

MP MISSOURI PRESS NEWS



Scenes From 2015 Day at the Capitol

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The entire world was watching

Ferguson coverage recognized; lawmakers take up police body cams

Imagine you were the editor in charge at the *St. Louis Post-Dispatch* newsroom on the night of Aug. 8, the day Darren Wilson, a Ferguson police officer, shot and killed Michael Brown. Within 24 hours, the entire world was watching, and, quickly, it seemed that half the media world had descended upon St. Louis and its tragic suburb.

The *Post-Dispatch* news and photo staffs likely ran on adrenaline those first two or three days, the kind of big-story energy that propels great journalism in short spurts. But then what?

The Ferguson story played out in weeks and months, exposing weaknesses, local and statewide, in governance, public safety and race relations.

The *Post-Dispatch* staff's passion for the story seemed to never flag as it produced memorable photography, probing reportage and stories with impact. The big winners were their readers.

The staff, however, will no doubt enjoy a hard-earned season of awards for their efforts.

Among the first of those occurred Feb. 18, when *Post-Dispatch* Editor Gilbert Bailon received the National Press Foundation's Benjamin C. Bradlee Editor of the Year award. In addition to the national honor, Bailon earned the highest marks from his staff for his support and encouragement during the craziest days of the Ferguson coverage. He and the journalists he leads deserve hearty congratulations.



The events in Ferguson, meanwhile, continue to generate news coverage as the Missouri General Assembly takes up a number of related bills.

One that we should keep an eye on deals with the video record created by police body cameras. Senate Bill 331, sponsored by Sen. Doug Libla, R-Poplar Bluff, would exempt law enforcement video from the Missouri Open Meetings and Records Law.

Doug Crews and I, among others, spoke against the measure at a Feb. 18 hearing in the Capitol. The release of police video, under the same restrictions that govern other evidence in an investigation, has undeniable value to residents and to law enforcement.

Exempting law enforcement video from open records law "does not serve the public interest."

In many cases, it will either prove law enforcement acted appropriately or that it didn't. Either way, the video will help improve government and lead to greater public confidence in law enforcement.

This bill would not only keep body camera video hidden, but would also remove video from dashboard cameras from public disclosure. Please let your legislators know this legislation does not serve the public interest. And, stay tuned. MPA is working with police on this issue.

Editors and publishers turned out well Feb. 12 for Day at the Capitol. Doug and his staff wisely replaced the usual Wednesday evening reception for lawmakers with coffee and rolls Thursday morning. The boost in attendance by legislators proved it was the right move.

Participants saw a panel on legislation related to Ferguson and a preview of the GOP gubernatorial primary. Auditor Tom Schweich, who at last year's session would not answer questions about his plans, delivered an extemporaneous litany of his bonafides.

Former House speaker and U.S. attorney Catherine Hanaway followed him with a scripted manifesto about her conservative values.

The likely Democratic opponent, Attorney General Chris Koster, unfortunately was unable to attend. I'm pretty sure we will all get a chance to learn more about each of them before Election Day 2016 rolls around.



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Missouri Advertising Managers' Meeting

Missouri Advertising Managers' Association has three great speakers lined up March 12-13 at Camden on the Lake Resort in Lake Ozark!

Register today to attend and you'll hear from:

- Mike Martoccia of Local Media Association, speaking about "Selling to Small- and Medium-sized Businesses."

- Liz Crider of Second Street Advertising, speaking about "How to Drive Digital Revenue & Generate Qualified Leads for Advertisers with Contests, Quizzes, Cards & Other Promotions."

- Jaci Smith from Reynolds Journalism Institute, speaking about the native advertising trend and everything needed to get the most out of native advertising and branded/sponsored content.

Meeting Agenda

Thursday, March 12

-11 a.m., MAMA Board Lunch Meeting (MAMA Board only) at H. Toads.

-Noon, Registration in Hotel Lobby.

-1 p.m., Missouri Press Service Sales Director Mark Nienhueser in Event Center: MPS Network Selling Opportunities featuring new Online Ad Network.

-1:30 p.m., Mark Nienhueser and MAMA President Jeanine York in Event Center: Best Ideas Session -- Bring your best ad ideas and share for a chance to win \$\$\$.

-2:15 to 4 p.m., Mike Martoccia, Local Media Association Trainer in Event Center: Selling to Small and Medium Sized Businesses PLUS Small / Medium Sized Business Digital Advertis-

ing Workshop

-Approx. 2:45 p.m., Break.

-6 p.m., Awards Dinner in Event Center.

-8 p.m., Entertainment at H. Toads.

Friday, March 13

-8 a.m., Breakfast Buffet in Event Center.

-8:30 to 10:30 a.m., Liz Crider, Second Street Promotions Lab, in Event Center: How to Drive Digital Revenue & Generate Qualified Leads for Advertisers with Contests, Quizzes, Cards & Other Promotions.

-10:30 a.m., Break.

-10:45 a.m. to Noon, Jaci Smith, *Faribault* (Minn.) *Daily News* in Event Center: Native Advertising.

A complete meeting agenda, with speaker biographies can be found online at: http://mopress.com/CURRENT_FORMS.php

Registration

Registration can be completed easily online using the form found at: <https://mopress.wufoo.com/forms/2015-mama-meeting-registration/>

Small Town, Big News

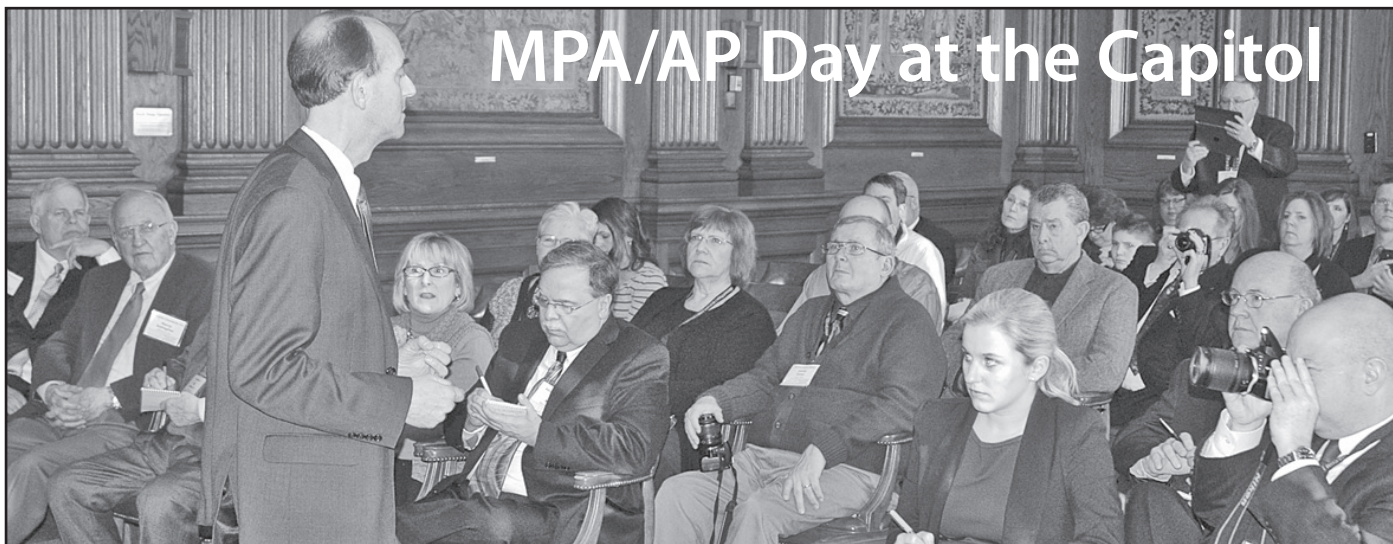
Missouri Press Association
149th Annual Convention & Trade Show

Convention:
September 10-12, 2015

Trade Show:
September 11, 2015

Holiday Inn Executive Center | Columbia, Mo

MPA/AP Day at the Capitol



Missouri Republican gubernatorial candidate and current Missouri State Auditor Tom Schweich speaks Feb. 12 about his primary campaign and plans for office, if elected governor, to a group of journalists gathered in the Senate Lounge of the Missouri State Capitol in Jefferson City during the 25th annual Missouri Press Association/Associated Press Day at the Capitol event. Schweich emphasized his focus on rooting out corruption, the need to balance open government with personal privacy, cutting waste, and his experience in government. (photos by Bryan E. Jones)



Former Speaker of the Missouri House, Catherine Hanaway, is a candidate for Missouri governor and spoke Feb. 12 at the annual MPA/AP Day at the Capitol event in Jefferson City. She said her campaign will emphasize optimism and transparency and, if elected governor, her administration will focus on jobs, education, agri-business and fiscal conservatism.



Member of the press had lunch Feb. 12 in the Governor's Mansion in Jefferson City during the annual Missouri Press Association/Associated Press Day at the Capitol event. Missouri Gov. Jay Nixon and his wife Georganne hosted the luncheon for members of the MPA and AP. After the meal, Nixon gave some prepared remarks and took questions from the gathered journalists. He spoke about mental health, Medicaid reform, education, state parks, events at Ferguson, police body cameras, Right to Work and unions, funding highways, and even his own newspaper-reading habits.



A morning breakfast reception hosted by the Missouri Press Association Feb. 12 allowed Missouri state legislators to mingle with members of the press in a House hearing room of the Missouri State Capitol in Jefferson City during the annual Missouri Press Association/Associated Press Day at the Capitol event.



A Senate Panel on proposed legislation relating to Ferguson was, from left, Sen. Maria Chappelle-Nadal (D-St. Louis), Sen. Eric Schmitt (R-Glendale) and Sen. Jamilah Nasheed (D-St. Louis). The panelists spoke Feb. 12 in the Senate Lounge of the state capitol building in Jefferson City. Subjects included the First Amendment, police use of force, body cameras, special prosecutors, social promotion, "Ban the Box" and more.



Tammy Witherspoon, a journalist with *The Advertiser* in Eldon, was one of several members of the press who asked questions of Missouri Gov. Jay Nixon at a press conference Feb. 12 in the governor's mansion in Jefferson City. Nixon hosted a luncheon prior to the press conference.



Missouri Gov. Jay Nixon, left, speaks with Missouri Press Association president Jim Robertson Feb. 12, just prior to Robertson introducing Nixon to the gathered group of approximately 100 members of the MPA and the Associated Press at the Governor's Mansion in Jefferson City.

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Bonus Session:

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Sunshine Week is March 15-21

Make plans now to join news organizations across the country in observing Sunshine Week March 15-21.

Participate in the discussion about the importance of access to public information and what it means for communities.

A national Sunshine Week toolkit will be available free to Missouri Press Association members. The toolkit contains high-impact stories,

a commentary piece, informational graphics and editorial cartoons, all spearheaded by The Associated Press, The McClatchy Company, USA TODAY and Gannett Co., Inc.

In addition to running nationally created materials, Missouri Press Association newspapers are encouraged to publish local Sunshine Week editorials, stories, columns, cartoons and graphics. This is an opportunity



to inform readers about the role the local newspaper plays in fighting for their right to know and keeping government accountable to the public.

The Sunshine Week toolkit is a free resource available to any participant including, but not limited to, professional and student journalists working in any medium; bloggers; civic and non-profit organizations; schools; and government officials.

Please note that permission to use these materials covers only the seven days of Sunshine Week (March 15-21, 2015).

For more information, including logos, editorials and cartoons to run in your publication, visit sunshineweek.rcfp.org.

As Sunshine Week nears, more material will be added, so be sure to check back often.



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BETTER NEWSPAPER CONTEST

The 2015 Missouri Press Foundation Better Newspaper Contest is officially underway. The BNC template is NOW OPEN for entries. The **entry deadline is 11 p.m. March 31**. The contest template will close automatically at that time.

All of the information about the contest -- rules, categories, entry instructions -- are at <http://www.mopress.com/contests.php>.

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Tuesday, March 31, and will not accept entries after that -- no exceptions. You may begin uploading

your entries now.

IMPORTANT: BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>

ALERT: For larger files such as Special Sections, you may upload your file(s) to Realview. You cannot upload these large entries directly to the contest template because it has space limitations. Large files need to be uploaded to Realview. Realview can be accessed directly from <http://betternewspapercontest.com/> Look for the Realview icon and that link will take you directly to their site.

Changes to the 2015 contest include:

ADDED categories -- "Best Military Story" and "Best Sports Feature Photograph"

ELIMINATED category -- "Best Coverage of Community/People/Life"

ADJUSTED: "Best Local Business Coverage" category adjusted to only ONE circulation class for weeklies (Dailies were already just one class)

CHANGED: "Best Front-to-Back Newspaper Design" changed to "Best Overall Design"

LIMITED: Honorable mention designations have been limited to ONE

REINSTATED: Gold Cups will be reinstated. Six will be awarded (to 3 weeklies and 3 dailies), taking the place of the Gold Medal plaques.

NOTE: Please read the instructions and category listings carefully.

We are looking forward to a successful 2015 Better Newspaper Contest.

Apply now: MPA funding for 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 www.mopress.com/MPF_Internships.php.

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

their own funds to pay the interns.

Depending on funds raised by the Foundation, up to 10 internships will be available.

Grants are based on a 40-hour work week for the interns, but hours are flexible depending on the paper's needs.

If interested in hosting an intern, return the application form to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201 by Friday, March 27.

Corrigan receives \$2,500 scholarship

Christa Corrigan, a 2011 graduate of Nerinx Hall High School in Webster Groves, has won the \$2,500 Aubespain scholarship in a national copy editing and journalism competition. She plans to graduate in May from the University of Missouri School of Journalism.

She is an assistant news editor with the *Columbia Missourian*. Her stories have appeared in the *Webster-Kirkwood Times* and *South County Times*. She is the daughter of Susanne and Don Corrigan, who is editor of the *Webster-Kirkwood Times* and a MPA member.



MU announces J-school dean finalists

The University of Missouri School of Journalism recently announced four finalists for the school's top position to replace longtime Dean, Dean Mills.

The four finalists are:

Sonya Forte Duhé

Sonya Forte Duhé is director of the Loyola University in New Orleans School of Mass Communications. Duhé completed her undergraduate studies at Louisiana State University and has a master's degree from Northwestern University and a doctorate in journalism from MU.

Her industry experience includes time as an instructor, editor and anchor from 1990 to 1993 at KOMU in Columbia and several stints as a television anchor in Baton Rouge.

David Kurpius

David Kurpius is Louisiana State University professor in the School of Mass Communication and associate vice chancellor for enrollment management.

Kurpius has a bachelor's degree

from Indiana University-Bloomington and earned his master's and doctorate degrees from the University of Wisconsin-Madison.

He also has a background in broadcast journalism, spending time as a producer, editor and news director at an NBC affiliate in Macon, Ga.

Esther Thorson

Esther Thorson is professor and associate dean for graduate studies at the MU School of Journalism and is the only in-house finalist.

Thorson has a bachelor's degree from Macalester College and a doctorate from the University of Minnesota. Thorson also is the research director at the MU Reynolds Journalism Institute.

She has been with MU since 1993 and has held an array of professorships, primarily in psychology, at different universities.

Thor Wasbotten

Thor Wasbotten is director of the Kent State University School of Journalism and Mass Communication.

Wasbotten has a bachelor's degree from the University of Southern California and a master's from the University of Oregon.

He spent several years as a news director, editor and station manager of several stations in Boise, Idaho, as well as managing director and partner of Blue Heron Research Partners, a New York company "that produced due diligence for investment companies from a business journalism approach," according to his curriculum vitae.

Dean Mills announced his retirement Feb. 6, after 25 years at the helm of the journalism school. His retirement was originally effective Aug. 31, but Mills has agreed to stay on during the search for his replacement.

Mills is taking a part-time job as the director of the Reynolds Fellows program at the Reynolds Journalism Institute, located next door to the School of Journalism.

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ON THE MOVE



• **Sedalia** — Annabeth Miller recently was named editor at the *Sedalia Democrat*. Miller has been involved in the journalism industry from a young age, as her parents owned the *Dexter Daily Statesman*. She previously served as the editor of the *Daily Statesman* and was recently the editor of an online news journal and of "Hometown Heroes," which told the stories of local World War II veterans.



in Malden.

• **Warrensburg** — Brent Kalwei has joined the staff of the *Daily Star-Journal* as a reporter. He is a graduate of Missouri Valley College and has a bachelor's degree in mass communication.



• **Lamar** — Matt Stephens has been named chief financial officer for Lewis County Press. He is a Certified Public

Accountant and has a bachelor's degree in finance and accounting from Quincy University in Quincy, Ill. Lewis County Press owns several Missouri newspapers, along with newspapers in Arkansas and Wisconsin.

• **Osceloa** — Debi Nasalroad has joined the staff of Sac-Osage Publishing's *St. Clair County Courier* as a reporter. In addition, she will continue to produce a weekly column for the *Humansville Star-Leader*. Prior to working at the *Star-Leader*, Nasalroad was a part-time reporter for the *Cedar County Republican* in Stockton.



• **LaGrange** — Kevin Butner was recently named chief operations officer for Lewis County Press. He joined Lewis County Press from C&R Supermarkets in Macon, where he supervised several stores and wrote ad material. Lewis County Press, with headquarters in LaGrange, is the parent company of the following Missouri newspapers: *The Lamar Democrat*, *The Vedette* and *The Lake Stockton Shopper* (Dade County), *The Press-News Journal* (Lewis County), *Home Press* (Macon County), *Monroe County Appeal* and the *Ralls County Enterprise*.

• **Dexter** — Noreen Hyslop was recently named general manager of *The Daily Statesman*. The paper was without a general manager beginning July 2014 after the resignation of Bobby Greer, who moved from the area. Hyslop began her career with the newspaper in 2007 as special projects editor, following a 27-year career with Dexter Schools. She was promoted to managing editor in 2008.

• **Stoddard County** — Terry Coleman, longtime ad manager with *The Daily Dunklin Democrat*, has been named regional ad manager for several Rust Communications-owned newspapers, including *The Dexter Daily Statesman*, *The North Stoddard Countian*, and the *Delta News Citizen*



Former and current *Hannibal Courier-Post* employees reunited at an open house for retiring Editor Mary Lou Montgomery. Montgomery had been at the newspaper for 39 years. Attending were, from left, Jim Salter, Mary Lynne Richards, Montgomery, Danny Henley, Don Smith and Bev Darr. (submitted photo)

St. Louis American publisher among 2015 Media Person of the Year recipients



St. Louis American publisher Donald M. Suggs is among four individuals who will be celebrated at the St. Louis Press Club Media Person of the Year Gala.

Honorees are recognized for their distinguished careers representing the highest standards of accomplishment in journalism.

Missouri honorees include Suggs; television and radio news veteran

Don Marsh; and Jennifer Blome, formerly of KSDK-TV.

Famed CNN broadcaster Candy Crowley will receive the National Lifetime Achievement Award.

In 1988, the St. Louis Press Club established the Media Person of the Year Award to recognize distinguished men and women from St. Louis media whose work represents the best of professional achievement.

The event funds St. Louis Press Club's many journalism scholarships and investigative journalism grants.

The gala is scheduled Thursday, June 11 at the Edward Jones Atrium and Theater in St. Louis.

Missouri legislators consider making body camera video closed records

(Alan Burdziak, *Columbia Daily Tribune*)

Police-worn body cameras have sparked a heated debate about how the video footage should be treated under Missouri's Open Meetings and Records Law.

At a Senate committee hearing Feb. 18, civil liberties groups and the Missouri Press Association opposed a bill sponsored by state Sen. Doug Libla, R-Poplar Bluff, that would make all video taken by police, including car dashboard cameras and body cameras, closed records. Another bill, filed by state Rep. Galen Higdon, R-St. Joseph, would bar the footage from being released while it is part of an active investigation.

Boone County Prosecuting Attorney Dan Knight declined to say whether he thinks the Sunshine Law needs to be amended because, he said, he isn't familiar enough with proposed legislation, though video in some cases, such as sex crimes and domestic violence, could show victims at vulnerable and embarrassing moments...

While the Missouri Sunshine Law provides some exemptions for law enforcement records, including open investigations and those pertaining to juveniles, there has been a push to amend the law.

Lydia Green, the records manager for the Columbia Police Department, said she regularly fields requests for the footage. Word is still getting out that the footage exists, she said, and requests continue to increase.

"Anything that might put people in danger, and even police tactics, would be protected by the Sunshine Law," she said. Green declined to opine on whether the law needs to be changed. "Those cameras capture everything," Green said. "Those really raw moments. ... I definitely think it's worth some serious conversation."

With the records requests come costs for reviewing the footage and placing it on a disk. The *Tribune* made requests for video from four cases; police rejected two requests because the investigations were open. They charged \$76.89 and \$61.79 for video in the other cases.

Media outlets can expect to pay the hourly rate for a lieutenant's services to get footage from Columbia police because only a handful of command-

ers have access to the videos. For the footage the *Tribune* requested, the newspaper was charged the lieutenant's hourly rate of \$40.56 and a records clerk's hourly rate of \$20.15, plus \$1 for the disk.

There is a case for expanding the Sunshine Law as it relates to body cameras, said Jean Maneke, attorney for the Missouri Press Association. However, "there's concern that if legislators start working with this to incorporate body camera provisions, that the public might lose access to dash cam video, which is already presently available," Maneke said.

Legislators should make provisions that not only close videos that already would be closed under the Sunshine Law, like those concerning ongoing investigations, she said, but also keep in mind there is a bevy of case law around the country about the privacy expectations of people who come in contact with law enforcement. Videos that are taken where people don't have a realistic expectation of privacy — such as in a public place, in the back of a police car or while being interviewed at a police station — should be open and accessible, Maneke said.

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EXPERIENCE | KNOWLEDGE | INTEGRITY

Mobile Video DIY training provides knowledge, skills



A Mobile Video DIY training workshop was conducted Jan. 30 at the Missouri Press Association office in Columbia. The workshop provided attendees with knowledge about basic video production and allowed them to put into practice what they learned in “hands-on” skills sessions. Subjects included how to shoot, frame, light and optimize sound; how to conduct a video interview; video gathering applications; editing and optimizing workflow. The course was taught by Jim Flink and Judd Slivka. Attending were David Eales, Liz Fleenor, Christy Jung, Matt Cavanah, Curtis Simmons, Bruce Roberts, Jessi Dreckman, Mike Scott, Eco Menges, Mandi Gummels, Gloria Lloyd, Matt Wright and Kelly Morgan. (photos by Bryan E. Jones)

Jim Flink, left, assistant professor/strategic communication consultant, and Judd Slivka, professor of convergent journalism, speak to participants of Missouri Press Foundation’s Mobile Video DIY training workshop Jan. 30 at the MPA office in Columbia. There were 13 attendees.

Bogan receives Hughes Award for writing

Jesse Bogan, who has been a reporter at the *St. Louis Post-Dispatch* for five years, recently won the St. Louis Newspaper Guild’s 2014 Terry Hughes Award for writing.

Hughes was a *Post-Dispatch* columnist who died of breast cancer in 1991 at age 36.



The judges noted Bogan’s stories consistently give voice to the disenfranchised, and that he regularly connects readers with people who otherwise might go ignored, such as military veterans and the homeless.

Judges also noted Bogan’s work immediately following the Michael Brown shooting in Ferguson was exceptional.

Bogan, 40, is a general assignment reporter and has covered religion and the military for the *Post-Dispatch*.

Before working in St. Louis, Bogan wrote for *Forbes* magazine and *Forbes.com* in Texas. He has also worked at the *San Antonio Express-News*.

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The class observed various steps in the newspaper production process.

• **St. Louis** -- At a recent Missouri Lawyers Media awards luncheon, all the legal players from the Ferguson story were honored, including prosecutor Bob McCulloch, Michael Brown family attorney Anthony Gray, lawyers from the SLU Law Clinic, and Lawyer of the Year, Tony Rather, legal director for the ACLU. In addition, Missouri Lawyers Media honored Ronnie White, Bob Ramsey, Stanley Cox, Jolie Justus and Ed Jennings.

• **Slater** -- Jean Black, *Slater Main Street News* publisher/editor was the recent guest of Sen. David Pearce and his wife at the Legislative Ball in Jefferson City. Black also visited with Rep. Dave Muntzel and his wife.

• **Brookfield** -- The *Linn County Leader* recently changed its appearance through a re-design. The *Leader* has been separated into two runs. Front-page stories will continue on the back of the A run. Sports have been moved to the front of the B section. The newspaper also has returned to a six-column format.

• **Kansas City** -- After a 45-year run, the final print edition of *The Kansas City Star Magazine*, a Sunday insert, published Feb. 22, with a commemorative issue.

• **Adrian/Drexel** -- The *Adrian Journal* and *Drexel Star* have been combined under new ownership. The new publication, called *The Messenger*, will cover Bates County news and will publish each Friday. *The Messenger* is owned by Lee Anna Schowengardt. The editor is Paula Schowengardt. Linda Oldfield, former owner of the *Adrian Journal* and *Drexel Star* with her husband Steve, will be office manager in Adrian.

• **Maryville** -- The *Maryville Daily Forum* was recently named "business of the year" by the Greater Maryville Chamber of Commerce at its annual

banquet. The award was presented in celebration of the newspaper's return to local ownership and re-establishment as Maryville's daily newspaper.

• **Independence** -- Students in the Fort Osage High School journalism department are now "backpack journalists." The high school recently was awarded mobile video equipment from the Donald W. Reynolds Journalism Institute at the University of Missouri. The high school's journalism department was one of 10 chosen to receive the new gear.

• **Hannibal** -- Hannibal-LaGrange University media relations and social media students recently toured the facility of the *Hannibal Courier-Post*.

Bailon is Editor of the Year

Gilbert Bailon, editor of the *St. Louis Post-Dispatch*, will receive the Benjamin C. Bradlee Editor of the Year Award for guiding his news organization through the police shooting of Michael Brown in Ferguson, Mo., and the tumultuous aftermath.

The judges said: "If ever a newspaper and its editor faced a real-time stress test, it was the *St. Louis Post-Dispatch* and editor Gilbert Bailon in 2014. From the shooting of Michael Brown in August through the November announcement by the grand jury, the *Post-Dispatch* was under pressure. But it delivered for its readers and the larger St. Louis

community with a breadth of coverage that is truly impressive. Hundreds of stories, dozens of editorials, every piece of evidence – all were there either in print or on the paper's website. Most striking were the photographs, often taken at great personal risk to the photographers. Throughout it all, Bailon was a strong presence both in the community and in his newsroom, fighting for access and striving to keep the coverage balanced and emotions in check."



NNA Survey: Circulation needs, opportunities

The National Newspaper Association is conducting a survey to collect data about community newspapers' circulation needs and opportunities.

Community newspapers have strong reader appeal. But circulation sales and distribution have changed in recent years. NNA wants to know how newspapers have been affected, and about

the challenges and opportunities ahead.

If a publisher/owner publishes more than one newspaper, NNA asks for responses for as many as possible. If only one is chosen, please choose the most exemplary.

Thank you for your time!


The survey can be taken online: <https://www.surveymonkey.com/s/CP39VGJ>

Sources and Resources for Missouri Newspapers



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Jason Kander Secretary of State





A Changing of the 'Gard'

In the photo at left, immediate past president Richard Gard, left, passes the Missouri Press Association presidential briefcase to 2015 MPA president Jim Robertson Feb. 11 at the first board of directors meeting of the year for the Missouri Press Foundation, Missouri Press Service, and Missouri Press Association. Attending the meetings were, from left, Vicki Russell, James White, Phil Conger, Carol Stark, Trevor Vernon, Jacob Brower, Dennis Ellsworth, Jim Robertson, Jack Miles, Jeff Schrag, Richard Gard, Joe May, Dennis Warden, Kevin Jones, Bill Miller Jr., Tianna Brooks, Paul Berry, Mark Maassen and Donna Bischoff.



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.

Internship Program

Three Rivers Publishing, Cuba
Ed Finkelstein, *Labor Tribune*, St. Louis

Society of 1867

Phil and Kathy Conger, Bethany
Dennis and Deborah Ellsworth, St. Joseph

Missouri Photojournalism Hall of Fame

Jean Shifrin, Atlanta, Ga.

Newspapers In Education Grant Program

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Thursday, March 26

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Excellence in Mass Media lab created

Rust Communications, which owns the *Southeast Missourian*, has teamed with Southeast Missouri State University and KFVS12 to create a hands-on laboratory for students in the university's media programs.

The 12,000-square-foot Center for Excellence in Mass Media at 325 Broadway will house the university's student newspaper, *The Arrow*, and its television and video production program.

Southeast president Kenneth Dobbins announced the new partnership during the Cape Girardeau Area Chamber of Commerce's annual dinner.

The university is leasing the space from Rust Communications, which owns the former Security Bank & Trust building.

The center is not the first partnership between Rust Communications and the university.

In 2011, the university contracted with the *Southeast Missourian* to oversee production of *The Arrow* and create a more robust student-produced news website.

Dobbins said that relationship played a key role in the re-accreditation of the university's mass media program by the Accrediting Council on Education in Journalism and Mass Communications.

"It was a really unique opportunity for us, our journalism program and



Rust Communications recently purchased the former Security Bank & Trust building at 325 Broadway in Cape Girardeau. The building now will be home to the Excellence in Mass Media lab that will house Southeast Missouri State University's newspaper, *The Arrow*, and its television and video production program.
(photo by Fred Lynch)

our students, and for the *Southeast Missourian*, especially at a time when college and university newspapers around the country were being eliminated due to budget deficits," Dobbins said.

Southeast entered into a similar agreement last fall with KFVS12, in which students produce two hours' worth of programming on WQWQ, a

KFVS12 affiliate.

Jim Dufek, professor of mass media and television and film operations manager in the Department of Mass Media, said the center's location -- next door to the *Southeast Missourian* and across the street from KFVS -- would give students "a sense of being in the thick of things."

Crews in Ingram's '50 Missourians'

Doug Crews, executive director of the Missouri Press Association, was selected by Kansas City's business publication *Ingram's* as one of the "50 Missourians You Should Know."

Crews' photo, quotes and a brief biography appear in the Feb. 2015 edition of *Ingram's*.

"In our history as a state and nation, there has never been more demand for information," Crews said. "This bodes well for the newspaper industry."

A contribution to the Missouri Press Foundation is a wonderful way to support education.



MPA HAS PARTNERED WITH DIRXION
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Rewards result from reading 'Road Trip' series

NIE Week

Newspaper In Education Week – now promoted nationally as News In Education Week – is commemorated the first week in March. This year, it is March 2 through March 8.

Students in Clyde Bentley's editorial writing class at the Missouri School of Journalism have written some terrific opinions about the value of classroom newspapers and civic education in our schools.

These editorials are available to newspapers to publish for Newspaper In Education Week, News In Education Week, or anytime, by visiting www.mo-nie.com, and using download code: nie-ops.

Timeless editorial cartoons from the *Columbia Daily Tribune's* John Darkow also are available using the download code: mocartoons.

Don't miss the opportunity to highlight the value of the newspaper – in any form – in classrooms and in the hands of young people.

If you are looking for background to write your own terrific editorial, read "The Guardian of Democracy: The Civic Mission of Schools," from the Annenberg Public Policy Center. The 56-page report can be downloaded at www.mo-nie.com, using download code: AP-PCreport.



Missouri Road Trip

This summer, we're giving your newspaper the opportunity to join the Missouri Road Trip 2015 – a partnership project with Missouri Division of Tourism – that will benefit young readers, families and newspapers.

Missouri Road Trip 2015 is a 12-week summer Newspaper In Education series that encourages families to travel to destinations across the state to learn about men and women who are Missourians by birth or by their contributions to our state.

The theme for the Missouri Road Trip 2015, "Every Hero Has a Story," ties to the Collaborative Summer Library Program (CSLP) summer reading theme followed by many community libraries.

The series will be narrated by Manny the Mule, the long-eared hero of MPA's 2013 Reading Across Missouri project.



The Missouri Road Trip 2015 series will be available for newspapers to begin publishing before schools dismiss for the summer. Teachers want their students to read over the long break to minimize skill loss, so they should be willing partners in getting young readers engaged with this project. The weekly newspaper features will teach, entertain and hopefully inspire children to want to learn more.

Families who read the features together will be eligible to win a weekly prize – \$50 gas cards – to help take a Missouri Road Trip. And families that document their visits to the featured destinations will have a chance to win a summer finale prize – gas, lodging and attraction tickets.

Newspapers can use the series to partner with schools and libraries to keep young readers engaged with community newspapers from May to August. The features will appeal to young families looking for affordable vacation options and to new retirees with wanderlust.

If that isn't enough incentive, Missouri Press will offer prizes to newspapers for participating in the 12-week project. Every newspaper that publishes the series will be entered into a drawing to win \$1,000, \$500, \$250 and \$100. There will be \$4,000 in newspaper prizes awarded.

The Missouri Road Trip 2015: Every Hero Has a Story is sponsored by the Missouri Division of Tourism and the Missouri Press Foundation. The series will be available in April for publication beginning in May. More details will be available in next month's Missouri Press News magazine and on mopress.com.



First Ladies of America

The second installment in the First Ladies of America series about the wives

who served alongside their presidential husbands is available to use during Women's History Month in March.

With this new addition of 12 women, the series covers the first 24 First Ladies, beginning with Martha Washington. The entire series was donated by *The Joplin Globe*, which published full page features about the topic. MPA's revised offering is 4-column by 10.5-inch features.

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



Reading Across Missouri 2015

Join young people inside their newspaper

Written by Carolyn Mueller • Illustrations by Nick Hayes

Gashouse Gang

The St. Louis Cardinals are back in the swing of things practicing in Florida. The first regular season game is April 5. Start promoting baseball fever to your readers – young and old – with "The Gashouse Gang," the story of the 1934 team. The story is available for a limited time through the Reading Across Missouri campaign.

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

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

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



Help MPF reach its \$10,000 goal for student interns

Each summer, the Missouri Press Foundation supports as many as 10 journalism students as they work at Missouri newspapers. Student interns work as reporters, editors, photographers, designers, advertising representatives, and more, during a four-, six-, or eight-week internship. MPF offers each newspaper as much as \$1,000 to pay their summer interns.

Please help MPF reach its \$10,000 goal to fund 10 students in 2015.

Contact Melody Bezenek, mbezenek@socket.net or 573-449-4167.

James inducted into HHS Wall of Fame

Harrisonville High School graduate and MPA Hall of Fame member William E. "Bill" James was inducted Feb. 6 posthumously into the HHS Distinguished Alumni Wall of Fame. James joined Gina (Reece) Smith, and Nick Wesemann in the induction.

James graduated from Harrisonville High School in 1966. He attended the University of Missouri at Columbia, and spent four years active duty with the United States Air Force, serving in Biloxi, Miss., Okinawa, Japan, and San Antonio, Texas.

He was a member of the Missouri Press Association and served as the association's president in 1998. He was inducted into the Missouri Press Association Hall of Fame in 2001.

In 2013, the Missouri Press Association established the William E. James Outstanding Young Journalist Award. Awarded annually, the aim of the honor is to reinforce the importance of journalists' roles by recognizing and nurturing talent to further

promote quality journalism.

In his career, James was Vice President-News-papers with Inland Industries, Inc.; president of HLB Newspapers, Inc.; president of Cass County Publishing, Inc.; publisher of the *Cass County Democrat-Missourian*; Vice President-Sales for Inland Newspaper Machinery Corporation and publisher of the *Daily Star-Journal* in Warrensburg.

In 2012, he was appointed by Gov. Jay Nixon to the Missouri Military Preparedness and Enhancement Commission. He also served on the Census 2000 Complete Count Committee, Missouri State Lottery Commission, and Missouri Senate Apportionment Commission.

James died in November 2013.



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Real Possibilities

What's in your wallet should not limit access to records

Unfortunately, commercialization of public records is becoming a profit stream

My email in box recently held an announcement that the Kansas City police department now offers online access to accident reports. Now, Kansas City residents involved in a crash need not travel to the police station to get a copy. That is a convenience, but it comes with a price.

First, remember that these are public records — subject to Missouri's Sunshine Law. Getting a copy should only cost for the search time to locate the record, and the cost of photocopying it at 10 cents per page. If you have the report number, it should only take a moment or two for authorities to find it. At two or three pages per report, that's 20 or 30 cents. Based on an employee earning \$15 an hour spending 15 minutes locating your file, the cost should be \$3.75 for search time and 30 cents for the record, or \$4.05.

Well, that's not what some police have charged for this service. Based on what I've heard over the years, most law enforcement agencies charge \$5 a page for a copy. A two-page report, therefore, sets you back \$10. Although there has been some discussion during the years among Sunshine Law advocates about the audacity of this charge, nobody has ever filed a sunshine lawsuit to bring this point home.

In fact, some members of the public felt the charge was "reasonable." One observer, writing recently about this cost in an online neighborhood chat room, observed, "The Police Department still has to pay personnel to collect and process a report. It must be correct and reflect accurate information. It doesn't get done by magic. I feel it is a reasonable cost." Most citizens don't understand the Sunshine Law.

Those who want many copies of such reports have benefitted because they have been able to access that data electronically. I know for a fact that one "bulk user" of this data went to court to ensure that this user had a right to "review" records electronically at no charge at the police department rather than have to pay for a paper copy of each record in order to obtain information they sought from the records.

Now, this police department announces those records are available



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

online. On its website is a link that clicks through to a new website operated by "Appriss," a company based in Louisville, Ky. (Clearly, the Kansas City department has decided to send this business out of state! Were there NO Missouri companies bidding for this project?)

"Appriss provides state-of-the-art technology and data-driven solutions that help thousands of local, state and federal agencies, insurance companies, health-care providers, pharmacies and retailers — 24x7x365," the company's website reads. In short, they are buying a copy of the local police department's database and then re-selling those records for a profit.

That makes me wonder — what would happen if a local business went into the police department and asked to purchase a copy of that database? What would they charge you and me? Remember, that this is an electronic public record.

How much physical labor is involved in telling a computer to copy one electronic file to a medium? You know the answer to that. It is minimal work. It may take time for the computer to make the copy, but very little actual production work is required by the person asking the computer to make the copy.

What does Appriss charge for this copy of the record? Well, first, before you can even get a copy of this public record, you must have the report number to request it. So, Appriss will not be abiding by the public record laws that say accident reports are open records.

Of course, they are not a "public governmental body," and therefore not subject to the Sunshine Law, and you can still get these reports from the police department. But if you proceed with Appriss to get a copy, it will set you back \$17 per report.

Neighborhood members commenting on that public website noted that they thought this charge was unreasonable. They thought public records

were supposed to be available at a minimal charge, and they thought the charge was ridiculous, given how many public records today are available free online. All good thoughts.

However, what troubles me most of all is that public bodies are finding that their own commercialization of public records is a profit stream for them.

You will hear public bodies howl about the travesty of businesses buying their records electronically and then "making a profit off of them." There is one statute that even forbids release of one particular kind of public record if the custodian believes that they are to be used commercially.

The custodian gets to choose who gets the record and who doesn't. (I suspect if you want those records, it helps to be friends with this person.)

I'll add one more thought: It's clear to me this unnamed electronic record is probably the most commercially-used public record in the state. So if you get this record, because you have a good relationship with the custodian, you've got a pipeline in place.

See why the argument about public officials being incensed over the "sale" of commercial records makes no sense at all?

The truth is that they are public records. You and I should be freely able to see them, use the data and not be charged an arm and a leg to get that access.

When we paid our taxes, we paid already.

"The truth is they are public records. You and I should be freely able to see them, use the data and not be charged an arm and a leg to get that access."

Missouri Newspaper Organizations

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MPA CALENDAR

2015

March

- 5** — Sunshine Coalition Board retreat at RJI, Columbia
- 12-13** — Missouri Advertising Managers' Association meeting, Lake Ozark
- 18-20** — NNA Leadership Summit, Arlington, Va.
- 31** — Deadline to enter Missouri BNC

April

- 30** — MPF board meeting, MPA Past Presidents/Spouses Dinner, Columbia
- 30** — Nomination deadlines for newspaper and photojournalism halls of fame and Outstanding Young Journalist awards

June

- 11** — Porter Fisher Golf Tournament, Lake Valley Golf Course, Camdenton
- 12** — MPA/MPS/MPF Board meetings (morning); Show-Me Press meeting (afternoon), Old Kinderhook
- 24-28** — ISWNE Conference, Columbia

July

- 16** — SEMO meeting, Cape Girardeau
- 17** — Ozark Press Association meeting, Springfield

September

- 10-12** — 149th Annual MPA Convention, Columbia

October

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



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