the organizations that we've funded are strong."



Thirty-three members of the Southeast Missouri Press Association met for their annual meeting June 19, at Southeast Missouri State University, Cape Girardeau. SEMO Press was organized in 1893. Officers and directors elected, from left, include Peggy Scott, Festus, Historian; Ed Thomason, New Madrid, Director; Amanda Layton, Perryville, President; Michelle Friedrich, Poplar Bluff, Secretary-Treasurer; Scott Seal, Portageville, First Vice President; Teresa Ressel, Park Hills, Director; and Toby Carrig, Ste. Genevieve, Second Vice President. Not shown: Kim Combs, Piedmont, Director. (photo by Doug Crews)

Blue Book is back

The Official Manual, State of Missouri, commonly known as the Blue Book, is BACK IN PRINT, a project of the Missouri Press Foundation.

The Blue Book, which is published by the Secretary of State every two years, is the definitive source of information about Missouri state govern-

ment.

Turn to the back cover of this issue of the Missouri Press News for details about how to order your copies today!



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Agenda for 148th Annual Missouri Press Convention

Holiday Inn Executive Center

2200 I-70 Drive Southwest | Columbia, MO | 65203

September 25-27, 2014

Thursday, Sept. 25

9:30 a.m. MPF board meeting

Noon MPA/MPS/ board meetings and lunch

4:15 p.m. Shuttle service from hotel for tours, dinner and music at Les Bourgeois Winery, Rocheport

Friday, Sept. 26

Ed Henninger, newspaper design expert will give one-on-one critiques of individual newspapers. Publishers/editors: Bring copies of your newspapers for consultation on newspaper design.

8:00 a.m. Breakfast program: "I Drove Past Your House" with Missouri author John Robinson

9:15 a.m. General Session (to be announced)

10:15 a.m. Newspaper Business Management and Leadership Panel with moderator Randy Smith of the Reynolds Journalism Institute. Featuring Panelists: Tianna Brooks, Mountain View Standard News; Andy Waters, Columbia Daily Tribune; Lee Sawyer, St. Joseph News-Press; Cathi Utley, Hermann Advertiser-Courier

11 a.m. -6:30 p.m. MPA Trade Show with refreshment breaks, games and prizes!

11:30 a.m. Missouri Press Business Meeting, Election of Officers

Noon Luncheon with MU Chancellor R. Bowen Loftin

1:30 p.m. Sunshine Law Litigation Panel, media attorneys Jean Maneke, Ben Lipman and Mark Sableman

2:30 p.m. Youth and Young Adults Panel led by Prof. Margaret Duffy with young journalists

6:00 p.m. Missouri Press Hall of Fame Banquet Reception in the Trade Show

6:30 p.m. Hall of Fame Banquet, with special guests including Robert Williams, President of the National Newspaper Association

Saturday, Sept. 27

8 a.m. Breakfast with Steve Wieberg, former USA Today college sports reporter and member of the College Football Playoff Selection Committee.

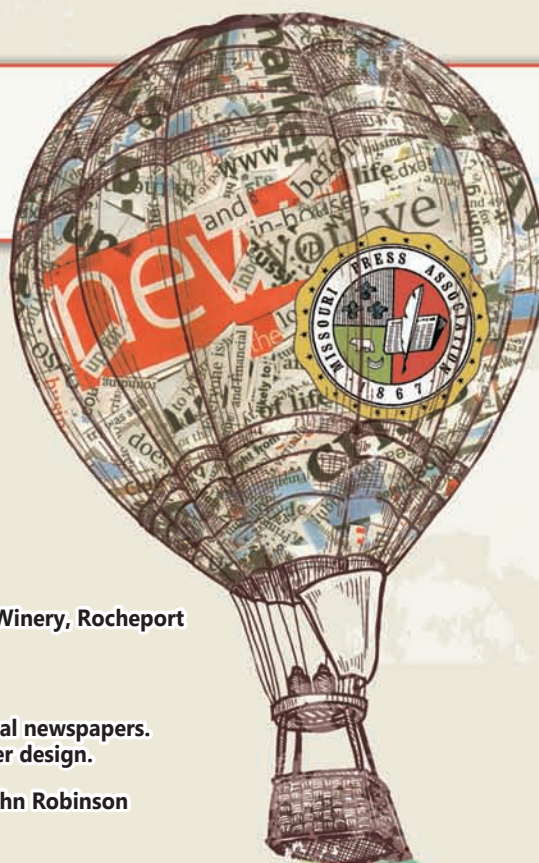
9:15 a.m. Ed Henninger, newspaper design consultant

9:15 a.m. Anne Tezon, New Revenue Stream: Mining Your Newspaper's Content to Publish eBooks

10:30 a.m. General Session: "Beef Up Your Local Election Reporting" with Scott Swafford of the Reynolds Journalism Institute

11:45 a.m. Annual Missouri Better Newspaper Contest Awards Luncheon, including scholarship presentations and announcement of the William E. James Outstanding Young Journalists Awards.

Up, Up and Away! Rising to New Heights!



148th MPA convention is 'must attend' event

The 148th Annual Missouri Press Association Convention Sept. 25-27 in Columbia is shaping up to be the must-attend event for journalists in Missouri, offering outstanding sessions from industry professionals, a tour and dinner at Les Bourgeois Winery overlooking the Missouri River near Rocheport, informative and relevant panel discussions, and key presentations by national media personalities.

The convention kicks off Thursday, Sept. 25 with a tour of Les Bourgeois Winery, followed by a dinner at the site.

Friday, Sept. 26 is jam-packed with activities. **Ed Henninger** will offer professional one-on-one critiques of individual newspapers at the convention. Henninger has been an independent newspaper consultant since 1989 and is the director of Henninger Consulting in Rock Hill, SC. He is universally recognized as the world's leading design consultant for community newspapers. He recently developed the Francis A. Henninger Grant Program with the goal of making newspaper design services affordable for every newspaper—especially those with limited circulation, revenue and staff size.

"I Drove Past Your House" is the intriguing title of John Robinson's breakfast program Friday.

John Robinson and his car recently finished traveling every mile of every road on the Missouri highway map, a 13-year, 250,000 mile journey, resulting in the publication of two books. In his career, he has written high-profile advertising copy, written for America's



Most Wanted, and served as a staffer for two governors and two lieutenant governors, before becoming Missouri director of tourism. Under his leadership, Missouri tourism set records for visitors and revenues and the Division of Tourism won five Odyssey Awards in four years. The Odyssey is the national tourism equivalent to the Academy Award.

Following a general session, a Newspaper Business Management and Leadership Panel moderated by **Randy Smith** of the Reynolds Journalism Institute (RJI), will take place. Panel members include Tianna Brooks, *Mountain View Standard*; Lee Sawyer, *St. Joseph News-Press*; Cathi Utley, *Hermann Advertiser-Courier*; and Andy Waters, *Columbia Daily Tribune*.

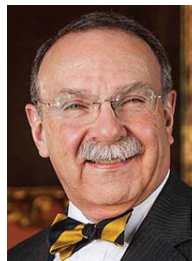
The noon luncheon features University of Missouri Chancellor **R. Bowen Loftin**. Loftin became chancellor of the University of Missouri Feb. 1, 2014, succeeding Dr. Brady Deaton. He is Mizzou's 22nd chief executive officer. He is also a professor of physics at MU. Chancellor Loftin, with degrees from Texas A&M University and Rice University, was president of Texas A&M from 2010 to 2014.

He is a frequent consultant to industry and government in the areas of modeling and simulation, advanced training technologies and scientific/engineering data visualization. He is the author or co-author of more than 100 technical publications.

His citations and honors include NASA's Space Act Award, the NASA Public Service Medal and the 1995 NASA Invention of the Year Award. He is a Charter Fellow of the National Academy of Inventors.

After lunch, a Sunshine Law Litigation Panel with media attorneys **Jean Maneke**, **Ben Lipman** and **Mark Sableman** will equip attendees with the tools they need to navigate the media law landscape.

Later, a Youth and Young Adults Panel, led by Prof. **Margaret Duffy** will spotlight young journalists.



Robert M. Williams Jr., president of the National Newspaper Association, is a MPA special guest and will address attendees at the Hall of Fame Banquet Friday evening. The National Newspaper Association is the nation's largest newspaper organization representing nearly 2,300 community daily and weekly newspapers across America.

On Saturday, former top college football writer for *USA TODAY* and a member of the prestigious College Football Playoff Selection Committee, **Steve Wieberg**, will offer the



breakfast session. A sportswriter for more than 30 years, Wieberg's career accomplishments include winning more than two dozen national writing awards. He has his roots in Missouri, serving as sports reporter and Sunday sports editor at the *Springfield News-Leader* and as sports reporter at the *Mexico Ledger*.

Saturday morning, **Anne Tezon**, a recently retired community weekly publisher, will present a session providing a step-by-step guide to re-purposing news, sports and feature content into print or e-books. Tezon



began her newspaper career as the editor of *The Hamilton Advocate Hamiltonian*. She bought the operation in 1985 and published the paper, now called *The Caldwell County News*, until selling it in September 2013.

Scott Swafford with RJI will speak about "Beefing Up Your Local Election Reporting" in general session. Saturday's activities will end with the Better Newspaper Contest Awards Luncheon.

See agenda page 6. A registration form is online: http://www.mopress.com/CURRENT_FORMS.php

Follow the MPA on Facebook at <http://www.facebook.com/pages/Missouri-Press-Association/154375874617599>

Friends of Arrow Rock publishes book

To commemorate its 55th year, the Friends of Arrow Rock (FAR) organization has published a book detailing the story of its founding and its accomplishments from 1959 until today. The full-color, 100-page book, *Friends of Arrow Rock: The First 55 Years, 1959-2014*, was researched, written and edited by FAR Communications Director Sandy Selby.

The book was funded by Byron and Marilyn Shutz and the Byron Christopher Shutz Historical Preservation Fund. For more information about Friends of Arrow Rock, visit www.FriendsofArrowRock.org, or call 660-837-3231.



Friends of Arrow Rock history author Sandy Selby, left, with FAR President Dr. Thomas B. Hall III June 8 at the 55th annual meeting in Arrow Rock.

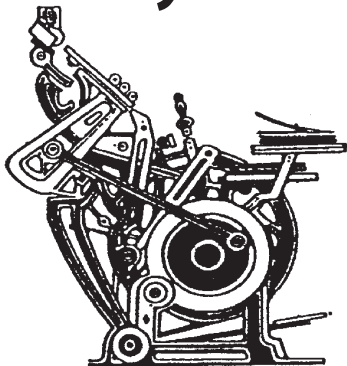
Sunshine Law training available

The Missouri Municipal League now offers a training class for Missouri municipal officials detailing the requirements of the Missouri Open Meetings and Records Law, aka the Sunshine Law.

The custom-made class focuses on the most important things local government officials must know to comply with this law.

Find more information about MML's online training at www.mocities.com. The Missouri Municipal League was founded in 1934 and serves more than 670 municipalities

Ozark Press meeting July 18



Mark your calendars for July 18 to attend the annual Ozark Press Association meeting on the Drury University Campus in Springfield!

The meeting is scheduled 1 to 5 p.m. and will feature:

- Developing a social media strategy and best practices for online journalism sites, with Jonathan Groves of Drury University.
- Digital Sales/Ad Networks, with Mark Nienhueser of Missouri Press Service.
- Legal Advice, with Jean Maneke, Maneke Law.

Then join us that evening to take in a Springfield Cardinals baseball game.

A detailed schedule and registration form can be found online: http://www.mopress.com/CURRENT_FORMS.php

Your newspaper could WIN \$100

The Missouri Press Association 148th Annual Convention and Trade Show is scheduled Sept. 25-27 in Columbia. The trade show returns this year Sept. 26 and sponsorship opportunities are available at different contribution levels.

WIN \$100 -- Any newspaper refer-

ring a company or organization that becomes a sponsor of the 2014 MPA Trade Show will receive a referral reward of \$100.

Rewards for sponsorship are detailed on the sponsorship form which can be found at: http://www.mopress.com/CURRENT_FORMS.php

Missouri Press Association's "Statewide Classifieds" are a great tool for my newspaper advertisers. The exposure is excellent and the price is very affordable. I have Statewide Classified users tell me how well it works for them and how they enjoy the ease of placing an order. All they do is call me and it's done; they get their information out and they are not using their valuable time placing ads across the state.

Because Statewide Classifieds work so well for my customers, I feel comfortable recommending them to all of my clients. It is another tool in my tool belt of ways to make my clients successful.

I also feel good about helping out the Missouri Press Association. I enjoy the revenue my paper receives and it is a bonus that I can help support the Association too!

In all, I say that Missouri Statewide Classifieds are a great piece of the success puzzle for our newspaper.

Cathi Utley,
Hermann Advertiser Courier and
New Haven Leader newspapers.



For more information on Statewide Classifieds call Jennifer
573.449.4167 • jplourde@socket.net



ON THE MOVE



• **Maryville** — Dalton Vitt, Northwest Missouri State University senior, began serving as an intern May 19 at the *Maryville Daily Forum*. The internship is sponsored by the Missouri Press Foundation. Vitt is a native of Bonner Springs, Kan. and is a mass media major with an emphasis in sports media. He also has worked six semesters on the staff at the *Northwest Missourian* student newspaper. During his internship, Vitt will function as a general assignment reporter.

• **Carrollton** — Jack Krier, 73, co-owner of Main Street Media with business partner Frank Mercer, retired May 31 and moved with his wife to Warsaw. Krier will still maintain ownership status, but Mercer will be directing Main Street Media. Krier has spent his entire career in the community newspaper business, beginning in 1954 as a printer's devil in South Dakota.

• **Bolivar** — Melody Adams has joined the staff of the Bolivar *Herald-Free Press* as a new marketing account representative, replacing Lisa Barham, who resigned to accept a position with the Halfway school system. Barham worked for the *Herald-Free Press* for a total of 16 years during a 20-year period. Adams recently returned to Bolivar from the Dallas, Texas area where she lived and worked since 1994.

• **Cameron** — Tina Svoboda recently returned to Cameron Newspapers, publishers of the Cameron *Citizen-Observer* and *The Shopper*, as the general manager of the newspaper operation. Svoboda began working for the newspaper in 1993, eventually becoming advertising director. She left in 2008 to become publisher of the *Lexington News*. "We are very fortunate to have Tina back with us," said publisher Wally Gallian. "She brings a wealth of experience and local knowledge to the position." Ad-

vertising sales representative Honi Brown has left Cameron Newspapers to become advertising sales director with the Advance *Monticellonian* in Monticello, Ark.

• **Denver, Colo.** — Elizabeth Bernberg, vice president of sales and marketing with sync2media.com (formerly Colorado Press Service) recently resigned. She will be working for *The Denver Post* in new revenue ventures.

• **Platte City** — Ross Martin, a former intern with *The Citizen* in Platte County and sports editor at the *St. Joseph News-Press* the past 11 years, will serve as managing editor of *The Citizen*. "Coming back home seems fitting," Martin said. "This is a rare chance to give back and come full circle." Martin was editor of Platte

County High School's *Pirate Clipper*. He then attended Missouri Western State University, earning a bachelor's degree in English with emphasis in journalism. He has earned numerous awards in newspaper contests.

• **Branson** — Cliff Sain is the new managing editor at the *Branson Tri-Lakes News*. He was a reporter at the newspaper from 2000-2007; spent more than six years at the Springfield *News-Leader*; and then returned to the *Tri-Lakes News* in 2013. Sain replaces Mindy Honey, who joined the staff in 2007 and served as managing editor since 2011. Honey has accepted a job at Cox Medical Center.

• **Alma** — Colby Gordon is now publisher of several newspapers including *The Santa Fe Times* in Alma. Gordon has overseen the *Windsor Review*, the *Lincoln New Era*, the

(continued on next page)

Congratulations to Connie Whitney

Connie's first day on the job at Missouri Press was June 1, 1969.



**We Salute Connie for her 45 years
of dedication to Missouri Newspapers
and to Newspaper Advertising.**

*Congratulations, Connie, from your family,
co-workers, colleagues and friends!*



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On the Move

(continued from previous page)

Cole Camp Courier and *The Benton County Shopper's Guide* since 2006. He will now also oversee the *Santa Fe Times*, the *Carrollton Democrat*, the *Norborne Democrat-Leader*, and the *Glasgow Missourian*.

• **Park Hills** — Korey Johnson has joined the staff of the *Park Hills Daily Journal* as a reporter. Johnson previously worked at radio station KJFF-1400 AM. He graduated from Festus High School and is attending Jefferson Community College in Hillsboro.

• **Mound City** — Laura Sharp recently joined the staff at the *Mound City News* as a photographer. She has a bachelor's degree of fine arts in graphic design from Missouri Western State University in St. Joseph. She also is the owner of Laura Sharp Photo and Design. She previously interned at the *St. Joseph News-Press*.

• **Springfield** — Paul Berry has been named executive director, news and engagement, of the *Springfield News-Leader* and the *Baxter Bulletin* in Mountain Home, Ark. Berry, 33, served as digital editor/engagement editor at *The Coloradoan* in Fort Collins Colo. Berry started June 30, succeeding David Stoeffler, who resigned as executive editor in May. "Paul has a proven track record growing audience and engagement... He understands and values the vital role community journalism plays in our local markets," said publisher Linda Ramey-Greiw. Berry won the Colorado Press Association Rising Star Award this year and received a Gannett CEO Award in 2013 and a Star Award in 2012.

• **Raymore** — Jennifer Reed has been named editor of the *Raymore Journal* in Cass County. She has an under-

graduate degree in secondary education from Calvary Bible College and currently is pursuing a master's degree in history from the University of Missouri-Kansas City. Reed was born and raised in Missouri and is new to the field of journalism. However, she said she has "lots of life experiences that have prepared me for this position." She worked in management in both the retail and food industry; was a nanny for two separate families; and taught junior high and high school for three years. She is interested in politics and has worked election polls.

• **Springfield** — Marty Goodnight, 38, recently left the News-Leader Media Group as leader of the advertising division for Gannett to form his own company. He had lead the division for six years after serving *The Kansas City Star* for nearly 10 years. He has won advertising awards from the International News Media Association

and the *Springfield Business Journal* and was ranked first in revenue production in the United States Community Publishing Division for two years running.

• **Cuba** — Tom Korth has joined the Three Rivers Publishing staff as an intern for the summer. Stories under his byline are appearing in the *Cuba Free Press*, *Saint James Press* and *Steelville Star-Crawford Mirror*.

Korth, 30, is a Lindenwood University student who is pursuing a bachelor's degree in Public Relations and Advertising and is an Iraq war veteran who served in the U.S. Army from 2003 until 2011.



OBITUARIES



Warsaw

Vaughn Bailey

Vaughn Dean "Sappo" Bailey, 83, of Lake Forest, Calif., formerly of Warsaw, died Jan. 28. He worked as a Linotype operator for the *Benton County Enterprise* and the *Clinton*

Daily Democrat.

In the U.S. Army, he served as the pressroom maintenance supervisor for *Stars and Stripes* and received the Bronze Star for his improvements to the rotary press which allowed the doubling of production. He is survived by two daughters, two sons-in-law, and six grandsons.



Missouri Press Foundation

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

Society of 1867

Doris Kirkpatrick

Newspaper in Education

Dustin Overschmidt, Kohls, Washington

Missouri Photojournalism Hall of Fame

William L. Miller, Washington



Ed Steele reacts June 17 to receiving gifts at a "going-away" lunch at the Missouri Press Association office in Columbia. (photo by Bryan E. Jones)



Ed Steele became Missouri Press Service Sales and Promotional Director Feb. 1, 1966. (archive photo)

Steele moving to Oregon

Edward L. "Ed" Steele, retired sales director with the Missouri Press Service, is moving to Oregon. He can be contacted at: Stoneybrook Lodge, Apt. 336, 4700 SW Hollyhock Circle, Corvallis, OR 97333. His phone number is 541-740-2796.

Bezenek named 'Emerging Professional'



Kris Bezenek was the recipient of the 2014 Emerging Professional of the Year Award presented June 20 by the Columbia Chamber of Commerce at its annual meeting.

Bezenek works with Trabue, Hansen and Hinshaw, Inc. and is president-elect of the EPIC Executive Committee. He is married to Melody Bezenek, Missouri Press Foundation Director.

MISSOURI PRESS *Moments*



Paper costs high, speeches long

Editor's note: Beginning with this edition, Missouri Press Moments will appear as an ongoing feature in the Missouri Press News magazine. Missouri Press moments will look back in the association's long history and highlight interesting and significant events and people; provide historical notes; or simply entertain. Enjoy!

--Bryan E. Jones, MPA Editor

The following entries in "History of the Missouri Press Association, 1867-1931," reveal that newspaper publishers, like today, were battling difficult economic challenges with increasing production costs and a spate of newspaper closures.

Jan. 12, 1917 -- "The year had scarcely got underway before the Missouri Press Association met in special session to consider what should be done regarding the high cost of printing paper in general and the disparity in the cost to large and small publishers.

"Paper which less than a year previously had cost \$2.75 per cwt. had increased in price until it was selling for between \$6.50 and \$7. Because of this increase, 700

American publications had ceased publication, and one-fifth of the papers in Missouri had been forced to raise subscription rates...

"The suggestion of a state-owned paper mill operated with convict labor was advanced... An investigation of Missouri paper houses was begun to ascertain whether a combination relative to print paper prices existed. An arrangement was later effected within the association whereby members purchased print paper through the organization at substantial savings."

In addition, it also appears those on the receiving end of long-winded speeches at the annual MPA gatherings had just about the same level of tolerance for the practice as we modern-day journalists:

"No long, formal addresses read from manuscript, the editors had decided, were to be on the 1917 program. Instead, the sessions were filled with short, pithy shop-talks."

Missouri Press Association / Missouri Press Service

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SCRAPBOOK



• **Bolivar** -- The *Bolivar Herald-Free Press* is offering a book trade-in/purchase program. People can support the Newspapers in Education program by trading in old books for a 10- or 25-cent fee which helps to put a newspaper in the hands of students in the Polk County schools. Books also may be purchased, 25 cents per paperback and 50 cents for a hardback.

• **Maryville** -- The *Maryville Daily Forum* and *The Post* free-distribution shopper, recently unveiled a new website, Maryvilledailyforum.com, featuring "a convenient online component unique to the Nodaway County market." Kaity Holtman is the company's director of online communications and said the site, designed and supported by TownNews.com, introduces flexibility and interactivity for customers and content formatted for multi-platform devices. Full access online subscriptions cost \$75 a year. Print subscriptions are \$95 per year and come with complete access to the electronic product.

• **Jefferson City** -- Michelle Brooks, a reporter for the *Jefferson City News Tribune*, received the Gregory Stockard Distinguished Service Award in May from the Historic Preservation Commission's annual Heritage Week celebration. Brooks received the award for her work covering the Historic Preservation Commission and preservation efforts in the area. She has written nearly 70 articles on various city landmarks. In addition, the *Jefferson City Tribune* building, constructed in 1931, was designated landmark status.

• **St. Louis** -- Donald M. Suggs, publisher and executive editor of the *St. Louis American*, was inducted April 11 into the Missouri Public Affairs Hall of Fame in a ceremony at Missouri State University in Springfield. He was among the first three ever inducted.

• **Washington** -- The *Washington Missourian* published an 80-page special section highlighting Washington's 175th Anniversary with photos, stories and features from the community's past to the present. The section contains information about churches, businesses and organizations, sports teams, cultural traditions and events, influential people, prominent landmarks, schools, government, financial institutions, economic and infrastructure development, and more.

• **Cape Girardeau** -- The *Southeast Missourian* was recognized in May by the United Way of Southeast Missouri for being among the top 20 companies which helped contribute more than 70 percent of total money raised in 2013.

• **Shelbyville** -- The *Shelby County Herald* is now available to customers on their computers through an e-edition. A paid subscription is necessary to access this feature.

• **Tipton** -- The *Tipton Times* will now be publishing a weekly "From the Pastor's Pen" column. On a rotating basis, area pastors are encouraged to send in their articles, which can be devotionals or study discussions, for inclusion.

• **Clarence** -- The *Clarence Courier* is now offering paid subscribers access to the newspaper on computer, iPad, iPhone or iPod each Wednesday afternoon. At renewal, a \$2 fee will be added to the subscription for electronic access.

• **Houston** -- The *Houston Herald* recently unveiled the next generation of its online newspaper available for desktop computers and tablets. The e-edition offers several enhancements previously not available online, including thumbnail images of each page at the bottom of the screen; more ways to share information on

each page; bookmark capabilities; the availability to "like" something for Facebook; current weather/forecast information; access to newspaper archives of every *Houston Herald* since 1949. The St. Louis firm of Dirxion is providing the technology platform.

• **LaGrange** -- Lewis County Press, headquartered in LaGrange and the parent company of the *Lamar Democrat*, *Lewis County Press-News*, *Home Press* (Macon County), *Monroe County Appeal* and *Ralls County Herald-Enterprise*, has acquired *The Messenger of Juneau County* (Wis.). The newspaper is a weekly in central Wisconsin, approximately 90 miles northwest of Madison, Wis. *The Messenger* is Lewis County Press' seventh acquisition in three years.

• **Davenport, Iowa** -- Lee Enterprises, publisher of the *St. Louis Post-Dispatch* and more than 40 other daily newspapers and dozens of weeklies, announced a \$1.5 million profit in its fiscal second quarter, reversing a loss in the same period a year ago.

• **Washington** -- The *Washington Missourian's* Youth Literacy Project, Book Buzz, has worked with individuals, businesses and organizations to provide more than 10,500 free, hardcover books to public and private school libraries.

• **Park Hills** -- The *Daily Journal* did its part in recycling more than 30 computers, 10 monitors and other old electronic equipment at the Midwest Recycling Center in Park Hills. John Graham, IT/Online director at the *Daily Journal*, said it's better for public health and the environment to recycle.

• **Columbia** -- Angela Greiling Keane, the White House correspondent for Bloomberg News and a 1998 University of Missouri graduate, spoke at the Missouri School of Journalism's recent commencement ceremony. This was the final commencement ceremony for Dean Mills, who is retiring after 25 years as journalism school dean.

(continued on next page)

Newspaper bookkeeper witnesses robbery

(Excelsior Springs) -- Nancy Elmore, the bookkeeper for *The Excelsior Springs Standard and Town & Country Leader*, was a customer May 23 inside a Bank Midwest bank branch in Excelsior Springs when it was hit by robbers.

According to *Standard* managing editor Eric Copeland, the robbery took place as the day was wrapping up at the bank, 201 N. Jesse James Ed. Three suspects, two males and a female, stole an undisclosed amount

of cash and fled in a vehicle.

Clay County deputies pursued the subjects until they crashed their car into a tree and were taken into custody.

"I believe they came in right behind me," Elmore said. "I couldn't see what was going on behind me. It was perfectly quiet, just the three tellers and me. The girl took the deposit and went over to the drive-through."

Elmore said she then heard what she described as a "commotion" and

the employees were herded to one side of the lobby, as the female suspect jumped through the teller's window and over the counter and started rifling through drawers.

"After a while, the employees motioned for me to come down to where they were...I finally figured out it was real," Elmore said.

The newspaper's deposits were still intact after the suspects fled and her purse was still inside her unlocked car.

Sources and Resources for Missouri Newspapers



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Constitution Project teams announced

The Supreme Court of Missouri's Committee on Civic Education announced the 12 schools chosen to compete in the annual Constitution Project regional competitions during the fall 2014 semester, culminating with championship rounds in Jefferson City.

This year's competition will feature teams from: Cardinal-Ritter College Preparatory High School, Clayton High School, Park Hills Central High School, Washington High School, Dixon High School, Father Tolton Regional Catholic High School, Helias High School, St. James High School, Houston High School, Logan-Rogersville High School, Nixa High School, and West Plains High School.

The Constitution Project gives students a mock crime scene to investigate, report about and eventually try in a mock trial, under mentorship of local professionals in the fields of crime scene investigation, journalism and trial advocacy.

Winners will be named at the team and individual level for each discipline. Individual award winners will receive \$1,000 scholarships from sponsoring organizations. Statewide cosponsors of the project include the Missouri State Highway Patrol, Missouri Sheriff's Association, Missouri Police Chiefs Association, Missouri Press Association, Missouri Broadcasters Association and The Missouri Bar.

To learn more about The Constitution Project, please visit www.courts.mo.gov/constitutionproject.

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Publisher: China untapped market

(By Ruth Campbell, *Southeast Missourian*) -- With the expansion of its middle class, China is a vast untapped market for American agriculture, said John LaRose, publisher and editor of MidAmerica Farm Publications Inc.

LaRose, of Perryville, recently returned from a U.S. Department of Agriculture Trade Mission trip to northeast China. Representatives from U.S. companies and commodity organizations, state departments of agriculture, the U.S. Department of Agriculture and U.S. officials were part of the group that visited Dalian, Shenyang and Changchun, China, in May. LaRose said he was invited on the eye-opening trip by Michael Scuse, undersecretary for Farm and Foreign Agricultural Services.

China's expenditures on food have increased 100 percent in the past 10 years and the middle class there has increased by more than 200 percent during the same period, LaRose said. "The opportunities for American agriculture are just unlimited...," he said.

During his visit, LaRose talked to business owners, visited soybean crushers, dairy and beef operations, a rice mill/farm and met with numerous government officials.

China is eliminating restrictions on private enterprise; in turn, private enterprise is "just booming everywhere" -- everything from mom-and-pop operations to modern shopping centers that are "second to nothing in this country," LaRose said. "It reminds me of what it must have been like in this country in the late '40s, '50s and '60s... We were expanding rapidly after the second World War... and that's what they're going through over there right now," he said.



John LaRose, left, publisher and editor of MidAmerica Farm Publications, and U.S. Under Secretary Michael Scuse, USDA Farm and Foreign Agriculture Service, stand May 7 outside Huishan Dairy Headquarters in Shenyang, China. (photo submitted by John LaRose)

Chinese business purchases account for roughly 25 percent of the soybeans grown in the United States. Last year, soybeans translated to more than \$15 billion in sales to China, followed by cotton at \$3.5 billion, corn at \$1.6 billion and whole hides and skins at \$1.2 billion, according to an article written by LaRose. China's major agricultural exports to the U.S. were plywood, apple juice, dog and cat food and frozen tilapia fillets.

Meanwhile, rice exports could be a boon for American agriculture, but it's not legal in China yet. The U.S. Rice Producers Association and Missouri Rice Council have been working since 2006 to get a protocol established so rice can be brought into China.

The rules are still in the Chinese government's hands. U.S. production of rice amounts to only 1 percent of what China consumes annually. "Any kind of increase at all booms the rice industry in this country," LaRose said.

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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NNA presents prestigious awards

The National Newspaper Association will be presenting three prestigious awards in October at the NNA's annual convention in San Antonio.

Jeff David will be presented the 2014 James O. Amos Award. David is the publisher of the *Livingston Parish News* in Denham Springs, La., and a past NNA president.

Elizabeth Parker will be presented the 2014 Emma C. McKinney Award. Parker is co-publisher/executive editor of the New Jersey Hills Media Group in Bernardsville, NJ, and past NNA president.

Derek Sawvell will be presented the Daniel M. Phillips Leadership Award. Sawvell is managing editor for the *Wilton-Durant Advocate News* in Wilton, Iowa.

Journalism Honor Medal recipients announced

(Columbia) -- The Missouri School of Journalism will award the prestigious Missouri Honor Medal for Distinguished Service in Journalism to seven individuals and media organizations in print, digital and electronic journalism, photojournalism and advertising. Medalists are selected by faculty on the basis of lifetime or superior achievement in journalism. The award has been presented annually since 1930. Following are the 2014 medalists:

Byron E. Calame, one of journalism's most respected editors.

Audie Cornish, co-host of the long-running, award-winning *All Things Considered* show on NPR.

The Guardian, a 193-year-old

newspaper with the third largest English-speaking newspaper website in the world.

Steve Kopcha, one of advertising's most notable creative leaders.

The staff of the *Kyiv Post*, Ukraine's leading English-language newspaper since 1995.

Eugene Richards, an acclaimed documentary photographer, filmmaker and writer.

WIRED, the outlet that illuminates how technology is changing peoples' lives.

The 2014 medalists will be honored at a banquet Tuesday, Oct. 28, on the University of Missouri campus. During the day they will present master classes in their areas of expertise.



Upcoming Webinars

**InDesign 201:
Become a Type Superhero**
Thursday, July 10
Presenter Russell Viers,
Atomic News Tools

**Mobile Gadget Lab:
Creating Great Video**
Thursday, July 31
Presenter Chris Snider,
Drake University

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NIE considers new ways to reach young readers

Strategies promoted to pursue NIE vision

This year, when the Missouri Press Newspapers In Education Committee gathered for its annual meeting in Columbia, the group of publishers, editors, reporters, circulation managers and NIE directors did some visioning about what they hoped can be achieved in the next five years through our efforts to reach out to young readers.

We reviewed our Mission Statement: Missouri Newspapers In Education, an educational outreach of the Missouri Press Association and Foundation, was created to help all of Missouri's newspapers involve young people with their community newspapers, thereby expanding the base of informed, engaged citizens. The goal within this mission is to reach young readers in the classroom and at home to engage them in learning about their community and state, primarily Missouri history and civic literacy.

The group developed a terrific list of ideas, based on the visioning prompt: If we could create the Newspapers In Education program of our dreams and have the impact we have always desired, what would this look like in the year 2019?

We are funding all possible vehicles to support our mission. What are these vehicles and how were they achieved?

- Kids reading print newspapers and online newspapers
- Promoting literacy
- Providing good quality content
- Working with state departments to get newspapers into school budgets
- Newspaper leaders behind and aware of Newspapers In Education
- Educating newspaper staffs about the value of Newspapers In Education



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

- Showing young people value of newspaper
- Meeting educational trends

Every newspaper in Missouri knows what Newspapers In Education is, what we do and how they can participate. How did we produce that?

- Email list for NIE resources
- A MO NIE Facebook page
- Visiting face-to-face with newspapers and having newspapers mentor other newspapers nearby
- House ads from MPA to promote Newspapers In Education: detail benefits, use ads in MPA magazine, testimonials
- Offer training at MPA Convention, MAMA, Regional Meetings.
- Convince publishers

Organizations and businesses in our state know what Newspapers In Education is, what we do and how they can participate. How did we produce that?

- Educated advertising representatives to help create revenue
- Educated editors
- Front page space
- Take sponsors to schools
- Using contacts "Who you know"
- Editors and publishers speaking at civic organization meetings/lunches, and providing them the tools, such as Power Points, handouts
- Attend trade association meetings
- Collected data on our reach

- Started with one big sponsor to model

Teachers in our state know what Newspapers In Education is, what we do and how they can participate. How did we produce that?

- Set up a fund in Missouri Press Foundation newspapers could apply for money to buy classroom newspapers
- Facebook/Twitter accounts for teachers with activities/resources
- Newspapers are giving teachers home subscriptions at no or reduced cost, for example, a 3-month home subscription to new teachers so they know what is in a newspaper.

- Our newspapers are meeting with curriculum staff in their districts
- We are involved in statewide meetings of curriculum coordinators
- We are aligning our resources to standards
- We are providing training
- We are conducting our MU course at least every few years

- Serving as an NIE coordinator for a district counts for career ladder points

Any newspaper that wants to reach out to young readers has the money they need to do it. How did we accomplish this?

- We are providing measurable numbers on reach/effectiveness
- We are providing resources to replicate for funding
- Page on website with ideas, such as: Round up for literacy, How to donate money, donating credit balanc-

(continued on next page)

*There is
never a finish
line on
keeping kids
reading and
engaged as
citizens
in their
community.*

NIE Report

(continued from previous page)

es, fundraising drives, samples of ads in newspaper of money donated and number of newspapers donated each week

- NIE website: paid through/clicks, ads around it, supplemental content tied to our educational content

We're already doing a lot of these things on a statewide level and many of our newspapers are doing them locally. We'll continue those efforts. We've also jumped into implementing others: we're collecting data about our reach and new MPF director Melody Bezenek has started looking for funding opportunities.

But we need your help. Do you have ideas you could add to this list? Where would YOU like Missouri Newspapers In Education to be in five years? If you have thoughts, please send them to me.

YOU could be a partner in implementing these ideas. Are you a newspaper leader who hasn't gotten behind Newspapers In Education? Does your staff know about the opportunities and importance of reaching out to young readers? Will you share that message with your Rotary, Lions, and Optimist clubs if we give you the tools?

We've accomplished a lot in the past 13 years, but there is never a finish line on keeping kids reading and engaged as citizens in their community. Each new generation brings new challenges – and new opportunities for The Living Textbook!



**Missouri Press
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**A contribution to the
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to support education.**

Free NIE training session July 17

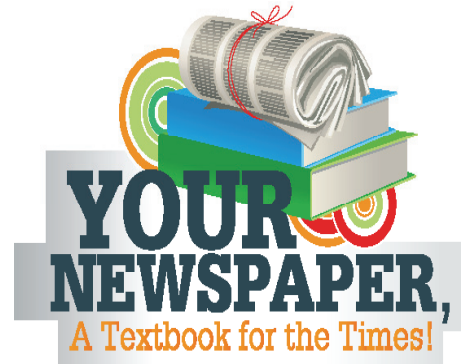
With the anniversary to the Civil Rights Act of 1964, World War I commemorations, the 25th anniversary of the fall of the Berlin Wall in November, and more, this coming school year will be another great year for reaching out to young readers in your community.

Now is the time to start planning and Missouri Press would like to help.

If you would like to start a Newspapers In Education partnership with your schools or have a new staff person who needs a little help, we've got a training for you.

We will offer a Newspapers In Education Basics workshop Thursday, July 17 at the MPA office in Columbia.

This workshop will introduce Newspapers In Education, the goals, outcomes and how to get started. We'll share resources available to your newspaper at no cost from Missouri



Press.

This NIE Basics workshop is scheduled 10:30 a.m. to 2:30 p.m. Thursday, July 17. We've made it easy to commute in and out in one workday. We'll even provide lunch.

There is no cost to attend, but seating is limited. So, contact Dawn Kitchell to register your newspaper today at dawn.kitchell@gmail.com or 636-932-4301.

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AARP

Real Possibilities

Privacy: a balancing act

Personal privacy expectations vs. the ability to monitor government is at center of debate

In the next month or so, Missouri newspapers are going to see ads come in addressing the proposed internet security amendment to the state Constitution.

The amendment on the August ballot would write into our Constitution the right to be free from unwarranted searches and seizures of our electronic communication. It would supposedly protect your emails, phone texts, online social media postings and even your call log from your cell phone.

I am watching this whole process with real interest. How will that impact reporters? Does this protect journalists from surreptitious investigations into their cell phone records or emails? The language in the proposed amendment states that searches will not be permitted "without probable cause, supported by written oath or affirmation."

I assume this still means the government could go to court and get a court order justifying disclosure of this information, without any notice being required to be given to the party whose information was being disclosed, if justifiable "probable cause" was demonstrated to the court.

However, it does seem to offer a small nougat of hope that, if this passes, journalists may have gained one small step toward protections of the news-gathering process.

Rep. Paul Curtman was recently quoted in the *Missouri Times*, as saying "If government can't go through our mail or homes without a warrant, they shouldn't be able to snoop through our digital communications without one either."

Meanwhile, in that same article, Sen. Rob Schaaf admitted that this Missouri Constitutional mandate might not protect us against federal agencies acting on the federal lev-



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

el.

Recently, I read an article about how private-sector concerns about data protection are morphing into governmental concerns about data protection.

The International Association of Privacy Professionals today has 14,000 members in 83 countries, but a "fair number" of those are governmental employees, its officials note.

"More and more state agencies are recognizing the need to better manage privacy, to examine how they handle data within their organization, and to embrace the idea that someone needs to lead this responsibility," said Trevor Hughes, CEO of the organization.

Quotes like that are like a brick to my head. Missouri Press Association has advocated for a Public Record Counsel for citizens in the State of Missouri, to help ensure that public bodies are following the Sunshine Law, while the trend nationally is for states to hire folks to keep data private. Instead of moving forward, I fear we may be moving backward.

The concern becomes how this focus on managing risks and protecting the expectation the public has regarding the privacy of its data balances with the principle that information held by our government needs to be available to the public in order to monitor how government is working.

Shareholders demand information from business in order to assess how the business is operat-

ing. We are the shareholders of government and we need a clear understanding about how our government is operating. One way this is accomplished is by public access to government records.

At the same time that this push for privacy has begun, a parallel phenomenon has developed where business is taking note of how the information held by government can be used to make life easier for all of us.

Are you looking for price data for your real property? There's a company that can compile that and provide it to you in a format which you can easily manipulate, for a small price.

Do you want to market a product to a select group of potential buyers? A company can help you do that, based on the data you provide to your county or state for certain benefits you seek to receive, such as federal farm subsidies or tax reductions.

In the past, you went outside and knew your neighbors could see what you were doing. If you wanted to keep something secret, it happened inside your house with the blinds drawn. You did not go out to pick up your morning newspaper if you didn't want

folks to see your pajamas. It just depended on how badly you wanted that paper with your morning coffee.

Nothing's changed. How badly do you want that information you are seeking? Are you willing to allow some disclosure of some personal information to get it?

*We are the
shareholders
of government
and we need
a clear
understanding
about how
our
government is
operating.*

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CALENDAR

July

- 11** — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia
- 17** — NIE Training, MPA building, Columbia
- 18** — Ozark Press Association meeting, Springfield

September

- 25-27** — 148th MPA Convention, Holiday Inn Select, Columbia

October

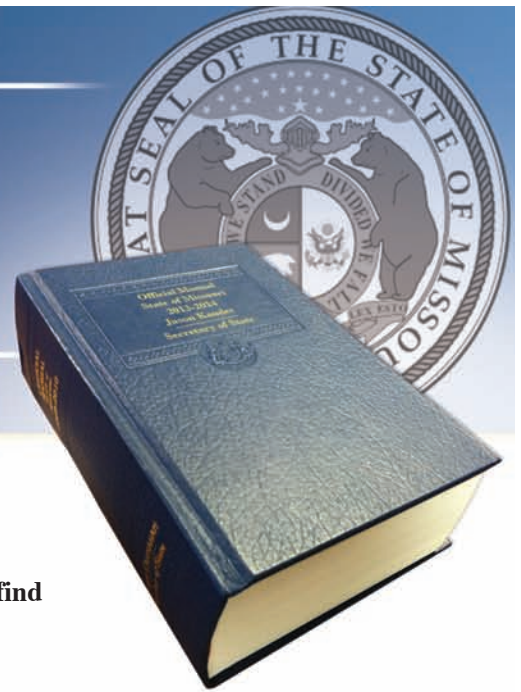
- 2-5** — NNA Annual Convention and Trade Show, San Antonio
- 10** — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia



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