

March 2014

# Missouri Press NEWS



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## *Governor speaks at MPA/AP Day at the Capitol*

MPA President Richard Gard gets a positive reaction as he introduces Gov. Jay Nixon, center, after lunch at the Governor's Mansion during MPA/AP Day at the Capitol on Feb. 13. The governor's wife, Georganne, is seated beside the governor. Nixon spoke briefly and then answered questions. Coverage of Day at the Capitol is on pages 4-6.

*MPA President  
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# A legacy endures, a parking meter expires

*The law school's salute to NYT legend Anthony Lewis  
and, as it happened, local newspapers*

**W**ouldn't you know an all-day conference on the interplay between law and journalism should end with a law dean's fixing a ticket for a publisher. I am forever indebted to the University of Missouri's Gary Myers for championing a free press and free parking.

The occasion was the 2014 Missouri Law Review Symposium held Jan. 31 at the University of Missouri School of Law. It was a tribute to legendary *New York Times* legal correspondent and columnist Anthony Lewis, convened within a year of his death and on the 50<sup>th</sup> anniversary of "Gideon's Trumpet," Lewis's groundbreaking work on the case that enshrined the right to counsel.

From a Missouri Press Association perspective, at least two things struck me about the conference. First, a surprising amount of the discussion focused not so much on Supreme Court coverage as on the need for local newspapers to cover their courts. Second, it reaffirmed the principle that, no matter the times or the technologies, full and accurate always trump fast and spurious.

## Everything's local

Law professor and former journalist Richard Reuben organized the event, including landing *New York Times* Supreme Court reporter Adam Liptak to give the law school's annual Earl F. Nelson Memorial Lecture.

The topic of the symposium was "The Art, Craft and Future of Legal Journalism." "Art and craft" quickly came to mean the golden age when Anthony Lewis wrote for the *Times*. "Future" came to connote the present day's contending pressures of immediacy and austerity.

It was Liptak who urged the audience not to dwell too much on the shrinking U.S. Supreme Court press corps. It's not exactly a national tragedy having, as he described it, "30

people cover a not very hard-working court that only works 75 percent of the year."

The greater problem is the pullback in coverage of local courts. Liptak related a conversation with a Denver federal judge who used to have three reporters, two from the competing dailies and one from the Associated Press, jockeying to cover his court. Now, there's only one newspaper in town and no coverage, other than an occasional call from an AP intern asking if there's anything newsworthy.

Charles Davis, an open-government scholar who last summer left the Mizzou faculty to become the University of Georgia's journalism dean, shared a similar worry. "There are courtrooms and statehouses where there are entire days in which laws are made, resolutions are tabled, debates are had, and no one is there to cover it," he said.

Said Liptak, "Where we have a real gap is not in the Tonys of the world," referring to the late Anthony Lewis, "but in the Howards."

## [Expletive re-Tweeted]

It was a shout out to Howard Mintz, the journeyman *San Jose Mercury News* legal affairs reporter. During his part of the program, Mintz talked about how reporting has changed from polishing a story to pushing out alerts. "Everything is about now," he said. "We're in a push-button culture."

He shared with the group his Twitter handle, @hmintz, but, pointedly, not his Tweet from the previous day: "Checked in to U of Mizzou to talk state of legal journalism 2morrow. Will try hard not to scare the [s---] out of everyone..."

Liptak, too, decried the modern-day need for speed. He will post what he describes as a "not good, but fast" news brief before



**Richard Gard**  
*Missouri Lawyers Media*  
**MPA President**

*A legacy endures* (continued on page 18)



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# 'Sunshine' program March 12 in Columbia

A program titled "Missouri's Sunshine Law: Shining a Light on Government" will be held at 7 p.m. Wednesday, March 12, at the Columbia Public Library.

The forum is co-sponsored by the Missouri Sunshine Coalition, the League of Women Voters and the Columbia Public Library in observance of National Sunshine Week, March 16-22.

Attorney Nathan Nickolaus, Missouri Department of Economic Development, will discuss the Sunshine Law and its affect on government and business.

Nickolaus is a former municipal attorney and the author of "The Sunshine Law," published by the Missouri Bar.

The program will be moderated by Jim Robertson, managing editor of the *Columbia Daily Tribune*. He was the first president of the Sunshine Coalition, which was founded in 2009 to help citizens of Missouri exercise their rights to open government.

The meeting will be in the Friends Room at the library. Refreshments will be available at 6:30, and the program will begin promptly at 7.

Nickolaus will explain specific provisions of the sunshine law, how well the law is working and some recent cases in which the public has benefited from open government. His talk will be followed by a Q/A session and open discussion.

Sunshine Week is a national initiative to promote a dialogue about the importance of open government and access to information.

Information about Sunshine Week can be found at [www.sunshine.rcfp.org](http://www.sunshine.rcfp.org) and [www.sunshineweek.org](http://www.sunshineweek.org).

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# MPA/AP Day at Capitol

Members of the Missouri Press Association and The Associated Press had lunch at the Governor's Mansion in Jefferson City on Feb. 13. Gov. Jay Nixon, right, spoke to the group and answered questions to close Day at the Capitol activities. MPA President Richard Gard, seated at left, publisher of Missouri Lawyers Media, introduced the governor. A reception with legislators was held the evening before in the DoubleTree Hotel, and Thursday morning activities were held in the Capitol.



At left, David Eales, publisher of the *Monroe County Appeal* in Paris and the *Ralls County Herald* in New London, visits with Chief Justice Mary Russell of the Missouri Supreme Court. Judge Russell addressed the Day at the Capitol audience in the Senate Lounge. She talked about the expansion of the courts' electronic records system and Case.Net, which provides online access to records. It probably will take four more years to get that system working in all courts. She told the group the Supreme Court judges are "anxious for you to cover the courts," and "We're trying to give you the tools to make your job easier." Arguments before the Supreme Court are streamed on the court's website, and the court's communications director, Beth Riggert, can help with court access issues. Media coordinators are needed in some areas, Judge Russell said. Local courts can help with appointing coordinators in those areas.

Sen. Mike Kehoe, right, R-Jefferson City, and former state Rep. Jeanette Mott Oxford, executive director of the Missouri Association for Social Welfare, discussed proposals for funding road and bridge repairs and construction at Day at the Capitol. Sen. Kehoe talked about the critical need for increased transportation funding and legislative proposals to place a sales tax on the ballot. Oxford acknowledged the need for more money for roads and bridges but opposes a sales tax or a tax increase on gasoline, which she said would have the greatest impact on the poor, who can afford it the least.





State Auditor Tom Schweich addressed the Day at the Capitol audience on Feb. 13 in the Senate Lounge. He said his system of grading audits of local government agencies has helped the media report on audits more accurately. He explained some of the techniques his "rapid response team" uses to catch officials who may be stealing money. During audits of school districts, his staff looks closely for evidence

of "social promotion" of students, which is against the law, he said. Answering a question about Gov. Nixon's withholding of education appropriations, Schweich said it was an inappropriate "power play." State auditor is the only statewide office on the November ballot. When asked about his plans beyond this year, Schweich said, "I am focused 100 percent on the election of 2014."

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Guests at the annual MPA/AP Day at the Capitol converge on the buffet line for lunch in the Governor's Mansion.

MPA and the AP pay for the lunch, which is free for their members.

The two organizations have joined to sponsor this event early in the legislative session for more than 20 years. Gov. Nixon and his wife, Georganne, were the hosts this year on the governor's 58th birthday anniversary. The day before Day at the Capitol, Missouri Press was the host for a 5-7 p.m. reception for legislators at the DoubleTree Hotel in Jefferson City. The MPA/MPS/MPF Board of Directors held their regular winter meeting in the hotel that afternoon.



Guests dine in the grand foyer of the Governor's Mansion during Day at the Capitol. Portraits of Missouri's first ladies hang on the walls of the Mansion. The portrait of Georganne Nixon joined the collection recently. (That's not it in the background of the photo at left.)



Below: After lunch, guests heard brief remarks by Gov. Jay Nixon, then asked questions. He said funding education is one of his priorities this year. "Education is the most important economic development tool there is," he said. Responding to a question about the many vacancies on various boards, Nixon said people who serve in these unpaid positions no longer get the respect their service deserves, and it's increasingly more difficult

to find people who are willing to endure what they must to be confirmed. On a question about the rights of same sex couples to be married in Missouri, Nixon said he would like a chance to vote on that issue again. In 2004 Missourians passed a constitutional amendment against same sex marriage. The governor said he would support the right of same sex couples to be married if the issue returned. When asked about requiring the teaching of evolution in science classes, he said, "That's what we study on Sunday, not on Monday." The governor expressed regret at taking one last question. "Will you run for president in 2016?" After hesitating and attempting to answer several times, Gov. Nixon said he is focusing on this year. As he left the lectern he added, "The fact that a question like that does not get laughter is a very nice birthday present."



Dr. Ernest Zhang, left, joins documentary filmmaker Beth Pike for a photo at the International Office at the Missouri School of Journalism. Dr. Zhang presented the Chinese Academy Award to Pike. At right are the awards won by the film "Deadline In Disaster." The Emmy, Mirror Award and Chinese Academy Award are on display in the conference room at the Missouri Press Association in Columbia. MPA Executive Director Doug Crews was the executive producer of the film, which tells the story of *The Joplin Globe's* response to the May 2011 tornado that killed 161 people and destroyed much of the city. (Beth Pike provided the photo)



# Chinese Academy Award arrives at MPA

## *'Deadline' honored as Best Foreign Language film in Beijing*

**J**OPLIN — The documentary film "Deadline in Disaster" was named best foreign language film on Dec. 29 at the third China Academy Awards of Documentary Film in Beijing.

The film, which has been shown on Public Broadcasting Service stations across Missouri, follows the staff of *The Joplin Globe* in covering the May 22, 2011, tornado.

"Deadline in Disaster" was one of five foreign language documentaries to be nominated, according to a statement released by the awards committee.

Beth Pike, who directed and edited the film along with Stephen Hudnell, said she was encouraged to nominate the film after it received a favorable review from Danna Ao, a visiting Chinese scholar at the Missouri School of

Journalism.

Pike said Ao and a colleague, Yanin Yan, both employed by China Radio International, attended a Missouri Press Association conference in 2012 at which the film was screened.

"They loved the film, and they kept telling me to go show it in China," Pike said. "They were very moved by the resiliency of the *Globe* staff and the people of Joplin. They could relate since China has had its share of earthquakes, with many deaths and injuries.

"I sent the organizers a link to an online version of our documentary in the fall, and I thought nothing of it. Then, I received this surprising email (Dec. 20) that we had been nominated," Pike said.

The film in October received a regional Emmy in the Documentary-

Cultural category during the 37th Mid-America Emmy Gala in St. Louis. Doug Crews, the film's executive producer and the executive director of the Missouri Press Association, and Scott Charton, a producer who interviewed *Globe* staff members, shared that honor with Pike and Hudnell.

**T**he documentary crew arrived in Joplin in the days after the tornado and spent six months in production, followed by several more months of post-production before the film debuted in 2012.

In June "Deadline in Disaster" received a 2013 Mirror Award in the Best Single Story category during an awards ceremony in New York City, where *Globe* editor Carol Stark accepted the award.



# Dean Mills to retire as dean of J School

*Educator will work half-time directing Reynolds Fellows program*

**D**ean Mills, the dean of the University of Missouri School of Journalism, plans to retire on Aug. 31 after 25 years in the position. In a press release issued Feb. 6, MU said Dean Mills is the longest serving dean on the campus.

"25 years is a very long time to be a dean, even at a wonderful place like this, and I think it's just time for somebody else to step in with some new and different ideas," Mills said in an MU news release announcing his retirement.

Mills will continue on the faculty, working half-time as director of the Reynolds Fellows program at the Reynolds Journalism Institute. He will direct the fellows working on innovative journalism projects.

Mills oversaw the school of journalism as it built or rebuilt four buildings, added eight endowed chairs, and made the transition into digital formats. The Reynolds Journalism Institute was launched during his tenure using private gifts, and an endowment for RJI was created in 2012.

"We have a great faculty, a great team

of administrators both at the school and on campus, so it's all been a team effort," Mills said in the news release.

The faculty directory on the website of the School of Journalism lists Mills' research interests as international journalism, journalism ethics, cross-cultural journalism and qualitative methods.

Mills, a native of Iowa, earned a bachelor's degree in Russian and journalism at the University of Iowa and a master's degree in journalism at the University of Michigan.

From 1972 to 1975 he was a *Baltimore Sun* correspondent in Washington, D.C., where he covered the Watergate scandal, the resignation of Vice President Spiro T. Agnew and the Roe vs. Wade Supreme Court decision. He became Moscow Bureau Chief for the *Sun* in 1969.

Mills began his academic career at the University of Illinois, where he completed a doctorate in communications in 1981. Before joining MU in 1989, he served as director of Pennsylvania State University's School of Journalism and then as coordinator of graduate study in communications at California State University, Fullerton.

**M**ills is an author of a Ford Foundation study on race and the news and a book on cross-cultural journalism, "Journalism Across Cultures," that he co-authored with School of Journalism colleagues Fritz Cropp and Cynthia Frisby.

Missouri Press Association inducted Mills into its Missouri Newspaper Hall of Fame in 2012.

MU launched a national search for Mills' replacement.



Dean Mills

## Sikeston daily drops Tuesday edition

**T**he Sikeston *Standard Democrat* cut frequency from six to five days a week, dropping its Tuesday edition on Feb. 4.


Subscriptions were extended a month.

The *Standard Democrat* now delivers Monday, Wednesday, Thursday, Friday and Saturday.

In an article about the change, chief operating officer Don Culbertson said reducing frequency was an alternative to increasing prices to cover the rising cost of newsprint, postage and labor.

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## New publisher, name for Sedalia weekly

**C**had Melton has taken over as owner/publisher of the *Sedalia Weekly Observer*, formerly the *Sedalia News-Journal*. He succeeded his father, Greg Melton, as owner, and Kyle Siegel as publisher.

Melton, 37, started and ran a building trade magazine in the Nashville area before relocating to Sedalia. His wife, LeeAnna, is a registered nurse and works in the research department at Vanderbilt University in Nashville. They have two children, ages 7 and 3.

Melton said he plans to move his family to Sedalia in May.

In addition to changing the name of the paper, he moved it to 2700 West Broadway, Unit 10. It had been in its previous location for more than 20 years.

Melton said in a story that the move provided space to accommodate the paper's growth and easier access for visitors.

He planned to hire a reporter to assist editor Randy Kirby, who has done the work of three people in recent years, Melton said.

## Missouri Lawyers Weekly honors St. Louis attorney

**B**enjamin A. Lipman, an attorney with the Lewis Rice firm in St. Louis, received *Missouri Lawyers Weekly's* 2014 Legal Champion Award. The award recognizes Lipman's fight to provide public access to disciplinary hearings about lawyers.

His father, the late Dave Lipman, a former managing editor of the *Post-Dispatch*, was president of the Missouri Press Association in 1997. He was inducted into the Missouri Newspaper Hall of Fame in 2002.

"I believe strongly that government works best when it is open for everyone to see, so I am especially honored as well as humbled to receive this award for this case," Lipman said in a statement.

Lipman's primary focus is media law, representing newspapers, television stations, publishers and members of the press.

The award ceremony was held Jan. 24 at the Hilton St. Louis at the Ballpark.



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Gary and Helen Sosniecki, LeClaire, Iowa

*The Independent-Journal*, Potosi

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## Foundation seeks your support

**T**he Missouri Press Foundation is the only organization that exists solely to champion the future and quality of Missouri's newspapers, including yours. To support that mission, the Foundation launched the Society of 1867 and Page Builder campaign in September at the annual Missouri Press Convention.

Society of 1867 membership is bestowed on partners who recognize the important history of Missouri newspapers and are dedicated to helping them meet the challenges and opportunities that lie ahead.

Newspapers can contribute through a Page Builder program, in which they pledge to donate annually the equivalent of a selected amount of advertising in the newspaper. Newspapers and individuals can make pledges to give annually at varying levels.

All members of the Society of 1867 will be recognized in *Missouri Press News* magazine. Privileges and recognitions for each level of giving are noted on the pledge flier at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php). They include special gifts, lapel pins and other recognition.

The flier also lists ways the Society of 1867 will work to build a solid future for your newspaper. Those include hiring a Foundation director, developing a Newspaper Toolbox you can use to demonstrate the value of your newspaper to your community and businesses, and training opportunities for you and your staff.

All Page Builder contributions and money donations to the Society of 1867 are 100 percent tax deductible.

# Scrapbook

• **Mound City** — The weekly *Mound City News* has increased its subscription price to \$33 for readers in Holt and surrounding counties. Readers outside the area will pay \$38.

The paper told readers the bump resulted from rising postage costs.

• **Portageville** — The *Portageville Missourian News* now has a website, [pvmonews.com](http://pvmonews.com). General manager H. Scott Seal invited readers to submit photos and stories to the site.

In a story about the launch, Seal said he plans to host a discussion with local business people about the importance of a local newspaper and how the paper and businesses can benefit each other.

• **Bowling Green** — What's Cookin', the *Bowling Green Times'* new website, has links to thousands of recipes, hundreds of cooking videos, tips and more, publisher Linda Luebrecht wrote in a story about the new microsite.

"It really is like a cooking school at your fingertips," she wrote.

The site also is available through the websites of other Lakeway Publishers of Missouri newspapers in northeast Missouri, including *The Elsberry Democrat*.

• **St. Louis** — The *Webster-Kirkwood Times* and *South County Times* partnered with St. Anthony's Medical Center to sponsor "Go Pink and Red for Women" on Feb. 1.

Held at the Holiday Inn South County Center, the fourth annual event included many sessions and activities to educate women about their health. Topics included heart-healthy cooking, venous care, mammography and exercise.

• **Liberal** — Willis Strong, a former owner of *The Liberal News*, presented a program covering the first 50 years of that newspaper on Jan. 12 at a meeting of the Barton County Historical Society.

*The Liberal News* has been published for 104 years. It was founded by J.P. Moore and C.L. Delissa in 1910.

Strong used excerpts from a 50<sup>th</sup> anniversary issue of the *News*, dated Jan.

25, 1960, in his presentation. Several people in the audience remembered many names and events from the issue.

The *News* came nearest to closing in 1934 when a fire ravaged parts of the east side of Main Street, including most of the newspaper office. With new equipment, the paper relocated across the street, where it has been ever since. (*The Lamar Democrat*)

• **Ozark** — For every five food items — up to 15 — dropped off at the office of the *Christian County Headliner News*, the newspaper discounts \$5 from the subscription rate.

Items gathered during the promotion go to Ozark Food Harvest, which supports food pantries throughout southwest Missouri.

• **West Plains** — Terry Hampton, a reporter for the *West Plains Daily*

*Quill*, has gathered signatures to run as an independent for Missouri's Eighth Congressional District.

Republican Jason Smith holds that seat. He won a special election for the position in June and plans to seek re-election this fall. (*Cape Girardeau Southeast Missourian*)

• **Edina** — Reporter Echo Menges of *The Edina Sentinel* was subpoenaed in a case against Glenn Head, 60, of rural Novelty. Head, a former St. Louis Metro police officer, is accused in the Dec. 11, 2012, death of a 67-year-old neighbor during a property dispute.

The subpoena ordered Menges to appear at a motions hearing on Feb. 4 in Clark County Circuit Court, where the case was taken on a change of venue. The defense attorney, who claims Head's actions were self defense, filed the subpoena.

A trial is scheduled for April 7-11. (*The Edina Sentinel*)

• **St. Louis** — The late Jim Fox was

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among 21 people inducted into the St. Louis Media Hall of Fame on Feb. 10.

Fox was the reader's advocate for the *St. Louis Post-Dispatch* and later a columnist for the south editions of the Suburban Journals. In his later years Fox taught journalism at Webster University's School of Communications.

Fox, a newspaperman for more than 65 years, died a year ago at the age of 91.

- **Sheridan** — Members of the Sheridan Express Newspaper Cooperative held their annual meeting on Feb. 16 to elect its board of directors and conduct any other business.

Jesse Stark, the editor and publisher of the 400-circulation *Express*, is the secretary-treasurer of the cooperative.

- **Dixon** — The Dixon Pilot has upgraded its website to provide more service to area residents.

Among the new services is a job site. People can post resumes and job listings. A new Photo Gallery lets readers post photos.

- **Branson** — The *Branson Tri-Lakes News* has discontinued a popular online poll because of a concern about its security.

Publisher Michael Schuver told readers in a story that it was possible for someone to vote repeatedly in the polls, which could make the results misleading.

The paper would conduct no more online polls until it could "be more confident that there is no option for stuffing the ballot box," Schuver said.

- **Lee's Summit** — The *Lee's Summit Journal* and the *Cass County Democrat-Missourian* in Harrisonville each won two awards in the Community Newspaper Division of the McClatchy President's Awards.

McClatchy owns 30 daily papers, *The Kansas City Star* among them, and 45 community newspapers.

The *Journal* won second place in the Visuals category for a picture by Russ Pulley of an owl nesting in a Lee's Summit park. It won honorable mention in the Features category for a series on the changing diversity of Lee's Summit by Pulley and Toriano Porter.



### Sign up in St. Louis

The *St. Louis American* recently had a sign installed at its new location at 2315 Pine St. in St. Louis. For security reasons, the free weekly paper's previous location on Lindell Boulevard did not have any signage telling that the paper was in the building. *The American* regularly wins top awards in the National Newspaper Publishers Association competition, including being named the top newspaper in the country that focuses on an African American readership. (St. Louis *American* photo by Wiley Price)

Bethany Bashioum of the *Democrat-Missourian* won second in the News category for coverage of a dispute between Belton and its firefighters over fundraising for the Muscular Dystrophy Association. She also won honorable mention in Visuals for a photo of a teen sliding in the snow.

- **Maryville** — Maryville mayor and *Daily Forum* executive editor Jim Fall has announced that he will not seek a second term on the City Council.

Fall said he wants to avoid conflicts of interest between his municipal duties

and his role as a journalist whose duties include writing editorials and opinion pieces on local issues.

Fall spent more than 50 years in the newspaper business before retiring to Maryville in 2007. He ran for City Council in 2011 and was elected mayor last year by the other council members.

"I have been involved with community newspapers for the vast majority of my professional life, and I truly believe I can make a more meaningful contribution to the future of Maryville in my position at the *Daily Forum* than I could make with a second term," Fall said.

## Foundation again offers summer internships

Missouri Press Foundation (MPF) again is offering MPA member newspapers the opportunity to host interns during the summer.

Details about the program have been sent to the papers, and information and forms are at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).

A Foundation committee will review applications. Newspapers chosen will hire their interns and use the Founda-

tion grants and their own funds to pay the interns.

Up to eight internships are available. Grants are based on a 40-hour work week for the interns, but hours are flexible depending on the papers' needs.

If you are interested in hosting an intern, return the application form to the Missouri Press Foundation, 802 Locust St., Columbia, MO 65201, by Friday, March 21.

# On the Move

(These items are from clips from the newspapers, which provided the photos.)

• **Osceola** — Jacqueline Farr has joined the staff of the *St. Clair County Courier* in Osceola as a part-time reporter.

Farr has some newspaper experience. To make ends meet as a single mother in the 1980s, she worked as a part-time newsroom clerk at the *Springfield News-Leader*. She wrote a weekly article called "People."

Since then she's worked at various contract jobs between Kansas City and Springfield.

Publisher Mike Crawford said he was searching for another part-time reporter to complete the *Courier's* news staff.

• **Higginsville** — Reporter Andrew Rounds, 25, joined the *Higginsville Advance* on Jan. 23.

Rounds is a 2007 graduate of high school in Claremore, Okla., and has a degree in strategic communication from Oklahoma State. He lives in Lexington, where his father is the city manager.

Rounds plays guitar and piano and has performed on occasion at a restaurant in Lee's Summit.

• **Stockton** — Amber Barba is the new sports/school reporter for the *Cedar County Republican* in Stockton. She previously worked at the *Buffalo Reflex*, and before that at *The Centralia Morning Sentinel* in southern Illinois.



Amber Barba

Barba's husband, Matthew, is the editor of the *Bolivar Herald-Free Press*.

Her work at the *Republican* will include handling the paper's Newspaper In Education program.

The Stockton, Buffalo and Bolivar papers are part of the Neighbor News group.

• **St. Louis** — Dana Spitzer, 71,

managing editor of the *St. Louis and Southern Illinois Labor Tribune*, will retire March 1, ending a 44-year career in journalism. Tim Rowden, 48, of Arnold, has been promoted to the position of editor to assume Spitzer's responsibilities, publisher Ed Finkelstein has announced.

Spitzer, of Kirkwood, has been the labor paper's managing editor for the past 16 years. Rowden joined the paper's staff in 2012 as a senior reporter and was promoted to associate editor. He also manages the paper's website and Facebook page.

The *Labor Tribune* reaches more than 60,000 subscribers each week with national, regional and local news for organized labor.

Spitzer's career in journalism began in 1966 as a cub reporter for the *St. Louis Post-Dispatch*. He became a political reporter in 1970, a position he held until leaving the paper in 1980. After 17 years in public relations and lobbying, he joined the *Labor Tribune* in 1997 as managing editor.

Rowden was raised in St. Louis. He started his career in 1989 at the *Daily Star-Journal* in Warrensburg, where he was a reporter, photographer and agriculture editor. Subsequently he worked with the *St. Louis Suburban Journals*, the *St. Louis Post-Dispatch* and in corporate communications before joining the *Labor Tribune* in 2012.

Rowden is the district public relations chairman for the Greater St. Louis Area Boy Scouts of America. He and his wife, Kim, have four children.

• **Appleton City** — Megan McNeely has filled one of the part-time reporting positions on the staff of the *Appleton*



Dana Spitzer



Tim Rowden

*City Journal*.

McNeely grew up and continues to live in the Deepwater area. She attended Lakeland R-3 and then Urich High School.

After the birth of her daughter in 2012, McNeely entered State Fair Community College in Clinton, where she is focusing on the study of journalism.

• **Lamar** — Ben Bunton, a senior print journalism major at Missouri State University in Springfield, is a news and photo intern at the *Lamar Democrat* this semester.

Bunton, a 2009 graduate of Lamar High School, will graduate from MSU this spring. He'll help with the *Democrat's* Progress edition, calling on businesses to write articles and make photos.

• **Perryville** — *Perry County Republic-Monitor* publisher Beth Chism has named senior staff writer Amanda Layton editor of the paper.

Layton is a 1993 graduate of Perryville High School, has a general studies degree from Mineral Area College in Park Hills and has been on staff since 2007.

Layton and her husband, Tobey, are lifelong residents of the community. They have three children.

Layton is president of the Southeast Missouri Press Association.

Crystal Lyerla is a new general assignment reporter on the staff of the *Republic-Monitor*. Lyerla and her husband, Matthew, have lived in Perryville since 2005. Their three sons attend Perry County schools.

Lyerla previously worked at the *Randolph County Herald Tribune* in Chester, Ill., for three years.

• **Kansas City** — Andy McCullough, 26, has joined *The Star* to write about the Royals.

McCullough is a native of Pennsylvania and a journalism graduate of Syracuse. He has covered the Mets and the Yankees for the *Newark Star-Ledger* in New Jersey.

After spending some time in Kansas City in late January, McCullough headed to Surprise, Ariz., to cover the Royals at spring training.

The Royals will open the regular season on April 2 at Detroit.





### Missouri Press boards hold first meeting of new year

Passing a presidential briefcase is a ritual at the first meeting of the year of the MPA/MPS/MPF Board of Directors. At the Feb. 12 meeting at the DoubleTree Hotel in Jefferson City, 2013 President Mark Maassen, center, passed a briefcase to 2014 President Richard Gard. Attending the meeting were, from left, Phil Conger, *Bethany Republican-Clipper*, MPS President; Jack Whitaker, Hannibal, MPS Director; Donna Bischoff, *St. Louis Post-Dispatch*, MPA Treasurer; Brad Gentry, *Houston Herald*, NNA Representative; Bill Miller Jr., *Washington Missourian*, MPA Director; Dennis Warden, *Gasconade County Republican*, Owensville, MPA Second Vice President; Trevor Vernon, *Eldon Advertiser*, MPA Director; Bill Miller Sr., *Washington Missourian*, MPF Director; Kevin Jones, *St. Louis*

*American*, MPS Secretary-Treasurer; Dane Vernon, Vernon Publishing, Eldon, MPF Director; Jeff Schrag, *Springfield Daily Events*, MPA Director; Maassen, *The Kansas City Star*; Mark Nienhueser, Columbia, Missouri Press ad director; James White, *Benton County Enterprise*, Warsaw, MPA Director; Gard, Missouri Lawyers Media, St. Louis; Dave Berry, *Bolivar Herald-Free Press*, MPF Director; Kent Ford, Columbia, Missouri Press editor; Jim Sterling, Columbia, MPF Director; Joe May, Mexico, MPS Vice President; and Jim Robertson, *Columbia Daily Tribune*, MPA First Vice President. Attorney Jean Maneke, MPA's legal hotline counselor, also attended. MPA Executive Director Doug Crews made the photo.

## Springfield readers get 68 more pages a week

By LINDA RAMEY-GREIWE

Publisher, *Springfield News-Leader*

**T**oday, we are kicking off a campaign to tell you, our readers, about some exciting changes coming to the *News-Leader* every day starting Feb. 16.

As we continue our transformation as a leading news and information company, we are giving you MORE — at least 68 pages more each week in our print edition.

I hear from a lot of readers and I always appreciate their feedback. One thing I consistently hear is that you like our product, but want more information, more content, more local and national news, more sports. And starting Feb. 16, we will consistently give you at least 68 more pages of content each week.

... You have told us local news is more

important, so we are giving you more local news — dedicating the entire first section to local news. We are giving you an expanded local business section every Sunday. We have invited a panel of local business experts to give us insights into the local business scene.

We are giving you more watchdog reporting. Amos Bridges, one of our leading experts on investigative reporting and open records, will be moving into this newly created position. Look for his reports each Sunday and Tuesday.

We are dedicating Page 2A to digital content and social media, what's trending and what happened that is causing a buzz.

**A**nd we are giving you more news about your community, your schools and your neighbors with content from the city, foundations, the library and several others in the community page.

We are also giving you more sports from your favorite Missouri college and pro teams. We are giving you more national and international news. Each day there will be a six- to 10-page *USA TODAY* section with world, national and business news. Each Sunday, an eight-page *USA TODAY* Entertainment section is being added.

**A**nd we aren't taking anything away to give you this. We are moving a few things around and we will offer a guide to help you find things, but suffice it to say, everything you have now will still be in the new *News-Leader* starting Feb. 16.

I hope you will see that we listened when you said you like our product but want more value. We are serious about offering our home subscribers and our single copy subscribers more value.

Please take a look and let me know what you think.

# APME awards certificates during Day at the Capitol

**W**inners in the Associated Press Media Editors writing contest received certificates on Feb. 13 during the annual MPA/AP Day at the Capitol. The awards were presented during a breakfast in a hearing room in the basement of the Capitol in Jefferson City.

Here are the winners:

## News Sweepstakes

Eric Adler, *The Kansas City Star*.

## Photojournalism Sweepstakes

Keith Myers, *The Kansas City Star*.

## Headline Writing

**Division 1**—1: Don Munday, *The Kansas City Star*; 2: Sara Smith, *The Star*; 3: June Heath, *St. Louis Post-Dispatch*.

**Division 2**—1: *Springfield News-Leader*; 2: Springfield; 3: *St. Joseph News-Press*.

**Division 3**—1 & 2: Dennis Faught, *Columbia Daily Tribune*.

**Division 4**—1: Ryan O'Shea, *Missouri Lawyers Weekly*; 2: Scott Lauck, *Mo. Lawyers Weekly*; 3: Ken York, *Lebanon Daily Record*.

## Feature Writing

**Division 1**—1: Eric Adler, KC; 2: Todd Frankel, St. Louis; 3: Rick Montgomery, KC.

**Division 2**—1: Emily Younker, Scott Meeker, *The Joplin Globe*; 2: Jess Rollins, Springfield; 3: Emily Younker, Joplin.

**Division 3**—1: Jodie Jackson Jr., Columbia; 2: Caroline Dohack, Columbia; 3: Amy Wilder, Columbia.

**Division 4**—1: Heather Cole, Scott Lauck, *Lawyers Weekly*; 2: Bob Satnan, *The Sedalia Democrat*; 3: Teresa Ressel, *Daily Journal*.

## Spot News Photo

**Division 1**—1: Keith Meyers, KC; 2: Robert Cohen, St. Louis; 3: Robert Cohen, St. Louis.

**Division 2**—1: Roger Nomer, Joplin; 2: Nathan Papes, Springfield; 3: Valerie Mosley, Springfield.

**Division 3**—1: Laura Simon, Cape Girardeau *Southeast Missourian*; 2: Don Shrubshell, *Columbia Tribune*; 3: Adam Vogler, Cape Girardeau.

**Division 4**—1: Jack Miles Ventimiglia, Warrensburg *Daily Star-Journal*; 2 & 3: Sydney Brink, *The Sedalia Democrat*.

## Photo Story

**Division 1**—1: Tammy Ljungblad, KC; 2: David Carson, Huy Mach, Robert Cohen, Laurie Skrivan, Stephanie Cordle, St. Louis; 3: Rich Sugg, KC.

**Division 2**—1: Valerie Mosley, *Springfield News-Leader*; 2 & 3: Wes Johnson, *News-*

*Leader*.

**Division 3**—1: Ryan Henriksen, *Columbia Tribune*; 2: Nick Schnelle, Columbia.

**Division 4**—1 & 2: Jack Miles, Warrensburg.

## Sports Feature Writing

**Division 1**—1: Dugan Arnett, Sam Mellinger, KC; 2: Rustin Dodd, KC; 3: Dan O'Neill, St. Louis.

**Division 2**—1: Ross Martin, St. Joseph; 2: Mark Schremmer, Joplin; 3: Cody Thorn, St. Joseph.

**Division 3**—1: David Morrison, Columbia; 2: Ross Dellenger, Columbia; 3: Nate Atkins, Columbia.

**Division 4**—1: Allison Wilson, *West Plains Daily Quill*; 2 & 3: Jack Miles, Warrensburg.

## Spot News

**Division 1**—1: *Kansas City Star*; 2: Steve Giegerich, Mark Schlinkmann, Blythe Bernhard, Kavita Kumar, St. Louis; 3: Robert Patrick, Paul Hampel, Jesse Bogan, St. Louis.

**Division 2**—1: Jeff Lehr, Joplin; 2: Debby Woodin, Joplin; 3: Amos Bridges, Springfield.

**Division 3**—1: Jodie Jackson Jr., Columbia; 2: Emily Priddy, Cape Girardeau; 3: Alan Burdziak, Columbia.

**Division 4**—1: Jack Miles, Warrensburg; 2: Julie Turner-Crawford, Lebanon; 3: Pat Pratt, *Daily Journal*.

## Spot Sports

**Division 1**—1: Sam Mellinger, Adam Teicher, Randy Covitz, KC; 2: Joe Strauss, Derrick Goold, Rick Hummel, St. Louis; 3: Rick Hummel, Dan O'Neill, St. Louis.

**Division 2**—1: Kary Booher, Lyndal Scranton, Chris Basnett, Springfield; 2: Kary Booher, Chris Basnett, Stephen Herzog, Springfield; 3: Mark Schremmer, Jim Henry, Joplin.

**Division 3**—1: Rachel Crader, Cape Girardeau; 2: Rachel Crader, Cape Girardeau;

3: Steve Walentik, Joe Walljasper, Columbia.  
**Division 4**—1: Jack Miles, Warrensburg; 2: Eric Ingles, Sedalia; 3: Eric Wade, *Nevada Daily Mail*.

## Feature Photos

**Division 1**—1: Jill Toyoshiba, *KC Star*; 2: Allison Long, KC; 3: Keith Myers, KC.

**Division 2**—1: T. Rob Brown, *The Joplin Globe*; 2: Nathan Papes, Springfield; 3: Nathan Papes, Springfield.

**Division 3**—1: Don Shrubshell, *Columbia Tribune*; 2: Ryan Henriksen, Columbia; 3: Nick Schnelle, Columbia.

**Division 4**—1 & 2: Jack Miles, Warrensburg; 3: Karen Elshout, *Mo. Lawyers Weekly*.

## Sports Photos

**Division 1**—1: David Eulitt, KC; 2: Chris Lee, St. Louis; 3: Chris Lee, St. Louis.

**Division 2**—1: Roger Nomer, Joplin; 2: T. Rob Brown, Joplin; 3: Nathan Papes, Springfield.

**Division 3**—1: Ryan Henriksen, Columbia; 2 & 3: Don Shrubshell, Columbia.

**Division 4**—1: Jack Miles, Warrensburg; 2: Eric Wade, *Nevada Daily Mail*; 3: Jack Miles, Warrensburg.

## Graphics

**Division 1**—1 & 2: Tom Borgman.

**Division 3**—1: Collin Smith, Cape Girardeau; 2: Jason Tyler, Columbia; 3: Bob Miller, Cape Girardeau.

**Division 4**—1 & 2: Ryan O'Shea, *Mo. Lawyers Weekly*; 3: Jack Miles, Warrensburg.

## Community Affairs / Public Interest

**Division 1**—1: Laura Bauer, Judy L. Thomas, KC; 2: Dugan Arnett, Eric Adler, Dave Helling, Mark Morris, KC; 3: Bill Lambrecht, St. Louis.

**Division 2**—1: *Springfield News-Leader*; 2: Carol Stark, Debby Woodin, Joplin.

**Division 3**—1: Rudi Keller, Alan Burdziak, Columbia; 2: Erin Ragan, Matt Sanders, Bob Miller, Cape Girardeau; 3: Rudi Keller, Columbia.

**Division 4**—1: Dennis Rich, Emily Jarrett, Andy Lyons, Sedalia; 2: Heather Cole, Melissa Meinzer, *Mo. Lawyers Weekly*; 3: Kevin Jenkins, *Daily Journal*.

## Missouri Press Association / Missouri Press Service

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## Newspaper In Education Report

# No better time than March for promoting newspapers

## MPA website offers plenty of features

March is one of my favorite months. We get to promote two things I love, newspapers and reading.

National Newspaper In Education Week is commemorated the first full week in March. No newspaper will want to miss the opportunity to remind readers of the importance of young people being informed and engaged and of the value of newspapers as an educational tool in the classroom.

Dr. Seuss' birthday is March 2 and is celebrated as Read Across America Day with whiskered folks in red and white stovepipe hats sharing stories with children across the country. March also is Women's History Month.

We've got all the bases covered for terrific features you can publish for young readers, and those just young-at-heart.

**Newspaper In Education Week**  
Guest editorials will be available again from Clyde Bentley's editorial writing class at the Missouri School of Journalism. This year we asked students to broaden their perspectives with this theme: "Comment on the importance to elementary and high school students of discovering the world beyond their city limits — and TV set. How can newspapers facilitate this and why might they be better than conversation, Twitter or iTunes. Put your personality and own experiences into this."

Newspapers may access these features at mo-nie.com using download code: nieops. We've kept older editorials available as well.

### Read Across America

In our archives we have a half-page

feature, "Reading Across Missouri," showing how to use the newspaper as a companion to many Dr. Seuss books. This feature was a precursor to our statewide serialized story project by the same name.



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

There's a spot on this feature to add your newspaper or a sponsor logo. You may access this feature at mo-nie.com using download code: read1.

### Women's History Month

Newspapers in Missouri are doing awesome things for young readers, and it's exciting when they share their good work with other Missouri newspapers. *The Joplin Globe* has shared series on "Great American Lives of 19<sup>th</sup> Century Missourians," "A Nation Divided: The American Civil War," and "Songbirds of

**First Ladies of America**

Peggy Smith, the daughter of a wealthy Maryland tobacco planter married Lt. Zachary Taylor when she was 21 years old. For the next 40 years, as he rose from the rank of lieutenant to major general, she would follow him from one military post to another on the frontier, living in tents, log cabins and tents from the Florida Everglades to the Mississippi River. Only once did they have a real home.

The Taylors were both from the South, and both had fathers who fought in the Continental Army during the American Revolution. Peggy Smith had grown up on her father's plantation, related by blood and marriage to the most prominent and powerful families in Maryland.

As the country's most famous general and hero of the Mexican War, "Old Rough and Ready" Zachary Taylor was nominated for president in 1848. His wife, however, prayed that he would lose the election. After years of personal deprivation and service to the country, she had looked forward to his retiring from the military and their spending the remainder of their lives together in peace and comfort. When he won, she attended his inauguration but she did not attend the two Inaugural Balls.

During her brief time as first lady, Mrs. Taylor occupied herself primarily with domestic duties. She supervised the servants and slaves, ordered the food for the White House kitchen and managed the garden and the dairy. Each morning she attended service at St. John's Episcopal Church across Lafayette Square.

From time to time, she appeared in the public rooms of the mansion in her official role as first lady. Other times she was present at various White House gatherings, but was unrecognized.

On March 4, 1850, wearing a formal gown, Mrs. Taylor attended the public White House reception to celebrate the one-year anniversary of President Taylor's inauguration. Four months later, the President attended a Fourth of July celebration, where it is believed he contracted cholera or typhoid fever. Five days later, he died.

As he neared death, Mrs. Taylor became hysterical and refused to believe his condition was fatal, holding out hope because he had survived so many times in battle and had lived in primitive conditions throughout his military career. After he died, she asked three times to see his face one more time. Mrs. Taylor was too weak to attend his funeral. She remained upstairs in the White House, sobbing as she heard the funeral drums and dirges.

Mrs. Taylor made no public appearances or remarks as a former first lady, and her private activities, except for her presence at her son's wedding in 1851, are lost to history. The Taylor family's personal correspondence was destroyed when Union troops burned Mrs. Taylor's house during the Civil War.

Mrs. Taylor did not survive her husband for long. She died in 1852 after a long life of sacrifice and hard work.

**Zachary Taylor Administration 1849-1850**

**Margaret "Peggy" MacCall Smith Taylor**

**Born:** September 21, 1788, in Calvert County, Maryland  
**Education:** Educated at home on the Smith plantation in Calvert County, Maryland  
**Marriage:** 1810 to Lt. Zachary Taylor  
**Children:** Ann Margaret MacCall Taylor (1811-1875); Sarah Knox Taylor (1813-1835); Octavia Pannel Taylor (1816-1820); Margaret Smith Taylor (1819-1820); Mary Elizabeth "Betty" Taylor (1824-1899); Richard Taylor (1826-1879)  
**Died:** August 14, 1852, in East Paragould, Mississippi

Reprinted by permission of the Missouri Press. The Taylor family portrait is by Mary Schenck. Design by Jenny Parks. Photo Courtesy of Library of Congress Prints and Photographs Division.

**First Ladies of America**

The title "First Lady" referring to the wife of the president was not created until several decades after Martha Washington's death, but Mrs. Washington was in all respects America's original first lady.

Admired by the general public, she was deeply revered by veterans of the Revolutionary War. They called her "Lady Washington," an expression of respect and affection. Soldiers remembered how Mrs. Washington served them and General Washington during the worst days of the conflict. She frequently stayed with her husband at his headquarters and looked after him and his troops. At Valley Forge throughout the terrible winter of 1778, Mrs. Washington cared for the ill, comforted the dying, sewed coats and socks for the freezing men, and rallied local women to provide food and clothing for them.

Mrs. Washington was warm and gracious, but she didn't enjoy being famous. Since she was the first presidential wife, her official responsibilities were not dictated or influenced by tradition. But instead by the president's secretary, who established strict rules of protocol. Having her official life so rigidly defined was difficult for Mrs. Washington, but throughout her husband's presidency, she exemplified the unselfish service that would inspire future first ladies.

Barry 5 feet tall, Mrs. Washington was born into a wealthy, socially elite Virginia family and inherited great wealth upon the death of her first husband, Daniel Custis. She was skillfully supervising the nearly 18,000-acre plantation he left her and caring for her children when she met George Washington, a gentleman planter who commanded the Virginia regiment during the French and Indian War.

When George Washington became president, Mrs. Washington was aware that the United States, its first president, and the president's wife were being watched closely as the new country got underway. The Washingtons agreed she should entertain in a formal style to enhance America's status in the world. Mrs. Washington held formal dinners on Thursdays and public receptions on Fridays.

When President Washington refused to run for election a third time, Mrs. Washington was relieved and happy to go home to Mount Vernon. Once there, she seldom left. There is no record of her ever crossing the Potomac to visit the newly constructed city named after her husband, the nation's permanent capital, Washington, D.C.

After George Washington died of a throat infection in December 1799, Mrs. Washington predicted that "I shall soon follow him." She burned her private letters to protect their memories from prying eyes. She destroyed all but two, which she had placed in a desk drawer when her chore was interrupted. She was able to retrieve them, she died on May 22, 1802.

Upon her death, Mrs. Washington was recognized as an American symbol of virtue, and an obituary that appeared in the *Alexandria Advertiser and Commercial Appeal* heralded her as "the worthy partner of the wisest of men." She and the former president are buried together at Mount Vernon.

**George Washington Administration 1789-1797**

**Martha Dandridge Custis Washington**

**Born:** June 2, 1731 in New Kent County, Virginia  
**Education:** Based on reading, writing, and arithmetic  
**Marriage:** 1750 to Daniel Parks Custis; 1759 to Colonel George Washington  
**Children:** Daniel Parks Custis (1751-1754); Frances Parke Custis (1753-1757); John Parke "Jacky" Custis (1754-1781); Martha Parke "Patsy" Custis (1759-1773)  
**Died:** May 22, 1802 at Mount Vernon estate in Virginia

Reprinted by permission of the Missouri Press. The Washington family portrait is by Mary Schenck. Design by Jenny Parks. Photo Courtesy of Library of Congress Prints and Photographs Division.

Missouri." All of these series are archived and available to use at any time.

This year *The Globe* donated its "First Ladies of America" series on the wives who served alongside their presidential husbands. MPA repackaged features on the first 12 First Ladies and they are available to use during Women's History Month or any time. Our plan is to release more in the series in 2015.

To access the First Ladies of America series and a promotional ad, visit mo-nie.com and use download code ladies.

### Reading Across Missouri

Nearly 200 newspapers in Missouri and beyond have taken advantage of "Lily's Story," the eight-chapter serial about a search and rescue dog from Missouri that helped in the aftermath of the Joplin tornado. The story is getting great reviews from newspapers and their readers. One example:

"We are receiving an incredibly positive response from teachers to the 'Lily' series and I've been asked to speak to the School Board about the project."

There is still plenty of time to take advantage of the story at no charge. Newspapers have until the end of June to begin the series. To download the files, visit mo-nie.com and use download code readmo14.

A children's book on Lily, written and illustrated by the creators of the serial story, is due to be released this month. The third anniversary of the Joplin tornado is May 22.

# Download update of public notice 'Guide'

**M**PA counselor Jean Maneke and her staff have updated the "Guide to Public Notices Required by Missouri Statutes" that they first posted online in 2006.

The Guide provides an index to legal notices that must be published by governments involving elections, zoning, finances, taxes, meetings and other issues.

The key statute regarding legal notice publishing in Missouri is in Section 493.050, R.S.Mo., which says, in part:

"All public advertisements and orders of publication required by law ... shall be published in some ... newspaper of general circulation in the county where located and which shall have been admitted to the post office as periodicals class matter in the city of publication; shall

have been published regularly and consecutively for a period of three years...; shall have a list of bona fide subscribers ... who have paid or agreed to pay a stated price for a subscription ..."

Another important statute in chapter 493 addresses rates allowable for public advertisements or legal notices.

493.025. Except where otherwise provided in this chapter, when the publication of...any legal advertisement...is required by law, a newspaper publishing such notice shall charge and receive not more than its regular local classified advertising rate...as offered to the public...

**I**n a forward to the Guide, Maneke wrote, "There are other statutes in chapter 493 that relate to various issues in regard to legal notices, and every

newspaper in the state would be wise to have a copy of that chapter of state law available to check various other questions that come up."

**T**he 80-page "Guide to Public Notices Required by Missouri Statutes" can be downloaded from the Missouri Press website at [mopress.com/publicnotice.php](http://mopress.com/publicnotice.php). If you would prefer that the PDF of the Guide be emailed to you, send that request to Kent Ford at MPA, [kford@socket.net](mailto:kford@socket.net).

After you get a statute number from the Guide, you can go to [www.moga.mo.gov/](http://www.moga.mo.gov/) to find the wording and requirements of the law. Click on MO STATUTES in the left column, then click Statute Search and enter the statute number.

## Circulation group honors

### Max Heath, Mike Zinser

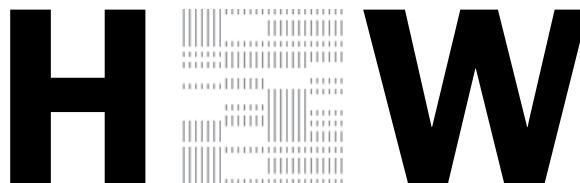
**M**ax Heath and Mike Zinser are the 2014 inductees into the Anderson-Hanna National Circulation Directors Hall of Fame.

The hall was created to honor the greats in the circulation profession. It is named for Ron Anderson and Phil Hanna, two highly respected experts in the circulation industry who continue to help their associates.

Zinser is the founder of The Zinser Law Firm in Nashville. His firm represents more than 250 newspapers. Zinser is the first non-circulation director inducted into the Hall of Fame. During his 35-plus years of practice he has focused on labor/employee relations and circulation legal issues. He is the general counsel for numerous circulation trade associations.

Heath is a postal consultant for Athlon Media Group and for Landmark Community Newspapers, Shelbyville, Ky.

He is in his 30<sup>th</sup> year as chair of the Postal Committee of the National Newspaper Association. For many years Heath has written a column about postal and circulation issues and has spoken at newspaper association meetings all over the country.



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# You can set requirements for advertising in your paper

*You need to get familiar with Case.Net*

**R**ecent callers to the hotline have raised two questions relating to the Internet, so this month we'll address those. One is advertising related and one is news related, so read on.

First, are the campaign finance attributions required in political ads posted online?

Well, that's a VERY interesting question. The pertinent statute, Section 130.031.8, contains a wealth of words that relate to a print product, such as the following: publishing, printed matter, pamphlet, circular, handbill, advertisement, including advertisements in any newspaper or other periodical, sign, including signs for display on motor vehicles, or other imprinted or lettered material...

So, what does that mean in regard to the interpretation of this law. Does it apply only to the print product?

Well, interestingly enough, the Missouri Ethics Commission addresses that on its website. In its Q&A section you will find the following:

**D**o campaign material identification requirements (paid for by) also apply to internet information and/or websites? **Answer:** Section 130.031.8 RSMo. states, "any person publishing, circulating, or distributing printed matter relative to any candidate for public office or any ballot measure shall on the face of the printed matter identify ... the person who paid for the printed matter." Printed matter includes any pamphlet, circular, handbill, sample ballot, advertisements, and signs.

The Commission recommends that the campaign material identification requirements specified in Chapter 130 RSMo. be placed on any website pages

or information relative to a candidate or ballot measure on a website.

I say this means two things. First, remember that as a newspaper, you can set any advertising requirements for your

advertisers you want, and if you are taking an ad for online advertising related to a ballot measure, you may mandate that attribution be included if the advertiser wants you to run the ad. On the other hand, if you inadvertently drop an attribution line in an online ad and are facing suit, let's talk. I'd say you might have a good defense there.

The next issue deals with the use of Case.Net, the online case information website managed by the Missouri Office of State Courts Admin-

istrator and the Missouri Supreme Court. Some reporters who, frankly, have been blessed over the years with overly helpful court personnel, are being told they are now on their own in terms of finding information on cases.

I don't want to discourage you from maintaining that close relationship with your court clerks. We all know how important our sources can be to us. But if your clerk is overwhelmed and cannot be as helpful as in the past, it's time for you to take time to play with Case.Net and fully understand its capabilities. The Case.Net URL is <https://www.courts.mo.gov/casenet/base/welcome.do>.

**F**rom the comfort of your office, you can search on it for all cases filed on a certain day. You can see the numbers assigned to the cases and ask about what happened to any cases for which there seems to be a gap in the numbers.

If you are following a case, you can see when the hearing dates are from

the docket entries and the case schedule. If a criminal case you are following disappears, you know that likely there's either been a dismissal, a nolle prosequere, or a suspended imposition of sentence issued and the files have been closed since probation has been completed (the file must stay open after sentencing until the probation period is over). You are allowed to ask your clerk the "final disposition" and the clerk must provide that to you.

Of course, you also have access to all pleadings and judgments issued by the Missouri Supreme Court and the various Courts of Appeal on their websites, all from your desk.

Now, here's one other tip: If you have a case where you'd like to see the pleadings and you don't have an office near the courthouse, AND IF your county has begun electronic filing, you can go befriend your neighborhood lawyer and the odds are good that person has electronic access to all pleadings filed.

For example, because I have registered as an electronic filer, I have the ability to retrieve any pleading in any case in any county where electronic filing has begun. If there's an electronic file, a registered lawyer can review the pleadings.

While the public does not yet have that access due to security issues, perhaps you might find a friendly local lawyer who could help you out as a "source."

It's a wonderful resource for reporters, and I encourage you to spend time learning how to use the Case.Net system.

—Jean Maneke has been the legal hotline counselor for the Missouri Press Association for more than 20 years. MPA offers member newspapers the hotline at no charge for answers to questions about open meetings/records, libel, advertising and similar matters.

*I have the ability to retrieve any pleading in any case in any county where electronic filing has begun.*



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

## Paper, Gannett distribute \$18,600 in local grants

The *Springfield News-Leader* and Gannett Foundation recently distributed \$18,600 in grants to three community organizations.

The grants represented the second round of community contributions for 2013 by the newspaper and foundation.

Those receiving grants were: \$3,350 to the Junior League of Springfield, \$2,500 to the Family Violence Center, and \$12,750 to the United Way of the Ozarks.

Since 1977, the Gannett Foundation has provided through the *News-Leader* more than \$2.7 million in grants to non-profits in the Springfield area through its community grant program.

In 2013, the Gannett Foundation awarded \$5.1 million in grants with total giving of \$6.6 million. Gannett owns the *News-Leader* and more than 80 newspapers and television stations across the country.

## A legacy endures

(continued from page 2)

filing a full, and much better, report. To his frustration, Liptak said, "The early story gets a huge readership. The later story gets a tiny readership."

Still, he refuses to rush. An audience member asked Liptak how he managed to get the Roberts Court's June 2012 Obamacare decision right when both CNN and Fox famously got it wrong. Liptak explained that while other media raced to the airwaves, he took 30 or 40 minutes to attend the announcement of the decision from the bench. "So on healthcare," Liptak said, "I'm not going to get it wrong because the chief justice just explained it to me."

### Duck, Duck, Goose

Many thanks to those of you who attended our recent Day at the Capitol, where the state auditor ducked a question about running for governor and the governor ducked a question about running for president. Unfortunately, I have to duck telling you more about it because I've exceeded my word count.

## Society continues microfilm archiving

The Missouri Press Association provides digital images of MPA newspapers to the State Historical Society of Missouri for microfilming and archiving.

The Society has been preserving Missouri's newspaper heritage since 1898, creating a collection of newspapers that is unmatched by any other state.

New technology in newspaper publishing and microfilm creation has streamlined the process of preserving these newspapers. Today's publishers are creating newspaper content electronically, and preservation technology now creates microfilm directly from these electronic files, eliminating the photographic process.

The Society collects newspapers from Newz Group, resulting in the continued preservation of Missouri's newspaper heritage using this technology.

Newz Group administers MPA's

Public Notice Website, and many MPA newspapers upload their editions directly to Newz Group. The MPA Board of Directors believes this website containing public notices from every newspaper is the best defense in the battle for maintaining public notices printed in newspapers.

Historical Society archiving and the public notice website make it important that all newspapers upload each issue to Newz Group.

A newspaper can access its login at [http://www.newzgroup.com/press\\_assoc\\_login.php](http://www.newzgroup.com/press_assoc_login.php) and enter the username "mopress" and the password "mopress321."

If you have any questions about uploading to Newz Group, contact Ian Buchanan, vice president of operations, 800-474-1111 or [ibuchanan@newzgroup.com](mailto:ibuchanan@newzgroup.com).



### 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.

#### In Memory of Bill James

Dan and Lorrie Zimmerman, Petaluma, Calif.; and  
Jean Brown Snider, Harrisonville, Mo.; Connie Burris Hodges, Jacksonville, Fla.

#### Missouri Photojournalism Hall of Fame

William L. Miller, Sr., Washington, Mo.

#### Washington *Missourian* Newspapers In Education Program

Modern Auto, Washington  
First State Community Bank, Washington  
United Bank of Union, Union  
Brown's Enterprises, Washington  
Coldwell Banker Premier, Carol Haddox, Washington  
Innovative Machine & Tool Inc., Union  
Dr. Roger Walkenhorst, DDS, Washington

#### St. Louis *Post-Dispatch* Newspapers In Education Program

Missouri Valley Conference Women's Basketball Tournament, St. Louis  
GO! St. Louis Marathon, St. Louis



## Missouri Newspaper Organizations

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

**SHOW-ME PRESS ASSOCIATION:** President, John Beaudoin, Lee's Summit; Vice President, vacant; Secretary-Treasurer, Sandy Nelson, Liberty. Directors: Dennis Warden, Owensville; Carolyn Trower, New London; John Spaar, Odessa; Linda Geist, University of Missouri Extension; Buck Collier, New Haven; and Bruce Wallace, Ashland.

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

**SOUTHEAST MISSOURI PRESS ASSOCIATION:** President, Amanda Layton, Perryville; First Vice President, Donna Denson, Cape Girardeau; Second Vice President, Randy Pribble, Ironton; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Executive Secretary, Ann Hayes, Southeast Missouri State University; Historian, Peggy Scott, Festus. Directors: Gera LeGrand, Cape Girardeau; Kim Combs, Piedmont; H. Scott Seal, Portageville; Kate Martin, Perryville; Deanna Nelson, Sikeston; Ed Thomason, New Madrid.

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

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

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

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

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

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

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

## CALENDAR

### March

- 3-7** — Newspaper In Education Week
- 12** — Missouri Sunshine Coalition program, 7 p.m., Columbia Public Library
- 12-13** — NNA Leadership Summit, Washington, D.C.
- 16-22** — National Sunshine Week
- 31** — Deadline for entering Better Newspaper Contest

### April

- 11** — Sunshine Coalition Board meeting, 3 p.m., MPA
- 17-18** — Missouri Advertising Managers' Association meeting, Columbia Marriott

### May

- 1** — Missouri Press Foundation Board meeting, Columbia
- 1** — MPA Past Presidents and Spouses Dinner, Columbia

### June

- 26** — MPA Golf Tournament, Lake Ozark
- 27** — MPA/MPS/MPF Board meeting in morning, Country Club Hotel and Spa, Lake Ozark
- 27** — Show-Me Press Association meeting in afternoon, Country Club Hotel and Spa, Lake Ozark

### July

- 11** — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia

### September

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

### October

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

## Obituary

Kansas City

### Gayland Burke

Gayland Burke, 83, Kansas City, a retired editorial artist for *The Kansas City Star*, died of complications of Alzheimer's Disease on Feb. 8, 2014.

Mr. Burke began a 32-year career at *The Star* after he graduated from the Kansas City Art Institute.

He leaves his wife of 59 years, Evelyn Gay Burke of Raymore; two daughters, five grandchildren and two great-grandchildren.

# JACKIE RILEY WON ELECTION TO THE SCHOOL BOARD.

Read about her plans in the newspaper.

An election affects everyone in the community, not just the voters. You need to know why people seek office and what they want to accomplish. Your newspaper gives you that information. Radio, TV and bloggers can give you the numbers. Your newspaper gives you the story behind them.

The newspaper records the history of your community. Read the paper, and get in touch with your community.

This message brought to you by the  
Missouri Press Association, Columbia,  
[mopress.com](http://mopress.com).

