

MP MISSOURI PRESS NEWS

JIM ROBERTSON

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Minority report: Sailing with the contrarians in our survey

Let me close the loop on something, and open one.

I wrote in August about our surveying publishers for their views and practices on posting public notices to the Internet. By way of follow up, let me share some of the results and also suggest where we go from here.

We collected 37 responses, a decent sampling for an organization our size, though I have no idea how scientifically representative. Let's assume not much at all, which is fine, because I want to discuss some of the divergence of opinion rather than divine a consensus.

What struck me most was that a persistent number of publishers don't post their legal notices to the Web, either onto their own sites or by sending them to the Missouri Press Association for aggregation at mopublicnotices.com. Fifteen respondents, 40 percent of the cohort, do neither.

I don't fault them. I understand the reasons and practicalities. But it's concerning, if not today then soon.

Coupled with responses elsewhere in the survey, those 15 publishers seem to fall into three classifications, with some likely overlap.

The first group comprises those who understand the reasons to upload legal notices but lack the resources—technology, staff and hours in the day. I'd put 11 respondents into that category, those who, on the sliding scale we provided, rated online publication, at best, "Somewhat important."

Group Two are those who simply don't see any immediate need to go digital. Their readers haven't clamored for it, nor have their advertisers, and the legislature, which prefers not to rock any boats in even-numbered years, stayed blessedly quiet on the subject this past session. Yes, some-



Richard Gard,
Missouri Lawyers Media
MPA President

time we need to figure this thing out, says Group Two, but sometime isn't now. Into this group, I would place the three respondents who rated getting our notices on the Internet "Not important."

This second group reminds me of a friend in college who took his uncle's sailboat out onto the Chesapeake without permission. His co-adventurer asked, "Isn't your uncle going to kill us?" The nephew replied, "As long as there's no problem," meaning no damage, no injury, and not getting caught, "there's no problem." They sailed the Chesapeake several more weekends that summer, and because there never was a problem, there never was a problem.

You have to admire that. Call it the *joie de vivre* of the joyride. "As long as there's no problem, there's no problem" might work when you're 21 and invincible. But as an adult business strategy, it's, well, a problem.

Group Three finds representation in the single respondent who passed over the first four choices on our sliding scale of posting-to-the-Internet importance—Very, Important, Somewhat, Not—and selected option five: Oppose.

Elsewhere in the survey, two respondents clicked Oppose when it came to MPA's having any role in encouraging and helping members get their notices online. In comments at the end, two publishers worried that a Missouri Press Association website allowing public access to public no-

tices could cost them subscriptions.

Again, these were the minority views in the survey. "Very important" was, far and away, the top vote getter when we asked members to weigh the need to develop digital notice capabilities. I should again hasten to add that, as a publisher who relies on public notices as much as anybody, in truth more than almost all, I understand the concern and know the dread. It's just that I see coming up with solutions a healthier strategy than denial. Here's where I recommend we go with this.

Let's not get too caught up in whether the Missouri Press aggregation site threatens any public notice-related subscriptions we have. Let's move beyond having to rely on mopublicnotices.com and instead focus on getting our notices up on our own sites. I would much prefer the MPA site simply link to our sites rather than fulfill a function we should be doing for ourselves.

Implicit in that is the need for each of us to agree upon a practical set of minimum standards and best practices for how notices should look and function online. I touched on this in my August column, when I offered, for starters, that digital notices publish in real time, be easily found, logically organized, searchable and sortable.

Missouri Press can help in organizing that effort to develop common standards. It may also be able to help resource-strapped newspapers find simple, cost-effective ways to get their notices online.

Last, let's take control of the issue before it controls us. Waiting to react to a crisis is a good way to come up with bad solutions, as we've seen in some other states. To tack differently from my friends on the Chesapeake, as long as there's no problem, there's no time like the present.



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St. Louis, Missouri Lawyers Media

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Columbia Daily Tribune

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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

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Jim Robertson elected 2015 MPA president

Managing editor of the Columbia Daily Tribune to succeed Richard Gard

Jim Robertson, a native of Wyconda in northeast Missouri, is managing editor of the *Columbia Daily Tribune*. A graduate of the MU School of Journalism, Robertson has worked in community newspapers since 1977.

After working as a reporter and editor at the *Chariton Courier* in Keytesville and the *Kingdom Daily News* in Fulton, he joined the staff of the *Columbia Daily Tribune* in 1981 and became managing editor in 1987.

Under his leadership, the *Tribune* has won numerous awards for news, photography and commentary. He has served in leadership positions on the boards of Missouri Associated Press Managing Editors, the Missouri Society of Newspaper Editors and the Missouri Sunshine Coalition. He also serves on the Missouri Governor's Civil War Sesquicentennial Commis-

sion.

Robertson's community activities include former board leadership roles for Job Point, a job training and employment agency, and on Columbia's New Century Fund. He was a founding member of the Mid-Missouri Community Foundation board of directors.

He and his wife, Debbie, a family nurse practitioner, have two daughters, Jaime Dodson, a nurse, and Cody Higgins, a speech pathologist.

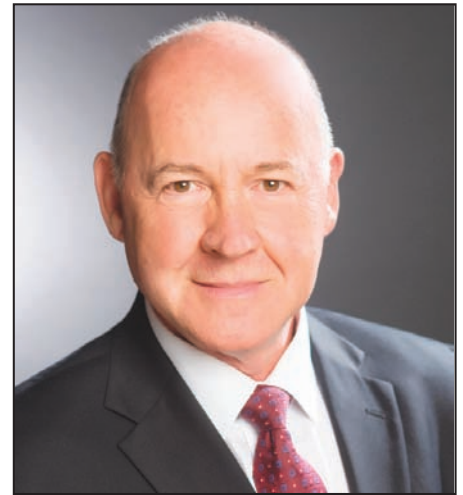
Robertson, elected Sept. 26 will succeed Richard Gard, *St. Louis Daily Record*, Missouri Lawyers Media, as president of the Missouri Press Association Jan. 1.

Gard will continue on the MPA board of directors through 2015 as immediate past president.

Other 2015 MPA officers and directors elected Sept. 26 are: First Vice President Dennis Warden, *Owensville Gasconade County Republican*; Second Vice President Bill Miller, Jr., *Washington Missourian*; Secretary Jacob Brower, *Monett Times* and *Cassville Democrat*; Treasurer Paul Berry, *Springfield News-Leader*.

Directors for three-year terms: Dennis Ellsworth, *St. Joseph News-Press*; and Donna Bischoff, *St. Louis Post-Dispatch*.

Director for two-year term: Jack Miles, *Warrensburg Daily Star-Jour-*



Jim Robertson

nal (filling two-year term of Bill Miller, Jr.)

Tianna Brooks, *Mountain View Standard News*, is the MPA's National Newspaper Association state chair.

Continuing on the MPA board in 2015 will be directors Carol Stark, *The Joplin Globe*; Joe Spaar, *Odessa Odessan*; Trevor Vernon, *Eldon Advertiser*; James Mahlon White, *Warsaw Benton County Enterprise*; and Jeff Schrag, *Springfield Daily Events*.

Brad Gentry of the *Houston Herald* and Darryl Wilkinson of the *Gallatin North Missourian* are retiring from the MPA board at the end of December.

National Newspaper Week Oct. 5-11

National Newspaper Week (NNW) is Oct. 5-11, 2014. This marks the 74th year of the week, which observes the importance of newspapers to communities large and small. The theme of this year's NNW is: "Newspapers: The Foundation of Vibrant Communities."

Promotional materials are posted on the website: <http://www.nationalnewspaperweek.com/nnw/>

This year's kit contains editorials, cartoons, ads and more available for download at no charge.

PLEASE PROMOTE National Newspaper Week as much as possible to reinforce the importance of newspapers to our local communities.

In addition, please editorialize locally about how your newspaper is important and relevant to your community. This can be about your government watchdog role, investigative journalism, providing timely public notices, etc.

Missouri Mules and Men



Long-time MU agriculture journalist and photojournalist Duane Dailey spent years photographing Missouri mules and their owners. This work, created mostly in 1982-83, has never before been exhibited. What we learn from these stubborn, gentle, persistent creatures, and the men and women devoted to them, is a beautiful partnership of man and beast.

Photographs on display through Oct. 31, 2014
at McDougall Center Gallery, Lee Hills Hall
Missouri School of Journalism
Columbia, Missouri

Winning Student Texting Essay Receives \$500

It Can Wait campaign could save lives

Texting while driving is a problem. More than 100,000 crashes a year involve drivers who are texting, often causing life-changing injuries and deaths.

Texting drivers are far more likely to be in an accident. Despite knowing the risks of texting while driving, 43 percent of teens admit to texting while driving.

However, there is an opportunity to change this behavior. Ninety percent of teen drivers say they would stop if a friend in the car asked them and 78 percent say they are likely not to text and drive if friends tell them it is wrong.

For the second year, Missouri Press Association (MPA), local newspapers and AT&T will sponsor and challenge Missouri middle-school and high-school students across the state to write an editorial or opinion column highlighting the dangers of texting while driving and encouraging their peers to take the It Can Wait pledge.

Interested newspapers should contact local schools now to begin con-

test arrangement. Submitted essays need to answer the question, "Why is it important to take the It Can Wait pledge to never text and drive?" The piece will highlight the dangers of texting while driving. The piece must include the following call to action, "Take the pledge to never text and drive at ItCanWait.com."

Who can participate in contest?

The contest is open to all students enrolled in any Missouri public or private middle school and high school.

How are entries to be submitted?

Each local newspaper can establish if entries are to be emailed, mailed or hand delivered.

Who will judge this contest?

Local newspapers will first determine the local winners of both the middle school and high school categories and send to dcrews@socket.net at the MPA office. The MPA will then determine the statewide winners.

What is the prize?

For the statewide winners of both the middle and high school categories, the prize will include \$500, a tour of

the MU School of Journalism and the MPA office, and a dinner for the students and their parents with the leadership of AT&T, the MPA and their local newspaper publisher.

Local newspapers may set their own prizes for local winners if they so choose. Local winning entries may be published by local newspapers and the statewide winning entry will be made available to member papers to publish at their discretion.

2014 Contest Schedule:

Sept. 19 -- Contest began with national and local announcements

Oct. 19 -- Contest ends at a local level. Local winners announced by local newspapers and forwarded to MPA Office.

Oct. 25 -- Contest ends at statewide level with local winners sent to MPA.

Nov. 1 -- Contest ends with final statewide winner announced.

Nov. 18 -- Statewide Contest Winners treated to \$500 award, J-School and MPA Office Tour and Dinner in Columbia.

Missouri Press Association

It Can Wait Editorial Contest

Open to all students enrolled in any Missouri public or private middle school and high school.

Enter for a chance to win:

- \$500 prize
- Tour of the University of Missouri School of Journalism
- Tour of the Missouri Press Association Building
- Dinner for the student and his/her guests with the leadership of AT&T, the MPA and local newspaper publisher

Entrants should write an editorial or opinion column answering the question, "Why is it important to take the It Can Wait pledge to never text and drive?" The piece should highlight the dangers of texting while driving and include the following call to action, "Take the pledge to never text and drive at ItCanWait.com."

Contest deadline is: October 19, 2014

itcanwait.com | Join the movement   #itcanwait

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Upcoming Webinars

The Art of the Interview

Thursday, October 16

Presenter Laura Widmer,
Iowa State Daily

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new job skills **without leaving their offices.**

Potter Conference is 'Idea Factory'

Have you successfully implemented an idea at your news organization in the last year and thought, "Wow, I could use 20 more like that"? We can help.

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 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 RJL in Columbia, Missouri.

All participants will be permitted to bring up to three colleagues from their outlet or media group.

We're looking for 40 unique ideas, not 40 versions of the same idea. So, compile your ideas NOW and apply, before someone takes your spot! Submit several ideas to increase your

chances for participation. Seating is limited.

Those who make it to the conference will return home with access to all innovations presented, including details on how you can implement them at your organization.

To apply, go online to: <https://www.eventbrite.com/e/application-for-walter-b-potter-sr-conference-2014-tickets-12511124109>

More information is available at: <http://www.rjionline.org/events/potter14#sthash.x4LpBaTb.dpuf>



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Ferguson panel at MPA Convention raised questions, explored answers

by freelance reporter
Jerry LaMartina

The Missouri Press Association gathered a panel of six journalists and the Missouri State Highway Patrol's top official Sept. 26 in Columbia for a discussion titled "The News from Ferguson, Missouri: What Lessons Can Be Learned?"

The 90-minute session – which grew from the Aug. 9 shooting death of 18-year-old African-American Ferguson resident Michael Brown by white Ferguson police officer Darren Wilson and its aftermath – was part of the MPA's 148th annual convention. Ferguson raised questions about a wide range of subjects, including freedom of the press, freedom of assembly, freedom of information, the rights of property owners and law enforcement's duty to maintain order.

The panel

- Paul Stevens, former Associated Press bureau chief in Kansas City, moderator.
- Colonel Ron Replogle, Missouri State Highway Patrol superintendent.
- John Eligon, New York Times correspondent, Kansas City.
- David Carson, St. Louis Post-Dispatch photographer.
- Kenya Vaughn, St. Louis American reporter and website editor.
- Lawrence Bryant, St. Louis American photographer.
- Jim Salter, Associated Press correspondent, St. Louis.

Excerpts from the discussion

Eligon: "What do I need (to do) to blend in so I can get more access to the folks who are there protesting, versus walking a fine line – not being caught up by police and rounded up? Was the press fairly given access? If authorities had released information in the early stages after the incident, would it have calmed tensions? (They have to balance that with the risk of compromising their investigation.)"

• Regarding a journalist's decision of how much risk to take while covering a story:

Carson: "Just because something is risky doesn't mean you shouldn't cover it. You've just got to be careful,



A panel made up of journalists and a law-enforcement officer engaged in a discussion titled "The News from Ferguson, Missouri: What Lessons Can Be Learned?" during the Missouri Press Association's annual convention Friday, Sept. 26 in Columbia. (photo by Bryan E. Jones)

because you've got to come home... I don't want to be protected from myself. I'm a professional capable of making a decision of what risks I will take... I don't want to be threatened with arrest for doing my job."

• Audience question: Sometimes things happen only because a reporter or photographer is there. Given that, what's the role of ethical journalists in covering this kind of conflict, especially because this might happen again and might even be worse? What did we learn? How will it affect how you'll do your job next time?

Carson: When Brown's memorial burned, "the protestors who were challenging me as to why I was there were trying to tell me I couldn't get pictures... I told them I was a journalist. 'If you're not with us you're against us (the protestors were saying). We want to be able to report things from our point of view.' I said I can't promise that to you. I have to report what I see... If you (journalists) feel like you're being pulled into a situation, it may be time to take a step further back from it."

Salter: "One of the things we're facing is the proliferation of non-mainstream media... We have to fight to remain unbiased and fight to remain objective. And sometimes that doesn't sit well with either side."

Bryant: The front line of protestors "were using us as a shield."

Replogle: "In an almost 31-year ca-

reer, I have never experienced anything like (what occurred) in Ferguson.

"It's very important for law enforcement to have open lines of communication with local media.

"One thing that we did when the governor put us in charge on Aug. 14: I told the governor that we would be conducting a daily media briefing, and we did that each and every day.

"Many initial media reports were inaccurate. Some national news reporters, for example, reported that Missouri National Guardsmen made arrests, though they didn't.

"That can be hard to manage. I'm not blaming anyone for that; it's just the way things operate."

Vaughn: "We went from being a weekly news publication with a daily website... to being a real-time news organization... Ferguson became our beat. And it was something that nothing you could do could prepare you for."

Replogle: (If Wilson is exonerated) "We're certainly planning for the worst and praying for the best."

Eligon: "A lot of people I talked to on the ground in Ferguson... who were part of the unrest themselves... (said) 'No one would care about what we have to say if we didn't loot.' By the end of it, I was like 'you're kind of right,' because when things calm

(continued on next page)

down, where's all the media going? We kind of just disappear."

Vaughn: We... saw the Missouri Highway Patrol offer us a sense of hope... the different way that they engaged and interacted with the protesters – it changed the dynamic. The [local] police treated everybody as if they were antagonizing the situation... I had a weapon drawn on me, and I was just trying to get home."

Bryant: "Even though I had my camera [and] I had my [press] credential, an officer told me to 'get the ---- out of the way.' Everybody was just on edge. I think it showed the true colors of St. Louis and Ferguson."

LaMartina is a freelance reporter whose work has appeared in The Kansas City Star and the Kansas City Hispanic News



John Eligon, left, New York Times correspondent, Kansas City, speaks Friday, Sept. 26 with Bill Miller, Sr., publisher of the Washington Missourian, after a panel discussion about the recent racially-charged events in Ferguson, Mo.

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- Missouri Beverage Company
- Reynolds Journalism Institute
 - FUJIFILM
- City of Columbia Convention & Visitors Bureau



These newspaper people are staff members of the weekly newspapers receiving awards in the 2014 Missouri Press Foundation's Better Newspaper Contest. The awards were presented Saturday, Sept. 27 at the Missouri Press Association's 148th annual convention in Columbia. A complete list of contest winners as well as judges' comments can be found online at the Missouri Press Association website: www.mopress.com.



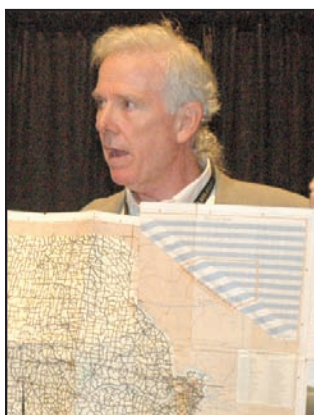
These newspaper people are staff members of the daily newspapers receiving awards in the 2014 Missouri Press Foundation's Better Newspaper Contest. The awards were presented Saturday, Sept. 27 at the Missouri Press Association's 148th annual convention in Columbia. A complete list of contest winners as well as judges' comments can be found online at the Missouri Press Association website: www.mopress.com.

Scenes from the 2014 Missouri Press Association Convention

Sept. 25-27 Holiday Inn Executive Center in Columbia (More photos online at www.mopress.com and in next month's Missouri Press News)



In a long-standing tradition, Missouri Press Association past presidents "pass the gavel" as part of an annual observance during MPA's Hall of Fame banquet at the 148th Annual Missouri Press Association Convention in Columbia. (photos by Bryan E. Jones)



John Robinson displays a Missouri map Sept. 26 at the MPA convention, while telling about his driving every mile of Missouri's paved roads.



MPA President-elect Jim Robertson holds the Missouri Press Association gavel Sept. 26 after MPA President Richard Gard presented him with it at the annual MPA convention in Columbia.



Sharene Vernon pins a boutonniere on her father-in-law, MPA Past President Wallace Vernon, Sept. 26 at the MPA convention in Columbia. Vernon Publishing is a three-generation company.



Inducted into the Missouri Press Association Hall of Fame Friday, Sept. 26 during MPA's annual convention in Columbia, were, from left, Don and Kathy Ginnings, David Bradley, Gary and Helen Sosniecki, and Judy Dixon.



Bill Miller, Jr. receives some newspaper design advice from design consultant Ed Henninger as part of the practical offerings at the MPA annual convention in Columbia.



MU Chancellor R. Bowen Loftin gave an address at the MPA convention.



MPA President Richard Gard, right, receives the Past President's Plaque from 2013 MPA President Mark Maassen.



Young journalists answer the question, "Why did I pick newspapers for a career?" as part of a youth panel at the MPA annual convention in Columbia. On the panel were, from left, Emily Younker, Jack Witthaus, Kim Norvell, and Bethany Bashioum.



Steve Wieberg, currently on the College Football Playoff Selection Committee, was a speaker at the MPA convention.



Robert Williams, president of the National Newspaper Association, speaks Sept. 26 during MPA's annual convention in Columbia.

ON THE MOVE



• **Ironton** — Brina Eakins has re-joined the sales staff of *The Mountain Echo*. She previously worked at the newspaper from 2008-2011, starting as a bookkeeper and ending as the advertising director



• **Appleton City** — April Collins recently joined the staff at the *Appleton City Journal* as a full-time reporter. Collins has lived in Appleton City since 1993 and is a native of rural western New York. Publisher Michael Crawford said Collins “has a strong commitment to the community and a firm grasp of the role the newspaper plays in a community.”

• **Malden** — Jonathon Dawe has returned to *The Daily Statesman* writing staff. He worked as a reporter for the newspaper twice between 2000 and 2006. He recently moved back to the area and said he looks forward to resuming some of his former responsibilities.

• **Lexington** — Sherell Lewis is the new advertising sales representative at the *Lexington News*. Born and raised in Lexington, she live in North Carolina for three years before returning. Lewis has experience in marketing and human resources and has been a newspaper reporter.



• **Bethany** — Sarah Jean Hagler has joined the *Bethany Republican-Clipper* staff as a news reporter and designer. She graduated from the University of Missouri-Columbia with a degree in English. She has experience in communications and marketing and worked in Kansas City advertising and public relations before moving back to Bethany. She worked

for the *Republican-Clipper* while a student at the South Harrison High School.

• **Moberly** — Alecia Lassing is the new editor of the *Moberly Monitor-Index*. She served as editor of the *Macon Chronicle-Herald* until it was closed July 30. She became editor in Moberly just a few days later, Aug. 4. She graduated from the University of Missouri in 2012 with a degree in magazine journalism. She was a sports reporter while a student at the *Columbia Missourian*, an editorial intern for *ALIVE* magazine in St. Louis and an editor of *Vox Magazine*. She briefly worked for *Details*, a men’s fashion magazine in New York, then moved back to Missouri.



• **Kennett** — The *Daily Dunklin Democrat* has hired Cody Tucker as its new sports editor. He is an area native and attended Southeast Missouri State University where he earned a bachelor’s degree in television and film production. He eventually became a producer at KFVS12 in Cape Girardeau. He will be covering sports in the Missouri Bootheel, including some of the schools where he once played baseball.

• **Monett** — Kyle Troutman has been named editor of *The Monett Times*. He served as editor of the *Cassville Democrat* since January, and will now serve in that capacity at both newspapers. Troutman replaces Jacob Brower, who served as editor of



The Monett Times since December 2013. Brower will continue to oversee the day-to-day operations of both properties as publisher. Brower is a

southwest Missouri native and served as editor of newspapers in Arkansas, Kansas and Oklahoma. He has a communications degree from Missouri Southern State University.

• **Fayette** — James “Jim” Steele has been appointed to the Boonslick Historical Society board of directors. He is a past president of the Fayette Area Heritage Association and is the retired editor and publisher of Fayette newspapers from 2000 to 2011. He served as adjunct journalism professor at Central Methodist University from 2011 to July 2014. He has a bachelor’s degree in journalism from the University of Missouri.



• **Cassville** — Jason Johnston joined the *Cassville Democrat* as a reporter. He served in the U.S. Navy from 1998 to 2006 as a submariner. After military service, he graduated from Missouri State University with degrees in administrative management and print journalism. He served as the city and crime reporter from 2011 to 2014 at *The Emporia Gazette* in Kansas.

• **Salisbury** — Alexandria Rash recently became editor/general manager of the *Chariton Valley News Press* in Salisbury. Originally from Lawson, she has a bachelor’s degree in journalism from Northwest Missouri State University in May 2013. During her time in college, she worked as associate editor for *The Northwest Missourian*, a student-run, weekly newspaper.



Missouri Press Foundation

Aug. 29 memo to the newsroom staff...

Post-Dispatch editor praises employees in midst of Ferguson protests

St. Louis Post-Dispatch Editor Gilbert Bailon sent the following message to the newspaper's staff Aug. 29:

To the staff:

The newsroom-wide coverage and our community service since the Aug. 9 police shooting in Ferguson have summoned the very best of the *Post-Dispatch* staff.

I have been involved in major local breaking news stories that have drawn national attention but none has been as unpredictable and challenging to cover over weeks.

The entire newsroom stepped up with selfless professionalism. Whether working in the field amid the violent nights of chaos and tear gas or reporting and editing in the newsroom despite the grueling pace without rest or days off, everyone answered the call.

The quickly evolving story was exceptionally chronicled in real-time as the 24/7 news cycle became a necessity. The news pages day after day were riveting with striking photography, headlines, design and comprehensive coverage that made the *Post-Dispatch* indispensable to our community and the national audience.

Every department and every platform rose to this historic event. Metro, Photo, Business, Online, Graphics, Multimedia, the copy and design desks, Editorial, Features and Sports. Our staffers worked double shifts and spent many sleep-deprived days to gather the news.

The work in the protest zone was very risky for the reporters and photographers who endured great stress amid constant deadlines as well as possible harm when the crowds and police actions were highly volatile.

The coverage included continuous coverage online and through social media, even well after the print deadlines and when the story changed at any hour. The *Post-Dispatch* delivered with print, online, photos, videos, graphics, social media, editorials, guest commentaries and letters from readers.

The photos, headlines, front pages

and exclusive stories were transmitted throughout the nation and the world. The Associated Press linked to our website to keep readers apprised of the latest developments with the Ferguson shooting.

The story has been a challenge because of the passionate responses from readers nationwide, other media seeking interviews or *Post-Dispatch* images and the rough and tumble on social media in which blatantly false conspiracies or purported facts were distractions.

My email and voicemail boxes have been full of both praise for our work as well some angry responses that are far from family-oriented or productive. This story and its underlying issues evoke the best and worst in some people. But you have remained focused.

Some attacks from readers and web trolls muddled the waters but did not deter our mission to provide veri-

fied information despite some other media that chose to use rumors or stories without knowledgeable sources. We seek to be right over being first.

It has been a stressful and tension-filled few weeks. There have been lively debates and sometimes disagreements. But everyone has acted professionally and kept an eye on the big picture.

Finally, the coverage has continued to dig deep into the context and facts that underlie this ongoing story that will permeate our community for many years. Our readers will continue to learn more and increase their understanding based on your work.

Our role in serving our community has never been more important. Your work has been exemplary. And it will continue to be the most vital news source as our region gathers itself to work through the challenge of a generation.

OBITUARIES



Marble Hill

Elwyn Leland 'Lee' Flor

Elwyn Leland "Lee" Flor, 83, of Marble Hill, died July 28, 2014 in Cape Girardeau. He was the former owner and publisher of *The Banner Press*. His wife, Joan Flor, is a columnist with *The Banner Press*. The couple purchased the newspaper in 1976. In 1994, the newspaper was sold to Rust Communications. Flor first became a reporter for the *Indianapolis Times* and the *Evening Star* in Washington, D.C.

Elsberry

Margaret Watts-Herring

Margaret Ann Watts-Herring, 92, of Elsberry, died May 9, 2014. For many years, she wrote the "Just Maggie" column for *The Elsberry Democrat*. She was known locally as "Maw" and was the "go-to" person for Elsberry history.



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

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Statement of ownership, management, circulation

This is the Statement of Ownership, Management and Circulation, as required by Act of Congress of Aug. 12, 1970, of *Missouri Press News*, published monthly at Columbia, Mo. This statement contains the information provided on Form 3526, which was mailed to the Postmaster at Columbia, Mo.

The publisher and owner of *Missouri Press News* is the Missouri Press Association, 802 Locust St., Columbia, MO, 65201-4888, a non-profit corporation without capital stock.

The editor is Bryan E. Jones of Versailles, Mo. The managing editor is Doug Crews of Columbia, Mo.

There are no bondholders, mortgagees, or other security holders of any kind or nature, either with reference to the Association or the *Missouri Press News*.

Total number of copies printed during the preceding 12 months averaged 650, and 650 were printed for October 2014, the issue nearest filing date.

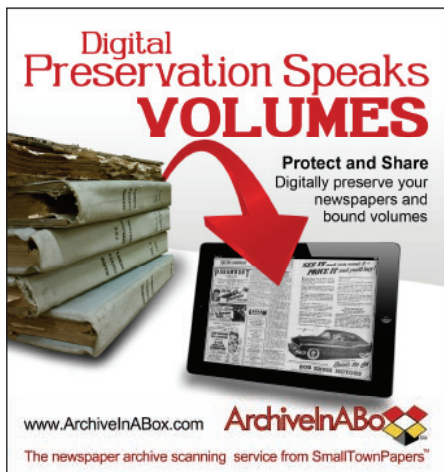
No copies were sold through dealers, carriers or vendors during the year. Paid or requested mail subscriptions averaged 630 with 629 in October.

No copies were distributed free each month through the mail. Free distribution outside the mail was 8 each month. Total distribution averaged 638, with 637 distributed in October. Copies not distributed averaged 5, with 11 not distributed in October.

Paid and/or requested circulation averaged 98.71% for the year.

I certify all information furnished is true and complete.

Bryan E. Jones, Editor.



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.

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SCRAPBOOK



• **Jackson** -- *The Cash-Book Journal* recently marked its 144th year. The publication was founded as *The Missouri Cash-Book* in 1871 by W.L. Malone. The newspaper changed hands, and names, several times through the years. Since 1984, *The Cash-Book Journal* has been owned solely by Gerald Jones. His daughter, Gina Rafferty, was named publisher in 2004. David Bloom is editor.

• **Cassville** -- The *Barry County Advertiser* is now on Facebook at www.facebook.com/BCAdvertiser. The newspaper also is available online at www.4bcaonline.com.

• **Shelbyville** -- Martha Jane East recently celebrated 40 years with the *Shelby County Herald*. She has served in many capacities at the newspaper since joining the staff in August 1974. She is currently the editor of the *Shelby County Herald*.

• **Canton** -- Erma Dee Jones of Lewistown recently celebrated her 86th birthday. She serves as the local community news correspondent for *The Press-News Journal*.

• **Marshall** -- Effective Oct. 1, 2014 the *Marshall Democrat-News* will publish only Monday, Wednesday and Friday. The newspaper will drop its Tuesday and Thursday publications.

• **Mound City** -- The *Mound City News* has changed its weekly deadline for submitted materials from noon Tuesdays to 10 a.m. Tuesdays. Items received after 10 a.m. Tuesday will appear in the following week's newspaper. In addition, e-mailed letters to the editor no longer will be accepted, but must be original copies signed by the letter writer.

• **LaPlata** -- Shon Coram, publisher of the *Macon County Home Press*, recently wrote a column recognizing the historical significance and contribution of the *Macon Chronicle-Herald*,

which ceased publication in July. Coram thanked locals for their support, reminded them the *Home Press* has been the area's community weekly newspaper since 1876, and will even honor subscriptions to the *Chronicle-Herald* in an effort to ease the transition after losing the daily.

• **Maryville** -- The *Nodaway News Leader* has expanded its sports coverage beyond print and online to include several selected sporting events to be broadcast live with Leader Live Action from the website: nodawaynews.com. In addition to the live broadcast, video interviews with coaches will be featured, recapping the previous game and play of the week. Maryville City Council meetings also will be broadcast through live streaming and will be archived for viewing anytime.

• **Oak Grove** -- The first issue of *Focus on Oak Grove* was published in 1995 as a supplement to *The Odesan*. In July 2014, *Focus on Oak Grove* became a stand-alone publication. To celebrate, the newspaper, in August only, offered subscriptions for \$20.10, the same price as in 1995.

• **Puxico** -- The *Puxico Press* sponsored a homecoming photo contest. Prizes ranged from \$25 to \$10 with publication of the winning photos, and certificates of appreciation.

• **Raymore** -- The *Raymore Journal's* email was compromised in July, causing all the newspapers contacts to be erased and locking staff out of administration access to change passwords. Through its website, Twitter and Facebook account, the *Journal* announced a new e-mail address with a different provider and was able to resume normal business a couple of days later. The new e-mail contact is: theraymorejournal@gmail.com.

• **Republic** -- The *Republic Monitor* and the American Red Cross recently worked together to conduct a blood

drive, resulting in the collection of 149 donations in six hours. The amount exceeded the goal of 118 units. The newspaper also has begun including Kid's Scoop, a weekly, in-paper feature for children. Kid's Scoop includes hands-on activities, puzzles, writing prompts, word searches and other educational features.

• **Richmond** -- The *Richmond News* celebrated its 100th anniversary in September. The newspaper asked readers to submit family letters, photos and other memorabilia from 1914, the year the newspaper was founded. The material will be used in a special section marking the *Richmond News'* century of existence.

• **Oakville** -- *The Call* marked its 25th year in August. The first issue of the *Oakville Call* arrived in 13,000 mailboxes Aug. 17, 1989. *The Call* is now published in four communities: Oakville, Concord, SunCrest and Green Park and is mailed to 50,000 homes and businesses. *The Call* newspapers' executive editor is Mike Anthony.

• **Warrenton** -- The *Warren County Record* has "with much regret" suspended its Newspapers in Education program due to lack of sponsorship. The newspaper has been a strong proponent of the NIE program and believes it is vital to have newspapers in the classroom as part of the education process. They regularly published NIE features and content. Unfortunately, the funding was not sustainable to continue producing and delivering more than 1,000 newspapers to area schools each week. If funding is secured, the program will be reinstated.

• **Branson** -- The *Taney County Times* was the target of criticism by a county commissioner, because of what the commissioner termed "an aggressive" editorial. The editorial, written by columnist Pat Dooley, reported what appeared to be favoritism being practiced by elected officials.

(continued on next page)

• **Marshall** -- A local advice column "Yes, Really" has been introduced at *The Marshall Democrat-News*. Readers have been encouraged to submit their everyday life questions to yesreally@marshallnews.com. No signatures are required and the column will remain anonymous. The column is written by "just a normal person," according to *Democrat-News* Editor Rachel Knight.

• **Bowling Green** -- The *Bowling Green Times* marked its 141st year with the Aug. 6 issue. The newspaper was established in 1874 as the *Pike*

County Express in Curryville by A.W. Robinson. It moved to Bowling Green two years later under owner T.B. Morrison. It changed hands a few times during the years. The current publisher is Linda Luebrecht. Editor is Amy Patterson.

• **LaGrange** -- Liam Detwiller spent his summer as an intern with the Lewis County Press corporate office. He is 22 years old and will be a senior at Georgetown University this fall, majoring in English. He lives in Weymouth, Mass. He has traveled to 38 countries. "Being the first corporate

intern at a startup newspaper company has been exciting and definitely provided me with a unique opportunity..." and "shown me this country from a different vantage point," said Detwiller.

• **Lexington** -- *The Lexington News* sponsored a football contest beginning in August. The contest is published the edition prior to that week's games. Readers and advertisers enter their picks of game winners each week during the 10-week *Lexington News Football Contest*.

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I know what you did this summer

Missouri Press Foundation-sponsored interns share their stories

Summer 2014 proved a learning and growing professional experience for several student interns who spent time serving at Missouri newspapers, thanks to the financial sponsorship of the Missouri Press Foundation and its donors.

What follows are testimonies from a handful of those interns who wrote about their experiences.

by Amy Gully Intern, Albany Ledger

It was no surprise that I would gain an interest in journalism when I became



part of the high school newspaper *The Warrior Whoop*, which is published in the *Albany Ledger*.

...being editor, I had a lot of responsibilities at *The Warrior*

Whoop... I was happily surprised when *The Warrior Whoop* staff took a little field trip downtown to the *Albany Ledger* where I found out that Don Groves, the editor, liked my writing style. Before I knew it, I had a job as an editor's assistant...

One day toward the end of school, Don and Christy asked me if I would like to have a summer internship and I could not pass up the opportunity! As part of my internship, I started to get involved even more with my community through interviews with area residents for articles and taking pictures at special events throughout the summer. As part of the job, I have met some very interesting people with some amazing stories...

I have also learned to do other tasks such as scanning and formatting documents, answering the phone, helping customers and creating ads, all of which I have thoroughly enjoyed.

Throughout my internship, I have had the opportunity to learn and experience many different things that will help me in school and in life. I have become a more experienced writer along with a more creative thinker...

Overall, my experience here at the *Albany Ledger* has been better than I could have hoped for... Through this job, I have realized that I want to have a part in this career field, whether or not it is a newspaper or advertising, for the

rest of my life.

by Andrew Jenkins Intern, Bolivar Herald-Free Press

During a summer off from college at the University of Missouri School of

Journalism, I served an eight-week internship at the *Bolivar Herald-Free Press*.

The experience and skills I learned were invaluable. I wrote several stories, dabbled with page design and tried my hand at copy editing, all of which gave me a taste of what working at a community newspaper is really like.

I received some positive feedback about my stories, and that played a part in my getting a reporting job after college at the *Buffalo Reflex*, a sister paper of the *Bolivar Herald-Free Press*.

I graduated from the University of Missouri with a bachelor's degree in journalism in 2011, and I joined the staff of the *Buffalo Reflex* in July 2012 as a reporter, so I've been with the paper for two years.

As is traditional with community newspapers, I do a little bit of anything and everything. I cover community events and sports, take pictures, write stories, attend meetings, design pages and help maintain the *Reflex's* website.

I hope sharing my internship experience can help generate some donations. It really is a worthwhile program.

by Dalton Vitt Intern, Maryville Daily Forum

Before I dive into how incredible of an experience this summer has been,



I'd like to thank Phil Cobb and the *Maryville Daily Forum* for providing me the opportunity to grow and learn as a journalist in a professional environment. Phil and several

other staff members have assisted me

in honing skills such as photography and news writing that were previously undeveloped.

As a sports journalist at heart, I was provided new challenges this summer in producing news copy on a daily basis to go along with a creative eye for art and photographs.

Thanks to the help from my editors, I developed an improved sense for what constitutes news and the best ways to cover it.

During the summer-long period I've spent with Phil and the *Daily Forum*, I've covered everything from summer concerts, to county fairs, to city council matters and more. These were all new experiences for me, and they were experiences I'll carry with me throughout my professional career.

With just one year left of college as a Mass Media major at Northwest Missouri State University, I now understand what lies ahead of me after graduation and the specific list of skills my field requires.

by Caroline Bauman Intern, The Kansas City Star

My collegiate print career kicked off as an education reporter at the *Columbia*

Missourian in spring 2013 and continued as an advanced education reporter during spring 2014.

I spent last fall gallivanting through Europe and interning for the *Financial*



Times, Brussels bureau. I reported topics ranging from emerging industry in southern Belgium to the plight of Roma populations throughout Europe. These experiences, and many others, greatly prepared me to join *The Kansas City Star* metro desk this summer.

While abroad, I developed a passion for diverse and complex stories, and that passion has only grown during my time in Kansas City... my internship at *The Star* has stretched me as a writer and strengthened me as a reporter... but perhaps most importantly, this experience has fortified my desire to continue to gain knowledge and find my place in this industry.

(continued on next page)

As print journalism evolves and changes, the one constant that holds true is deep reporting. One of my projects at *The Star* was featured in our regional magazine, *913*. I wrote a long-form piece about the aging, but still active, population of a suburban county... I weaved together multiple stories of folks who are older than 85 and still active in the community. To hear the background and stories of those individuals was an incredible experience.

Another project is one that I pitched myself about a small group of artists tackling the issue of vacant lots in the city one lot at a time...

My internship at *The Star* also has shown me the power such journalism can have in a community. The day *The Star* published my article about Charles Askew -- a young, self-taught pianist who has conquered much adversity -- I received an incredible outpouring of phone calls and e-mails from folks in the community wanting to help him continue to succeed. For me, it was a humbling experience of what can happen when you tell a story of hope.

These are the kind of stories I am looking forward to pursuing after I graduate from the Missouri School of Journalism in a year. The guidance, support and community of *The Star* newsroom has prepared me for just that.

by Trevor J. Mitchell
Christian County Headliner News

My experience interning at the *Christian County Headliner News* has been

incredibly enlightening, and I've had experiences doing things I would never have otherwise gotten the chance to do.

I've interviewed a family in their suburban

neighborhood about their pet kangaroo. I've spoken with archeological students digging for Native American artifacts just within the gaping mouth of Smalin Cave. I've tracked the rescue and recovery of a cat displaced by arson and murder.

I've interviewed state senators, political candidates, children, parents, cowboys, artists and authors. There's truly been nothing else like it.

I've worked at Missouri State University's student newspaper, *The Standard*, for several years, and had experience as a reporter and editor, but the *Headliner News* gave me even more



opportunities.

Before working here, I had very little experience in news photography. After two months of taking my own photos for all my stories, my skills have improved dramatically.

My copy-editing skills have also been sharpened, and every Tuesday morning I see almost every page of the paper, and I'm catching more and more stuff on my first look every week...

I've been writing upward of four to five stories every week, and while it's been a challenge, it's also been a great learning experience...

At the same time, I've made a few mistakes. There were stories I should have improved before submitting them, sources I should have pressed a little bit harder for more information, questions I didn't think to ask until the story had been printed.

I took a photo of a ribbon-cutting ceremony that had only five people in it, and didn't get their names. I'll never make that mistake again...

It's only been two months, but I've really learned a lot from my experience interning here, and I'm certain that what I've learned will help me in my future career, both as editor-in-chief of *The Standard* next year at MSU, and wherever I go after that, and I really appreciate the MPF making that possible.

McDonald receives \$2,500 Scholarship

Trevor McDonald was recently presented the Edward L. Steele Scholarship and was recognized Sept. 27 during the 2014 Missouri Press Association annual convention in Columbia.



The \$2,500 Edward L. Steele Scholarship is given to a University of Missouri School of Journalism student who is studying community newspaper journalism.

Edward L. "Ed" Steele donated \$50,000 to the Missouri Press Foundation to set up the scholarship in December 1999.

Steele was a long-time employee of the Missouri Press Association, serving as advertising director. He is a graduate of the School of Journalism and a native of Nevada, Mo.

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the challenge is what to use and when*

Another school year of reaching out to young readers is off to a strong start. Our site, mo-nie.com, is experiencing about 1,000 visitors a month according to the website experts at Clearpage Interactive.

The first feature we provided on International Literacy Day, Sept. 8, reached newspapers, press associations, the National Science Teachers Association and education leaders in 16 states. The International Reading Association (IRA) was so impressed with our first collaboration, they've asked us to partner again in 2015.

Just in time for Constitution Day Sept. 17, we released a Constitution Quiz in partnership with The Missouri Bar. The feature included a companion answer key and drew interest from newspapers in Missouri and 10 other states.

Our newest teacher guide, "Building STEM Skills with the Newspaper," debuted at the annual Missouri Press Association Convention and Trade Show, Sept. 25-27 in Columbia.

This elementary guide features reproducible pages on the components of STEM (science, technology, engineering and math), including career opportunities, activities using the newspaper, web links and learning standards. The guide is available to download at mo-nie.com using download code: **stemguide**. You are free to copy and distribute or share the guide electronically.

As a reminder, we also have nine half-page features on STEM available to use at any time. The code for those features is: `stem13`.

National Newspaper Week is Oct. 6-12 and you can celebrate our industry by publishing features



on journalists who have helped shape it. We have four new biographies in our Famous Missouri Journalists series -- Lucille Bluford, Walter Cronkite, Mary Paxton Keeley and Walter Williams.

These features join our original series, which includes Joseph Charles, Joseph Pulitzer, Mark Twain, Eugene Field and the Missouri Press Association. Originally black and white, they all are now available in color. To download any or all of the Famous Missouri Journalists series, visit www.monie.com and use download code: **mojournalists**.

Last month we released a three-part series in partnership with The Missouri Bar commemorating the 50th anniversary of the Civil Rights Act of 1964. The features address the history of the legis-

[illegible]

lation including Supreme Court challenges, what the Act accomplished and the unintended benefits to women. To download any or all of the series on the Civil Rights Act of 1964, use download code: **civilrights64**.

Still ahead this fall is a feature about the fall of the Berlin Wall to commemorate the anniversary of the fall of the wall Nov. 9, 1989, that led to the reunification of Germany.

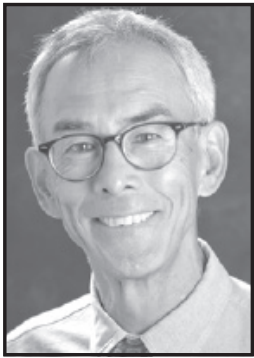
We're also working with The Missouri Bar to update a series we created in 2008 about Digital Citizenship.

Educators are looking for materials on this topic, so we're taking a good series and making it even better. Watch for this series in early November.

Veterans Day is Nov. 11, and we have archived features about the meaning behind the commemoration and about Flag Etiquette – both with information that never diminishes in importance. To access the Veterans Day feature, use download code: veterans. To access the Flag Etiquette feature, use download code: usflag.

With so much great material available to Missouri newspapers, the challenge is what to use and when. If you have any questions or need help, please contact me. And visit our website, mopress.com for updates on when new features are available.

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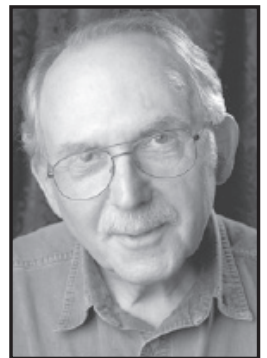
Sarah Leen



Bill Marr



David Hutson



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Photojournalism Hall of Fame to induct five

The Missouri Photojournalism Hall of Fame in Washington, Mo. will induct five award-winning innovators and teachers of photography and journalism during the Hall of Fame induction ceremony 4 p.m. Thursday, Oct. 23.

This will be the 10th group of inductees since the founding of the Hall of Fame in 2005. Inductees this year are Sydney Brink, Sarah

Leen, Bill Marr, David Hutson, and Bill Kuykendall.

Photographs taken by the inductees will be displayed during the induction ceremony and reception. The photographs will join the Hall of Fame's collection of work by inductees.

The Photojournalism Hall of Fame is a project of Bill Miller, Sr., publisher of the *Washington Missourian*.

The Hall's home is a building near the newspaper office in downtown Washington. A new home is being sought.

If you plan to attend the Hall of Fame induction, please RSVP to 573-449-4167 or kwilliams@socket.net.

The Hall of Fame building is located at 8 West Second St. in Washington, Mo.

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Court issues public hearing decision

Public hearings should promote openness in government

Recently a Missouri Court of Appeals issued a decision that relates to the effectiveness of public hearings in a community. The decision doesn't really relate to your news-gathering process, but it seems a good idea to mention it to you because of the way the courts looked at the idea of public hearings and how that impacts the local government process, and the foundation of openness on which our state Sunshine Law rests.

I need to mention this case is going up on appeal to the Missouri Supreme Court, so it's not a final decision. But your local governments will be watching it, so you should, too.

It began with a group of citizens in Franklin County who were concerned about a proposed coal-ash landfill going onto property adjoining a public utility power plant owned by Ameren. In order for that to happen, the county needed to amend its land use regulations. So, even before Ameren moved to file its proposal, the county noticed up a hearing to amend those land use laws.

When the planning and zoning commission began the hearing, the chairman announced to the public that no testimony would be entertained regarding the specific Ameren proposal, because it was not on the table at that time. Only general testimony relating to the amendment of the land use regulations would be permitted. Some persons were interrupted as they testified and not allowed to make comments if they related only to the Ameren project.



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

Needless to say, numerous citizens who came to the meeting thinking that this was their time to object to the Ameren project were upset. They ultimately filed suit against the county commission in regard to the board's eventual adoption of the amended land use language, and the subsequent approval of the Ameren project.

Plaintiffs told the court that even though the regulation-amendment process did not directly address the Ameren project, the process of amending the land use laws was orchestrated in a fashion that allowed the proposed Ameren project to qualify under those regulations.

The circuit court began by analyzing what is required in an effective hearing. Such a hearing requires members of the public be able to present their side of the case and for the commission to listen to those arguments, the court said.

Fairness in conducting the hearing also requires fair notice of the hearing to the public, it added. What would an ordinary citizen anticipate in seeing the notice and attending the hearing? The court adopted a "fair-minded person in attendance" standard and said that it was reasonable for the public to believe the proposed project

would be discussed at the hearing. Limiting the testimony in public deprived the public of this opportunity, the court concluded.

While this case will be focused on what is required in a public hearing, what struck me as I read it was that it was a strong opinion by the appellate court of the basic government principal of openness in the process of governing. Limiting what is discussed in a public meeting is bad government, the court said. Open and full discussion should be the standard.

"A public hearing, like notice thereof, is an 'indispensable step in the process by which parties of interest may profoundly affect the legislative course'."

That's a quote I'm going to hope to remember next time I'm arguing a Sunshine Law case. I think the same argument applies to discussions which take place out of the public eye. Secret meetings and deliberations which are taken away from the regular meeting of public bodies are equally harmful.

"A public hearing... is an indispensable step in the process by which parties of interest may profoundly affect the legislative course."



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 Proski, Gainesville; Jody Porter, Ava; David Burton, Springfield; Sharon Vaughn, Summersville; Terry Hampton, West Plains.

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CALENDAR

October

- 1 — Postal Form 3526 Deadline
- 2-5 — NNA Annual Convention and Trade Show, San Antonio
- 6-12 — National Newspaper Week
- 11 — Intl. Newspaper Carrier Day

November

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



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CALLING ALL SALES REPS



SPOOKTACULAR



CONTEST RUNS AUGUST - OCTOBER

How The Contest Works:

Sell a **Statewide Classified** for **\$350** and your newspaper keeps **\$150**

Sell a **2x2** for **\$1,200** and your newspaper keeps **\$600**

Sell a **2x4** for **\$2,400** and your newspaper keeps **\$1,200**

Sell a **1x2 Statewide Display** for **\$599** and your newspaper keeps **\$249**

Sell a **Mighty MO Classified** ad for **\$850** and your newspaper keeps **\$127.50**

In addition MPS will pay the **SALES REPS** a **\$25 BONUS** for **EACH AD SOLD!** Salesperson with the most ads sold will win the **GRAND PRIZE** of **\$500**.

MPS Networks

Statewide Classifieds: \$350 for one insertion of a 25-word classified ad, \$10 for each additional word over 25.
BUY 3 GET 4th FREE! Same ad content for all 4 runs. Bonus paid out from MPS on the first 3 insertions but no bonus for the free ad.

Statewide 1x2 Classified Display: 1x2 ad in 185 newspapers.
Ad size: 1.83" x 2", can include logos, bolding, QR codes, Website

2x2 Display Ad Network: \$1,200 for one insertion of a 2-column x 2-inch ad (3.4"x2") in over 160 Newspapers statewide.
Discount for Multiple Insertions: 25% discount for each additional insertion of the same ad during the following and succeeding weeks.
25% discount = First insertion sold for \$1,200 and newspaper keeps \$600 and following and succeeding weeks ads sold for \$900 and newspaper keeps \$450. One random tearsheet will be sent upon request for a fee of \$10.00

2x4 Display Ad Network: \$2,400 for one insertion of a 2-column x 4-inch ad (3.4"x4") in over 160 Newspapers statewide.
Discount for Multiple Insertions: 25% discount for each additional insertion of the same ad during the following and succeeding weeks.
25% discount = First insertion sold for \$2,400 and newspaper keeps \$1,200 and following and succeeding weeks ads sold for \$1,800 and newspaper keeps \$900. One random tearsheet will be sent upon request for a fee of \$10.00

Mighty MO: 18 Word classified runs in St. Joseph News-Press, Hannibal Courier-Post, Kansas City Star, Sedalia Democrat, St. Louis Post-Dispatch, Joplin Globe and Springfield News-Leader for 5 days with a circulation of over 1,334,083. Program is not available for in-state real estate, automobile sales, or recruitment (help wanted) advertising.

Deadline for placement is the **Wednesday PRIOR** to the week the ad is published.

1x2 Statewide Classified



BUY THIS AD FOR \$599

Limited Space Available!

BUY YOURS TODAY!

**Logos Allowed!
BOLDING ALLOWED!**

**Ad Size:
1.83" x 2"**

Creative Available



For more information contact Jennifer @ jplourde@socket.net or call 573.449.4167