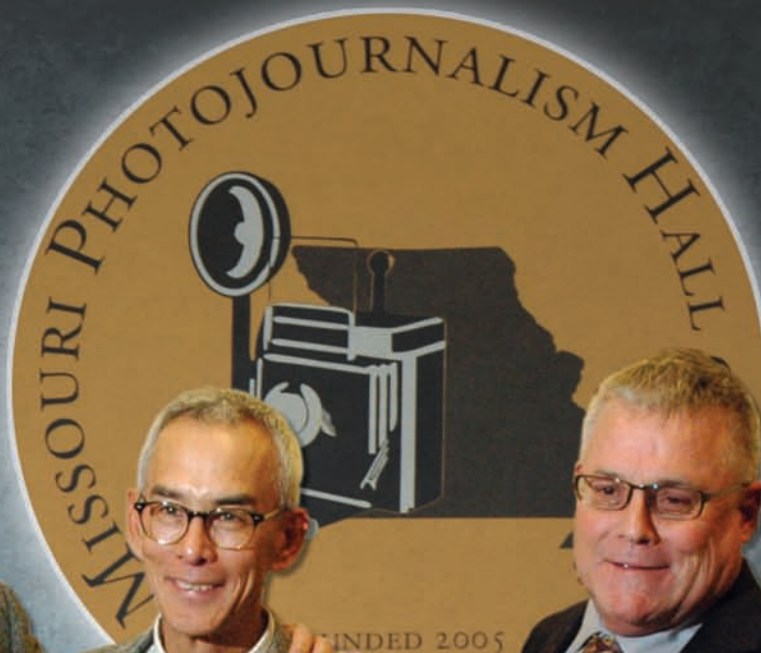


MP MISSOURI PRESS NEWS



P3 | Photojournalism Hall of Fame

P7 | An Inside Look at How Newspapers Are Doing

P8 | Gold Medal Newspapers Recognized

REGULAR FEATURES

President.....	2
On The Move.....	9
Obituaries.....	10
MPA Moments.....	11
Scrapbook.....	12
NIE Report.....	16
Jean Maneke.....	18



Chatting up the chancellor, parleying with the State Patrol

Convention conversations worth talking about

It's amazing what happens when you get people in the same room talking face-to-face. That bit of human chemistry accounts for two important achievements of the Missouri Press Association's 148th Annual Convention several weeks ago in Columbia.

The first has to do with the University of Missouri's search for a new dean of the School of Journalism. Missouri Press Executive Director Doug Crews made no secret of our disappointment in not having a representative on the search committee, as we've had in past searches.

We have a sizable stake in the outcome. The Missouri Press Association helped found the journalism school, indeed helped invent the concept of a journalism school. On a daily basis, we put the J-school's theories to the test, its best practices to use, and its graduates to work.

So there was a fair amount of tension in the room when MU Chancellor R. Bowen Loftin took to the lectern at the convention's Friday luncheon, and even more when he took questions.

We're pleased to report that both the chancellor and interim provost Kenneth D. Dean, who also attended the lunch and took his turn at the microphone, have committed to giving MPA a role in the selection process.

Dean has assured us that representatives of Missouri Press will have the opportunity to meet with finalists for the deanship and have our views heard. As described to us, the search organizers will incorporate a Missouri Press contingent into the schedule of small-group stakeholder sessions when the finalists visit campus.

It's a fair accommodation. What made all the difference in the world was getting the issue out into the



Richard Gard,
Missouri Lawyers Media
MPA President

open and having a civil exchange.

In the crosshairs

That's exactly how I'd describe a second success of the convention, our panel on the aftermath of the fatal police shooting of Michael Brown in Ferguson. As reported in last month's issue of *Missouri Press News*, former Associated Press Kansas City Bureau Chief Paul Stevens moderated a 90-minute session with Missouri State Highway Patrol Superintendent Ron Replogle and reporters and photographers from the Associated Press, the *New York Times*, the *St. Louis American*, and the *St. Louis Post-Dispatch*.

There, too, the tension was palpable. The journalists described Ferguson's finest sighting the crowd through the laser scopes on their semiautomatic rifles, this when using binoculars would have done wonders to ease the situation. Said the *American's* Kenya Vaughn, "I had a weapon drawn on me, and I was just trying to get home."

What came of the 90-minute session will likely play out over the next several weeks. As of this writing, newsrooms around the state and elsewhere are preparing for the St. Louis County grand jury's release of its findings on the conduct of Darren Wilson, the white Ferguson police officer who shot and killed Brown, who was black and unarmed.

For their part, the authorities are bracing for the threatened violent reaction should the grand jury find no basis to indict Wilson. We hope our 90-minute session did its part to clear the air and lay some groundwork as journalists try to cover one of the country's most volatile stories.

Giving thanks

For these accomplishments and others during our three days in Columbia, a note of thanks to several people: First, to Missouri Press President-Elect Jim Robertson, the veteran news-

*What made
all the
difference
in the world
was getting
the issue
out into
the open
and having
a civil
exchange.*

man who in the heat of the Ferguson protests first suggested we add Ferguson to our convention lineup; to Doug Crews for pressing the issue with the chancellor for Missouri Press to have a role in the journalism dean search; to MPA Membership Services Director Kristie Williams for organizing these and so many other successes for our annual meeting; and to the entire MPA staff, who did double and triple duty to see to everyone's convention needs. Thank you.



PRESIDENT: Richard Gard,

St. Louis, Missouri Lawyers Media

FIRST VICE PRESIDENT: Jim Robertson,

Columbia Daily Tribune

SECOND VICE PRESIDENT: Dennis Warden,

Owensville, Gasconade County Republican

SECRETARY: Dennis Ellsworth, *St. Joseph News-Press*

TREASURER: Donna Bischoff, *St. Louis Post-Dispatch*

EXECUTIVE DIRECTOR: Doug Crews

ADVERTISING DIRECTOR: Mark Nienhueser

EDITOR: Bryan E. Jones

DIRECTORS: Mark Maassen, *The Kansas City Star*.

Joe Spaar, *The Odessan*

Trevor Vernon, *Eldon Advertiser*

Bill Miller Jr., *Washington Missourian*

Jeff Schrag, *Springfield Daily Events*

Carol Stark, *The Joplin Globe*

James White, *Benton County Enterprise*, Warsaw

Darryl Wilkinson, Gallatin, *North Missourian*

NNA REPRESENTATIVE: Brad Gentry,

Houston Herald

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

Missouri Photojournalism Hall of Fame Induction

Thursday, Oct. 23, 2014, Washington, Mo.



William L. "Bill" Miller, Sr. founded the Missouri Photojournalism Hall of Fame in 2005.



Inducted into the 2014 Missouri Photojournalism Hall of Fame Oct. 23 in Washington, Mo. were, from left, William F. "Bill" Kuykendall, Sydney Brink and David Hutson. Also inducted, but unable to attend the ceremony, were Bill Marr and Sarah Leen. This is the last year for the Hall of Fame at its current location.



The 2014 Missouri Photojournalism Hall of Fame induction ceremony drew approximately 100 attendees Oct. 23 in Washington, Mo. The Hall of Fame showcases the work of photojournalists who have made outstanding contributions to Missouri journalism. (photos by Bryan Jones)



Don Warden, left, retired Owensville publisher, past MPA president and 2011 MPA Hall of Fame inductee, speaks with MU Extension professor emeritus, writer and 2006 Missouri Photojournalism Hall of Fame inductee Duane Dailey.

Good Newspapers Build Strong Communities

The following is the text of the keynote speech given Friday, Sept. 26 by Robert M. Williams, president of the National Newspaper Association, at the annual convention of the Missouri Press Association in Columbia.

First, Thank you. Thank you for missing dinner two nights recently because you were attending a county commission or school board meeting. You were there so you could inform thousands of readers who didn't want to be bothered. You did. And you do. Week after week. Thank you.

Or maybe you were at a Relay for Life meeting where, in addition to reporting on all those volunteers, you probably also coordinated your own volunteer team. Thank you for contributing to the fabric of your community.

Thank you for making THREE telephone calls over several hours just to be sure the little girl who won a blue ribbon at the horse show spells "Christie" with a "c" and an "ie" instead of a "k" and two e's -- or any other of about

20 variations for how Christie can be spelled.

Accuracy matters. It matters to Christie's mama and daddy. It matters to all our readers. And it matters to you. Thank you.

Thank you for offering space to friends of a cancer victim washing cars to raise money to buy gas to get that lady to chemotherapy treatments. Your coverage made the difference between raising \$1,500 instead of only \$150. Thank you.

Thank you for being the greatest link -- and the strongest protection -- between your readers and those with the power to tax and govern -- and the few who abuse that power. Thank you for speaking truth to power. Newspapers are often the only ones to do that.

Thank you for being the first transcribers of the only history your communities may ever record. Words and photos we preserve today are the priceless artifacts of lives treasured for generations to come.

Thank you for providing a low-cost, effective and reliable connection between hundreds of sometimes struggling small businesses and the buying public. You are a vital link between buyer and seller



Robert Williams

and an invested partner in the success of friends and neighbors. Thank you for working hard to help them succeed.

The late Robert Woodruff, longtime CEO of Coca Cola, said: "You can have anything you want in life if you help enough other people get what

(continued on next page)

they want.” This is what great community newspapers do. Thank you for that commitment.

Thank you for being veterans in the war against secrecy and lies and greed. It takes little courage to write about a stranger among thousands or millions in a metropolitan city; but it takes tremendous dignity, daring and fortitude to write about the woman who sits in the next pew with you at church or the man who sits across from you at Rotary. You do it week after week with sensitivity and caring and fairness and accuracy. Thank you for that.

Have newspapers suffered in recent years? Of course! Community newspapers are a direct reflection — a mirror — of the economy of the towns and cities we serve. The economic crash that sent stocks and development plummeting affected every business we serve and our newspapers reflect that. Communities are hurting and when our towns are injured, newspapers bleed. There's nothing wrong with America's community newspapers an overall improvement in our nation's economy will not fix.

Thank you for not blindly following doomsayers who say newspapers' best days are behind them. But what do they NOT say? Television viewership is being splintered into hundreds of channels -- with far more of them focused on promoting sex and silliness than vital information that makes our families stronger, our values deeper, our home lives happier.

In Blackshear, Georgia and thousands of small communities just like it across America, community newspapers were “social media” before social media was cool! We've been connecting friends and neighbors and telling about who ate with whom as far back as when country correspondents wrote about Mr. and Mrs. Jones “motoring” over to the next town last Sunday to have dinner. There's really not much new under the sun but we've told people about it ALL -- for decades.

The work of the Missouri Press Association on the state level and the National Newspaper Association have paid countless dividends to our newspapers for decades. My career started nearly 50 years ago. The ONLY way I have made it in my small town is learning from generous publishers and editors just like you at meetings like this...

In my little town, if you want a Big Mac, there's only one place to get it. McDonald's. They have the franchise. You want a Whopper? There's only one place to get it: Burger King. They have the franchise. If you're in Blackshear, Georgia and you want local news? There's only one place to get it. *The Blackshear*

Potter Conference Nov. 20-21

The Donald W. Reynolds Journalism Institute is inviting industry professionals to the second Walter B. Potter Sr. Conference this fall and the price of admission is two successful ideas - proven winners that generated revenue, boosted readership or improved your operation.

The Potter Conference will bring together community news executives and leaders at



POTTER

The Walter B. Potter Sr. Conferences

the Missouri School of Journalism in Columbia for an exchange and dialogue of best practices that will help sustain local journalism, especially in small and rural markets.

The two-day event is scheduled Nov. 20-21 at RJI in Columbia, Missouri. All participants will be permitted to bring up to three colleagues from their outlet or media group.

Those who make it to the conference will return home with access to all innovations presented, including details to help with implementation at their organization.

In addition, participants will receive a free book “Saving Community Journalism: The Path to Profitability,”

by Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics at

the University of North Carolina at Chapel Hill.

Professor Abernathy, who will present virtual remarks at the Potter Conference, is also formerly an executive with *The Wall Street Journal* and *The New York Times*.

Apply online at: www.rjionline.org/events/potter14

Times. WE have the franchise. It's ours to lose. And we're not giving it up.

It's the same way in your town and thousands of others all over our nation. I know you're not giving up your franchise as THE place to find local news and information, either.

Warren Buffett said: “In towns and cities where there is a strong sense of community, there is no more important institution than the local paper.” Welcome to our world, Mr. Buffett. It's reassuring to have you here.

Newspapers are a mirror of our communities; but you cannot see a reflection in the dark. Newspapers have to provide the light. It is HARD for a community to rise above the quality and commitment of its local newspaper. Good newspapers build strong communities!

In America, we talk about the value and dignity of every individual. Nowhere are those ideals better displayed than in America's community newspapers. We start at birth! EVERY child born should have their announcement PLUS a photo in the newspaper.

We love to publish pictures of children's first day of school. Through the years we document reading achievement, math competitions, steer shows, athletic victories and countless other milestones of life. Graduation is a big deal in every community. Our documen-

tation of the value of each individual life goes on and on, through engagement, marriage, more births, anniversaries, job promotions, you name it. We travel life's path right with the people who surround us, all the way to the grave, and even beyond -- with memorials!

Who cares more about the success, prosperity and happiness of people in your community than you? NOBODY!

Are people going to stop loving high school sports in Washington, Missouri? No! Are people going to stop caring whether their taxes go up or down in Lebanon? No! Are people going to stop wanting to see children's names on the honor roll in Oak Grove? No! Are people going to stop wondering who is going bankrupt or buying building permits in Owensville? No!

We believe people will always want to know about their taxes and what their governments are doing.

We believe people will always want to see children's names and faces publicized for their triumphs and tributes.

We believe there will always be a desire for accountability in government!

We believe in the critical need for accuracy and fairness as demonstrated by professional journalists.

We believe in newspapers!

Thank you for being a part of this great and valuable industry.



Upcoming Webinars

10 Ways to Build Reader Engagement
Friday, November 7

*Presenter Brian Steffen,
Simpson College*

Miss one of Online Media Campus's great webinars?
Don't worry ...
You can view past webinars at
onlinemediacampus.com!

Register at
onlinemediacampus.com

Presented in partnership with:

Missouri Press Association

*High-quality, low-cost web conferences
that help **media professionals** develop
new **job skills** **without leaving** their offices.*



Doug and Tricia Crews recently visited Kathy Snyder in San Marcos, Texas. Kathy, former co-publisher of the *Gallatin North Missourian* with her late husband, Joe, shared their collection of newsboys and other artwork. Joe was president of the Missouri Press Association and Kathy was MPA First Lady in 1975. They retired several years ago to San Marcos. Joe died in mid-April this year at age 95.

Bauman recipient of Gusewelle scholarship

Caroline Bauman of Fayetteville, Ark., a senior in journalism at the University of Missouri in Columbia, has been named the 2014 recipient of the C. W. Gusewelle Journalism Scholarship.

The \$2,000 scholarship is named for Gusewelle, the long-time reporter, editorial writer, foreign editor and columnist for *The Kansas City Star*.

The scholarship is presented annually in rotation to a senior journalism student at the University of Missouri-Kansas City, the University of

Missouri-Columbia, the University of Kansas and Kansas State University.

Bauman has served in reporting and editing positions at the *Columbia Missourian*. In 2013, she served an internship for the *Financial Times* in Brussels, Belgium.

She also interned at *The Kansas City Star*.



Broadband • Entertainment • Voice • Cloud • Managed Services

For CenturyLink information, contact:

Gregory Baker
CenturyLink North Missouri
573.886.3600
gregory.a.baker@CenturyLink.com

Pamela Anderson
CenturyLink South Missouri
417.334.9253
pamela.anderson@CenturyLink.com



CenturyLink®

Your link to what's next™

centurylink.com

Services not available in all areas. © 2014 CenturyLink. All Rights Reserved.
The name CenturyLink and the pathways logo are trademarks of CenturyLink.

Winning Royals sell newspapers

The Kansas City Star's Thursday, Oct. 16 edition, announcing the Kansas City Royals winning the American League Pennant and advancing to the World Series, sold out in many locations and the newspaper rolled out an additional 52,000 copies to meet demand.

In a recent *Star* article, it was reported, "Thursday's edition heralding the trip to the World Series sold briskly in vending boxes, at groceries, convenience stores and other locations.

"I live up north and went to six different places and they were all sold out," said Tommy Hottov, a former Royals pitcher...

"Publisher Mi-Ai Parrish said *The Star* printed twice as many copies for street sales as usual, expecting that to keep up with demand. It didn't. The presses revved up again Thursday morning to print 52,000 extra copies that makeshift crews delivered around town as well as the stadium. 'The players wanted copies,' Parrish said."



Russell receives MU Faculty-Alumni Award

Vicki Russell, right, publisher of the *Columbia Daily Tribune*, was among 14 people awarded the University of Missouri Faculty-Alumni Award from the Mizzou Alumni Association Oct. 10, in Columbia. Faculty-Alumni Awards, begun in 1968 by the Alumni Association, recognize the achievements of faculty and alumni. Faculty are considered for their work as teachers, researchers and administrators. Alumni are considered for both their accomplishments in professional life and service to their alma mater. Prof. Margaret Duffy of the Missouri School of Journalism received the Faculty-Alumni Award the same evening. Celebrating with Russell are her husband, Hank Waters, left, and *Tribune* general manager Andy Waters and his wife, Suzette. (photo by Wally Pfeffer)

Constitution Project winners to receive fellowships

Three dozen students will be selected from among those competing statewide in the 2014 Constitution Project to receive the first-ever Constitution Fellowships in the disciplines of crime scene investigation, journalism and trial advocacy, the Supreme Court of Missouri's Committee on Civic Education recently announced.

One outstanding student from each field from each school competing this year will be declared a Constitution Fellow.

"The Constitution Project is unique in its ability to immerse students in learning about the importance of the constitution in their lives," said Supreme Court Judge Patricia Breckenridge, chair of the Court's civic education committee.

"Regardless of who wins the statewide championship, there are winners at every level of this competition," Breckenridge said. "The new Constitution Fellowships allow us to honor outstanding students

from every competing school and give them an invaluable opportunity for special exposure to and instruction from experts in their chosen disciplines."

Constitution Fellows in journalism will spend a day at the University of Missouri-Columbia School of Journalism; fellows in crime scene investigation will spend a day at the Missouri State Highway Patrol's crime lab in Jefferson City; and fellows in trial advocacy will spend a day at the University of Missouri-Columbia School of Law. Along with these organizations, the University of Central Missouri in Warrensburg also is a co-sponsor of the new Constitution Fellowships.

"I am so honored and thankful for the wonderful support of the University of Missouri, the highway patrol and the University of Central Missouri," said Texas County Associate Circuit Judge Doug Gaston, founder and leader of The Constitution Project. "It is so rewarding to

see how willing these professionals have been in stepping forward, asking how they can help continue to foster these students' interest in our criminal justice system. I am really excited for the students' fellowship opportunities, which I believe will become a highlight of their Constitution Project experience."

Now in its second year statewide, the Constitution Project is an intensive, hands-on competition that engages students in investigating a mock crime scene, reporting about the crime and processing the resulting case as it progresses through the system, culminating in a mock trial — all under the mentorship of local professionals in the fields of crime scene investigation, journalism and trial advocacy. This year, 12 schools in three regions in the state are competing for the opportunity to advance to the state championships, which are scheduled Nov. 12 in Jefferson City.

So How Are You Doing?

An inside look at how newspapers are doing



Kevin Slimp
The News Guru

kevin@kevinslimp.com

This column is dedicated to anyone who publishes, writes, edits, designs, sells ads for, delivers or does anything else in the newspaper industry. You might remember that last month I mentioned a survey I've been doing of newspaper publishers in the United States and Canada. It's been three weeks and, so far, more than 600 publishers have taken part in the survey. Requests to complete the survey were sent out by most newspaper associations in both countries. In addition, I sent out requests to publishers in areas where associations didn't send out a request, so we could get an accurate idea of how things are going in our industry.

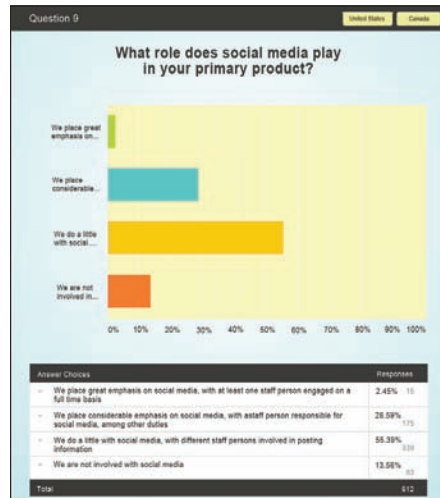
My guess, knowing that many publishers manage multiple titles, is that somewhere around 20 percent of the publishers in these countries completed the in-depth survey. That's a pretty amazing response.

To assist in keeping the results valid, I set up the survey in such a way that only one submission would be accepted from a particular IP address. This meant that answers from only one respondent at each location would be accepted, keeping the results from being skewed.

We're nowhere near ready to release the results, but later in this column, I'd like to share some interesting responses to the survey. I've gathered a group of industry and non-industry experts to sift through the results. Over the next few weeks, we'll be digging through the responses to learn what is really going on in newspapers.

A little about the respondents:

- 17 percent report their primary product is a free paper
- Coincidentally, 17 percent of responses came from daily newspaper publishers and 83 percent from non-daily newspapers.
- Not surprisingly, since most newspapers are situated in small towns and



In September, more than 600 newspaper executives completed surveys related to their publications.

rural communities, 63 percent of survey participants come from those areas. Most of the remaining respondents came from large and mid-size metro areas.

Over the next few weeks, our group will be sifting through the responses and making notes about answers we find particularly interesting or helpful. Once we've had a chance to go through the answers from the 600 plus surveys thoroughly, I will begin sharing the information in this column and at conferences. I'm already scheduled to speak on this topic at conventions throughout Canada and the U.S. in early 2015, so chances are I will be near you at some point.

Over the past two weeks, I was able to share a couple of findings from the survey at conferences in Arizona and Indiana. Audience members were enthusiastic about the information, and many caught me afterwards or wrote me later to discuss the survey.

Some findings related to income at newspapers are simple enough to report, since they came in the form of answers to multiple choice questions. Take this one:

"For those whose primary product is paid, what percentage of your total revenue is derived from your digital/online version(s) of your primary product (through subscriptions and advertising revenue)?"

While 21 percent of publishers answered "zero" to that question, another 49 percent answered "between one and five percent" of their revenue came from these sources. Most of the remaining respondents reported between five and ten percent of their total revenue came from digital sources.

That indicates that 70 percent of newspapers receive very little, if any, revenue from the digital side of things. Contrast that with the number of papers that invest in social and digital media, which is relatively high (86 percent), and you begin to notice some interesting phenomena.

In future columns, I hope to examine in detail responses to questions about how newspapers foresee the future. A quick glance at the survey tells me that 64 percent of publishers, when answering the question, "How true is the following statement of your newspaper: My newspaper is profitable and will be for years to come," responded that the statement is true. Another 25 percent answered that their paper is profitable, but they can't predict the future. Ten percent report that they are having a tough year this year.

Well, there you have it. My first column related to my survey of 600 plus newspaper publishers. To be honest, it's a bit overwhelming to look over all the responses, many of which were essay questions, and not feel a responsibility to get the information out as quickly as possible. Still, it's going to take some time to sift through all the answers and learn what is really on the minds of our industry leaders.

I can't wait to share comments from publishers who were given an open forum to share their thoughts about our industry and their advice for the future. This is going to be an interesting ride.

Find Kevin in early 2015 in these cities:

Louisville (KPA), Jan 22-23

Minneapolis (MNA), Jan 30

Nashville (TPA), Feb 5-6

Columbus (ONA), Feb 12

Edmonton (AWNA), Feb 13-14



Missouri's Gold Medal Newspapers Recognized

The 2014 Missouri Press Association Better Newspaper Contest Gold Medal Newspaper recipients were among those honored Saturday, Sept. 27 during the MPA's 148th annual convention in Columbia.

The Gold Medal winners were selected based on a point scale applied to the total number of awards received in the contest.

Gold Medal Winners:

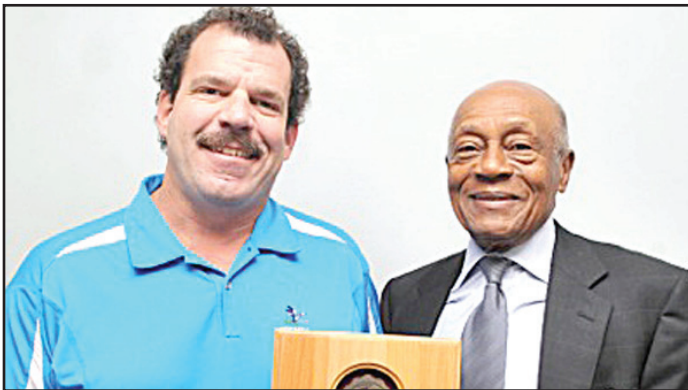
Weeklies, Class 1 -- *The Clinton County Leader*, Plattsburg
 Weeklies, Class 2 -- *The Houston Herald*, Houston
 Weeklies, Class 3 -- *St. Louis American*, St. Louis
 Dailies, Class 1 -- *The Daily Star-Journal*, Warrensburg
 Dailies, Class 2 -- *The Columbia Missourian*, Columbia
 Dailies, Class 3 -- *The Kansas City Star*, Kansas City



The news staff for *The Daily Star-Journal*, Warrensburg, includes reporter Sue Sterling, seated, and, standing from left, reporter Amanda Lubinski, sports reporter Dustan Sedgwick, community reporter Kelly Melies and editor Jack "Miles" Ventimiglia. *The Daily Star-Journal* received the Gold Medal for Dailies, Class 1.



Clinton County Leader editor Becky Black, from left, owner/publisher Steve Tinnen and general manager Betty Dickinson display the Gold Medal for Weeklies, Class 1.



Chief Operations Officer Kevin Jones, left, and publisher Donald M. Suggs represent the *St. Louis American*, which won Gold Medal designation in Weeklies, Class 3.



Columbia Missourian staff includes, from left, Tracey Goldner, student and award winner; Tom Warhover, executive editor; Brian Kratzer, director of photography; Jeanne Abbott, managing editor; and Heather Lamb, Vox magazine editorial director. The *Columbia Missourian* received the Gold Medal for Dailies, Class 2.



The *Houston Herald* garnered the Gold Medal for Weeklies, Class 2. Staff members include, front from left, Amanda Starr, Deanna McKinney, Leesa Smith; back from left, Jeff McNiell, Doug Davison, Kathy Richardson, Sharon Hayes and Publisher Brad Gentry.



Missouri Press Association president Richard Gard, left, presents the Gold Medal for Dailies, Class 3 to *The Kansas City Star* editor Mike Fannin.

ON THE MOVE



• **Maryville** — Katy Barth has joined the *Maryville Daily Forum* staff as a general assignment reporter. She was graduated from Michigan State University with a journalism degree and most recently served as an intern for *City Pulse*, an alternative newspaper in Lansing, Mich. She also wrote articles for two student publications while at Michigan State.



• **Sullivan** — Jennifer Manion and James Bartle are the new co-owners and co-publishers of the *Sullivan Independent News*. The change in ownership came after the death of former owner and publisher Kathy Manion in July, who had been in that position since 1994. Jennifer Manion is the daughter of the late Kathy Manion and granddaughter of the late Del and Van Abell, the founders of the business in 1962. Bartle has been with the company for 25 years, serving as staff writer, assistant editor and editor.

• **Stockton** — Karen Bliss is now the editor of the *Cedar County Republican*. She previously served as editor of southcountymail.com. Bliss takes over from retiring *Cedar County Republican* editor Becky Groff, who retired Oct. 10. Bliss has done freelance work for various publications in Springfield and has a bachelor's degree in print and digital journalism from Missouri State University in Springfield.



• **Lee's Summit** — John Beaudoin, former Suburban Group Publisher/Editor for the *Lee's Summit Journal* and *Cass County Democrat Missouriian*, has recently taken a position with

the City of Lee's Summit as the city's economic development communication director.

• **Maryville** — Elizabeth Golden has joined the staff of the *Maryville Daily Forum* as a staff writer. Golden has been doing newspaper work since eighth grade, working at school newspapers in high school and college. She has a journalism degree from the University of Missouri-Kansas City.



• **Carthage** — Matt Guthrie has been named senior group publisher of *The Neosho Daily News*, the *Carthage Press*, and the *Pittsburg (Kan.) Morning Sun*, all Joplin-area publications owned by GateHouse Media. He moved to Missouri from California, where he was with GateHouse.

• **Bolivar/Republic** — Sarah Hilton, former associate editor of the *Bolivar Herald-Free Press*, has left that newspaper after more than six years to become editor at the *Republic Monitor*.



• **Crane** — Brenda Cates Kaup has been named news editor at the *Crane Chronicle/Stone County Republican*. She is an award-winning journalist and advertising specialist. She retired in 2009 as assistant professor of communications from Missouri Southern State University in Joplin. She has a master's degree in English literature from the University of Arkansas and has a bachelor's degree in journalism from MSSU.

• **Milan** — Joe McCarty, a cartoonist at the *Milan Standard* for nearly 60 years, recently published his final car-

toon. He produced more than 3,000 weekly cartoons in his career. McCarty will be 100 years old Dec. 22. "I would like to thank all who wrote and personally told me how much they liked or disliked my cartoon subjects. I hope I was able to bring enjoyment to all," he wrote in his last cartoon.

• **Salem** — Tyler McConnell has been hired as a reporter at *The Salem News*. He was graduated from College of the Ozarks in 2011 with a degree in English. He is pursuing a master's degree in journalism from the University of Missouri. He received several editing and reporting awards while working at *Vox*, a magazine published by the *Columbia Missourian*. At *The Salem News*, McConnell will be covering law enforcement and schools and will be writing feature stories.



• **Independence** — Genia Lovett joined *The Examiner* staff as interim publisher. She is originally from Ohio and worked for Gannett in Ohio, Michigan and Wisconsin for the past 34 years. Lovett will work with *The Examiner* team "transforming our business to match our customers' needs."



• **Rock Port** — Kassi Nadig has joined the staff of the *Atchison County Mail* as a reporter and the newspaper's social media representative. Nadig is from Illinois and has a bachelor's degree from the University of Wisconsin-Platteville, where she was a journalist for the student newspaper *The Exponent*. Thanks to Nadig, the *Atchison County Mail* has a new Facebook page (facebook.com/farmerpublishing?ref=hl) and Twitter feed (twitter.com/AtchCoCourier).

(continued on next page)

On the Move

(continued from previous page)

• **Ozark** — Donna Osborn, longtime *Christian County Headliner News* editor, retired Oct. 17 after 15 years. She started at the *Ozark Weekly News* in 1999. In 2001, Community Publishers purchased the *Christian County Headliner News*, which eventually absorbed the *Ozark Weekly News*.



• **Nixa** — Ryan Bowling resigned as editor of the *Nixa Xpress* to take a position as an online marketing specialist with Guaranty Bank. He was with the newspaper for nearly nine years. He was first hired as a reporter in 2005. He has been editor for the last six years.



• **St. Genevieve** — Alecia Lassing joined the staff of the *Ste. Genevieve Herald* as the news editor. She is a 2012 graduate of the University of Missouri-Columbia, was editor of the *Macon Chronicle-Herald* until its closing July 30, and briefly was news editor of the *Moberly Monitor-Index*. She recently was recognized for her column by the Missouri Press Association and was honored for her series "Adventures with Alecia."



The *Herald* also hired Jason Viox as its sports editor. He is a 2010 graduate of the University of Missouri-Columbia. He previously worked for the *Wynne (Ark.) Progress* and *East Arkansas News-Leader*. He has received honors from the Arkansas Press Association.



• **Poplar Bluff** — Patrick Pratt joined the staff at the *Daily American Republic* as a reporter, covering area school boards and general assignments. He previously worked at the *Sedalia Democrat*, *Fredericktown Democrat News* and *Park Hills Daily Journal*.



• **Republic** — Kristina Stell is the newest staff member at the *Republic Monitor*. She serves as a journalist and graphic designer. She attended Concordia University in Seward, Neb., where she studied commercial art. She has worked as a photographer and a medical aide.



• **Ozark** — Amelia Wigton was promoted to editor of the *Christian County Headliner News*, succeeding retiring editor Donna Osborn. She was graduated from Southwest Missouri State University (now Missouri State University) in 2001 with a degree in print journalism. She has been at *Headliner News* since 2006. Previously, she worked at the *Empire Tribune* in Stephenville, Texas and the *Cass County Democrat Missourian* in Harrisonville.



A contribution to the Missouri Press Foundation is a wonderful way to honor the memory of an associate.

OBITUARIES



Nevada

Mary Shead

Mary Virginia Corporon Shead, 95, died Sept. 14, 2014. She was the long-time community correspondent for the *Nevada Daily Mail*. Both her father and brother were in the newspaper business as publisher and UPI reporter, respectively. Shead wrote for the *Fort Scott Tribune*, *Nevada Daily Mail*, *Morning Sun*, *Liberal News*, and the *Girard Press*. She began writing for publication in 1969 and continued writing until her death, with assistance from her son Larry.

Clinton

Floyd H. Pinkston

Floyd Hendrick Pinkston, 94, of Springfield, died Aug. 22, 2014. He was a Lt. Col. in the United States Air Force and served as both editor and publisher of *The Clinton Eye*. In 1968, after 24 years at the newspaper, he sold it and began working in communications for the Department of Defense.



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.

FOR MORE INFORMATION OR A FREE DEMO

call 888.391.0202

Print readers recall more than online readers

(Vox) -- Online readers may have a harder time remembering news stories than print readers, according to a recent study from the University of Houston.

The study got two groups of university students to read the news and recall what they read. For 20 minutes, one group of 25 read a hardcopy of *The New York Times*, while another 20 read the newspaper's online version. Both groups were required to abstain from the news for the day until the study session, and participants weren't told that they would be tested on their recollection of what they read.

Although both groups read simi-

lar amounts, print readers remembered an average of 4.24 news stories, while online readers recalled an average of 3.35 stories.

What explains the difference? For one, readers might go into online news with different expectations. "The nature of the Web as a medium that has subsumed virtually all others makes it a site for a variety of uses, including commerce, communication, gaming, and of course, news," lead author Arthur Santana said in a statement.

"The print newspaper, however, is generally dedicated mostly to news, thus in choosing a particular medium, users bring preformed at-

titudes about what to expect," Santana said.

There are dozens of other factors as well. Among them, the design — print tends to be more rigid, while online layouts are ever-changing — could play a role. And online stories tend to have more visuals and big ads, which could act as distractions for readers.

As a result, online readers might be more likely to scan stories, while print readers are perhaps more methodical.

Whatever the explanation, chances are you'd remember more of it if it was in print.

Cronkite Conference in St. Joseph

Missouri Western State University is hosting the Walter Cronkite Conference on Media Ethics and Integrity Nov. 3-4 in St. Joseph. Named in honor of the famous CBS news anchor who was born in St. Joseph, the conference will feature TV and print journalists, educators and students.

Highlights include an "ethics in the trenches" panel featuring a range of newspaper editors and TV news anchors and directors, a panel on teaching media ethics and a panel on revising media codes of ethics with industry leaders who are helping draft those revisions.

The conference also will include a tour of the Cronkite Memorial, a documentary on the CBS coverage of the JFK assassination and a one-man multimedia show based on Cronkite's Larry King Live interview on the anniversary of 9/11. The conference concludes with a convocation speech from Douglas Brinkley, the author of biographies on FDR, Ford, Carter, Dean Acheson, Cronkite and others.

The \$75 registration fee includes four meals. Email the completed registration form to ensure an accurate meal count.

Questions can be directed to Bob Bergland, berglan@missouriwestern.edu



A compliment of 'especial value'

Missouri Press moments is a look back in the association's long history, designed to highlight interesting and significant events and people; provide historical notes; or simply entertain. Enjoy!

--Bryan E. Jones, MPA Editor

"Unassailable certainty is the thing that gives a newspaper the firmest and most valuable reputation."

- Mark Twain in "Roughing It"

Samuel Clemens, aka Mark Twain, one of the most well-known American authors and humorists, was once a printer's devil and, later in life, was influential in the publishing industry's technological advancement. He also had a lifetime membership in the Missouri Press Association.

It was at the 36th annual meeting of the Missouri Press Association, July 23-24, 1902 in Kansas City that Mark Twain was bestowed this status. Notes from the period read,

"Perhaps the most outstanding event of the Thursday session of the association was the adaptation of the following resolution: 'Whereas, Dr. Samuel L. Clemens, better known as Mark Twain, was born in Monroe County, learned the printer's trade in Hannibal, has been an editor, and while he now lives in another state, he is, and always will be, a Missourian; therefore be it resolved that said Mark Twain be made an honorary life member of the Missouri Press Association.'

"Mr. Clemens was notified of his election...and made the following acknowledgement: '...I have received your note of the 1st inst., informing me of my election to honorary membership in the Missouri Press Association, and I beg to return... my sincerest thanks for the compliment thus conferred upon me, a compliment which I hold in especial value, coming as it does from the press of my native state.'"

SCRAPBOOK



• **Ash Grove** -- The office shared by the *Ash Grove Commonwealth* and *Willard Cross Country Times* has moved to 100 E. Main St. in Ash Grove. They also have changed certain contact information. The new phone number is 417-363-7025. New office hours are 9 a.m. to 5 p.m. Monday through Friday.

• **Chaffee** -- The final issue of the *Scott County Signal* was published Sept. 28. The newspaper was founded in 1910. The news for the area will now be reported in the *Southeast Missourian*. Those who have a paid subscription to the *Signal* will be able to roll it over to the *Southeast Missourian* or receive a refund.

• **Atchison County** -- Atchison County newspapers *Fairfax Forum*, *Tarkio Avalanche* and *Atchison County Mail* have consolidated their online presence, making it easier for readers to stay up-to-date on local news via a single website and one Facebook page. Suggestions were solicited from the public to name the online consolidation.

• **Trenton** -- Wendell Lenhart, publisher of the *Trenton Republican-Times*, recently presented a program titled "Newspapers of Grundy County" at the Grundy County Genealogical Society meeting. He spoke about the history of newspapers in Trenton, their relationship with the Associated Press, and the emphasis on local newsgathering.

• **Mound City** -- The Holt County Historical Society recently expanded its collection of newspaper archives to include *Holt County News* issues from May 27, Aug. 26, Sept. 2, Sept. 30 and Dec. 16, 1859. The family of LaVona Stalcup Reid donated the newspapers.

• **Savannah** -- The *Savannah Reporter* is now available in an electronic edition. The eEdition, at thesavan-

nahreporter.com, is available to readers by subscription only. Current subscribers may contact the newspaper to set up an account.

• **Marshall** -- The *Marshall Democrat-News* recently debuted a new local feature called SoundBites. Each week the newspaper's reporters ask people in the community their opinion about current events and hot topics. The results will be printed, along with a full video interview on the newspaper's website.

• **Republic** -- Squibb Media has purchased *The Republic Monitor*. The company also owns *Willard Cross Country Times*, *Lawrence County Record* and the *Ash Grove Commonwealth*. Squibb's headquarters is in Mt. Vernon.

• **Tipton** -- The *Tipton Times* hosted a Sunshine Law workshop, presented by the Missouri Attorney General's Office Oct. 23. The workshop was open to the public and to all representatives of public bodies. The one-hour class was conducted by Tom Durkin, public education director for the AG's office. The goal of the class was to provide government officials with the support they need to be "well informed about conducting their business in a way that brings transparency and fairness to government."

• **Slater** -- A new column made its debut in October on the women's page in the *Slater Main Street News*. Jenny Jordan, co-owner of Slater General Store, is contributing a column each month offering gluten-free recipes. The column is titled "It's Gluten Free for Me."

• **Columbia** -- *Columbia Daily Tribune* reporter Alan Burdziak was recently chosen to receive a Missouri Bar Excellence in Legal Journalism Award for his coverage of proceedings in 2013 that led to Ryan Ferguson's release from prison. He wrote or con-

tributed to 13 stories about the 2001 murder of *Tribune* sports editor Kent Heitholt and the 2013 court ruling that led to Ferguson's release. Ferguson was convicted in 2005 of second-degree murder in Heitholt's death.

• **Festus** -- The *West Side Leader*, inserted into the *Arnold-Imperial Leader* and the *Jefferson County Leader*, recently turned one year old. The newspaper was started to tailor content to residents along the Highway 30 corridor. It is a free, weekly, direct-mail newspaper to 28,000 homes.



Jared Lankford, sports editor at *The Monett Times*, gets a bucket of ice water poured on him after accepting the ALS "Ice Bucket Challenge" from Monett High School senior Isaac Long and "Scoreboard Guy" Guy Newcomb. The challenge supports efforts to fight the neuro-muscular disease amyotrophic lateral sclerosis, commonly known as Lou Gehrig's Disease. (photo by Melonie Roberts, *Monett Times*)

Old vault in newspaper office holds more than archives

Practical joke surprises tour group, prompts snappy comeback

A late afternoon visitor to the *Jefferson County Leader* in Festus will occasionally find a gaggle of Cub Scouts or Brownies wandering around the place. The *Leader* offers free tours to Scout groups working on community badges. The youngsters get to meet the staff, hear how the news is gathered, see how ads are made, and watch a video of a printing press doing its job. Some go home with a mockup of the front page containing their picture (and often a

snack from the stash under Pam LaPlant's desk).

One such tour offered perennial prankster Rob Schneider of the paper's sales staff the opportunity to pull off the BEST - PRANK - EVER on then-publisher Patrick Martin.

The building that houses the *Leader* office was once a bank, and still has a pretty impressive vault. That's always a stop on the Scout tours, and this day was no exception. Pat was in the middle of

his usual, "What do you think we keep in here?" spiel as he threw the vault door wide open.

There sat Rob, trussed up in a chair with duct tape around his hands and across his mouth, struggling as if to free himself. He'd sneaked in shortly after the kids arrived and set it all up.

What followed was one of Patrick Martin's finest moments. After a second of shock, he said, "This is what happens to sales reps who don't make their quota."

Sources and Resources for Missouri Newspapers



Every Business Needs
an Online Presence.
Contact Mark Nienhueser
at Missouri Press.
mdnienhueser@socket.net
573-449-4167



Socket® 1-800-762-5383
Tech Talk
Press-ready technology tips
by the friendly folks at Socket.
www.socket.net/techtalk



For information about
agriculture or issues
affecting rural Missouri,
call 573-893-1468.
**MISSOURI
FARM BUREAU**



Mary lost \$172,619.00 in an investment scam
DON'T LOSE YOUR HARD-EARNED SAVINGS TO FRAUD
www.MissouriSafeSavings.com
Call the Investor Protection Hotline
800-721-7996
 Jason Kander Secretary of State



The Missouri Bar
Jefferson City • 573-635-4128
Find us on Twitter @mobarnews,
on Facebook.com/MissouriBar



Interlink
**HOW NEWSPAPERS
DO MAIL.**
Helen Sosniecki helen@ilsw.com
888-473-3103



Missouri State Medical Association
For all things medical in Missouri,
turn to the experts at the
Missouri State Medical Association.
Lizabeth Fleenor
800-869-6762 • lfleenor@msma.org
www.msma.org



MACA
Missouri Association
for Community Action, Inc.
Helping People. Changing Lives.
*Do you need information
about poverty? We can help.*
www.communityaction.org
info@communityaction.org

Deaton receives Missourian Award

Former University of Missouri Chancellor Brady Deaton recently received the "Missourian Award," created by Ralph Stevens and his late wife, Corrine, for his work with the university, community and state. Nominees for the award must have been born in Missouri and made a contribution in civics, business, arts and/or politics.



"I am deeply honored to receive this award and to be recognized as someone who has lived up to the spirit of Missouri, its heritage and values," Deaton said in a statement.

"I feel a strong connection to the Thomas Jefferson philosophy on which the university was based and after working so hard with students, faculty, staff and alumni for the university for all of these years, this is an incredible recognition of what I tried to do. I have enjoyed meeting Missourians all across the state, and now I am proud to be one of them in this special way," he said.

Recent recipients of the award include former congressman Ike Skelton and newspaper publisher Gary Rust. Other past recipients include Walter Cronkite, George Washington Carver and former President Harry Truman. Deaton received the award at a ceremony Sept. 27 at the Capitol Plaza Hotel in Jefferson City.

Edgecombe Elected NNA President

John Edgecombe Jr., publisher of *The Nebraska Signal* in Geneva, Neb., was elected Oct. 4 as president of the National Newspaper Association during the association's 128th annual convention. He had been vice president.

"My family has owned *The Nebraska Signal* for 120 years," Edgecombe said during his acceptance speech at the convention. He is also publisher of the *The Hebron Journal-Register*.

"My great-grandfather, F.O. Edgecombe, a blind newspaper publisher, became president of the National Editorial Association, now NNA, 90 years ago.

"I began working at the paper at an early age. The summer after graduat-

ing from high school I attended Linotype school at the University of Missouri. In 1967, I enlisted in the Navy where I was a printer and learned offset printing." He is a fourth-generation newspaperman.

His grandfather, Tyler Edgecombe, served as Nebraska's NNA state chair for a number of years.

Edgecombe succeeded Robert M. Williams Jr., publisher of Pierce County Publishing Co. Inc. in Blackshear, Ga.

Elected vice president was Chip Hutcheson, publisher of the *Princeton (KY) Times Leader*. The treasurer's position remains open as of *Missouri Press News* press time.



Missouri Press Foundation

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

Society of 1867

James and Deborah Robertson, Columbia

Mark Maassen, Kansas City

Philip and Cecilia Leslie, Columbia

Missouri Photojournalism Hall of Fame

William L. Miller, Sr., Washington

Newspapers In Education Grant Program

Bank of Versailles, Versailles

Homeyer Precision Manufacturing, Marthasville

David J. Dear, D.D.S., Versailles

Digital Preservation Speaks VOLUMES

Protect and Share
Digitally preserve your newspapers and bound volumes

www.ArchivelnABox.com **ArchiveInABox**
The newspaper archive scanning service from SmallTownPapers®

Missouri Press Association / Missouri Press Service

802 Locust St., Columbia, MO 65201-4888

(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

STAFF

Doug Crews: Executive Director, dcrews@socket.net

Mark Nienhueser, Advertising Director, mdnienhueser@socket.net

Bryan E. Jones: Editor, bejones@socket.net

Connie Whitney: Advertising Sales & Placement, cwhitney@socket.net

Jennifer Plourde: Advertising Sales & Placement, jplourde@socket.net

Karen Philp: Receptionist, Bookkeeping, kphilp@socket.net

Kristie Williams: Member Services, Meeting Planning, kwilliams@socket.net

Jeremy Patton: Graphic design, jpatton@socket.net

Brittney Wakeland: Marketing, Advertising Sales, bwakeland@socket.net

Melody Bezenek: Missouri Press Foundation Director, mbezenek@socket.net

Shelby Feistner: Digital Footprint, Social Media, mpaoffice@socket.net

Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com

Dawn Kitchell: NIE & Education Director, dawn.kitchell@gmail.com

St. Louis American wins Community Leadership Award

The *St. Louis American* recently received the Community Leadership Award from the Inland Press Association and Foundation for its work benefiting young people through scholarships and local recognition.

The Inland Press Association Community Leadership Awards contest was sponsored and judged by the Missouri School of Journalism at the University of Missouri. The *St. Louis American* won in Class C, 50,000-99,999 Circulation.

Judge's comments included the following: "With the tragedy in Ferguson, Missouri, this has been both an historic and sad year for the community served by the *St. Louis American*."

"The hard work by the *St. Louis American*—year after year—to lift up young people through its annual scholarship fundraiser and recognition program is the most important work by a newspaper in its community."

"Every media company in America should copy the program, and the *St. Louis American* deserves credit for celebrating success. As an honored professor said this year about the students in the program: 'Well taught, well learned.'"

The award was presented by Randall Smith, Donald W. Reynolds Endowed Chair in Business Journalism at the Missouri School of Journalism at the University of Missouri in Columbia.



**Missouri Press
Foundation**

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

Saving Born-Digital Content

Participate in Nov. 10-11 news forum

A recent poll by the Donald W. Reynolds Journalism Institute found that about a quarter of news organizations have lost significant amounts of their news archive. Unlike print, digital news content can silently vanish in the blink of an eye.

Digital preservation is the key to ensuring long-term survival of your news content, content that news organizations need for context, credibility, reuse and monetization.

That's why RJI is asking you to join other journalists, librarians, historians, archivists and entrepreneurs in formulating a national agenda for saving digital news content by attending the "Dodging the Memory Hole: Saving Born-Digital News Content" forum, Nov. 10-11 at RJI in Columbia.

A recent memo to University of Missouri faculty included the following:

Dear Faculty,

As some of you will recall, in 2002, a Columbia Missourian server crashed and wiped out fifteen years of text

and seven years of photos. The archive was contained in an obsolete software package that effectively prevented cost-effective retrieval. Unlike content digitized from analog media, born-digital has no physical surrogate to serve as a fallback.

A recent Donald W. Reynolds Journalism Institute survey showed that we are not alone: 27 percent of legacy news organizations say they have lost significant amounts of their archived content.

If you are a decision-maker in a news organization who recognizes the value of digital archives and wants to change the future of the past, join us for the forum. If you know of another person who should attend this event, please pass on this message.

Register now.

Go to: <http://www.rjionline.org/events/memoryhole>

The event is made possible by grants from The Mizzou Advantage and RJI.

Get the facts from us.



Doing research on Missourians? AARP in Missouri can help you get the information and insight you need. Not only are we dedicated to championing positive social change through our advocacy and service, but also a valuable resource for reporters looking to learn more about fellow Missourians.

For more information, contact Anita K. Parran
at (816) 360-2202 or aparran@aarp.org



/aarpmissouri



@aarpmissouri

AARP

Real Possibilities

News Quiz reaches students, merges tech and print

Daniel Johnson's recent article in *Editor & Publisher*, and a similar article for INMA, stresses the importance of the newspaper industry developing new readers.

"Millennials make up the largest living generation in the United States; larger than the baby boom generation and three times the size of Gen X. They represent more than \$200 billion in buying power. According to Ypulse Lifeline, 33 percent of Millennials get their news from printed newspapers (still!) and 62 percent get their news from a news website."

Johnson, a newspaper veteran who now works for CirTech, is talking about young adults, ages 18-24, in his E&P article, "Shoptalk: Newspapers Must Work Harder to Attract Younger Readers."

"Millennials have an appetite for the kind of relevant, trustworthy news and information that only newspapers can provide. They learned to become critical thinkers and to question the information they read at a young age. This is why they are such a perfect audience for newspapers," Johnson writes.

But how did those Millennials learn to "become critical thinkers and to question the information they read at a young age?" My money is on Newspapers In Education.

In 2002, the Newspaper Association of America Foundation released the first of several great studies on NIE programs and their impact on standardized test scores, reading attitudes, civic engagement, and more. Back then, Newspapers In Education programs nationally reached more than 106,000 schools and 14 million students each year – a figure that didn't even include the efforts of small community newspapers!

According to a Newspaper Association of America story, "5 Newspaper Myths Debunked," female Millennials, (who were in elementary school in 2002), have become the fastest growing segment of newspapers' digital audience.

Developing new readers SHOULD be a "number-one priority for the newspaper industry," and that work begins in schools, especially elementary schools, with Newspapers In Edu-



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

cation efforts.

Merging technology with the printed product is a challenge for every department in newspaper companies, including Newspapers In Education.

Unless your schools have implemented a 1:1 technology ratio, access to technology in our schools is too limited for consistent online use of the newspaper in the classroom – and that consistent exposure, the research says, is what leads to gains in skills, test scores and readership habits.

The printed newspaper is universally still the best curriculum resource in the classroom, especially the elementary classroom. But that doesn't mean we can't find ways to integrate technology into its use.

In Washington, Mo., the Newspapers In Education program is using a weekly News Quiz in an effort to do that. A month into the project, about 100 students a week have been taking the online quiz, based on stories from the printed newspaper delivered each week to classrooms.

The goal of the project is to draw young readers to *The Missourian's* website, while continuing to use the printed newspaper as the classroom resource. The quiz consists of 5-10 questions from throughout the newspaper focusing on news of interest to

students. Finding the answers challenges students to use their skimming, scanning and comprehension skills, among others.

Beyond the current events, the *Missourian* In Education News Quiz pulls young readers through the entire newspaper, introducing them to public notices, classified ads and other sections, stories and advertisements they might not read without a nudge.

The quiz is created in a Google Document, and the link is embedded on the newspaper's website, emissourian.com. The quiz records answers in a spreadsheet and at the end of each week a random drawing is held to give an incentive to one student with correct answers. Local businesses have donated gift cards for these weekly prizes.

The News Quiz is a hit so far with teachers:

"I LOVE the sound of my students. We are working on our quiz questions and you should hear my students. 'I found it!' 'Did you find it?' 'It's in the caption.' 'Where is it?' 'In the People section' 'Found it! Found it!'"

"It [the quiz] has students reading all sections of the paper, evaluating various forms of writing, and I think the questions are ideal to support what we're doing in the classroom. I especially loved evaluating the picture to draw conclusions. That's a big skill. Well done."

To learn more about the *Missourian* In Education News Quiz, visit emissourian.com. While you're there, take the quiz yourself.



A student at a Washinton, Mo. school takes a *Missourian* in Education News Quiz as part of her classroom activities, using the *Washington Missourian*. There are 100 students per week currently participating in the project. (submitted photo)

Newspapers: Foundation of Vibrant Communities

by David Burton

A recent visitor to my house noted that I had four different weekly newspapers on the kitchen counter. "If you have that many newspaper subscriptions, you must be rich," said my friend, who confessed to never having subscribed to a newspaper in his entire life.

I wanted to cry in response to the fact that he had never subscribed to a newspaper, but I laughed instead. "I am not rich when it comes to money, but these communities are better off by having a weekly newspaper," I said. "That is why I support local newspapers with my subscription."

As a consumer, I know first-hand that most weekly newspaper subscriptions are reasonable. I have subscriptions to my hometown newspaper, the newspaper I managed, the newspaper in my community of residence and the newspaper in the community where I work. These newspapers keep me updated on government decisions, community events and the

lives of my friends.

Despite our changing world, daily and weekly community newspapers remain a prime source for recording local news events. Newspapers document the lives of local citizens from birth to death. Newspapers chronicle the decisions of city councils, county commissions, fire districts and school boards along with hometown school athletics and art programs.

Newspapers serve an important function in the American democratic process. When I was editing a weekly newspaper, I would say the newspaper was a "beacon of truth." I still believe that is true in most communities. At the very least, quality newspapers aid in the well-being of the communities they serve.

Newspapers help protect our communities from destructive influences. Newspapers help to sound the alarm with accurate and complete coverage of sensitive or tragic community issues. The best community newspapers provide facts and editorials that

help communities make decisions. They also help celebrate individual and collective achievements in the community, offer congratulations and join in the community celebration.

Newspapers have an important role in small and large communities across this country. Despite what a few might have you believe, newspapers are not dead. Weekly newspapers are doing well and for communities that want to grow and flourish, they are vital.



David Burton is an MU Extension Specialist and lives in Republic.

LEAD THE WAY

for Local Advertisers & Consumers

Put your publication at the forefront of today's dynamic media landscape with creative ad development solutions from Metro. From sales planning tools that help you identify and capitalize on valuable promotional opportunities to coordinated print, online and mobile offerings that equip you to expand sales, Metro's innovative suite of services gives you the resources you need to meet the evolving demands of today's readers and advertisers, taking ad sales to the next level.



Test-drive the new **MiAD Mobile® App** and sign up for **TWO FREE MONTHS** of Metro with MiAD® !

See how **Metro's latest offerings** can help you lead your local market.

METRO

Metro Creative Graphics, Inc.
www.metrocreativeconnection.com

www.metrocreativeconnection.com • 800.223.1600 • service@metro-email.com

Courtroom media access needs revision

Volunteers needed in many counties as court media coordinators

Eighteen years have passed since the Missouri Supreme Court approved its operating rule 16, which allows the media to bring cameras into its courtrooms. Since that time, we've moved into digital cameras with silent mechanisms, to cell phones, to tablets, to blogging and Tweeting and all other kinds of electronic news-gathering processes that were not previously even imagined.

I've mentioned before that several lawyers are looking at this rule in terms of possibly making changes in it. That process has taken longer than anticipated and it is still not done. However, as I've worked on part of the process, I have become aware it's time for some local updating in regard to this rule.

Several months ago, as I looked at the list of court media coordinators who have been appointed and were serving, I realized the list was severely out of date. A number of newspapers no longer exist, such as the *Belton Star Herald*. Many papers have been sold, such as the *Caldwell County News*. Some of our members have retired, such as Gay Hagan Donaldson in Audrain County. Others have passed on, such as Bud Jones who kept folks in Lafayette and other counties in order.

It's time for us to get these folks replaced. Listed below you will find the counties where we need a new coordinator. If I've made a mistake, please call me and we'll get this list updated. If your county or a county your paper covers is listed, I want you to seriously consider whether you or someone else in your operation could take this role. Your paper can cover more than one county!

What does it involve? Basically, you are appointed by the Supreme Court. Then you should go have a long talk with your local judges and clerks about their expectations about cameras in their courtrooms. A few counties in Missouri regularly have cameras



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

in their courtrooms and they have special locations for such equipment in order to protect jurors and ensure the courtroom operates with a minimum of disruption. As the coordinator, you need to be familiar with the courtroom and these expectations. The clerks should know how to reach you, as you will coordinate with all media entities, both local or out-of-town, when a situation arises where coverage is sought.

When that person makes the request, the court clerk or judge will call you to interact with the requester so that all details can be worked out as simply as possible. You are the one who must talk to the requester, advise them what is and is not permitted, and make sure their equipment meets the demands of your local judge. You choose who is the pool camera-person, if the situation arises. You coordinate so all who need access to video or still camera shots get them.

It's not a job where you are representing your newspaper. You are really representing the court in this role in some ways, because you are the person who ensures that all the media get what they need as best they can within the framework in which they are permitted to operate.

This is an important role because you ensure the judge is comfortable with the news-gathering process. Without good coordinators, this entire process would break down and cameras might not even be permitted into the courtroom. There may be times when you must control other members of the media who are creating problems for the entire indus-

try with their actions. It is a job that needs a firm hand. There'll be far more times when you do nothing in this role, so it's not a lot of work.

Here's the counties I think need a coordinator, based on my last review of the list: Audrain, Bates, Caldwell, Camden, Carroll, Cass, Chariton, Clinton, Crawford, DeKalb, Dent, Dunklin, Henry, Iron, Laclede, Lafayette, Lincoln, Linn, Livingston, Miller, Mississippi, Moniteau, Montgomery, Morgan, New Madrid, Pemiscot, Pike, Reynolds, St. Clair, Saline, Scott, Stoddard, Sullivan, Warren, and Wayne.

If you are willing to serve or want to name someone from your paper, email me back and we'll get you on a list we'll submit to the Supreme Court for approval.

In addition, there are several counties where a public official is serving in this position.

I know in some counties that is due to the preference of the local judges, such as in Jackson County. On the other hand, I see there are cases where there are "deputy" coordinators; so, if you are in Clay, Cooper, McDonald or Ripley counties, or in the Western District Court of Appeals area and would like to serve as the backup, let me know.

I want to move quickly on this, so please get back to me as quickly as you can if you are interested! We need to do our part to make this system work!

"...you are the person who endures that all the media gets what they need as best they can within the framework in which they are permitted to operate."

Missouri Newspaper Organizations

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

SHOW-ME PRESS ASSOCIATION: President, vacant; Vice President, vacant; Secretary-Treasurer, Sandy Nelson, Liberty. Directors: Dennis Warden, Owensville; Carolyn Trower, New London; John Spaar, Odessa; Buck Collier, New Haven; and Bruce Wallace, Ashland.

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

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Amanda Layton, Perryville; First Vice President, Scott Seal, Portageville; Second Vice President, Toby Carrig, Ste. Genevieve; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Historian, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; Ed Thomason, New Madrid; Teresa Ressel, Park Hills.

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

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

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

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

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

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

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



CALENDAR

November

- 6-7** — Russell Viers Workshop, Columbia
- 10-11** — Dodging the Memory Hole forum at RJL, Columbia
- 20-21** — Potter Conference at RJL, Columbia

2015

March

- 11-12** — Missouri Advertising Managers' Association Meeting, Camden on the Lake, Lake Ozark
- 19** — NNA Leadership Summit, Arlington, Va.

June

- 24-28** — ISWNE Convention, Columbia

September

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

October

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



Missouri Press
Foundation

Leave a Legacy

Add Missouri Press
Foundation to your
will and help us
ensure the future of
Missouri newspapers.

VISA, MasterCard,
Discover accepted.
(573) 449-4167

Help your print advertisers **make an ONLINE PRESENCE**

Digital FOOTPRINT

OFFERED BY MISSOURIPRESSSERVICE



We train your staff on the product



You sell it, MPS does all the work



Help show your customer the benefits



Provide Status & Completion Reporting



Google

bing



MISSOURI PRESS SERVICE
Creating a better advertising experience.

For more info call Mark 573.449.4167 • mdnienhueser@socket.net

www.mopress.com/services