

May 2012

# Missouri Press NEWS



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## *Sharon Dankenbring is Ad Managers' Old Pro*

Missouri Advertising Managers' Association presented its Old Pro Award to Sharon Dankenbring of the *Independence Examiner*. MAMA President Dennis Warden presented the award at the group's annual meeting April 19-20 in Columbia. All of the winners in the annual Ad Contest are listed beginning on page 10.

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# *Houston Herald* making money online

## *Branson getting on with show in spite of storm damage*

This is the season when our regional press associations are holding their conventions. The first of those was the Ozark Press Association, which met in April at the Radisson in Branson. Many of the businesses along the Highway 76 strip are still recovering from the tornado that hopped through Branson early this year.

Kathy and I made several new friends among the Ozark Press folks. Keith Moore of the *Douglas County Herald* in Ava put together a stimulating program.

I took home some ideas from Jeff McNiell of the *Houston Herald*. He has developed his newspaper's website as the go-to place for persons wanting to know what's going on in his community. As Jeff said, when the sirens go off in Houston his readers will find out where the fire truck is going within minutes after the bay doors open at the fire station.

I recommend you check out Jeff's website at [HoustonHerald.com](http://HoustonHerald.com).

The *Herald*, published by Brad Gentry, also has gone to a metered pay model that has yielded some subscription income to go along with advertising sales. All of us would like to find out how we can make more money with our websites.

Branson, despite the storm damage, is a great place to hold a convention. We were able to take in a couple of shows while in Branson, the Shanghai Circus acrobats and the amazing singing group "Six," brothers who sing everything from Frank Sinatra to Tom Jones while using only their voices to provide rhythms and accompaniment.

I am looking forward to attending the Show-Me Press Association meeting on June 15-16 at the Reynolds Journalism Institute in Columbia. The RJI has been in the forefront of the face of journalism.

The Northwest Missouri Press Association also is taking a

big step forward when it moves its convention from January to a more seasonally hospitable time. That meeting will be June 22 in St. Joseph.

This spring has been a challenging time, to say the least, for our MPA staff who have had to plug the leaks in the dike during the current session of the General Assembly. It seems that newspapers are under attack on every front.

Just when we seemed to have survived a misguided attempt to tax the supplies and equipment we use to print our newspapers, some legal notices are in danger of going away. At the time this column was written, the MPA was engaged in a fight to combat an amendment that has been introduced to remove construction bid notices from newspapers and to place them on government sponsored websites.

Today these notices are in our newspapers where they can be found easily by taxpayers and contractors, and where their ink-on-paper presence proves they were available when required by law and that the facts and figures were accurate.

Our members are urged to contact their senators and representatives to keep these notices where they belong, not on some obscure website where they will never be seen by taxpayers.

I hope to see you at the May 3 screening of the Missouri Press Association-produced film "Deadline in Disaster" at the Missouri Theatre in Columbia. This will be a good night to show our solidarity with our colleagues at *The Joplin Globe* who fought against all odds to continue publishing their newspaper and providing their community with the critical information they needed after the disaster last May.



**Phil Conger**  
*Bethany Republican-Clipper*  
**MPA President**

*Help with  
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battles by  
contacting  
legislators*



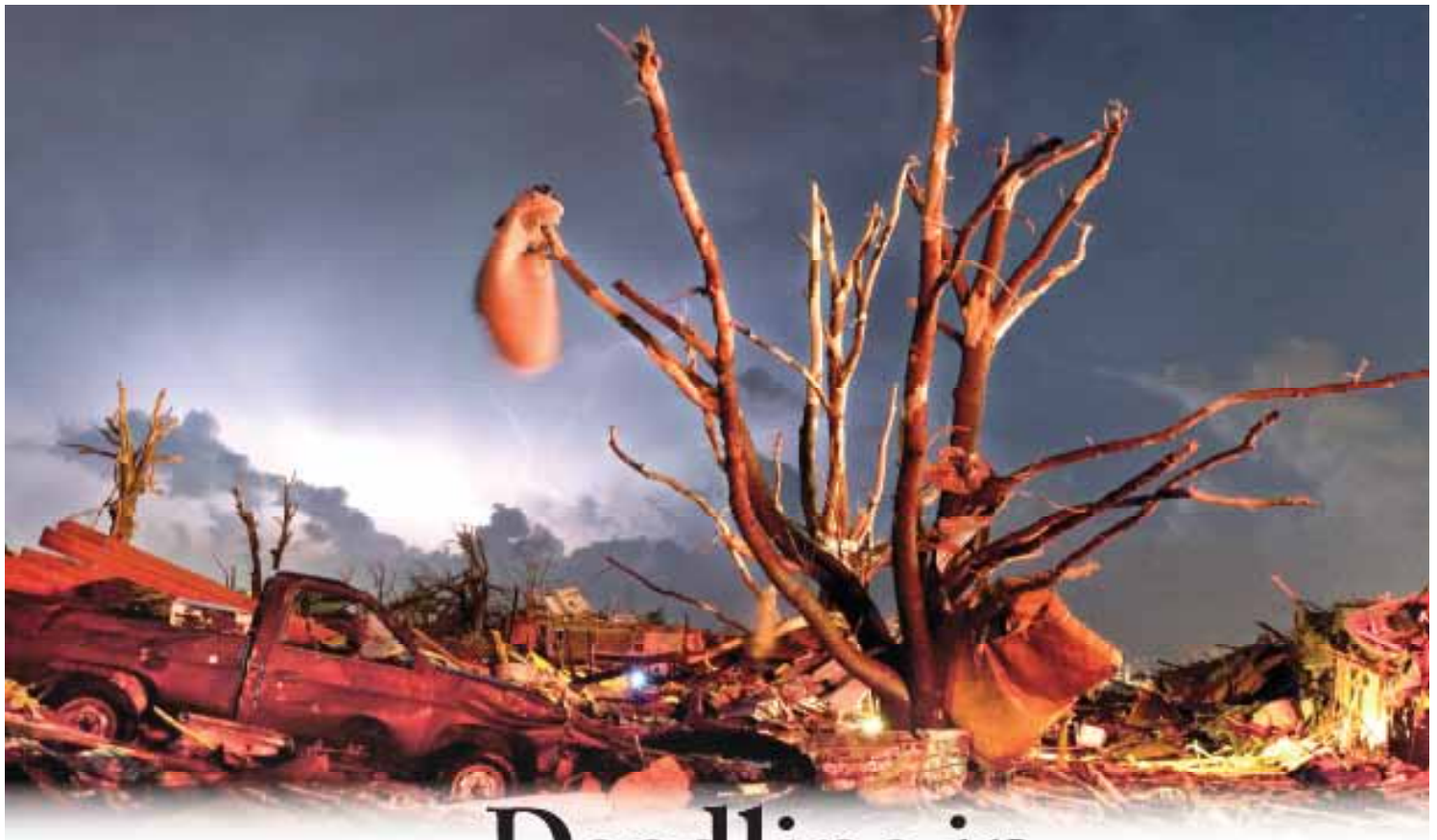
VOL. 80, NO. 5  
MAY 2012  
Official Publication of  
Missouri Press  
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MISSOURI PRESS NEWS (ISSN 00266671) is published every month for \$12 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; e-mail [dcrews@socket.net](mailto:dcrews@socket.net); website [www.mopress.com](http://www.mopress.com). Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.





# Deadline in Disaster

*More than 160 lives lost. Thousands of lives changed.  
One community newspaper helps its town find hope in the aftermath of the Joplin tornado.*

**Missouri Theatre - Columbia, MO  
May 3, 2012**


**6-7 pm Reception and Silent Auction  
(Joplin, Mo. Benefit)**

**7-8:30 pm Documentary Film Screening  
Q/A with Cast and Crew**

**Advance tickets: \$10  
At the door: \$12**

at Missouri Theatre/  
University of Missouri  
Box Office 573.875.0600

Featuring Staff Members of The Joplin Globe  
Executive Producer Doug Crews | Directors Beth Pike & Stephen Hudnell | Co-Producer Scott Charlton  
Presented by Missouri Press Association, 2012 | Photo courtesy B.W. Shepard



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**Featuring Staff Members of The Joplin Globe**  
Presented by The Missouri Press Association, 2012 | Photo courtesy B.W. Shepard

## Porter Fisher Classic June 15 in Columbia

The Missouri Press Porter Fisher Golf Classic will be on Friday, June 15, at the A.L. Gustin Golf Course in Columbia. Shotgun tee-off for the 4-person scramble will be at 9 a.m.

Cost will be \$50, which includes greens fee, cart and lunch.

A registration form is at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php). You can register for golf now by contacting Kent Ford at MPA, [kford@socket.net](mailto:kford@socket.net).

Mulligans will be sold at the course for \$10 per player, good for one "do-over" per nine holes. When you register, any contribution to the prize fund will be much appreciated, and your generosity will be acknowledged.

A.L. Gustin Golf Course is along Stadium Boulevard just west of the Providence Road intersection, where the football stadium is.

The MPA/MPS Board of Directors meeting will be on Thursday, June 14. Show-Me Press Association will start its annual meeting Friday afternoon and hold sessions into Saturday, June 16.

# Call for tickets to May 3 screening

Silent auction before screening will raise money for memorial

The story of how *The Joplin Globe* helped its city cope with the tragedy of last May's tornado is told in the new documentary film "Deadline in Disaster." A fund-raiser sneak preview of the film will be shown Thursday, May 3, in Columbia.

Soon after Joplin High School graduates received their diplomas on May 22, an EF-5 tornado, the most violent kind, plowed through Joplin. Among the 161 fatalities was a page designer for *The Globe*. Many of the paper's staffers lost their homes.

The story of how *The Globe* responded to the disaster is told in "Deadline in Disaster," which was produced by the Missouri Press Association. It will be shown at 7 p.m. on May 3 in the Missouri Theatre, Ninth and Locust streets

*Evening will close with  
reception for all on  
theatre's rooftop patio.*

in downtown Columbia.

Preceding the showing of the film will be a reception and silent auction in the theatre lobby beginning at 6 p.m. Proceeds will go toward a memorial in Joplin to the victims and survivors.

After the film, members of *The Globe* staff will answer questions from the audience. To complete the evening, a casual gathering with live music will be held on the rooftop patio of the Missouri Theatre. All who attend the screening are invited to attend the party.

A trailer for the film can be seen at [youtube.com/watch?v=4D37UI3N0Ek](http://youtube.com/watch?v=4D37UI3N0Ek). The film has a Facebook page with details about the May 3 event and other information ([facebook.com/events/216093335161920/](http://facebook.com/events/216093335161920/)).

Tickets for the May 3 screening of "Deadline in Disaster" cost \$10 in advance, \$12 at the door. You can purchase tickets online at [concertseries.org/deadline-in-disaster](http://concertseries.org/deadline-in-disaster) (\$2 service fee for tickets purchased online). Or you can call the theatre ticket office at 573-882-3781 or 800-292-9136 and pick up your tickets when you arrive.

Among the items that will be in the silent auction will be Mizzou memorabilia, dinners, concert tickets, event passes, jewelry, photography, original artwork and much more.

# Editor among 'heroes' of Warrensburg fire

By CYNTHIA NOLD / *Daily Star-Journal*

**W**ARRENSBURG—Mayor Baird Brock shook 10 hands as he handed out 10 framed proclamations at the City Council meeting.

Proclamations recognized those who responded to the fire emergency and evacuation of Johnson County Care Center on Feb. 19.



Jack Ventimiglia

Most of the framed words of honor went to emergency responders, but the first went to Jack "Miles" Ventimiglia, editor and representative of the *Daily Star-Journal*. Ventimiglia regularly grabs camera and note pad to cover fire and accident stories. With the Johnson County Care Center emergency directly across the street from the newspaper, Ventimiglia

came back with more than a story, he brought 69 residents and several care center staff members.

The *Daily Star-Journal's* proclamation said emergency responders evacuated residents to the center's parking lot without time to gather coats when the wind chill registered 42 degrees. The proclamation stated "newspaper staff rearranged an interior area of their building to provide a warm shelter for

the displaced residents and their staff members ..." Ventimiglia invited them in, filling the front page and the building with the people in the news story.

In addition to what Ventimiglia did, Teresa Shane and other staff members at the *Daily Star-Journal* assisted in making residents as comfortable as possible.

Brock also gave framed copies of proclamations to representatives of emergency responders and care center staff.

## Editors resign over April Fools issue

**T**he student managing editor and editor in chief of the University of Missouri, Columbia, campus newspaper, *The Maneater*, resigned after the paper's April Fools edition created an uproar among some students.

As part of the stunt, *The Maneater* changed its title to a term that is derogatory toward lesbians. The issue also contained other sexually oriented content.

The newspaper operates independently of the university, but the students are subject to the university's standards of conduct and rules and regulations.

MU Chancellor Brady Deaton wrote a letter to *The Maneater* denouncing its April Fools edition and urging the campus community to treat others with respect.

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## Ozark Press Assn. meets in Branson

Jeff McNiell, left, of the *Houston Herald*, visits with Ozark Press Association members after his presentation on how his paper uses its website to make money. McNiell spoke at the April 12-13 meeting of Ozark Press at the Radisson Hotel in Branson. Others in the photo, from left, are Keith Moore, *Douglas County Herald*, Ava, Ozark Press president; Dala Whitaker, *Cabool Enterprise*, Ozark Press secretary-treasurer; and Phil Conger, *Bethany Republican-Clipper*, president of Missouri Press Association. Lacking a quorum at the meeting, Ozark Press postponed election of officers for the coming year. Meeting guests were treated to dinner and shows Thursday evening by the Branson Convention and Visitors Bureau. Other speakers were Greg Baker, Missouri Press ad director, and Jean Maneke, MPA legal hotline counselor.

## Thanks for printing financial statement

**D**ear Editor  
Publication March 7 of the county financial statement was most welcome and points up how, in a democracy, accounting to the public for public funds collected and disbursed is most desirable, if not necessary. One might wonder why the City of Montgomery no longer publishes a financial statement, especially since the State Statutes requires it each six months.

I note from the county statement that substantial sums, approaching \$250,000, were paid for health insurance premiums. I am pleased that Montgomery County is able to, and

### Letters

does, provide health insurance to our public officials and employees. It indicates a forward looking, humanitarian attitude.

I do wonder why the political party to which all but one of the County officials, and surely some of the employees, belong is so adamant against health insurance for everyone else.

Very truly yours,  
Walter D. McQuie, Jr.  
(to the *Montgomery Standard*)

## Retired publisher liked Linotype film

**D**ear Missouri Press,  
On March 19 I had a pleasant surprise and ended up seeing "The Linotype: The Film," an excellent documentary by a novice filmmaker, Doug Wilson. ... Just before, at another function, another J School graduate said he and a friend were leaving to see the film, which I had not heard of before. It apparently had sold out at a premier in LA, and had shown a few places elsewhere.

There were around 600 in the Gillotz Theater in downtown Springfield, which is an old grandiose restored theater like the Missouri Theatres in Columbia and St. Joseph.

Wilson and some others in the film are from Springfield and apparently have a lot of friends here, and by a show of hands there were 50 or more there who had worked in a print shop with Linotypes. They had a good question/answer/comment session after.

I suggest Missouri Press and the MU School of Journalism obtain a copy of the film for showing. For an old retiree it brings up memories of Dean Earl English operating a machine and typography instructor Paul Fisher.

Their online website is [www.linotype-film.com](http://www.linotype-film.com).

Have a happy spring and Easter.  
David "Scoop" Peery  
BJ '64 and MPA member

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# Star secures records cops didn't want

## Doctor tossed private abortion records into bin near elementary school

THE KANSAS CITY STAR.

An Overland Park woman made a disturbing discovery (on March 24) as she dumped her recycling inside a yellow and green bin in front of Brookridge Elementary School:

More than 1,000 private abortion records sat in plain view, tossed on top of magazines and newspapers in a possibly serious violation of federal privacy law.

Even a cursory look at the records, most from 2001 and 2002, showed they contained the most intimate and private of information in patients' own writing.

The records, typically four to six stapled pages, included women's names, birth dates, telephone numbers, Social Security numbers and emergency family contacts, a spot check indicated. The first page provided the patients' health history, number of children, term of pregnancy and previous abortions, if any, along with fees paid for the procedures.

Labels scrawled on some documents identified patients as "minor," meaning the girls were under age. Some said patients had "changed mind" or were "too far" along in their pregnancies.

A scan of records revealed home addresses from most every county in the Kansas City area and beyond, from Topeka to Freeman, Mo.

Outraged, the woman who saw the documents called the Overland Park police, who did not respond, and then called her daughter, a 45-year-old nurse with more than 20 years' experience, who contacted *The Kansas City Star*.

...By (March 26) afternoon, law enforcement and state agencies, including the Overland Park police, Johnson County district attorney's office and the Kansas Board of Healing Arts, were seeking information about the documents and their safekeeping. Overland Park police said they were investigating.

The patient records are all from a now-defunct clinic, Affordable Medical and Surgical Services in Kansas City, Kan., run by then-physician Krishna Rajanna. They were retrieved by a *Star* reporter and placed under lock and key, rather than being left out in public.

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*"... We felt it was essential to ensure the privacy of the patients involved."*

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Reached by telephone at his Overland Park home, Rajanna, who is in his mid-70s, conceded that on (March 23) he simply threw away the stacks of personal documents he had kept in his home, a few blocks from the school.

"I was under the impression that these would not be seen by anyone," said Rajanna, who lost his medical license in 2005 and whose clinic closed that same year. "I thought that these would be recycled away just like any other papers."

Kansas law requires that all medical records be kept a minimum of 10 years. But hundreds of the discarded records were less than 10 years old, dated after March 2002.

...Ever since the 1996 federal Health Insurance Portability and Accountability Act, known as HIPAA, took full effect in 2003, it has been a federal violation to release private medical information without patient permission or other authorization. Fines range from as little as \$100 to as much as \$1.5 million per violation. (from *The Kansas City Star*)

## Records placed in locked cabinet in Star's building

After recovering more than 1,000 abortion records from an Overland Park recycling bin on March 24, *The Kansas City Star* took great care to protect the privacy of the patients whose personal information the documents contain.

A woman notified a *Star* photojournalist that documents appearing to be abortion records were scattered in a recycling bin in front of an elementary school. She said that before calling *The Star*, she had notified the Overland Park

police and been told by a dispatcher that they would not be responding.

A *Star* reporter went to the recycling bin about 4 p.m., confirmed that the documents appeared to be abortion records and called his editors.

After discussing the situation and consulting an attorney to clarify *The Star's* legal obligations, the editors decided to secure the documents for two reasons: To protect the records and to ensure that the news of their improper disposal could be completely and accurately reported.

"In the process of reporting this story, faced with extraordinary circumstances, we felt it was essential to ensure the privacy of the patients involved," said Mike Fannin, editor and vice president of *The Star*. "We also recognized very clearly from the beginning that it would not be appropriate for us to serve as the custodian of these records."

The reporter gathered the documents, loaded them into his car and transported them to *The Star's* downtown office, where they were secured in a locked cabinet.

Access was limited to the reporters and editors working on the news story. They checked the dates on the documents. Patients' names and other personal information were avoided.

*The Star* photographed an informed-consent form that showed the doctor's name, but otherwise made no scans or copies of any documents. No personal information was recorded in any way.

"While they were in our possession, we handled the files with extreme sensitivity and discretion," Fannin said. "As the story was being completed, we did some research, conferred with our attorneys and found the agency that has both experience and jurisdiction in dealing with abandoned medical records."

*The Star* on March 26 turned all the documents over to the Kansas Board of Healing Arts in Topeka. The board said it may hold them as evidence of a possible violation of federal health privacy law. If the records are older than 10 years, the board said, it will oversee their destruction. (*The Kansas City Star*)

# Full-day seminar in Columbia on engaging your community

Community engagement isn't fundamentally about technology. It's attitudes and perspectives that invite, listen to and take into account community conversation and perspectives.

In this new training opportunity from the Missouri Press Foundation, Joy Mayer of the Missouri School of Journalism will teach you not only about the digital tools that make that conversation easier, but she'll offer her expert insight into how to open your newsroom up to interaction with your community. You'll look at digital tools that make that easy, and you'll talk a lot about social media and other free, easy paths to online interaction.

Mayer's presentations at past trainings at the Reynolds Journalism Institute have received tremendous feedback, so this summer, MPF is bringing you a full day of Mayer and community en-

gagement focused on small community newspapers.

Plan now to attend this Community Engagement for Community News seminar from 10 a.m. to 4 p.m. Friday, July 20, at the Reynolds Journalism Institute on the University of Missouri campus in Columbia. The cost is \$40, *if you register before July 1*, and includes lunch.

Mayer is an associate professor at the Missouri School of Journalism and faculty editor at the *Columbia Missourian*, where she is the director of community outreach. She teaches classes in participatory journalism, multimedia design and print design.

Her work focuses on community engagement in journalism, and how news and information can be more of a conversation and less of a lecture.

A registration form will be available soon.



Joy Mayer

## Governor appoints Gard to Humanities Council

Gov. Jay Nixon named S. Richard Gard Jr., president and publisher of Missouri Lawyers Media, to the Missouri Humanities Council.

Gard's term started in February. Board members typically serve three-year terms.

The St. Louis-based council, a nonprofit affiliated with the National Endowment for the Humanities, supports programs to promote education about and discussion of history, literature, archeology and other topics.

Gard, an attorney, has headed up Missouri Lawyers Media since 2005. Missouri Lawyers' publications include Missouri Lawyers Weekly and legal notice papers in St. Louis and Kansas City. (*Daily Record*)

Gard is a member of the board of directors of the Missouri Press Association.



Richard Gard

# Sullivan writer punches back at officials

By RYAN STORZ

*Sullivan Independent News*

Last week's Meet the Candidates was dizzying, with audience members, candidates and a cameraman bickering back and forth for over an hour. I, too, got caught up in the crossfire in a heated discussion over open records laws.

And somehow, my coverage of city hall was dragged into the discussion as well, which is confusing since it's irrelevant to the city's business.

Between criticism from the mayor and Alderman Bob Gargus, and being told by my alderman, David Kline, that he doesn't care what I have to say, I became a veritable punching bag for board members, which led me to this editorial where I will attempt to explain that journalism is not criticism.

... The problem here is that these particular board members cannot distinguish journalism from criticism. ... I

have never criticized the board members in the pages of the *Independent News*. ... I have covered endlessly Old Highway 66, Dollar General, BCDC, city hall improvements, the budget being in order... On the other hand, there's been roughly seven controversial articles, and all of them stemmed from what actually happened at a council meeting.

Should I just go ahead and pretend these things aren't happening?

Either some of the board members are overlooking these pro-Bourbon articles, or they are upset because I'm not waving the pom-poms and cheerleading all the other work they do. My job is not to cheerlead, though. My job is to report what's going on at city hall. If the board is suspiciously withholding raises from two employees over "budget concerns" but the budget is good enough to give raises to other employees, this deserves to be investigated.

I have never published anything that

was malicious or intended to mislead readers. If board members are catching flack from city residents over their decisions, that's not my issue: that's yours. ... If you don't want to own up to your decisions in public, you are not compelled to stay in office.

... So to the current and future board members I say this: if you decide to take this job, prepare for the consequences of having your decisions reported to the public. If you cannot justify a decision you make, do not blame the press. If the public is unhappy about your decision, do not blame the press. If you are unhappy that you're being questioned in a public forum, do not lash out at the press. Do not hide behind your volunteerism and do not expect any positive things you may have done to absolve anything that looks suspicious.

And remember: journalism is not criticism, and I am not your press secretary.



# Lean years called for small wardrobe

By **BILL CLARK** / *Columbia Daily Tribune*

**A**s I am within a few months of my 80th birthday; I often wonder how friends, enemies, family and history will remember me.

Maybe you're better off not wondering. For instance:

On Saturday, I was invited to a breakfast ... to honor a former Hickman High School and University of Missouri athlete who had been inducted the previous evening into the MU Athletic Hall of Fame.

We had not visited in nearly 50 years, but before I could congratulate him, (he) told everyone: "I've never forgotten Bill. This guy wore nothing but a white T-shirt and shower shoes, regardless of the weather."

I picked up the *Tribune* the same day; and in Trib Talk was the following:

"Congrats to Bill Clark on becoming a legend of scouting ... But even back in 1957-58, when you were covering our Hickman High School basketball games in the middle of the winter dressed in a white T-shirt and sandals, you were a legend then, too."

At least once a month, I run into someone who announces to all within earshot that I was best known for my T-shirt and sandals in midwinter.

What can I say? What was ... was.

Those were tough times. When I came to MU in fall 1954, fresh off a three-year enlistment in the U.S. Army; I arrived with \$200 from my grandmother and the GI Bill.

**I**lived in a renovated coal bin on East Windsor Street, soot and all, and almost flunked out of school because I spent too many nights wooing Dolores Denny back in Clinton. It paid off. She has been my wife for almost 57 years, but my grades suffered for those midweek trips.

We married in August 1955 and moved into a basement apartment, sans coal dust, on Missouri Avenue, where the MU School of Law stands today.

We started married life with the GI Bill and a job for

Ol' Clark, then young and energetic, as a *Kansas City Star* paper carrier, a job I kept for seven years.

Dolores worked in the box office at the Uptown Theater until the stork presented us with the first of five great kids .. His name was Sean.

It was a tough time financially. If a guy could manage without a heavy coat or expensive boots, he made do with what he had. There was no social life. The *Kansas City* paper was delivered twice daily — at 4 a.m. and 4 p.m. — but only once on Sunday.

So there was no need for dress-up clothes, a condition Ol' Clark has carried on to the current day. Frills were for someone else. Wear your clothes till they wear out. No hand-me-downs here.

**D**ouglass High School basketball players still recall the night in January 1957 when I nearly froze. I was covering their game in Cham- ois and rode the team bus in my T-shirt and shower shoes. It was below zero. No problem. The bus heater worked great.

Until we started home. Talk about cold! The windows frosted, and so did Ol' Clark. It had been cold in Korea but not as cold as that ride home. I actually bought a sweatshirt after that trip.

Things eventually got better. I took a job briefly with the *Lexington (Ky.) Leader* as a sportswriter. The historical novelist A.B. Guthrie was the crusty managing editor.

The Clarks soon came back to Columbia, where I became the *Star's* distribution agent and eventually made enough money to upgrade my wardrobe — a winter coat, two pair of shoes, society golf shirts with collars and even a coat and tie, which the moths dispatched about 45 years ago, never to be replaced.

I truly appreciated being remembered for who I was half a century ago and not for being someone I wasn't.

I am glad, though, that life has allowed me to dress a bit warmer in my "golden" years.



*"I lived in a renovated coal bin on East Windsor Street, soot and all."*

—Bill Clark

## Breakdown delays delivery of *News Tribune*

**A** press breakdown delayed delivery of the *Jefferson City News Tribune* and *Fulton Sun* recently.

"The part broke around 11:30 Thursday night," said *News Tribune* general manager Mike Vivion. "We had to run our paper, *Fulton* and the *Columbia Missourian* up to the *Columbia Tribune* to be printed."

The press was fixed by early afternoon.

Many of the carriers were able to

distribute the edition later Friday, said Michael Johns, *News Tribune* circulation manager. Some carriers, who deliver the paper well before dawn daily, have second jobs and were unable to deliver the Friday edition. They delivered the edition with the Saturday morning edition.

... "We had 10 extra people taking phone calls Friday morning. But there were so many calls, they jammed our phone system, so we couldn't answer all

the calls coming in," Vivion said.

The electronic version of the edition was made available to all readers through the company's website, [www.newstribune.com](http://www.newstribune.com). The e-edition is free to all home-delivery subscribers.

"We are so appreciative of the readers who called, inquiring about their papers, and who were so understanding and patient about the breakdown," Johns said. (from the *News Tribune*)

# Ad group elects Jane Haslag of Jefferson City News Tribune

Members of the Missouri Advertising Managers' Association elected Jane Haslag of the *Jefferson City News Tribune* president at their annual meeting April 19-20 at the Courtyard by Marriott Hotel in Columbia.

Haslag succeeds Dennis Warden of the *Gasconade County Republican*, Owensville. He presided at the meeting.

Bryna Krauth, president of Organic Marketing in Colorado, was the headline presenter. She spoke Friday afternoon and Saturday morning.

Other officers elected are First Vice President Jana Todd, *Warren County Record*, Warrenton; Second

Vice President Jeanine York, *Washington Missourian*; Secretary Mark Maassen, *The Kansas City Star*; and Treasurer Kristie Williams, Missouri Press Association.

Continuing on the board of directors are Brian Rice, *Excelsior Springs Standard*; Bruce Wallace, *Boone County Journal*, Ashland; and Suzie Wilson, *Milan Standard*. Joining the board is Jennifer Vanderpool,

*Lake Today*, Lake Ozark.

Leaving the board are Kevin Jones, *St. Louis American*; Stacy Rice, *Drexel Star*, and Lisa Miller, Camdenton.



Dennis Warden accepts the Past President plaque from Jane Haslag, who was elected president of the Missouri Advertising Managers' Association in April. (Photo by Kristie Williams.)

## Columbia Missourian

1st: Most Effective Use of Small Space, Dan Jacobs

1st: Best Shared Signature Page, Dan Jacobs

3rd: Best Ad Smaller Than a Full Page, Dan Jacobs

HM: Best Full Page, Dan Jacobs

HM: Best Ad Smaller Than a Full Page, Dan Jacobs

HM: Best Newspaper Promotion

## Columbia Tribune

3rd: Best Single House Ad, Linda Hays

3rd: Best Shared Signature Page, Ruby Wheeler and Staff

3rd: Best Newspaper Produced Insert, Les Borgmeyer, Bill Book, and Staff

3rd: Best Ad Series, Joe Pendergrass

HM: Best Ad Series, Joe Pendergrass

HM: Best One Time Special Section, Les Borgmeyer and staff

## Dexter Daily Statesman

1st: Best Ad Smaller Than a Full Page, Charlette Zimmerman and Dorothy Ellison

3rd: Best Full Page, Betty Watkins and Dorothy Ellison

## The Elsberry Democrat

1st: Best Full Page, Michael Short

## Excelsior Springs Standard

1st: Best Single House Ad, Brian Rice

1st: Best One Time Special Section, Liz Johnson, Sheila Woods, Skyla Sullivan

2nd: Best Shared Signature Page, Sheila Woods and Skyla Sullivan

2nd: Best Online Ad, Skyla Sullivan

3rd: Best One Time Special Section, Liz Johnson, Sheila Woods, Skyla Sullivan, Brian Rice

3rd: Best Newspaper Produced Insert, Liz Johnson

## Jefferson County Leader

1st: Best Ad Smaller Than a Full Page, Debra Skaggs and Glenda Potts

2nd: Best Ad Smaller Than a Full Page, Michelle Engelhardt and Rob Schneider

2nd: Best One Time Special Section, Michelle Engelhardt, Debra Skaggs, Jeff Adams, Glenda Potts, Rob Schneider

3rd: Best Full Page, Michelle Engelhardt and Glenda Potts

3rd: Best Ad Smaller Than a Full Page, Michelle Engelhardt and Glenda Potts

3rd: Best Regularly Scheduled Section, Michelle Engelhardt, Debra Skaggs, Jeff Adams, Glenda Potts, Rob Schneider

3rd: Best Single Classified, Debra Skaggs and Jeff Adams

HM: Best Ad Smaller Than a Full Page, Michelle Engelhardt and Rob Schneider

## Fulton Sun

3rd: Best Regularly Scheduled Section, Jeremy Patton

3rd: Best One Time Special Section, Nicole Elliott

# Jefferson City, Warrenton win Best of Show honors

These are the results of the 2012 Missouri Press Advertising Contest. Awards were presented at the Missouri Advertising Managers' Association annual meeting April 19-20 in Columbia.

2012 Best Of Show - Dailies  
*Jefferson City News Tribune*

2012 Best of Show - Weeklies  
*Warren County Record*, Warrenton

## Arnold Imperial Leader

HM: Best Newspaper Produced Insert, Michelle Engelhardt, Debra Skaggs, Jeff Adams, Glenda Potts, Rob Schneider

## Bloomfield North Stoddard Countian

1st: Best Ad Smaller Than a Full Page, Betty Watkins and Dorothy Ellison

2nd: Best One Time Special Section

HM: Shared Sponsor Page, Samantha Douglas and Marilyn Tucker

## Bolivar Herald-Free Press

3rd: Best Classified Section, Billie Marsh

## Branson Tri-Lakes News

3rd: Best Single House Ad, Shellie Beckham

HM: Best Single House Ad, Gena Farmer

## Buffalo Reflex

3rd: Best Ad Smaller Than a Full Page, Shannon Ferrell



Ad Managers' President Dennis Warden presents the Old Pro Award to Sharon Dankenbring of the *Independence Examiner*. (Photos by Kristie Williams)

#### **Gallatin North Missourian**

- 1st: Best Ad Series, Jill Steward
- 1st: Best Single Classified, Katy Brown
- 2nd: Best Single House Ad, Katy Brown

#### **Hannibal Courier-Post**

- 2nd: Regularly Scheduled Section, Sarah Hathaway
- 3rd: Most Creative Use of One Spot Color, Sarah Hathaway
- 3rd: Advertising Sales Tool, Donnely Oppy
- HM: Best Ad Designer, Sarah Hathaway

#### **Ironton Mountain Echo**

- 2nd: Most Creative Use of Full Color, Ashley Fox
- 2nd: Best Single House Ad, Ashley Fox
- 2nd: Best Shared Signature Page, Ashley Fox

#### **Jefferson City News Tribune**

- 1st: Best Full Page, Colleen Collins
- 1st: Best Ad Smaller Than a Full Page, Janet Ousley and Vickie Catalina
- 1st: Best Shared Signature Page
- 1st: Best Ad Content Entire Publication
- 1st: Best Newspaper Produced Insert
- 1st: Best Ad Designer, Monica Rackers
- 2nd: Best Full Page, John Benke and Vicki Catalina
- 2nd: Best Ad Series, Vickie Catalina and John Benke
- 2nd: Most Effective Use of Small Space, Monica Rackers
- 2nd: Most Creative Use of Full Color, Monica Rackers
- 2nd: Best Ad Designer, Colleen Collins
- 3rd: Most Effective Use of Small Space, Janelle Wilbers
- 3rd: Most Creative Use of Full Color, Vickie Catalina and John Benke
- 3rd: Best Classified Section, Sandy Draffen and Brenda Perkins
- 3rd: Best Online Ad, Vickie Catalina and John Benke
- HM: Most Creative Use of Full Color, Colleen Collins

#### **Kansas City Star**

- 1st: Best Ad Series, Robin Langdon
- 1st: Best Single House Ad, Tod Machin
- 1st: Most Creative Use of One Spot Color, Mike Nickells
- 1st: Best Online Ad, Michael Quick
- 2nd: Best Single House Ad, Tod Machin
- 2nd: Best Regularly Scheduled Section, Tom Lore, Mike Fitzgerald
- 2nd: Best Classified Section, Mike Fitzgerald
- 2nd: Best Newspaper Produced Insert, Robin Langdon, Judy Revenaugh, Aaron Leimkuehler, Mike Fitzgerald
- 3rd: Best Regularly Scheduled Section, Mike Nickells and Mike Fitzgerald
- HM: Best Newspaper Produced Insert, Mike Nickells

#### **Kearney Courier**

- 2nd: Best Regularly Scheduled Special Section, Barb Strahm and Staff

#### **Liberty Tribune**

- 1st: Best Regularly Scheduled Special Section
- 1st: Best Classified Section, Rachel Chrisman
- 2nd: Best Ad Smaller Than a Full Page, Karen Green and Julie Baker
- HM: Best Single Classified, Rachel Chrisman

#### **Marshall Democrat-News**

- 2nd: Best One Time Special Section
- 2nd: Best Shared Signature Page, Scottie Davies
- 3rd: Best Single Classified, Jared Brewer

#### **Marshfield Mail**

- 2nd: Best One Time Special Section, Adam Letterman
- 3rd: Best Shared Signature Page, Adam Letterman



Monica Rackers, left, and Ashton Leslie of the *Jefferson City News Tribune*, display the winning entry and the award for Best In Show for the dailies in the Ad Contest. Dennis Warden presented the award.

#### **Lawrence County Record**

- 1st: Best Shared Signature Page
- 2nd: Best Full Page Ad
- 2nd: Best Newspaper Promotion
- HM: Best Regularly Scheduled Section
- HM: Best One Time Special Section

#### **Nevada Daily Mail**

- 2nd: Most Creative Use of One Spot Color, Miranda Bronson
- 3rd: Best Single House Ad, Amber Palmer, Sara Simonds
- 3rd: Best Shared Signature Page, Miranda Bronson, Sandy Stapleton

#### **Nixa Xpress**

- 2nd: Best Ad Series, Carrie Luttrell



Dennis Warden presents the Best In Show award for the weeklies to Jana Todd of the *Warren County Record*, Warrenton.

#### **Gasconade County Republican**

- 1st: Most Creative Use of One Spot Color, Tammy Curtis
- 1st: Best One Time Special Section
- 1st: Best Shared Signature Page, Dennis Warden
- 2nd: Best Full Page Ad, Tammy Curtis
- 2nd: Best Ad Smaller Than a Full Page, Tammy Curtis

#### **Christian County Headliner News**

- 1st: Most Effective Use of Small Space, Carrie Luttrell
- 3rd: Best Ad Series, Carrie Luttrell

#### **Palmyra Spectator**

- 1st: Best Online Ads, Christina DeLaRosa
- 3rd: Best Online Ads, Christina DeLaRosa
- HM: Best Online Ads, Christina DeLaRosa

#### **McDonald County Press**

- 3rd: Most Effective Use of Small Space, Connie Froman and Don Brackney
- 3rd: Best Single House Ad, Teresa Wilkinson, Don Brackney, and Donnie Parlet
- 3rd: Best One Time Special Section, Teresa Wilkinson, Don Brackney, Donnie Parlet, Alex Martin, and Connie Froman

#### **Daily American Republic-Poplar Bluff**

- 1st: Best Regularly Scheduled Section
- 2nd: Best Shared Signature Page
- HM: Best One Time Special Section

#### **Portageville Missourian News**

- 3rd: Best Shared Signature Page, H. Scott Sell



#### **Republic Monitor**

1st: Best Single House Ad, Carrie Luttrell  
3rd: Best Ad Smaller Than a Full Page,  
Carrie Luttrell

#### **Richmond News**

1st: Best Full Page, Karen Payne  
1st: Best Newspaper Promotion, Karen Payne  
2nd: Best Full Page, Karen Payne  
HM: Best One Time Special Section,  
Karen Payne and Staff

#### **Salem News**

1st: Best Newspaper Produced Insert

#### **Sedalia Democrat**

2nd: Best Advertising Sales Tool  
2nd: Best Ad Content Entire Publication  
2nd: Best Online Ads, Sarah Stubblefield  
and Carla Childers  
3rd: Best Full Page, Carla Childers  
3rd: Best Ad Smaller Than a Full Page,  
Carla Childers

#### **Springfield Business Journal**

1st: Best Ad Smaller Than a Full Page,  
Heather Mosley  
1st: Best Single House Ad, Heather Mosley  
2nd: Best Shared Signature Page, Mar'Ellen Felin  
and Heather Mosley  
2nd: Best Newspaper Produced Insert,  
Heather Mosley  
3rd: Most Creative Use of One Spot  
Color, Heather Mosley

#### **St. Joseph News-Press**

1st: Best One Time Special Section, Tony Luke  
1st: Best Regularly Scheduled Section, Tony Luke  
1st: Best Single Classified, Nadine Pinzino  
1st: Best Classified Section, Nadine Pinzino  
2nd: Best Ad Smaller Than a Full Page,  
Sarah Haught  
2nd: Best One Time Special Section, Tony Luke  
2nd: Best Single Classified, Nadine Pinzino  
3rd: Best One Time Special Section, Tony Luke  
3rd: Best Ad Designer, Hilary Smith  
3rd: Best Newspaper Promotion, Hilary Smith,  
Chris Wallace

#### **St. Louis American**

1st: Best Newspaper Promotion, Kevin Jones  
1st: Best Ad Designer, Angie Jackson  
2nd: Best Advertising Sales Tool, Kevin Jones

#### **Concord Call**

2nd: Best Single Classified

#### **Green Park Call**

2nd: Best Full Page  
2nd: Best Ad Designer, Justine Pope  
3rd: Best Single House Ad

#### **Oakville Call**

2nd: Best Single House Ad, Staff

#### **Sun Crest Call**

1st: Best Full Page  
2nd: Most Effective Use of Small Space  
3rd: Best Shared Signature Page

#### **Lincoln County Journal**

2nd: Best Ad Content Entire Publication,  
Kathy Colbert  
3rd: Most Creative Use of Full Color,  
Kathy Colbert and Sue Hogarth  
3rd: Best Full Page Ad, Kathy Colbert  
and Amanda Metcalf  
3rd: Best Newspaper Promotion, Kathy Colbert

#### **Vandalia Leader**

3rd: Best Full Page Ad, Crystal Beatty

#### **Warren County Record**

1st: Best Full Page, Jana Todd  
3rd: Best Ad Content Entire Publication,  
Jana Todd

#### **Washington Missourian**

1st: Most Creative Use of Full Color, Jeanine York  
1st: Best Advertising Sales Tool, Jane Haberberger  
1st: Best One Time Special Section  
2nd: Most Creative Use of One Spot  
Color, Ann Vogel  
2nd: Best Classified Section, Jeanine York  
3rd: Best Advertising Sales Tool,  
Jane Haberberger  
3rd: Best One Time Special Section  
HM: Best Newspaper Promotion,  
Ethan Busse and Jamie Bax

#### **Webster-Kirkwood Times & South County Times**

1st: Best Ad Content Entire Publication  
1st: Best Shared Signature Page, Susy Bergman  
3rd: Best Ad Designer, Amanda Zarecki

#### **West Plains Daily Quill**

1st: Most Creative Use of Full Color, Mary Frazier  
1st: Best Advertising Sales Tool, Carla Bean, Vicki  
Johnson, Vicky Rutter, Darla Evins,  
Sharron Essary  
1st: Best Single House Ad, Carla Bean  
1st: Best One Time Special Section, Carla Bean,  
Vicki Johnson, Vicky Rutter, Darla Evins,  
Sharron Essary  
2nd: Best Ad Smaller Than a Full Page,  
Vicky Rutter  
2nd: Best Single House Ad, Carla Bean  
2nd: Best Newspaper Promotion, Carla Bean,  
Vicki Johnson, Vicky Rutter, Darla Evins,  
Sharron Essary  
3rd: Best Ad Content Entire Publication, Carla  
Bean, Vicki Johnson, Vicky Rutter,  
Darla Evins, Sharron Essary  
HM: Best Ad Smaller Than a Page, Vicky Rutter  
HM: Best Shared Signature Page,  
Darla Evins and Sharon Essary

## 4 audits, same Sunshine issue

By **CLAUDETTE RILEY** / *News Leader*

A handful of the problems identified in a recent state audit of Springfield Public Schools had a familiar ring.

The same problems surfaced in audits of City Utilities, the city of Springfield and Missouri State University.

Audits of these major Springfield institutions were conducted over six years and by two state auditors, Tom Schweich or his predecessor Susan Montee. A *News-Leader* analysis shows the following issues were noted in three or more of the reports:

- **Sunshine Law violations:** The district, MSU and CU were criticized for inconsistent compliance, especially when it came to conducting business in closed session. They agreed to review the issue and improve documentation.

- **Flawed system of checks and balances:** Handling of cash, among other issues, was noted in all four audits. Entities agreed to tighten controls, improve or enforce policies, and segregate duties where possible.

- **Inadequate policies:** Auditors wanted more detail about the rules for food and other purchases, which varied by entity. Responses from all entities

included plans to review, add or improve written guidelines.

- **Poor or questionable oversight:** Major construction projects or real estate deals (such as Hickory Hills for the district, Heer's Tower for the city, and JQH Arena for MSU) garnered a lot of attention from auditors. A variety of concerns were cited in how the deals were managed. Responses were complex — and pointed out some aspects, such as the economy, were beyond their control — but they largely agreed to tighten controls and improve transparency.

None of the audits uncovered fraud or stealing, but they all pointed out a failure to provide the level of financial oversight expected for the size and scope of the institution. CU, the city and MSU evaluated every recommended change and show they have completed the overwhelming majority.

"That's why we have checks and balances to counteract that all-too-human tendency to make mistakes," said Reed Olsen, an economics professor at Missouri State who reviewed all four audits at the *News-Leader's* request. "...We absolutely need to have audits like this." (News-Leader.com, April 21)

# Randy Picht chosen to manage RJI

**T**he Donald W. Reynolds Journalism Institute at the Missouri School of Journalism in Columbia has named Randy Picht as its executive director. Picht will be the second executive director for the institute, which was created in 2004 with a \$31 million grant from the Donald W. Reynolds Foundation. He succeeds Pam Johnson, who retired.

Picht, 52, has worked closely with newspapers and other media outlets during his nearly 29-year career with the Associated Press.

He was business editor from 1997 to 2000 at the cooperative's New York City headquarters.

Picht spent several years prior to that assignment as a traveling expert helping newspapers, big and small, redesign and

improve their printed stock tables and use new software to significantly reduce the amount of time required to paginate that market information.



Randy Picht has worked closely with newspapers during his 29-year career with the Associated Press, for which he led several innovation initiatives.

He's played a number of key roles at AP, including helping newsrooms use AP content to innovate and generate new revenue streams. As national product manager for newspapers, he created a

regular showcase for the best new ideas in media called "Innovation in Action" that was shared throughout the industry.

Picht received special training as an online sales specialist and also was assigned last spring to work on the AP's licensing and tracking project, called the News Licensing Group, which was subsequently spun off as a separate company in July 2011 and renamed NewsRight.

Picht managed a state government news startup the AP bought in 2002 called Capitolwire, and served as bureau chief in Kansas City and in Minneapolis, his most recent assignment.

He also held news positions in Albany, N.Y., Rochester, N.Y., and St. Louis and helped cover the 1992 Winter Games in Albertville, France.

Picht is a native of Deer Park, N.Y., and a graduate of the Missouri School of Journalism. He's married and has four children.

**MDC media staff can help you cover news about outdoor Missouri. Topics for next month include:**

- MDC 75th focus: healthy forests
- Turkey hunting clinics for spring turkey season
- Trumpeter swans visit Missouri
- MDC has help for nuisance wildlife problems
- Spring snow goose hunting/migration
- Vulture Venture in the Southwest Region
- Missouri National Archery in the Schools Program (MONASP) regional tournaments

**For more information, contact**

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[Jim.Low@mdc.mo.gov](mailto:Jim.Low@mdc.mo.gov)

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## On the Move

• **California** — Denise McMillen is the new advertising director at the *California Democrat*.

While going to school to become an emergency medical technician, McMillen started working for the company that owned the *Sweet Springs Herald* and *Slater News Rustler*. That started her career in newspapers that has lasted more than 35 years.



Denise McMillen

McMillen and her husband, Herschel, have three children, four step-children and five step-grandchildren. The couple met while both were bidding on the same piece of antique furniture at a sale in Sweet Springs.

• **Versailles** — H.B. Dodds of Golden Beach has joined the *Versailles Leader-Statesman* and *Morgan County Press* of Stover as a sports/general assignment reporter.



H.B. Dodds

Dodds graduated in 1973 from high school in Lee's Summit. He earned a degree in 1976 from Graceland College in Lamoni, Iowa, and did post-graduate work in journalism at the University of Kansas and Central Missouri State.

Over the years he's been a teacher and coach, an insurance agent, tax preparation business owner, air traffic controller, railroad worker and for the last 11 years a truck driver.

His wife, Beverly, recently retired from a career in the medical field.

• **Cameron** — Editor D'Anna Ballelli is no longer with Cameron Newspapers.

• **Stover** — Riley Ahart has joined Vernon Publishing, Inc., as the new

editor of the *Morgan County Press* in Stover.

Originally from Dallas, Ahart is a 2007 graduate of Waynesville High School. She moved to High Point in August with her husband, Curtis, and two sons.



Riley Ahart

Ahart planned to move to Versailles.

• **Cape Girardeau** — The *Southeast Missourian* has named Matt Sanders managing editor, effective March 5. He previously was co-managing editor with Chris Harris, who resigned for personal reasons.



Matt Sanders

Sanders also has been content editor for semissourian.com. He joined the paper as the arts and entertainment editor in 2004. Before that he was a reporter at the *Dexter Daily Statesman*.

Originally from Bloomfield, Sanders has a degree in mass communications from Southeast Missouri State University in Cape Girardeau.

The newspaper has named Lucas Presson assistant managing editor. He had been editorial coordinator.

James Samons was hired to be the arts and entertainment reporter.



Lucas Presson



James Samons

• **Kansas City** — Will Connaghan has joined the staff of Pulse Inc., pub-

lisher of six legal and business publications in Kansas City and St. Louis, as editor.

Connaghan has more than 27 years of experience. For more than 20 years he was the editor of the *St. Louis Daily Record* and *The Countian* legal newspapers in St. Louis. He was also an associate editor with Missouri Lawyers Media and a regular columnist for *Missouri Lawyers Weekly*.

Connaghan began his career with the *St. Louis Business Journal* in 1985 and this past year was a freelance writer for that publication and others. He is a past president of the Missouri Associated Dailies and was also a member of the Missouri Press Association's Legislative Committee.



Will Connaghan

• **Humansville** — Debi Nasalroad is a new reporter for the *Humansville Star Leader*. She previously worked for the *Cedar County Republican* in Stockton for 14 months.



Debi Nasalroad

## Independent News produces weekly video program

The *Sullivan Independent News* launched a video program on its website, [www.mysullivannews.com](http://www.mysullivannews.com), in March.

Editor James Bartle said the program will appear on the website every week with a new guest from the area. Guests will include city officials, school board members, law enforcement, local event organizers and others.

"What we are trying to do is branch out to our readers of the *Sullivan Independent News* and those that frequent our website," Bartle said. "The program will be brief and simple with five questions directed to our guest each week."



# Crystal City settles sunshine lawsuit for \$120k

A settlement agreement in a sunshine lawsuit was reached between the Concerned Citizens of Crystal City and the City of Crystal City during court March 14. A three-day trial was scheduled to begin that day, but instead parties agreed to settle the more than four-year-old dispute.

In the agreement, PRR Processing Inc. agreed to pay the plaintiffs a lump sum of \$120,000 to pay for litigation costs and attorneys' fees, with any remainder for donations to 501(c)(3) charitable organizations based in Crystal City.

The lawsuit was initially filed in 2007 for alleged violations of the Sunshine Law regarding the proposed iron ore smelter in Crystal City. Issues were raised by the Concerned Citizens in connection with a real estate transaction for the development of property.

Although the city does not admit any wrongdoing, the settlement requires the mayor, city council, supervisors and the city clerk staff to attend a general public education session with a member of the Missouri Attorney General's Office for training on the Sunshine Law.

According to the agreement, "moving forward, the city commits to conducting its business in compliance with all laws and ordinances, including the Missouri Sunshine Law."

The plaintiffs had requested that the conditions of the settlement become public record.

Teresa Adams, spokesperson for the plaintiffs, said the case was never about the money. If it had gone to trial and the plaintiffs won, it could have resulted in just a "slap on the wrist," she said. (From a report in *Missouri Lawyers Weekly*)

## Sources and Resources for Missouri Newspapers



**Missouri State Medical Association**

For information about health care, contact:  
**Lizabeth Fleenor**  
 Director of Communications  
 Managing Editor, Missouri Medicine  
 800-869-6762  
 lfleenor@msma.org • www.msma.org

**Socket** 1-800-762-5383



**Tech Talk**  
 Press-ready technology tips  
 by the friendly folks at Socket.  
[www.socket.net/techtalk](http://www.socket.net/techtalk)

For information about agriculture or issues affecting rural Missouri, contact:  
 (573) 893-1467



**Missouri Farm Bureau**

**CenturyLink™ High-Speed Internet, Entertainment, Voice**  
 For CenturyLink information, contact:

<b>Greg Griffin</b> CenturyLink North Missouri 874.804.1704 gregory.griffin@centurylink.com	<b>Parvula Anderson</b> CenturyLink South Missouri 417.334.3228 parvula.anderson@centurylink.com
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# Scrapbook

• **Belle** — Several Missouri weekly papers observed an event in February that occurs every 28 years.

“Yes, its leap year and that has made it possible,” the papers in Belle, Bland and Vienna reported. “This year, the first day of February just happened to fall on a Wednesday, our publication day. Also, the last day of February, Feb. 29, also falls on a Wednesday.

“The usually short month of February this year has five Wednesdays. The last time this happened was in 1984. ...The next time this will happen again, with five Wednesdays in February, is the year 2040.”

*The Mountain Echo* in Ironton, in a recipe column, also noted the rare fifth Wednesday.

• **La Plata** — In February *The La Plata Home Press* divided into two editions, *The Home Press North* and *The Home Press South*.

Becky Jeffcoat remains editor/publisher of the *North* edition. She covers the schools in Atlanta, Brashear and La Plata and the communities around northern Macon and southern Adair counties.

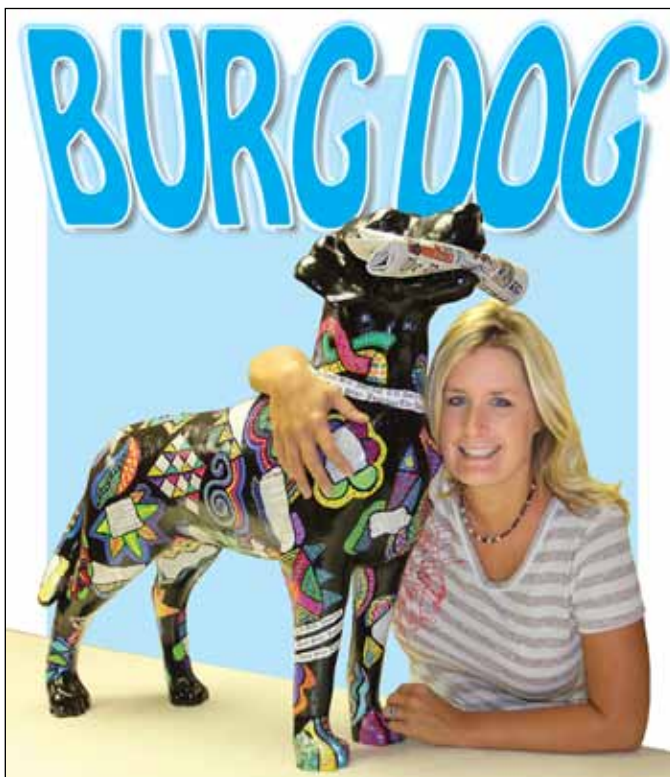
Kathy Liebhart manages the *South* edition and covers the schools in Bevier, New Cambria, Callao and Bucklin and the communities of the central and southern Macon County region.

• **Lexington** — *The Lexington News* celebrated 150 years of service to its community by hosting a Chamber Business After Hours reception on March 7 at City Hall.

• **Cuba** — Three Rivers Publishing, which publishes the *Cuba Free Press*, *Steelville Star/Crawford Mirror* and *St. James Press*, has begun using the insert-

ing and labeling equipment of its printer, *The Salem News*.

Until now the staff of Three Rivers Publishing gathered in the office in Cuba every Tuesday and Wednesday to assemble and label the newspapers.



## 'Burg Dogs' in Warrensburg

Mendy Smith, an ad rep for the *Daily Star-Journal*, created Kelsey's Kaleidoscope for Warrensburg's "Burg Dog" project. Artists in Johnson, Henry and Pettis counties painted 26 fiberglass dogs as a public art project that focused on Old Drum, a dog with historical significance to the city. The dogs were unveiled April 14 at the Johnson County Historical Society during the Old Drum Day Festival. After the festival the dogs were placed in various spots around town. (Warrensburg *Daily Star-Journal* photo)

• **Kennett** — DDDnews.com in February offered a way for local people to get in on the action of the annual Rotary Auction. The website provided a live feed directly from the auction's cameras from a local bank.

• **Ironton** — *The Mountain Echo* on March 29 held a "meet the candidates" reception for school board candidates in the school cafeteria.

After the candidates were introduced

and spoke for a few minutes about their qualifications and why they were running, the program broke into small areas where the candidates and citizens could talk one-on-one.

Many Missouri newspapers, including *The Mountain Echo*, sponsor candidate forums in their communities.

"We opted for a little different format for this event," said publisher Steve Russell.

• **Cape Girardeau** — Paul Walker, whose 45 years in the advertising business include the last 25 with the *Southeast Missourian*, received the Tri-State Advertising and Marketing Professionals' Silver Medal Award in February.

The award is given to an advertising professional who has made significant contributions to the industry. His accomplishments include starting the first full-service ad agency in Cape Girardeau.

• **St. Louis** — After rolling out its list of Most Influential St. Louisans, the *St. Louis Business Journal* gave readers a chance to meet many who appeared on the list. It hosted a breakfast reception at John Cook School of Business on the campus of Saint Louis University.

The March 13 event included a panel discussion with three of the city's top investors. They discussed the financial and economic status of the area and the region's job market.

• **St. Louis** — More than 500 people attended the St. Louis American Foundation's second annual Salute to Young Leaders Networking Awards Reception at the Chase Park Plaza in February.

Twenty African-American professionals, age 40 and under, were honored at the event. St. Louis-based Emerson was the presenting sponsor of the event.

• **Lebanon** — Lebanon native and nationally syndicated radio personal-

ity Jim Bohannon was honored recently by the Radio Television Digital News Foundation for his commitment to the First Amendment and excellence in journalism.

Bohannon, a 1962 graduate of Lebanon High School, is a news anchor and talk show host with the Dial Global Radio Network. He is heard on more than 500 radio stations nationwide with his "America in the Morning" news magazine and "Jim Bohannon Show."

Bohannon was the banquet speaker a number of years ago at the annual MPA Convention.



## Bewitched broomstick in Slater

Jean Black, editor and publisher of the *Slater Main Street News*, published this photo in her March 8 issue, with this cutline:

"While working in the SMSN office on Monday evening, I received a phone call from friends who told me the planets were aligned just perfectly and a person could stand an egg on its large end on a counter top and it would just sit there. They also said you could use a broom with a flat bottom.

"I had no eggs in the frig, but I tried it with a broom, and it worked. The crazy thing was, it was an angle broom so I didn't think it would possibly work. In the photo, the broom had been standing in the middle of the newspaper layout room floor for two full hours without moving an inch. It is not even straight on the bottom, one side is off the floor probably three-quarters of an inch.

"Amazing, don't you think?"

When Missouri Press requested a copy of the photo, Jean added, "That was the silliest thing, but factual. The really funny thing was that an employee came in the next morning and the broom was still standing in the middle of the room. She didn't even notice; she thought I had placed it there to remind her to sweep the floor.

"When we tried it again, of course it did not work. Guess the planets were not aligned any more."

• **Washington** — *The Missourian* presented its 2012 Washingtonian Award recently to Vince Borgerding, a longtime volunteer for many clubs and organizations.

"Vince exemplifies everything this award stands for — decades of volunteer service to the community ... his commitment has never wavered," Susan Miller Warden of *The Missourian* said when presenting the award at the Chamber of Commerce banquet.

During his acceptance speech, Borgerding asked guests to support the coming school bond issue and to stop calling him for help. After that, he went to work, serving as the auctioneer to sell ads in the Washington Fair catalog.

• **Harrisonville** — In observance of National Sunshine Week in March, the *Cass County Democrat-Missourian* illustrated with the sunshine logo each story in that week's edition that was written with the assistance of the Missouri Sunshine Law.

• **Perryville** — The *Perry County Republic-Monitor* in April changed its texting service.

Residents who sign up for the free text-messaging service can get severe weather alerts and local weather reports, local breaking news, sports scores and community event messages.

Users could sign up to get text messages or emails by computer or cell phone.

In a news story about the change, publisher Tay Smith said the paper changed its texting service because the new service allows more messages at a much lower cost.

• **Ozark** — The *Christian County Headliner* and other Neighbor News publications in Southwest Missouri have transitioned to a metered website method of providing local information. More content is being placed on the papers' websites sooner.

Readers of the *Headliner* and the other papers have the option of getting just a print newspaper, just the website access or both.

• **Chillicothe** — The *Constitution-Tribune's* monthly publication *mychillimo* now is being mailed to nearly every home in Livingston County rather than being included with the daily paper.

*Mychillimo*, in its third year of publication, has the theme "Celebrating all that is good in my community."

Regular features are stories about volunteers, talented individuals and local history and photos of pets and first birthdays.

Also, the *Constitution-Tribune*, a

GateHouse Media newspaper, recently began charging non-print subscribers for full access to its website after they have read 15 articles behind a paywall.

Print subscribers continue to get full website access. Non-subscribers can get full access for \$10.99 a month.

Other Gatehouse newspapers in Missouri also have started metered systems for access to their online content.

• **Kansas City** — *The Star* presented Full Nelson Awards to five employees for "consistent and outstanding service to customers." The award, named in honor of *The Star's* founder, William Rockhill Nelson, is the highest honor the newspaper presents to employees.

This year's recipients: Gary Younger, production operations, 36 years of service; Steve Paul, newsroom, 36 years; Keith Genser, production, 27 years; Larry Garcia, retail advertising, 22 years; and Larry Hoeppner, production, 21 years.

• **St. Louis** — Seven-day subscribers to the *Post-Dispatch* can get the new e-edition free on computer, phone or tablet. The searchable e-edition contains every page of the printed paper.

E-edition subscribers also receive a new publication, P-D P.M., an afternoon electronic version of the *Post-*



# Stark named “Editor of Year”

Carol Stark, editor of *The Joplin Globe*, has been named Editor of the Year by the Local Media Association, taking first place in its daily newspaper competition category.

Judging was done by Northwestern University’s Medill School of Journalism in Evanston, Ill. Judges described *The Globe*’s coverage of the May 22 tornado as “phenomenal.”

“Working under the most trying of conditions — one of the dead was a *Globe* staffer; half the staff’s homes were

destroyed or severely damaged — Carol Stark and her newsroom produced important stories, comprehensive coverage that reported, explained, empathized,” the judges said. “It’s hard to conceive of a newspaper of any size serving its community better in such a tragic situation.”

Stark will receive the award at the Local Media Association’s annual conference in Atlanta in September. The association formerly was known as the Suburban Newspapers of America.

## Joplin Globe honored by editors group

*The Joplin Globe* received the Jesse Laventhol Prize for Deadline News Reporting by the American Society of News Editors on April 2 in Washington, D.C., for its coverage of the tornado.

The first 24 hours were critical in trying to get information out to the community and the world, said *Globe*

editor Carol Stark.

The next day’s newspaper went out only an hour late.

Stark, publisher Michael Beatty, photographer Roger Nomer, reporter Wally Kennedy and enterprise editor Scott Meeker attended the ASNE convention in Washington to accept the award.

*Dispatch*, Monday through Friday. P-D P.M. covers the day’s trending topics.

• **Lawson** — Three Dave Night closed the concert season at Farris Theatre on April 21.

Two of the “Daves” are David Blyth, longtime editor of *The Lawson Review*, and David Knopf, editor of *The Richmond News*. David Hakan, a Kansas City elementary school teacher, completes the trio. They performed their original songs on acoustic guitar, solo on some numbers, as a trio on others.

• **Butler** — Paula Schowengerdt, advertising manager of the *News Xpress* and *Xchanger*, joined the board of directors of the Butler Chamber of Commerce in March. She also spoke during the annual banquet.

• **Chillicothe** — The *Constitution-Tribune* and local businesses have started a “Daily Deals” discount program. Coupons are available in the print edition and in daily email blasts to customers in the days before items go on sale. Purchases can be made by going to

or calling the newspaper office.

• **St. Louis** — *Post-Dispatch* photographer Robert Cohen won first place in the National Headliner Awards competition for his portfolio of work published last year.

Reporter Todd C. Frankel won third place in news beat or continuing story for his reporting on the Joplin tornado.

The Atlantic City (N.J.) Press Club has presented its Headliner Awards since 1935.

• **St. Louis** — The *St. Louis Business Journal* this spring will join a national social media competition called Social Madness that will measure the growth of a company’s social media presence. Companies will compete in 43 U.S. cities, and the champion will designate a \$7,500 donation to the charity of its choice.

“We’re excited to let the rest of the country see what many of our big and small companies are doing as well as to learn from others,” said Ellen Sherberg, publisher of the *Business Journal*. “Marketing is changing by the day. What a

great way to stay ahead of the curve and let everyone know it.”

The *Business Journal* has scheduled a seminar on May 11 to help local businesses learn how to participate.

• **Warsaw** — The *Benton County Enterprise* has joined the growing list of Missouri newspapers that are charging for access to their online content. It launched a new website in May that features a complete archive, an e-edition and regular local news updates.

• **Charleston** — On April 10 the *Mississippi County Times* held an open house in observance of 20 years of publication. John and Rita Scheffer launched the paper on April 7, 1992.

Their son and daughter, Richard and Mary Rita, took over publication not long after its launch.

• **Marshall** — The *Democrat-News* partnered with Fitzgibbon Hospital and a local radio station in hosting a Community Health Fair in April. Those attending had the opportunity to have a number of screening tests performed.

## K.C. Star’s Bavley honored for series

Investigative Reporters and Editors Inc. on April 2 named its 2011 award winners and finalists. They included Alan Bavley of *The Kansas City Star*.

Bavley was a finalist for IRE’s Freedom of Information Award, which went to Bloomberg News for “The Fed’s Trillion-Dollar Secret.” Other FOI Award finalists were *The Miami Herald*, *Milwaukee Journal Sentinel* and The Associated Press.

Bavley’s “Bad Medicine” stories focused on doctors with spotless medical licenses despite long histories of malpractice payments.

IRE is a nonprofit organization dedicated to training and supporting journalists who pursue investigative stories. It operates the National Institute for Computer-Assisted Reporting, a joint program of IRE and the Missouri School of Journalism in Columbia.

# 2 Missourians on E&P under 35 list

*Post-Dispatch, Warren County Record* staffers noted for excellent work, product innovation

By KRISTINA ACKERMANN  
and NU YANG / Editor & Publisher

As the pace of progress continues to march steadily on, newspapers across the country have realized the immense value of the younger generation. Unafraid of change, at ease with digital multitasking, and able to learn new job skills overnight, these enterprising professionals are on a mission to secure the future of our industry.

This year's honorees in our 25 Under 35 feature were selected as much for their resumes as for their extracurriculars. While multimedia skills are now a requirement in the newsroom, these young leaders stand out as role models, leaders, volunteers, philanthropists, and passionate human beings. Their contributions to their companies and communities have won awards, sparked policy change, increased revenue and pageviews, and reinforced the role of the newspaper as a watchdog and community ambassador.

(Among the 25 are two from Missouri):

**Tim Schmidt, 32**

**Editor, Warren County Record (Warrenton)**

**Education:** Culver-Stockton College, communications.

Schmidt began working at the *Record* as sports editor in 2003. Through his efforts, he was able to establish an entirely separate B section devoted solely

to sports. He enhanced the layout and created several new features still in use today, including athlete of the month, team of the week, and weekly football previews for area games.

Schmidt earned the Best Sports Section award from the Missouri Press Association in 2005 and was voted a third-place finisher in 2007 and 2008. He has also been recognized on eight different occasions for his award-winning feature stories on both

a statewide and national level.

Since Schmidt became editor, the *Record's* circulation has grown from 2,600 to 5,448.

"Few newspaper editors, whether at a weekly or daily publication, possess the innovative drive and work ethic displayed by (Tim)," said advertising manager Jana Todd. "He views his leadership position as more than a job and takes considerable pride in the product that he places into the hands of our readers."

**What advice do you have for other young professionals in the newspaper industry?**

**Schmidt:** Young journalists need to possess an innovative spirit to continually stay motivated to deliver a good product. You need to take pride in your work and find ways to improve your publication. Sometimes leaders like to stay inside the proverbial box, but new ideas need to be expanded upon. A saying that I learned years ago



Tim Schmidt

that still holds true today, "You're only as good as your last product."

**If you could play for any professional sports team, which sport or team would it be?**

**Schmidt:** Having been in Missouri all of my life, I grew up wanting to play for the St. Louis Cardinals. The team consistently has great teams and has the best fans in baseball.

**Will Sullivan, 31**

**Director of mobile news, The St. Louis Post-Dispatch/LeeEnterprises**

**Education:** University of Toledo, communication; Northwestern University, new media.

Sullivan was previously a 2010-2011 Donald W. Reynolds Institute journalism fellow at the University of Missouri, where he studied mobile, tablet, and emerging technologies. Before that, he was interactive director of *The St. Louis Post-Dispatch* where he led the organization's mobile, social, and multimedia initiatives. Sullivan's work has won more than a dozen professional awards from organizations.

His website, [journerdism.com](http://journerdism.com), was recognized by Harvard University's Nieman Journalism Lab as one of the 10 best "future-of-journalism" blogs. Sullivan also frequently offers strategic and technical consulting in emerging technologies, as well as hands-on training at organizations, universities, workshops, and conferences around the world.

**What advice do you have for other young professionals in the newspaper industry?**

**Sullivan:** Never stop learning. Seek out great bosses and mentors, and pay it forward by mentoring others. Thank and spread encouragement profusely. Go with your gut.

**Besides your own blog, what are the first three blogs you visit every morning?**

**Sullivan:** Nieman Journalism Lab, TheVerge, and Lifehacker.



Will Sullivan (By Huy Mach, St. Louis Post-Dispatch)

*While multimedia skills are now a requirement in the newsroom, these young leaders stand out as role models, leaders, volunteers, philanthropists, and passionate human beings.*

## Newspaper In Education Report

# Full-page feature will note Joplin tornado anniversary

*Run this feature before school lets out*

**M**issouri Press will release one more youth feature this school year, a full-page commemoration of the anniversary of the Joplin tornado, which hit on May 22, 2011.

The feature will give a brief history of the destruction caused by the tornado and a report on the progress made in the community's recovery. The page will feature storm safety tips and vignettes of children and their families who survived the tornado because of these or similar actions.

Thanks to *The Joplin Globe* and its writer, Andra Stefanoni, for providing the content for the feature.

Our goal is to have the feature available for download at [www.mo-nie.com](http://www.mo-nie.com) the week of May 7. Schools will begin dismissing classes for the summer the following weeks, and many newspapers will want to publish the feature before the end of the school year.

### Help Plan Newspaper In Education Efforts for 2012-2013

The Missouri Press Newspaper In Education Committee will meet Friday, May 11, from 10 a.m. to 2 p.m. in Columbia. If you would like to be a part of this meeting as we plan our educational outreach efforts for the 2012-2013 school year, you are welcome to attend. Just let me know so we can include you in our lunch order.

### Keep Kids Reading Inside Your Newspaper This Summer

"Dream Big, Read" is likely your local library's summer reading theme. Your newspaper can join them and keep kids reading newspapers this summer by publishing a serial from Missouri Press or any of the new summer newspaper

features created by the North Carolina Press Foundation (NCPF).

NCPF created 16 newspaper features tied to the summer reading theme using newspaper activities. They are offering the series to newspapers free of charge. To access the features, visit [ncpress.com/ncpf/ncnie/summerreading2012/summer2012.html](http://ncpress.com/ncpf/ncnie/summerreading2012/summer2012.html).



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

Book Buzz is another resource available to your newspaper at no cost year-round, but summer would be a terrific time to publish this reading resource in your newspaper. Each month, we post recommendations for three children's books on different reading levels. The book jacket art is provided as well.

Your newspaper can choose to publish the current Book Buzz Picks, which feature newly released books, or select past columns that feature books likely already in circulation at your local library. To see this month's Book Buzz Picks column, visit [www.mo-nie.com](http://www.mo-nie.com) and use download code: `buzzmay12`.

Time is running out to publish "Patriotic Pals, Tails of the Civil War" at no cost. Through a special partnership with the National Newspaper Association, this MPF serial story is available to newspapers nationwide at no cost until June.

"Chuck," a Missouri Border collie, takes readers on a nine-chapter journey through Civil War battles with help from dog mascots. To download the story, visit [www.mo-nie.com](http://www.mo-nie.com) and use download code: `readmo12`.

*Remember that MPF serials may not be posted online unless they are password-protected or part of a newspaper replica PDF.*

## Editor teaches kids about taking photos for Neosho project

**A**bout 15 children attended the annual Photo Squared for Kids photography class and contest March 31 at the Neosho National Fish Hatchery Visitor Center.

John Hacker, managing editor of the *Carthage Press*, facilitated the event.

"It is fun to watch kids as they get interested in something new," said Hacker. "If you can get them interested in some of the techniques and let them take better pictures, it will inspire them to (do photography)."

Each student was given a disposable camera to take home for several days to take photographs. The cameras were to be returned to the *Neosho Daily News* office.

The Neosho Arts Council had CDs made from each student's camera and selected one to three photos per child to have reproduced in 8x10 size and mounted for a display. All photos will be displayed at the Hermann Jaeger Festival in May in downtown Neosho.

After the exhibition, students will be given their photo CDs and the displayed pictures to take home.

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## Obituaries

Chicago

### Lacy J. Banks

**L**acy J. Banks, 68, Chicago, the first African-American reporter for *The Kansas City Star*, died of congestive heart failure on March 21, 2012.

In 1965, *Star* editor Richard B. Fowler hired Mr. Banks to integrate the newsroom during the turbulent civil rights era. Banks worked for *The Star* for a year, then served as a naval officer during the Vietnam War.

In 1972 Mr. Banks became the *Chicago Sun-Times'* first full-time African-American sports reporter. He worked there 40 years.

Mr. Banks leaves his wife, three daughters and five grandchildren. (from *The Kansas City Star*)

Ladue

### Bill Kester

**B**ill Kester, 96, Ladue, who joined the *St. Louis Post-Dispatch* in 1959 to write about business, died April 8, 2012.

Mr. Kester joined the paper after working at the Federal Reserve Bank and the old St. Louis Chamber of Commerce. He was the *Post-Dispatch's* first reporter assigned to cover local business and financial developments, and he wrote six columns a week. He became the paper's first business editor.

Mr. Kester retired in 1990 after 31 years. In his farewell column, he predicted, "Weak regulation is responsible for the big mess that is going to cost taxpayers billions of dollars as the government bails out insolvent S&Ls."

Survivors include Carol, his wife of 54 years; a daughter, two sons and five grandchildren.

Columbia

### Joye Patterson

**J**oye Patterson, 86, Columbia, a pioneering female faculty member at the Missouri School of Journalism, died April 16, 2012.

Ms. Patterson broke ground in science journalism education and is credited by

colleagues with inventing the modern approach to teaching science writing. She received her degree in journalism from the University of Texas in 1947 and soon became a medical researcher at the University of Tennessee.

She later earned a master's degree and doctorate in journalism at MU and started teaching science writing at the School of Journalism in 1966. She taught students how to write technical stories for a wide audience.

Russell G. Smith II established the Smith/Patterson Science Journalism Fellowship to honor Patterson, whom he called a guiding light for him in graduate school.

In 1986 Ms. Patterson formed the Science Journalism Center at the Journalism School. She retired in 1989. That year she married for the first time, to an acquaintance of 40 years, Bill Nunn.

He, two stepsons and two step-grandchildren survive. (from the *Columbia Missourian*)

New London

### Gene Statler

**G**ene A. Statler, 69, editor and co-owner of the *Ralls County Herald-Enterprise* in New London, died April 19, 2012.

Mr. Statler graduated from Southeast Missouri State University in 1967 with a degree in secondary education. He also attended the University of Munich, Germany. He taught English, journalism and German in schools in Southeast Missouri and in Iowa before beginning his newspaper career. He and his wife, Judith, have owned the Ralls County weekly since July 1996.

Mrs. Statler survives, along with a daughter, a son, four grandchildren, a sister and a brother.



Gene Statler



## Missouri Press Foundation

**T**hese individuals and organizations made recent contributions to Missouri Press Foundation. Donations to the Foundation are wonderful tributes to Missouri newspaper people, and they support programs that advance the newspaper industry in Missouri.

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.

### *Jacob Gierke Scholarship*

Brent and Sue Gierke, Bentonville, Ark.

### *'Deadline in Disaster' Documentary Film*

Edward Steele, Columbia

Shakespeare's Pizza, Columbia

Charlie Hedberg Family, Centralia

Gerding, Korte & Chitwood, PC, Columbia

William T. Kember Foundation, Commerce Bank Trustee, Kansas City

D Sport, Inc., Columbia

### *St. Louis Post-Dispatch Newspaper in Education Program*

Jupiter Stadium LTD, Jupiter, Fla.

### *Missouri Photojournalism Hall of Fame*

Mr. and Mrs. William L. Miller, Sr., Washington

# Ad reps play 'Stump the Lawyer' at their meetings

*They ask obscure questions that need research*

Every time I attend a meeting of the Missouri Advertising Managers' Association, it's like playing a game of "Stump the Lawyer." I think the calls I get from ad folks are full of good questions, but they are nothing like the ones that get lobbed to me at these meetings!

So, here's the questions I COULDN'T answer at the meeting, or perhaps should have answered in a little more depth, and the answers I think apply, given time to do a little research and thinking at the office.

**1. Do the same campaign ad attribution requirements apply to broadcast media as they do to print media?**

This needs to be answered on several levels. First, broadcasters fall under FCC regulations and therefore an entirely different set of rules applies to them. All the "equal time" provisions regarding candidates as programming guests are involved. Candidates who buy time must fill out paperwork concerning who purchased and paid for the time and those records are open for public inspection at all times. None of those rules apply to print media, of course. A broadcast station running any political advertising needs to identify the sponsor of the ad as required by federal law.

However, the rules about the "Paid for by" apply to both print and broadcast advertising on the state level (see the chart at <http://tinyurl.com/busm7cc>). Similarly, the chart relating to attribution in federal campaigns (you can find the language for federal campaigns at <http://1.usa.gov/I6xmmV>) applies both to print and broadcast advertising.

**2. Can housing advertising say "Not**

**Section 8 Qualified" since we can't say "No Section 8 Renters"?**

I went back and reviewed all the HUD materials I have in the office. I conclude, based upon all that material, that adding "Not Section 8 Qualified" to an advertisement is fine. It may be fine to say "No Section 8," but since it's unclear, as far as I can tell based on the materials I have available, I'd suggest you use the descriptive of the property rather than the descriptive of the renter.

By the way, in connection with a question related to what proof you must have that a property is qualified under the Senior Citizen housing program, I understand that HUD has instructed

its staff that newspaper publishers are allowed to rely on the owner's assurance that a complex meets the 55-and-older complex requirements.

**3. Is there a problem running advertising that says "Not Responsible for Debts?"**

As far as I can tell, this is left over from some earlier self-help books on how to deal with divorces where one party had substantial debt and the other wanted to advise the public of the divorce. It has no legal effect in Missouri.

Here, there appears to be only one case, from 1899, involving a situation where a husband ran an ad in the *St. Louis Post-Dispatch* stating he was not responsible for his wife's debts. She came into the newspaper office afterward and complained that her husband would not give her enough money to buy clothes for their children or feed them.

It's wonderful reading, but the only discussion of the ad in the case was whether it could be shown as evidence to justify the wife's statements made to

the reporter and printed in the paper in response to his comments. I think it's clear that there is no case law in Missouri to hold that these words alone are actionable in a libel case or that running such an ad will subject your paper to liability.

Having said that, remember that you are free to accept or reject any advertising on your own criteria and therefore, this decision is yours to make.

**4. Is there a liquor law violation for newspapers to sell certificates for half-price discounts at liquor by the drink establishments?**

This was a tough one. Liquor facilities are controlled by regulations issued by Missouri's Department of Public Safety. State regulations provide, among other things, that a licensed establishment may not sell liquor under cost as an incentive for customers to come drink.

If a newspaper purchased discounted certificates, the law is clear that the newspaper is not a "regulated industry" under state regulations, despite this purchase, and the re-selling of those certificates to the public under a Groupon-type program will not bring the newspaper under jurisdiction of the state regulations for liquor control.

A spokesman for the Department of Public Safety confirmed that, saying that the department's focus would still be toward the license-holder and whether that entity is selling liquor below cost. There is not a provision in state law that would direct enforcement in this matter at the newspaper.



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

*Liquor license holders can't sell alcohol at below cost as an incentive to purchase. Can newspapers sell half-price coupons for liquor?*

## Missouri Newspaper Organizations

**NORTHWEST MISSOURI PRESS ASSOCIATION:** President, Matt Daugherty, Smithville/Kearney/Liberty; Vice President, Phil Cobb, Maryville; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President Jim Fall, Maryville; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Chuck Haney, Chillicothe; Adam Johnson, Mound City; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; Steve Booher, St. Joseph; D'Anna Balliett, Cameron.

**SHOW-ME PRESS ASSOCIATION:** President, David Eales, Paris; Vice President, Jeff Grimes, Centralia; Secretary-Treasurer, Sandy Nelson, News-Press & Gazette Co. Directors: Dennis Warden, Owensville; Stacy Rice, Drexel; Past President/Director, Linda Geist, Monroe City.

**OZARK PRESS ASSOCIATION:** President, Keith Moore, Ava; Vice President, Whitney Anderson, Crane; Secretary-Treasurer, Dala Whittaker, Cabool. Directors: Roger Dillon, Eminence; Brad Gentry, Houston; Jeff Schrag, Springfield; Chris Case, Cuba; Tianna Brooks, Mountain View; Sharon Vaughn, Summersville.

**SOUTHEAST MISSOURI PRESS ASSOCIATION:** President, Betty Watkins, Dexter; First Vice President, Amanda Layton, Perryville; Second Vice President, Donna Denson, Cape Girardeau; 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.

**DEMOCRATIC EDITORS OF MISSOURI:** President, Richard Fredrick, Paris; First Vice President, Bob Cunningham, Moberly; Secretary, Beth McPherson, Weston; Treasurer, Linda Geist, Monroe City.

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

**MISSOURI ADVERTISING MANAGERS' ASSOCIATION:** President, Jane Haslag, Jefferson City; First Vice President, Jana Todd, Warrenton; Second Vice President, Jeanine York, Washington; Secretary, Mark Maassen, The Kansas City Star; Treasurer, Kristie Williams, Columbia. Directors: Suzie Wilson, Milan; Bruce Wallace, Ashland; Brian Rice, Excelsior Springs; Jennifer Vanderpool, Lake Ozark. Past President, Dennis Warden, Owensville.

**MISSOURI ASSOCIATED DAILIES:** President, Joe May, Mexico; Vice President, vacant; Secretary, Shelly Arth, Marshall; Treasurer, Doug Crews, Columbia; Past President, Larry Freels, Kirksville. Directors: Jack Whitaker, Hannibal; Annie Robbins, St. Louis; Dan Potter, Columbia.

**MISSOURI PROFESSIONAL COMMUNICATORS:** President, Colene McEntee, St. Charles; President-Elect, vacant; Secretary, Peggy Koch, Barnhart; Treasurer, Roxanne Miller, Ballwin; Public Relations Officer, Suzanne Corbett, St. Louis; Membership Officer, Linda Briggs-Harty, St. Louis; Contest Director, Janice Denham, Kirkwood; Quest Awards Directors, Susan Fadem, St. Louis, and Marge Polcyn, St. Louis; Conference Director, vacant; Archivist, Dee Rabey, Granite City, Ill.; Past President, Fran Mannino, Kirkwood.

**MISSOURI PRESS SERVICE:** President, Kevin Jones, St. Louis; Vice President, Vicki Russell, Columbia; Secretary-Treasurer, Jack Whitaker, Hannibal. Directors: Dave Bradley, St. Joseph; Steve Oldfield, Adrian.

**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; Rogers Hewitt, Shelbyville; James Sterling, Columbia; Edward Steele, Columbia; Robert Wilson, Milan; Dane Vernon, Eldon; Vicki Russell, Columbia; Bill James, Harrisonville; Bill Miller Sr., Washington, Tom Miller, Washington; Chuck Haney, Chillicothe. Directors Emeritus: Mrs. Wanda Brown, Harrisonville; Wallace Vernon, Eldon.

**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, Jordan Larimore, Missouri Southern State University; Vice President, Megan Gates, Missouri State University; Secretary, Michelle McIntosh, St. Louis Community College-Forest Park; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Dr. Robert Bergland, Missouri Western State University.

## CALENDAR

### May

- 3** — Sneak preview of MPA film "Deadline In Disaster" about *The Joplin Globe's* response to the May 22 tornado, Missouri Theatre, Columbia
- 11** — MPA Newspaper In Education Committee, 10 a.m.-2 p.m., MPA office, Columbia
- 24** — Showing of "Deadline In Disaster," Fox Theatre in Joplin

### June

- 1** — Southeast Missouri Press Association meeting, Cape Girardeau
- 14** — Missouri Press Association and Missouri Press Service board meeting, Columbia
- 15** — MPA Porter Fisher Golf Classic, A.L. Gustin Golf Course, Columbia
- 15-16** — Show-Me Press Association meeting, Columbia
- 22** — Northwest Missouri Press Association meeting, St. Joseph

### July

- 20** — Community Engagement Seminar, Reynolds Journalism Institute, Columbia

### September

- 20-22** — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia

### October

- 4-7** — 126th annual National Newspaper Association Convention, Charleston, S.C.



A contribution to the Missouri Press Foundation is a wonderful way to recognize an associate or to honor his or her memory.

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## You do.



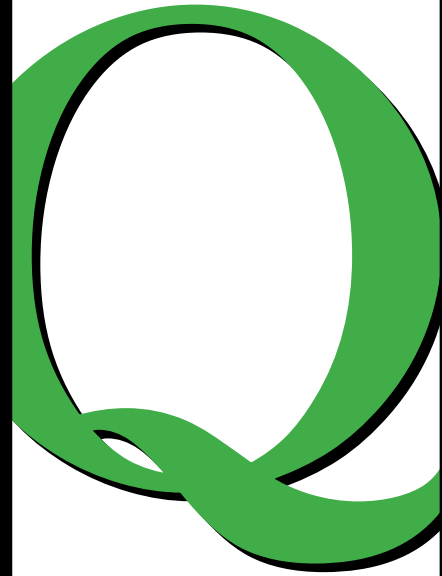
### Answer

Hardly a week passes without some small public notice being printed in your local newspaper. Those legal advertisements, which are required by state law to be published in a newspaper, affect you, your family, your friends and your business.

They show how your government is being run, how much money is being spent and on what. They keep you in touch with government through your newspaper.

That's the whole idea.

And when a public notice is printed in a newspaper, it's there for all time for everyone to see.



### Question

## Who benefits from those Public Notices?



**Missouri Press  
Association  
supports your  
right to know**