

May 2014

Missouri Press NEWS



Students experience life as a community newspaper publisher.

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The MPA Porter Fisher Golf Classic is scheduled 1 p.m. Thursday, June 26, at Eldon Country Club. Cost is \$40, includes lunch and cart.

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See scenes from former Missouri Press Association editor Kent Ford's retirement party.

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Newspapers are fun!

Participating in a sales team-building exercise during the 2014 Missouri Advertising Managers Association conference, newspaper staffers had to create a character using newspapers as costume, and then sell to the audience why their character was the best. The winning character was Jacob Warden, *Gasconade County Republican*, right, whose team dressed him as a hula girl. Also modeling their newspaper costumes were, from left, Alex Bryan, *Columbia Missourian*, Jana Todd, *Warren County Record*, and Paige Youngblood, *Columbia Missourian*. (MPA photo by Kristie Williams)



New MPF Director

Melody Bezenek is the new director of the Missouri Press Foundation. She will work from the Missouri Press Association office in Columbia. See her story inside.

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Storage Wars: How life imitates reality TV

They say bad facts make bad law. So does bad television.

The storage wars came to Missouri this spring. The self-storage industry, which self-reports generating \$24 billion in 2013 U.S. sales, hopes to pull off a little self-help in the legislature this session. It found a sympathetic sponsor to introduce House Bill 1225 which, among other procedural shortcuts, would nix the requirement of a newspaper notice before a storage facility owner sells off his customer's private possessions.

The bill sought to change publication from a requirement to a choice. It offered this new language to §415.415 RSMo: "Alternatively, the owner may advertise the sale in a commercially reasonable manner. The advertisement shall be deemed commercially reasonable if at least three independent bidders attend or register for the sale."

Let your imagination run wild for a minute and conjure how a less scrupulous owner might go about coming up with three random signatures to satisfy that registration requirement. Believe me, I don't mean to impugn the industry's reputation for integrity and due process. Why would I when it does such a bang-up job of that itself every Sunday, Tuesday and Wednesday on A&E?

The good news is that Missouri Press Association Executive Director Doug Crews and our lobbying team managed to get that bad language taken out of what's now House Committee Substitute 1225. Special thanks to our lobbyists, Harry Gallagher, Heath Clarkston, LuAnn Madsen and Phil Wright.

The sad news is that the bill still contains an individual-notice provision that would let email, cast into the ether, take

the place of certified mail.

What's astounding about all this is that absolutely no public policy exists to justify cutting due process and property rights in order to cut the self-storage crowd more slack. The process for selling off a renter's belongings is already liberally greased. Simply by signing the one-sided rental agreement, a person surrenders 90 percent of his or her rights and recourse.

Usually the opponents of public notice, cities and counties for example, try to rail about cost and inconvenience. That's just not at issue in announcing a storage auction. The newspaper notices can cost somewhere in the teens, a certified letter less than \$10. Weigh those charges against the value of the personal property at stake.

The auction offensive extends well beyond Missouri. On its website, the Self Storage Association boasts having spent more than \$3 million on lobbying in 25 states. Fortunately, we have the watchdog Public Notice Resource Center tracking many of those fights across the country. The same week in April Doug was fighting the good fight in Jefferson City, I was sitting in the good seat (just doesn't sound as noble, does it?) at a PNRC board meeting in Washington, D.C. There, we reviewed the draft of a forthcoming booklet that outlines the history, the law and the policy arguments behind protecting storage notices in newspapers. As you'd expect from PNRC Executive Director Tonda Rush and her team, it's a masterful work.

We'll need it. We may have won the most recent battle, but the fight continues. For now and the foreseeable, the storage wars are our reality. Forgive me for this, but: Stay tuned.



Richard Gard
Missouri Lawyers Media
MPA President



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Best of Show, Dailies

The *Joplin Globe* earned Best of Show in the daily category in the 2014 MAMA Better Advertising Contest. With the award are, from left, *Joplin Globe* Publisher Mike Beatty; Advertising Production Manager Brian Huntley; and Director of Advertising Brent A. Powers. (submitted photo)



Best of Show, Weeklies

The *Cass County Democrat-Missourian* earned Best of Show in the weekly category in the 2014 MAMA Better Advertising Contest. With the award are, from left, lead designer Ashlee Hendrix and publisher/editor John Beaudoin. (submitted photo)



Cathi Utley of Hermann spoke about how the Missouri Press Service's ad network can translate into money for salespeople and their newspaper.



Carol Richer Gammell, standing at left, speaks to attendees April 17 at the 2014 Missouri Advertising Managers Association conference in Columbia. Topics included initiating an outbound calling program, listening and voice control, sales presentations, asking the right questions, cross-selling, handling objections and closing the sale. (MPA photos by Bryan Jones)

Annual MAMA conference a success

The 2014 Missouri Advertising Managers Association conference April 17-18 in Columbia drew approximately 50 participants from around the state.

Advertising personnel from various newspapers brought some of their best and most successful advertising ideas to the conference, from Dennis Warden's business card directory to the Columbia Daily Tribune's SEC football promo swap ad exchange with another SEC newspaper. Among the other ideas shared were a Valentine's Day scramble, a health care directory for competing hospitals in the same city, a "pop tart" approach to explaining ad sizes, a new interactive online program called "Neighborhoods" and much more.

Cathi Utley of Hermann spoke to those assembled about how the Mis-

souri Press Service's MPS network can translate into sales to make money for salespeople and their papers. Utley earned more than \$5,000 in commissions selling MPS products, which include statewide classifieds, 2x2 and 2x4 network ads, and Mighty MO.

Missouri Press Service Advertising Director Mark Nienhueser said he received "great feedback" from conference-goers about Utley's testimonial about MPS networks.

Nienhueser said keynote speaker Carol Richer Gammell was "phenomenal" as she emphasized a more pro-active approach to selling, rather than merely an "order taking" mentality.

Speaking about the challenges of the newspaper industry in today's world, Gammell said, "Panic or denial does not

produce action." She went on to instruct attendees about initiating an outbound calling program and "Ten basic skills" for inside sales staff, including listening and voice control, sales presentations, asking the right questions, cross-selling, handling objections and customer complaints, closing the sale and callbacks.

Awards were presented at an awards dinner April 17, honoring those who placed in the 2014 MAMA Better Advertising Contest.

Complete results of the contest can be found at: <http://www.mopress.com/contests.php>.





MAMA board continues service

The Missouri Advertising Managers Association board met April 17 during the annual MAMA conference in Columbia to select new officers. Board members and officers include, from left, Second Vice President, Adam Letterman, Ozark; Jacob Warden, Owensville; President, Jeanine York, Washington; Les Borgmeyer, Columbia; Past President, Jana Todd, Warrenton; First Vice President, Mark Maassen, Kansas City; Jane Haslag, Jefferson City; Curtis Simmons, Eldon; not pictured, Secretary, Suzie Wilson, Milan and Treasurer, Kristie Williams, Columbia. (MPA photo by Bryan Jones)

Foundation sponsors Interns to serve 10 Missouri newspapers

Ten newspapers in Missouri will host journalism interns this summer through financial support of the Missouri Press Foundation.

Depending on the weeks of service, each newspaper could receive up to \$1,000 from MPF to help pay an intern.

Interns will be serving six to 10 weeks as reporters, photographers, advertising sales representatives, copy editors, or wherever needed.

Newspapers hosting interns this year include Neighbor Newspapers (Bolivar, Marshfield, Ozark area), *Jefferson City News Tribune*, *Arnold-Imperial Leader*, Call Publications (St. Louis), *Albany Ledger*, *The Kansas City Star*, *Branson Tri-Lakes News*, *Columbia Daily Tribune*, *Marville Daily Forum*, *Hermann Advertiser-Courier*, *Cuba Free Press* and *Lewis County Press* (Canton).



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SEMO Press Association regional meeting scheduled June 19

The Southeast Missouri Press Association is planning a regional meeting, hosted by the Missouri Press Foundation, Thursday afternoon and evening, June 19, in Cape Girardeau.

Registration begins 4 p.m. in the University Center Ballroom on the campus of Southeast Missouri State University.

Jean Maneke, Missouri Press hotline attorney, will be the featured speaker on the program beginning at 5 p.m.

Dinner and networking begins 6:15 p.m. and the meeting will conclude by 7:30 p.m.

Members of the SEMO Press Board of Directors met by conference call April 11 to discuss the organization's future.

The board members decided to plan the June 19 meeting, assisted by the Foundation, in hopes of providing a casual, informative, networking opportunity for newspaper members in the Southeast Missouri region.

Mark your calendar and be watching for details and registration information about the June 19 SEMO Press meeting in Cape Girardeau.

Foundation board meeting, Past Presidents dinner May 1

Members of the Missouri Press Foundation Board of Directors are scheduled to meet 1:30 p.m. Thursday, May 1, at the Missouri Press Association office in Columbia.

The annual Past Presidents and Spouses Dinner is scheduled that evening at the new DoubleTree Hotel in downtown Columbia. A reception is planned 6 p.m. Dinner begins 6:30 p.m.



Individuals join the Society of 1867 with their donations and pledges. Newspapers join the Page Builders by pledging advertising space. Join the Society of 1867 or Page Builders, or both, and pledge your support of Missouri newspapers.

Installment payments may be made with a credit card.

All donations are 100% tax deductible.



Foundation seeks your support

The Missouri Press Foundation is the only organization that exists solely to champion the future and quality of Missouri's newspapers, including yours. To support that mission, the Foundation launched the Society of 1867 and Page Builder campaign in September at the annual Missouri Press Convention.

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

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

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

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

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

Missouri Press Foundation hires director

Melody Bezenek to focus on fundraising programs

Melody Bezenek began working Thursday, April 24 as the Missouri Press Foundation's first full-time director. The foundation was formed in 1984.

Members of the Missouri Press Foundation Board of Directors, along with Missouri Press Association and Missouri Press Service board members, for the past year have been making plans to grow the Foundation. The Building For The Future campaign that kicked off in September included the hiring of a director.

The intent of the campaign is to continue the current Foundation activities, including the nationally-recognized Missouri Newspaper in Education program developed and led by Dawn Kitchell; scholarships and summer internships for college students studying community journalism; support for district press meetings, regional workshops and the annual Missouri Press Convention; the annual Missouri Better Newspaper Contest; the Missouri Newspaper

Print Shop Museum in Arrow Rock; the Missouri Photojournalism Hall of Fame in Washington, Mo.; new tools to enable Missouri Press members to demonstrate the value of newspapers to local audiences; and other endeavors to support the newspaper industry in our state.

"I am extremely grateful for the opportunity to serve the Missouri Press Foundation and Missouri's newspapers," Bezenek said. "It is an honor to serve as a champion for Missouri's newspapers."

Jim Sterling, a Missouri Press Foundation board member, past president of the Missouri Press Association and Missouri Chair in Community Newspaper Management, said of Bezenek, "She's a

bright young woman. She has a good track record in fund raising and should fit in nicely with the staff at MPA and do a great job leading the Foundation into the future."

Vicki Russell, MPF board member, past MPA president and publisher of the *Columbia Daily Tribune*, said of Bezenek, "Melody's standards of professionalism and commitment to her re-

helped me grow into the non-profit leader that I am today," Bezenek said.

Bezenek brings extensive fundraising experience to the position. She served as executive director with the Regional AIDS Interfaith Network (RAIN), an organization that provides services to those living with HIV/AIDS, volunteer training, HIV testing, and outreach education.



Melody Bezenek is the new director of the Missouri Press Foundation. She has been described as having high standards of professionalism and commitment, a good track record in fund raising, and a personality that will mesh well with the organization. She will be working from the Missouri Press Association office in Columbia. (MPA photo by Bryan Jones)

sponsibilities will enable the Foundation to make great strides quickly, I believe. She comes with high recommendations and a solid record of achievement that matches the qualifications we outlined. In addition, I think her personality will mesh well with the organization and our members will enjoy working with her."

Two of Bezenek's initial goals as MPF director are to assist with the Missouri Press Association's 148th Annual Convention and promote Society of 1867 membership and the Page Builder campaign.

"I've had the privilege to work with many outstanding board volunteers. They have taught me so much and

While at RAIN, Bezenek wrote and successfully won a Ryan White Title III Planning and Capacity Building Grant for the formation of a clinic and assisted with winning HUD funding for long term housing solutions.

In 2003, she became the executive director for Ronald McDonald House Charities of Mid-Missouri (RMHC). Shortly after, RMHC began the planning process for a \$2.6 million Capital Campaign to build a new Ronald McDonald House. Bezenek oversaw the completion of a feasibility study,

solicited volunteer help, created a case for support and raised funds for the new house.

Bezenek graduated from Rock Bridge High School and Columbia College.

She is married to her husband, Kris, and the couple has one daughter Mia Belle, born in 2012.

"I enjoy gardening, baking, attending Missouri festivals, listening to music, running, and spending time outside," she said. "I also enjoy traveling the state touring wineries, shops, parks and local eateries."

Missouri Press Foundation is supported by tax-deductible private contributions and memberships.

Kent Ford retires from MPA; friends and family gather



Kent Ford and his wife Sharon, right, celebrate with family and friends from the newspaper community April 3 during Ford's retirement party. Ford retired from the Missouri Press Association after 25 years of service. More than 50 people attended the farewell event at the MPA office in Columbia.



Kent Ford displays one of many gifts he received at his April 3 retirement party. The plaque's bottom line reads, "Commas save lives."



Kent Ford's April 3 retirement party was attended by more than 50 people, including, from left, Dawn Kitchell, Steve Oldfield, Jeff Schrag, Ford, Trevor Vernon, Ed Steele, Mark Nienhueser and Wallace Vernon. The gathering honored Ford's 25 years with the Missouri Press Association.



Richard Gard, MPA president, hands Kent Ford a "trip" around the world for Ford's retirement gift from the association.



Ford poses with 25 bottles, one for each year of his service with MPA.



A retirement party April 3 drew more than 50 people from newspapers across Missouri to honor Kent Ford's 25 years of service with the Missouri Press Association. Ford wrote, "Thanks, everyone, for the terrific party, the cool cake and gifts; but mostly for your friendship. I'll be in from time to time to check on you."

A contribution to the Missouri Press Foundation is a wonderful way to commemorate a special moment or remember a friend or relative.

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Journalism students experience life as a Community Newspaper Publisher

Columbia, Mo. (April 10, 2014) — Fourteen Missouri School of Journalism students learned about the life of a publisher as part of the requirements for a Community Newspaper Management class this semester.

Management, circulation and editorial issues were all part of a week-long “externship” at community newspapers in Missouri, Illinois and Ohio.

“It’s the Missouri Method of hands-on experience in real-media in action,” said Professor Jim Sterling.

A community publisher for 33 years, Sterling now serves as the Missouri Chair in Community Newspaper Management at the School. In his 14 years of teaching the course, Sterling’s students have visited 45 – nearly 20 per cent – of the newspapers in Missouri, plus another 20 out-of-state newspapers.

The students return to campus with a new view and greater admiration for what life is like while publishing a community newspaper.

Senior Emily Hauger, from Shakopee, Minn., lived through a road trip to Sleeper, Mo., (population 191) to cover a truck crash, a tour of a trout hatchery, a Rotary meeting and a tornado threat during her time at the *Lebanon Daily Record*.

Senior Trevor McDonald spent his week at his hometown newspaper, the *Hannibal Courier-Post*.

“You get a face-to-face brand of reporting, camaraderie and establishment of credibility that a larger news organization could never deliver,” he said.

Senior Breanne Brammer also returned to her hometown paper, the *Gallatin North Missourian*. Brammer’s tasks included organizing the community calendar, filing advertisement records, writing a back-page feature, covering local events throughout the week via photography, much proofreading and managing the social media page.

“My town is in a unique part of the state that includes farmland and private lakes,” Brammer said. “I appreciated the opportunity to see how these diverse

areas are represented in both news and advertising.”

Michael Shaw, a junior with a dual major in sports journalism and economics from Fenton, worked at the *Webster-Kirkwood Times*, a community newspaper in suburban St. Louis.

“It was great to apply what I had learned during class time to the real world,” Shaw said.

Ethan Colbert felt fortunate to spend time with each part of the news staff covering local and county governments, the school district as well as shadow the photographers at the *Washington Missourian*. He is a dual major in print and digital news and political science, with a minor in history. He is from Frankford, Mo.

“The *Washington Missourian* may be in a small Missouri town, but it is never a small-time newspaper,” Colbert said. “The staff relentlessly provides local coverage and clarity on the complex issues for their readers. They are committed to being family oriented and dedicated to their community.”

Other community newspaper management placements were the following:

- *Chagrin Solon Sun* in Ohio: Tim Rodriguez.
- *Columbia Tribune*: Nate Atkins.
- *Eldon Advertiser* and *Lebanon Daily Record*: Yuna Park.
- *Jefferson City News-Tribune*: Kyle Lock.
- *Marshfield Mail*: Senior Rachael Brown is a dual major in magazine editing and English from Chicago.
- *Platte County Citizen*: Taylor Ma-lottki (not pictured).
- *Platte County Landmark*: Ashley Crawford.
- *Tempo* in Illinois: Jordan Kuehne (not shown).
- *West Plains Daily Quill*: Colin Hope.

Missouri Press Association Executive Director Bill Bray, BJ ’48, first taught the Community Newspaper Management course in 1953. His successor, Doug Crews, BJ ’73, took over the course until Sterling joined the Missouri Journalism faculty in 2000.

Sterling hosted students at his Missouri newspapers in Bolivar, Buffalo and Stockton. He also knows the potential impact a week at a community newspaper can have on a young life. Sterling spent a week at the *King City Tri-County News* while a journalism student 50 years ago. “It changed my life,” Sterling said. “It set my path for my career in community journalism.”



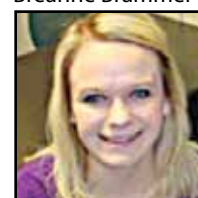
Ashley Crawford



Breanne Brammer



Colin Hope



Emily Hauger



Ethan Colbert



Kyle Lock



Michael Shaw



Nate Atkins



Rachael Brown



Tim Rodriguez



Yuna Park



Trevor McDonald

On the Move

• **Jefferson City** — Adam Stillman, a sports reporter for the *Jefferson City News Tribune*, left the paper April 12 and took a position with the St. Louis-based social media website LockerDome. St. Louis is Stillman's hometown.

• **Kirkwood** — Dana Spitzer, 71, retired March 1 as managing editor of the St. Louis and Southern Illinois *Labor Tribune*, ending a 44-year career in journalism. He began his career as a cub reporter for the *St. Louis Post-Dispatch*, where he became a political reporter. He left the paper in 1980, spent 17 years in public relations and as a lobbyist, then joined the *Tribune* in 1997.

• **Warrenton** — Tim Schmidt has been named managing editor of the *Warren County Record*. He replaces Chris Orlet. Schmidt formerly served as editor of the paper from 2008 to 2012, following a four-year stint at sports editor. "We are glad to have Tim back in the fold," said Publisher Bill Miller, Sr. In the last 19 months, Schmidt served as general manager of the *Louisiana Press-Journal*. He has a journalism degree from Culver-Stockton College in Canton. He lives in Warrenton with his wife Kate and two children.

• **Bolivar** — Southern Baptist University professors Julie Bryant and Jennifer Fox recently became co-editors of *The Missouri Reader*, a state peer-reviewed literacy journal published by the Missouri State Council of the International Reading Association. Bryant and Fox have redesigned the publication as an interactive online journal.

• **Southeast Missouri** — Sheila Rouse recently assumed a publisher position within Rust Communications in southeast Missouri. She is now the publisher of the *Delta News-Citizen* (Malden), the *Daily Dunklin Democrat* (Kennett), the *Dexter*



Daily Statesman, the *Missourian-News* (Portageville) and the *North Stoddard Countian* (Advance-Bloomfield). She also will continue as publisher of the *State Gazette* in Dyersburg, Tenn.

• **Perryville** — Alison Porter, customer service and sales representative with *The Republic-Monitor*, is the new director of sales with Paycheck Payroll Services. Porter has a marketing degree from the University of Missouri-St. Louis, is married and has three daughters.

• **Jefferson City** — Ben Marshall was recently hired by *The Vandalia Leader* as a part-time photographer and reporter. He trained in photography and art at Central Missouri State University in Warrensburg and worked seven years in radio.

• **Columbia** — Jacob Barker, a columnist for the *Columbia Daily Tribune*, wrote "Street Talk" for the paper until recently taking a position with the *St. Louis Post-Dispatch*.



• **Kearney** — Janet Maddox retired in April after more than 20 years at *The Kearney Courier*. She first worked as a graphic designer, later serving as office manager, handling circulation, classified ads, legal notices, and other needs. "Janet has done a tremendous job for many years," said Publisher Sandy Nelson.

• **Jefferson City** — Don Hinkle, founding editor of *The Pathway*, was recently installed president of the Association of Southern Baptist Publications. The association is comprised of editors of 41 state convention newspapers and websites throughout the Southern Baptist Convention. Hinkle is an author and award-winning journalist with more than 30 years in the field. He worked as a reporter and editor for four daily newspapers before entering the ministry in 1997.

• **Bolivar** — Bill Breshears, long-time sports reporter and photographer with the *Bolivar Herald-Free Press*, retired April 30 after nearly 31 years on the paper's payroll. Prior to that, however, he wrote for the newspaper as a stringer. He learned journalism on the job and was inducted into the Bolivar High School Hall of Fame.



• **Versailles** — Robin Fish, 63, was named editor of the *Versailles Leader-Statesman* and *Highway Five Beacon* April 9 in Versailles. Fish served in the United States Air Force and earned a Master of Divinity degree from Concordia College in Fort Wayne, Ind. He was the pastor of Peace Lutheran Church in Greenview and founded Shaped by the Cross Lutheran Church in Laurie. He taught at Morgan County R-II schools as a student teacher and remains a parish pastor. He has written and edited books and newsletters and formed a publishing company. Fish and his wife Cheryl live in Laurie.



• **Cape Girardeau** — Lindsay Jones of Memphis, Tenn., has been named the managing editor at the *Southeast Missourian*. She will also oversee special publications. She graduated from the University of Memphis with a journalism degree and has worked in journalism since 1997. She has worked as a production editor for an agriculture magazine and later for a not-for-profit organization.

• **Troy** — Clint Mix, a reporter for the *Lincoln County Journal*, left the paper and is taking employment elsewhere.

• **Slater** — Molly Brumit and Tarryn Gooden have joined the staff at *Slater Main Street News*. Brumit is a receptionist. Gooden serves as receptionist and also is assigned reporting, photography and mail room duties.

Obituaries

Gallatin

Joe Snyder

Joseph Robert Snyder, 95, of San Marcos, Texas, formerly of Gallatin, died April 16. He began his journalism career as a carrier-salesman for *The Kansas City Journal Post*, later moving to *The Kansas City Star* as a phone



boy on the sports desk. He also pioneered the *Blue Valley News*. He served during World War II as captain on Gen. Douglas MacArthur's press staff in combat areas of the South Pacific. He received the Bronze Star. Upon his final discharge in 1952, he moved to Gallatin. He and his wife Katherine were long-time publishers of the *Gallatin North Missourian*. He was president of the Northwest Missouri Press Association (1960), Missouri Press Association (1975) and Democratic Editors of Missouri. In 1983, he was awarded the Honor Medal from the University of Missouri for distinguished service in journalism. In 1993, he was inducted into the Missouri Press Association Hall of Fame. In 1998, he was the first to receive the Daughters of the American Revolution Ellen Hardin Walworth Medal for Patriotism. He is survived by his wife Katherine, two daughters, two sons-in-law, three grandchildren, and four great-grandchildren.

Columbia

Kenneth Bunting

Kenneth F. Bunting, 65, of Columbia, died April 20 while playing tennis. He was the former executive director of the National Freedom of Information Coalition in Columbia. He worked as managing editor, executive editor and associate publisher at the *Seattle Post-Intelligencer* and as the senior editor at the *Ft. Worth Star-Telegram* before join-

ing the coalition as its first executive director. Bunting also worked at the *Los Angeles Times*, *Sacramento Bee*, *Cincinnati Post*, *San Antonio Express-News* and *Corpus Christi Caller-Times*. Bunting graduated in 1970 from Texas Christian University. He is survived by his wife Juli and son Maxwell.



Poplar Bluff

Dorothy Carlson

Dorothy May (Hammond) Carlson, 89, of Poplar Bluff, died March 20. She was a staff member at the *Daily American Republic* in Poplar Bluff. She is survived by four children, several grandchildren and many nephews and nieces.

Springfield

Peggy Soric

Peggy Jeanne Donohue Soric, 86, of Springfield, died March 15, in Kansas City after a long illness. She was a writer, columnist and reporter for the *Springfield Leader* and *Press* from the 1970s to the 1990s. She is survived by two daughters, two grandchildren and nephews and nieces.

Warrensburg

Tom Williams

Tom R. Williams, 77, of Warrensburg, died Feb. 16. He was a 1954 graduate of Marshall High School and earned a bachelor's degree with studies at Central Missouri State College and Missouri Valley College. Among other things, he was a reporter, photographer and feature writer for the *Warrensburg Star-Journal*. For more than 30 years, he wrote under the pseudonym "McNastie" for the *Standard-Herald* and *Gazette* in Warrensburg. He served as mayor of Warrensburg, municipal judge, and Johnson County Prosecuting Attorney.

He is survived by his wife Sara, a son, a daughter, and a brother.

Campbell

William 'Pete' James

William "Pete" Robert James, 93, of Campbell, died March 25, in Campbell. For many years, he was the cartoonist for the *Daily Dunkin Democrat* in Kennett. He was a veteran of the United States Navy in World War II and was a Pearl Harbor survivor. He is survived by one nephew and many friends.

Columbia

Dorothy DuNard

Dorothy Mae (McIntire) DuNard, 96, of Columbia, died March 29, in Jefferson City. She graduated in 1939 with a degree in journalism from the University of Missouri in Columbia. She served as advertising manager for *Bon Marche* in Yakima, Wash. She also worked at the *Columbia Daily Tribune* and as advertising manager for Parks Department Store. She later was a freelance writer and was published in the "Chicken Soup" series. She is survived by five children and several grandchildren and great-grandchildren.

Springfield

Ray Wageman

Ray Charles Wageman, 89, of Springfield, died April 7, in Springfield. He was a veteran of World War II and Korea and flew 26 missions over Germany as a waist gunner and radioman in a B-17 aircraft. In 1952, he began a career with the *Springfield News-Leader* and *Press*. He served as district manager, circulation manager, and route delivery supervisor. He retired in 1986 from his newspaper job and was employed part time as a boat and RV salesman with Bass Pro Shops. He also was an athlete, completing 101 triathlon events. In 1989, he was a member of the championship World Triathlon team in Avignon, France.

Obituaries

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Obituaries

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Bucklin

Ben Burnett

Ray Benjamin Lee "Ben" Burnett, 91, of Bucklin, died April 9, in Marceline. For many years, he wrote the political column "Pride and Progress" for the *Linn County Leader* in Brookfield. He was a veteran of the United States Army and a retired rural letter carrier. He is survived by one son, two daughters, six grandchildren, and 15 great grandchildren.

Kansas City

James Haynes

James Jefferson Haynes, 81, of Kansas City, died April 22. He moved to Kansas City as a young man, where he attended Northeast High School and worked at *The Kansas City Star*. He served in the U.S. Army for 27 months in Germany. After his honorable discharge, he resumed work at *The Star*. He later worked at the *San Francisco Chronicle* and *Examiner*, the *Oakland Tribune*, and the *San Jose Mercury News*. He retired from the newspaper business in 2007, back at *The Star*. He is survived by wife Charlene, two sons, a daughter-in-law, two grandsons Austin and Alec, two great-grandchildren, other relatives and friends.



Olathe

Lee Dresser

Lee Dresser, the lead singer and guitarist for The Krazy Kats, died April 24. He and his wife lived in Olathe, Kan. Through the years, Dresser and his '50s and '60s rock 'n' roll band played at several Missouri Press Association annual conventions and district press meetings. He and his bandmates, Willie Craig and Fred Fletcher, started the group in 1957 while they were students at Moberly High School. Dresser is survived by his wife, Kelly, a son, daughter-in-law and granddaughter.

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Scrapbook

• **Dexter** — *The Daily Statesman*, a Rust Communications newspaper in Southeast Missouri, changed its print and delivery schedule from five days a week to four by dropping its Thursday issue. Also, all issues will be sent through the mail, eliminating the carrier deliveries. The changes will not mean a reduction in local news or in the news staff, said general manager Bobby Greer. Print subscribers will still have free access to the website and will have their subscriptions extended by the number of

issues they will miss. The issue that will be published Saturday mornings will be *The Daily Statesman Weekend Edition*.

• **Joplin** — *The Joplin Globe* columnist Emily Younker wrote about Sunshine Law issues in a recent column. She reported the Board of Governors at Missouri State University recently reversed a decision to close a meeting of its executive committee once the chairman realized discussion about the university president's job description

would not qualify under the law's allowed exemptions. She also reported the paper received no direct notice about a special session of the Joplin Board of Education in progress. According to *The Joplin Globe*, the school district superintendent, said digital notification "mistakenly had not been sent."

Kimberling City — The *Stone County Gazette* reported the Army Corps of Engineers denied the Kimberling City Board of Alderman a Freedom of Information Act request. The Corps owns a plot of land where the city sewer plant is located. The lease payment the Corps required was increased from \$800

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to \$5,800 per year. The city requested a copy of the property's appraisal to help determine if such an increase was justified. The Corps denied the request, citing legal precedent, executive privilege and engineering regulation. Assistance is being sought by the city from federal legislators.

• **Kansas City** — Eric Alder, a reporter for *The Kansas City Star*, won the 2014 Eugene S. Pulliam National Journalism Writing Award for a 2013 article about a terminal cancer patient's public farewell. The journalism department of Ball State University in Muncie, Ind. judged the contest entries. They praised Alder's story for its "sensitive, meticulous reporting and engrossing narrative."

• **Nixa** — The Nixa *Xpress*, recently presented \$2,100 to Nixa Public Schools from profits earned as a result of a partnership between the paper and the school district on several publications, advertising and sponsorship activities. The money will be used to "enhance education within Nixa Public Schools." *Xpress* marketing consultant Paul Johns and editor Ryan Bowling presented the money.

• **Warsaw** — James White, publisher of the *Benton County Enterprise*, and vice president of the Democrat Publishing Company, Inc., was recently named to the board of directors of the Bothwell Regional Health Center Foundation. The Democrat Publishing Company also publishes the *Clinton Daily Democrat*, *The Clinton Eye* and *The Kayo*.

• **Savannah** — *The Savannah Reporter* and Walton Motors are working together to bring the community a live-stream channel for events. The channel will allow people to view streaming video or uploaded recorded video of events on their computers, including band concerts, elementary school programs, fairs, graduations, and more.

• **Osceola** — Jacqueline Farr, a reporter for the *St. Clair County Courier*, has been covering the proposed St. Clair County Senior Center and the board overseeing the project. The newspaper recently filed complaints alleging the

board had violated the state's open meetings laws and charging illegal changes were made to the board's bylaws.

• **Kansas City** — *The Kansas City Star* won dozens of awards in the 2014 Kansas Press Association Awards of Excellence contest, including eight first-place awards. Miriam Pepper was named winner of the Clyde M. Reed Jr. Master Editor Award, a lifetime achievement recognition.

• **Raymore** — Twenty Ray-Pec High School students April 1-2 attended the state journalism contest at the University of Missouri. Students attended sessions about professional and scholastic journalism at the Reynolds Journalism Institute. The students won 29 awards.

• **Oak Grove** — Beginning May 1, *Focus on Oak Grove* will become a stand-alone publication, separate from *The Odessan*. Unless a subscriber makes a request to the paper office, only one of the papers will be delivered after May 1. Both publications will be available for sale at Bates City and Oak Grove rack locations.

• **Monett** — The *Monett Times* has introduced a weekend edition delivered to subscribers in Saturday's mail. The weekend edition is two sections and features an opinion page, television listings, the church page, and a financial advice column. A Tuesday edition will replace the Monday edition. Wednesday and Friday editions will publish as usual. The Thursday edition is replaced by *The Monett Times Midweek*, a free

publication.

• **Maryville** — The *Northwest Missourian* student newspaper and "Tower" yearbook at Northwest Missouri State University captured 32 awards, including 13 first-place honors, at the annual Missouri College Media Association, MCMA, convention at Truman State University in Kirksville. In addition, Kelsey Schriver was elected student president of the MCMA.

• **Marshall** — Missouri Valley College students received 31 awards at the Missouri College Media Association competition April 5 at Truman State University in Kirksville. The student newspaper, *The Delta*, and photojournalism magazine *Zoom* garnered the awards. Individual first-place awards went to Chase Burgess, Will Lee and Gabriel Costa Gomes dos Santos.

• **Washington** — The *Washington Missourian* will be publishing its 175th anniversary edition May 21. The special edition will feature news articles about, and advertising from, businesses, organizations, schools, and churches.

• **Lee's Summit** — Lee's Summit North High School yearbook students won 22 awards in the recent Missouri Interscholastic Press Association competition.

• **St. Louis** — Lee Enterprises, owner of the *St. Louis Post-Dispatch*, has completed the refinancing of \$800 million of debt, extending maturities to 2019 and 2022. Top executives of Lee

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Enterprises also were awarded bonuses for completing the long-term financing of the company's debt.

- **Camdenton** — LakeNewsOnline.com has made paywall changes to the *Lake Sun's* website. The 15 free views were lowered to 10, after which a user must subscribe to receive access.

- **St. Louis** — *St. Louis Post-Dispatch* reporter Elisa Crouch received the 2014 Terry Hughes Award from the United Media Guild. She was recognized for her reporting about the Missouri school transfer program.

- **Joplin** — *Joplin Globe* photographer Roger Nomer was selected as photographer of the year in the Division I (large newspaper) category by Community Newspaper Holdings, Inc., as part of the Best of CNHI contest.

- **Festus** — The *West Side Leader*, previously mailed to all households in Fenton, High Ridge, House Springs, Cedar Hill and Dittmer, will now only be mailed to households requesting delivery of the paper. "Thousands of readers have submitted requests for the paper," said publisher Pam LaPlant.

- **Eldon/Tuscumbia** — The *Miller County Autogram-Sentinel* and *Eldon Advertiser* merged April 17. *Autogram-Sentinel* news will now appear in the *Eldon Advertiser*.

- **Fulton** — Cub Scout Pack 255 of Mokane recently toured the *Fulton Sun* offices. The Scouts learned about reporters, editors, graphic designers, advertising account executives and other office staff. They also drew some weather art for the front page.

- **Willard** — The *Cross Country Times* has launched a website, www.willard-crosscountrytimes.com, which features news, photo galleries, and more. The site will be updated daily. An e-edition will be available for \$24 per year and appears the same as the printed version.

- **Concordia** — *The Concordian* and *The Marshall Democrat-News* are

launching a new monthly publication, serving farm and agricultural families in Lafayette and Saline counties. *Missouri Farms* will feature stories about people, issues and events that are part of the agribusiness community.

- **Dexter** — *The Arrow*, Southeast Missouri State University's student newspaper, won two first-place awards (website homepage and feature page) and 10 other awards April 5 at the Missouri College Media Association convention at Truman State University in Kirksville.

- **Bowling Green** — *Bowling Green Times* office manager Leala McClurg has organized two blood drives, after realizing the importance of blood donation following her month-long hospital stay and four surgeries.

- **Cassville** — The *Cassville Democrat* is adding new features, including a financial column, recipes and an editorial cartoon.

- **Liberal** — *The Liberal News* published two letters in their March 20 edition, both provided by the Liberal City Council and relating to a Sunshine Law issue. The first letter was from Missouri Attorney General Chris Koster's office informing the Liberal City Council his office had received a complaint about alleged council violations of the Sun-

shine Law. The second letter was an explanation by the council concerning the allegations.

The complaint alleges the city's mayor, along with a quorum of elected officials, had been meeting without first posting a meeting notice at least 24 hours in advance, as required by Missouri's Sunshine Law. The response letter detailed the phone calls and conversations among aldermen concerning sending a city employee to a class about digital electric meters. The class was free, but would require an overnight stay, which city officials agreed to fund.

- **Nashville** — Mike Zinser, a legal specialist in the area of newspaper circulation law, is celebrating the 25th anniversary of the founding of The Zinser Law Firm. Zinser, of Nashville, Tenn., has served as legal counsel for several Missouri newspapers and has appeared on Missouri Press Association programs.

Correction

The name of one of the attendees at the NNA conference in March in Washington, DC. was mistakenly left out of the April 2014 edition of the Missouri Press News magazine. Trish Gentry, Brad Gentry's sister, was one of the Missouri group who attended the conference.



MPA HAS PARTNERED WITH DIRXION to produce e-Editions for the bulletin and magazine.

Based in St. Louis, Dirxion is a leading provider of digital publishing solutions that transform your print into identical digital editions and enhance it with interactivity. Several Missouri newspapers already use Dirxion to produce their e-Editions.

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Newseum relents, will display weeklies after protest by editors

(Poynter) — A day-long protest by weekly newspaper editors from around the U.S., including several in Missouri, against the Newseum's snubbing of community journalism resulted in the Washington, D.C., museum changing its policy to include weeklies in its Today's Front Pages exhibit.

For years, the Newseum has featured a daily roundup of front pages, both electronically and along its Pennsylvania Avenue exterior sent in each day by hundreds of newspapers. The ground-floor exhibit, visible to passersby, includes a newspaper from each of the 50 states, the District of Columbia and a dozen other countries.

The Newseum's written policy limited participation to daily newspapers, a restriction that has long irked weeklies' editors and publishers. The U.S. has approximately 1,380 daily and 6,000 weekly newspapers.

So on Thursday, April 17, the International Society of Weekly Newspaper Editors organized a "front page blitz," urging its members to email their front pages to the Newseum and follow up with social-media tweets and posts. At least 171 front pages were sent to the Newseum by approximately 74 participating editors.

The Newseum responded by removing the offending word "daily" from the FAQs on the exhibit site. "Any general interest newspaper" can email front-pages@newseum.org for instructions on how to participate.

PUBLIC NOTICES

Public Notices must remain in printed newspapers because the people must know.

Chad Stebbins, executive director of the weekly newspaper society and professor of journalism at Missouri Southern State University in Joplin, said the larger issue is respect for the passion and energy that community journalists bring to their work.

"We have forced them to at least start considering weeklies as real, legitimate newspapers that should stand aside their daily counterparts," Stebbins said.

A Missouri couple with a long-time newspaper history were recognized by Robert M. Williams, Jr., president of the National Newspaper Association.

"Congratulations to you and other

ISWNE members for your successful campaign. I am proud of the effort and what you have accomplished.

"I have been watching this closely... I am appreciative of the work you all have done, what has been accomplished and applaud you. I want to particularly thank Gary and Helen Sosniecki for planting the 'seed' that, I think, started this campaign."

The majority of this article was written by Barbara Selvin who is an assistant professor of journalism at Stony Brook University's School of Journalism, in Stony Brook, N.Y.

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Children should read books during summer break

Summer reading gives kids back-to-school edge

For parents and children, summer is a welcome respite from school. No more morning routines, homework, report cards -- and the list goes on. But from an educational view, summer break is a setback. Children who don't read over the summer lose valuable literacy skills they've spent all year learning.

Keeping kids reading over the summer can not only keep them on track, research shows the right reading, with adult support, can actually send kids back to school in August with reading gains!

The right reading is text that is on the child's reading level, or just slightly challenging. A child who is struggling to decode words won't comprehend what he's read -- and comprehension is key to making reading count.

The experts suggest the "Five Finger Rule." Select 100 words from a passage of text. Have the child read the text counting on one hand every word he encounters with difficulty. If all five fingers are put to use, then the text is too difficult and a lower-level readability text should be used.

Matching students, particularly younger children, with reading material on the appropriate level is the first step to a successful summer reading effort.

But researchers at Harvard studying summer reading effectiveness have found that isn't enough. Parents and teachers must also provide guidance on the reading.

This guidance can be as simple as parents listening to their child tell them about what they've read and/or listening to their child read a short passage

out loud. Teachers can have an impact before the school year ends by teaching students good comprehension strategies such as re-reading text, asking questions, making predictions, summarizing and making connections with other texts and personal experiences.

So what does this mean for newspapers?

Newspapers are written on varied reading levels and contain topics of interest to wide audiences. Add to that some terrific Missouri Press youth features, and you've created a low-cost, general-interest periodical with more content than a good novel.

Simply, the newspaper is a low-cost book, printed on larger pages, suitable for an entire family and a perfect tool for summer reading delivered right to their door

or mailbox.

Many of Missouri's newspapers publish youth content throughout the school year and deliver newspapers to classrooms. As school winds down, ask your superintendent if you can offer a home subscription to your newspaper for children -- three months -- to keep students engaged over the summer. (Think of it as a summer sampling for your circulation efforts.)

Emphasize the newspaper is non-fiction, information text. Share your plans to publish one of the many Missouri Press features, a serialized story, or the summer reading activities offered through the North Carolina Press Foundation that I'll detail below.

If your community has good library resources or a strong summer school program, consider publishing the Book Buzz column, a monthly recommenda-

tion of good books for reading levels preschool through middle school. The May column is available now at mo-nie.com using the code: maybuzz14.

Book Buzz offers recommendations on three books, two picture books and a novel for upper elementary/middle school readers. The download includes the column in a Word format, images for each recommended book cover, the Book Buzz Review Writing Guide that you can post on your website or distribute in your community. There is no cost to access this feature.

If library resources are available, publishing Book Buzz can help meet both criteria of a successful summer reading program: encouraging kids to read good books on appropriate reading levels AND offering the comprehension activities with the Book Buzz Review Writing Guide.

If library resources are limited in your community, your newspaper can publish a children's book, a chapter a week, with one of MPF's serialized stories. There's a small fee to publish the story, \$25 for most community weeklies, but that gives you access to 8 to 12 chapters. We have more than 36 stories to choose from and all include activities within each chapter.

To see samples and a listing of all the MPF serial stories, visit mopress.com and link to the Newspaper In Education section. All of the features come in a ready-to-use

format and include a promotional ad to kick things off.

In my community, I partner with a bank and my local fair. The bank pays for a special section I publish in the newspaper and the fair offers the incentives for children to read the weekly feature I publish—a free ticket to the fair! It's a great partnership and I know our efforts are keeping kids reading and preventing the summer

(continued on next page)



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

*The
newspaper is
a low-cost
book, printed
on larger
pages*

NIE Report

(continued from previous page)

slide.

This year The Missourian's summer reading series will teach young readers about the United Kingdom, especially England. It's something I'm putting together locally, but if it interests you, contact me.

The North Carolina Press Foundation has again created a summer Newspaper In Education series. This year, Sandy Cook, NCPF Newspaper In Education Director, has produced 13 features in a 2x8-column format following the theme "Fuel the Fire." You can print one or the

whole series. To access the features, visit <http://ncpressfoundation.org/summer-reading-program-2014/>.

If you have questions about any of the

resources I've mentioned, or just need help visioning how to implement some summer reading resources for children in your community, just give me a call.

Students can learn about Memorial Day

Why is Memorial Day a national holiday? Is it really just the unofficial start of summer or does it commemorate something more?

Readers young and old will learn the answers to these questions and more in an informative new feature from Missouri Press and The Missouri Bar.

To access the feature, visit mo-nie.com and used download



code: decoration.

The Memorial Day feature is an exciting addition to our patriotic series.

The series also includes Flag Etiquette (code: usflag) (Flag Day is June 14) and Veterans Day (download code: veterans).

All are available at no cost thanks to the generous support of The Missouri Bar.



"Fuel the Fire" is used often as an idiom, similar in meaning to another idiom, "Fan the Flames." Both mean to add to or increase. What you increase or add to determines whether the idiom is positive or negative in connotation.

Find current news that explains the good and bad of fueling the fire. Offer reasons for your choices.

When you make a bad situation worse, that's negative.

When you make a good situation, better, that's positive.

Be Creative!

Apply "Fuel the Fire" to situations in your own life. Interview others whom you know for additional real-life examples. Write, draw and/or use technology tools to illustrate the situations. Which are positive, and which are negative?

Apply "Fuel the Fire" to stories you read or view. Write, draw and/or use technologies to illustrate the situations. Which are positive, and which are negative?

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AARP
Real Possibilities

Can a judge remove case records before a trial?

Rules govern the closure of records

In late March, a reporter called me to question a situation where a criminal jury trial was about to start in a case where the defendant had a past history of criminal convictions that were documented in Case.net. The reporter discovered that, in an effort to prevent the potential jury panel from doing some “freelance” research on the case it was about to hear, the judge had removed all of the cases, past and present, regarding this defendant from Case.net.

I did a little research about this situation and discovered that, apparently, this is a common practice among judges in the state when criminal jury trials are scheduled. That caught me totally by surprise.

First, I went to the Supreme Court’s operating rules regarding operation of the courts. In Operating Rule 4.24, the Court has dictated certain records are considered “confidential,” inaccessible to the public (either as a paper file or on Case.net). The list of what is closed is long, and it includes some obvious matters such as mental health records, victim impact statements in cases of sexually violent predators, juvenile court records, grand jury proceedings, paternity cases, and various other records of cases where confidentiality of some matters related to the defendant is a right under Missouri statutes.

Under this Rule, juror questionnaires are closed to all but the parties and then are totally closed after the trial. Search warrant applications, until the warrant is returned or expires, are also closed under this Rule (This is the basis for the provision in Missouri that search warrant returns are open records - one

blessing of being a reporter in this state).

But, of course, there’s one giant hole in this rule, large enough to suck into it any case filed in the State of Missouri. It also closes any other record closed by

order of a court of record for “good cause shown.” Who decides what constitutes “good cause” in these matters? The judge listens to the party moving to close the file and must determine if that is “good cause.”

I argued one of these cases for a party seeking to unseal a court record a couple of years ago and I researched that issue. What I found was there must be a compelling government interest which justified this closure. One such interest, I suppose, would be ensuring the

wheels of justice continue to operate smoothly and fairly to all coming before the court system. That must be balanced, of course, against the aforesaid compelling interest in the integrity and impartiality of the system.

When cases are sealed, the court is supposed to state the reasons for sealing the record in its order, citing specific findings and reasons for rejecting alternatives for closure. The point of this drawn-out process for closure is, as stated in a Missouri Supreme Court case, “It is simply beyond dispute that public records are freely accessible to ensure confidence in the impartiality and fairness of the judicial system, and generally to discourage bias and corruption in public service.”

But this raises two questions in connection with the closure of Case.net records I mentioned at the start of this article. First, when both sides of a case come in and ask the court to close a file,

who is there to represent the public interest in openness? Who makes those arguments before the court? I suppose the answer is, theoretically, the judge makes those arguments herself or himself in making this determination. That hardly seems like a sound idea when a judge is getting only one side of the argument.

I remember distinctly when I made my argument to open the closed file, the judge moved rather hastily to suggest to the two parties in the case that the file would be opened unless compelling arguments for closure were made. In my opinion, one should not have to hire a lawyer in order to get that kind of attention in a closed matter. I think this is a compelling example why missing the component of an advocate for openness in such matters can be so deadly.

Finally, let me circle back around to our initial discussion about criminal cases. I know attempting to argue that closure in criminal trials is bad will likely be a difficult argument to win. Judges are very focused on protecting the right to a fair trial at any cost. We struggle enough to get access for cameras to the courtroom and we are still treading carefully when we cover trials with Twitter or blogs. Judges understand newspaper deadlines. Immediate coverage via social media is an area where we must tread carefully. Given this, it will be difficult to convince a judge that closing Case.net records before a jury trial is ill-advised.

However, it is important for the court to remember that such drastic measures should be limited. If they aren’t doing a court order to close the file on Case.net, they should be. If they do close the file, there needs to be provisions to re-open the records on Case.net at the earliest possible moment in order to protect the public interest in transparency in the court system.



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

*...the judge
had removed
all the cases...
regarding this
defendant
from Case.net*

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CALENDAR

May

- 1 — Missouri Press Foundation Board meeting, 1:30 p.m., MPA office
- 1 — MPA Past Presidents and Spouses Dinner, DoubleTree Hotel, Columbia

June

- 19 — Southeast Missouri Press Association meeting, Cape Girardeau
- 20 — Northwest Missouri Press Association meeting, Maryville (tent.)
- 26 — MPA Golf Tournament, Eldon
- 27 — MPA/MPS/MPF Board meeting in morning, Country Club Hotel and Spa, Lake Ozark
- 27 — Show-Me Press Association meeting in afternoon, Country Club Hotel and Spa, Lake Ozark

July

- 11 — Sunshine Coalition Board meeting, 3 p.m., MPA, Columbia
- 18 — Ozark Press Association meeting, Springfield (tent.)

September

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

October

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



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ANNUAL MEETING | JUNE 26-27 **RED WHITE & NEWS**

Country Club Hotel, Lake Ozark | Room Rate: \$92.00 | 573.964.2200

Schedule of Events



Thursday, June 26

Noon | Porter Fisher Golf Tournament, Eldon Golf Club, Sponsored by Centurylink, see separate form for registration.
7:30PM | MPA/MPS/MPF Board Dinner, Bentley's Restaurant. Before dinner reception sponsored by the Lake Sun.

Friday, June 27

- 8-11:30AM** | Missouri Press Association, Service and Foundation Boards breakfast, meeting.
- 12:00-1:30PM** | Show-Me Lunch Program. Mark Nienhueser to discuss New Revenue Streams with Missouri Press Service. Speaker Scott Swafford, Local Political Coverage.
- 1:30-2:15PM** | 30 Hot Circulation Ideas in 60 Minutes with Kevin Quinn.
- 2:30-3:30PM** | "Proper Methods of Working with a Print Centric Sales Team to Sell Digital Solutions," Trace Deaton from GateHouse Media/Lake Today.
- 3:30-5:00PM** | Brews and Views Roundtable Discussions, one-on-one time with the speakers to answer questions and gain additional information.
- **Mark Nienhueser**, Tips and Tricks to get the most out of your relationship with MPS
 - **Trace Deaton**, All Things Digital
 - **Kevin Quinn**, Circular Circulation Conversations
 - **Scott Swafford**, Political Coverage for this Election Year

**Registration Fee | \$30.00 per person including lunch Prior to June 6
\$40.00 per person after June 6 deadline.**



Name(s) of Attendee(s): _____

Company: _____

Address/Phone/e-mail _____

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson
Phone: 913.294.2311 | Fax: 913.294.5318 | sandy.nelson@miconews.com | Miami County Newspapers
121 S. Pearl, P.O. Box 389 | Paola, KS 66071

Country Club Hotel | 301 Carol Rd, Lake Ozark, MO 65049 | \$92.00 | Reservations Deadline: May 28th, 2014.