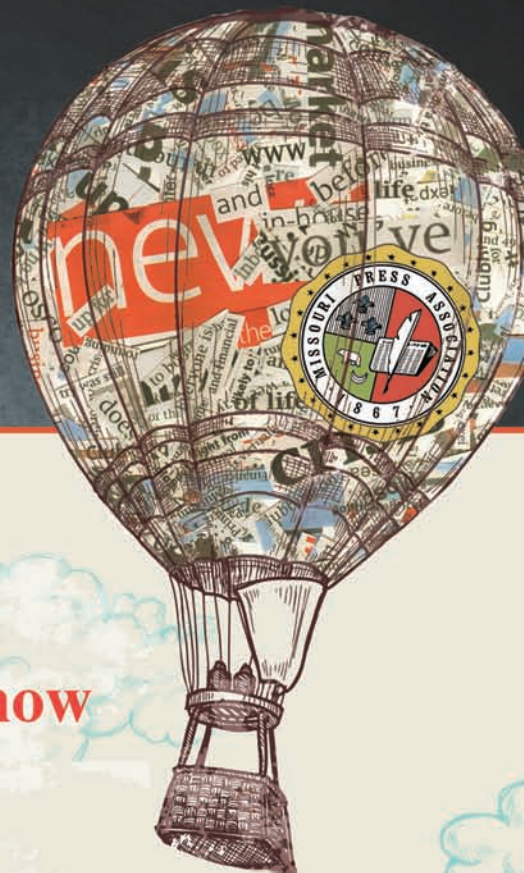


MP MISSOURI PRESS NEWS



Missouri Press Association *148th* Annual Convention & Trade Show

**Convention Speakers, Panels Offer
Expertise, Dialogue | P7**



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1st Amendment, right to know go up in smoke with the QuikTrip

Missouri Press adds special panel about Ferguson for September meeting

St. Louis *Post-Dispatch* photographer David Carson has covered war in Afghanistan and Iraq. But it was in Ferguson, Mo., that his helmet and body armor paid off.

"He's taking pictures," he heard from the crowd. "Get him. Kick his ass."

Hit on the side of the head and felled to the ground, according to the *Post-Dispatch* account, Carson came out of the encounter relatively unscathed.

Not so the freedom of the press. If protesters and police have found common cause in the aftermath of the white-on-black police killing of unarmed 18-year-old Michael Brown, it's in an open hostility toward the journalists trying to cover it.

The same night that demonstrators roundhoused Carson, cops rounded up three reporters. They were correspondents for the *Financial Times*, the *Telegraph*, and *Sports Illustrated*, organizations not ordinarily considered an Axis of Evil, but try telling that to the man in Kevlar atop the pre-owned Department of Defense armored vehicle.

Also roughed up on the streets of Ferguson: freedom of information and the public's right to know. A full week after Brown's death, local police chief Thomas Jackson dangled two critical pieces of information: The name Darren Wilson as the police officer who killed Brown, and the surveillance video showing Brown's shoplifting cigarillos, then bullying a store clerk, on his way to the fatal run-in with Wilson 10 minutes later.

Both sets of information add to the still unfinished mosaic of what happened that Aug. 9 Saturday afternoon. Yet, the tandem disclosures drew a self-contradictory outcry. A broad public consensus railed at Jackson for releasing the officer's name so late—and the video at all.



Daytime protests and nighttime violence erupted anew.

If honesty is the best policy, so is openness. It would have better served the community had Jackson simply and promptly come clean with his facts instead of trying to game them.

Two weeks since the shooting, as of this writing, the war-zone fog hasn't lifted nor the furor abated. Witnesses don't agree and the pathologists might not either. Brown's body has undergone two competing autopsies with a third scheduled. The Ferguson police, the St. Louis County police, the state Highway Patrol and the National Guard have each traded authority over events, and the president of the United States has added the phone number of the governor of Missouri to his iPhone favorites.

For all these reasons and more, the Missouri Press Association will interrupt its regularly scheduled convention programming Sept. 25-27 with a special report on the events in Ferguson. We're organizing a Friday panel at the annual meeting in Columbia to discuss Ferguson and all its implications. We'll look at the principles and practicalities of newsgathering in such a charged atmosphere—gaining access, getting the story, and capturing that shot without getting captured yourself.

Information abounds elsewhere in this magazine about the upcoming convention, but let me offer some highlights about that regularly scheduled programming.

Apropos of Ferguson, Jean Maneke will moderate a discussion on sunshine litigation with First Amendment lawyers Benjamin Lipman and Mark Sableman. For the past several legislative sessions, the Missouri Press Association has come ever so close to passing needed reforms to the state's open records and open meetings laws. One objection we hear when we walk the halls of the Capitol: We don't make use of the access laws already on the books. We get pinned with a rap for backing down from a fight when the executive branch stonewalls. Is that fair or even true? The panel will talk about it as well as the strategic considerations and economics of suing for access.

Apropos of economics, Randy Smith, University of Missouri business journalism professor and *Kansas City Star* alumnus, will moderate a panel on the business of publishing.

Because the business of publishing greatly relies on the business of selling advertising, sales consultant Tim Smith will present on the art of closing the deal, which sounds like something those of us who lobby for new sunshine bills might consider attending.

Building on the success of a panel at last year's convention, we'll again devote time to next-generation journalists, gaining the perspectives of current journalism students on the future of the profession.

This year's class of Missouri Press Hall of Fame honorees has the distinction of including the most women we've ever inducted and in equal number to the men on the program.

I've omitted so much more than I've mentioned. Suffice it to say, from the Hall of Fame, to the latest from Ferguson, to our next-generation journalists, this year's convention will span our great heritage, the turbulent present, and the promise of the future. We hope to see you there.



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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 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 beginning 4 p.m. during an 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.

Information about the Photojournalism Hall of Fame and previous inductees can be seen at mopress.com/Photojournalism_HOF.php.

This year's inductees:

• **Sydney Brink's** interest in photojournalism began at San Jose State University in California. He worked on *The Spartan Daily* student newspaper and decided to pursue photojournalism.



He interned at the *Los Angeles Herald-Examiner* and earned a bachelor's degree in journalism in 1981. Brink went on to work at the *Santa Fe (N.M.) Reporter*, *The Santa Fe New Mexican*, and the *Albuquerque Journal*.

A downturn in the New Mexico economy in the early 1990s led to a layoff and Brink moved to Missouri where he was hired by the *Sedalia Democrat*. For the next 20 years, he covered events and people in central Missouri and garnered awards from the Associated Press Media Editors, the Missouri Press Association and Kansas City Press Club.

Brink is drawn to the art of still-life photography; but, at the core, he is a street photographer, a "patient, skilled observer in awe of life's unplanned, candid moments..."

• **Sarah Leen** was appointed Director of Photography of *National*

Geographic magazine in May 2013. She is the first female DOP in the National Geographic Society's 125-year history. Prior to this appointment, she worked for nearly 20 years as a freelance photographer primarily for *National Geographic*. In 2004, she joined the NGM staff as a



Senior Photo Editor.

Leen graduated in 1974 with a BA in Fine Arts from the University of Missouri in Columbia. She continued with graduate studies at the University of Missouri School of Journalism. Leen was the College Photographer of the Year in 1979 and worked as a staff photographer for both the *Topeka Capital Journal* and the *Philadelphia Inquirer* until 1982 when she began her freelance photography career.

Leen has won numerous awards for her photography and has taught photography and editing workshops.

• **Bill Marr** is creative director of *National Geographic* magazine, charged with the design and art in National Geographic Society's flagship publication, and has led *National Geographic's* push into the digital world.



His 39-year career reflects a dedication to photography and its presentation in newspapers, books and magazines. The magazine has been recognized with 21 national magazine awards in the past nine years.

Marr worked at several newspapers, including the *Philadelphia Inquirer* in the 1980s, and has freelanced for more than 10 years.

He was named Picture Editor of the Year three times and his work at the *Columbia Daily Tribune* was honored by the Society for News Design with two gold medals. He lives in Washington, D.C., with his wife, Sarah Leen.

• **David Hutson** has been a staff photographer and photo editor with *The Kansas City Star* and was a *New York Times* photo correspondent. He is the owner of David Hutson Photography in Kansas City with clients including major metro newspapers,

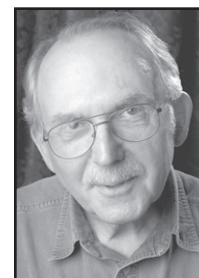
Sports Illustrated, the Associated Press, and more.

Hutson has served as photographer for world relief organizations and hunger task forces. He was the chief photographer for several motor racing periodicals and events.



He earned a bachelor's degree in journalism from the University of Missouri and a master's degree in fine art from the University of Missouri-Kansas City. Hutson also served as curator of the Frank Lloyd Wright art space at Community Christian Church in Kansas City. From 1998 to 2005, he served as an adjunct professor at the University of Missouri-Kansas City, Park University, and Metropolitan Community Colleges.

• **Bill Kuykendall**, former photojournalist, newspaper/magazine editor and educator, retired from the University of Maine in September 2013 where he served as Senior Lecturer in New Media and Co-operating Professor of Communication and Journalism.



Before joining UMaine, he taught photojournalism and newspaper management and directed the annual Pictures of the Year contest and the Missouri Photo Workshop at the Missouri School of Journalism in Columbia.

Kuykendall's professional work includes stints as photo director of the *Seattle Times*, freelance photographer, consultant, editor of *News Photographer Magazine*, and print and multimedia designer. He is a recipient of the Newspaper Picture Editor of the Year award and Robin F. Garland Teacher of the Year awards from the National Press Photographers Association and the Gold Quill award from the International Association of Business Communicators.

He continues to do documentary photography on a variety of topics and has conducted new media workshops. He lives with his wife Mary in Winterport, Maine.

Tezon prints newspaper memoir

Anne Tezon, former publisher of *The Caldwell County News* in Hamilton, has spent the last nine months since her retirement compiling a memoir of her 30-year newspaper career.

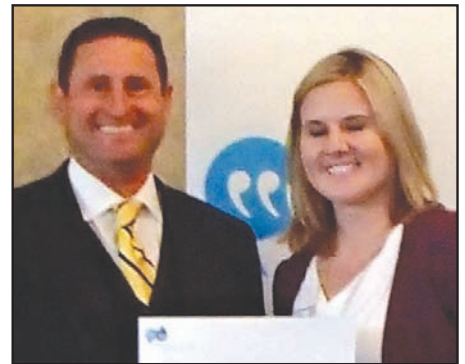
"Letters from Home: Adventures with Mad Mother, Lemonade Man and the Kid," is a collection of the humor columns she published in the weekly paper.

For more information about obtaining a copy, contact Tezon by email at annelorenetezon@gmail.com. She will be a workshop presenter Sept. 27 at the Missouri Press Association annual convention in Columbia.

Center for Missouri Studies to open

The State Historical Society of Missouri is creating a "Center for Missouri Studies" this fall. The center, to be administered from the society's headquarters in Columbia, will extend the society's mission to promote and disseminate the study of Missouri's history and culture.

The center will be launched with two competitive "Center for Missouri Studies Fellowships" to be awarded in 2015. Each fellowship will include a stipend of \$5,000. Applicants are asked to submit formal proposals by Nov. 1. The competition is now open, and details are available at <http://shs.umsystem.edu/thecenter>.



Christa Corrigan, right, was awarded the St. Louis Press Club and *St. Louis Post-Dispatch* David Lipman Journalism Scholarship for \$5,000 by Benjamin Lipman, left, son of the late David Lipman at a July 15 scholarship reception. The Lipman scholarship is given annually to a University of Missouri School of Journalism student selected by the school's faculty. (submitted photo)

Winning Student Texting Essay Receives \$500

It Can Wait anti-texting 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 contest 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?

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

How are entries 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 begins on National Drive 4 Pledges Day.

- Announced by local newspapers in paper and/or directly with schools

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



Congrats!

Gary & Helen Sosniecki
2014 MPA Hall of Fame Inductees

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Agenda for 148th Annual Missouri Press Convention

Holiday Inn Executive Center

2200 I-70 Drive Southwest | Columbia, MO | 65203

September 25-27, 2014

Thursday, Sept. 25

9:30 a.m. Missouri Press Foundation board meeting

Noon Missouri Press Association/Missouri Press Service board meeting and lunch

4:15 p.m. Shuttle service from hotel for tours, dinner and music at Les Bourgeois Winery, Rocheport

Friday, Sept. 26

Ed Henninger, newspaper design expert will give one-on-one critiques of individual newspapers during the day. Publishers/editors: Bring copies of your newspapers for consultation on newspaper design.

8:00 a.m. Breakfast program: "I Drove Past Your House" with Missouri author John Robinson

9:00 a.m. "The News from Ferguson, MO. -- What Lessons Can Be Learned?" Paul Stevens, former Associated Press Bureau Chief in Kansas City, will moderate a panel of journalists who were on the scene during the unrest in St. Louis County.

10:30 a.m. Advertising Sales Session with Tim Smith: Learn the different sales closing techniques the pros use

10:30 a.m. Newspaper Business Management and Leadership Panel with moderator Randy Smith of the Reynolds Journalism Institute. Featuring panelists: Tianna Brooks, Mountain View Standard News; Andy Waters, Columbia Daily Tribune; Lee Sawyer, St. Joseph News-Press; Cathi Utley, Hermann Advertiser-Courier

11:15 a.m. - 6:30 p.m. MPA Trade Show with refreshment breaks, games and prizes!

11:45 a.m. Missouri Press Business Meeting, Election of Officers

Noon Luncheon with MU Chancellor R. Bowen Loftin

1:30 p.m. Concurrent Sessions:

- Sunshine Law Litigation Panel, media attorneys Jean Maneke, Ben Lipman and Mark Sableman
- Developing Marketing Campaigns: How to use all your resources and networks to service your customers, Tim Smith

2:30 p.m. Concurrent Sessions:

- YAYA (Youth and Young Adults) Panel, moderated by Prof. Margaret Duffy, Missouri School of Journalism. Publishers and Editors: Here's your chance to hear from young people about their ideas, their attitudes and what they want from information sources. Preceded by an introduction by Dawn Kitchell for Newspapers in Education.
- Why Did I Pick Newspapers for a Job? Young Missouri journalists discuss their duties, their hopes, their dreams; moderated by Jim Robertson, Columbia Daily Tribune managing editor.

3:45 p.m. Reception in the Trade Show for all attendees. Networking opportunity for journalists of all ages.

6:00 p.m. Missouri Press Hall of Fame Banquet Reception in the Trade Show

6:30 p.m. Hall of Fame Banquet, with special guests including Robert Williams, President of the National Newspaper Association

Saturday, Sept. 27

8 a.m. Breakfast with Steve Wieberg, former USA Today college sports reporter and member of the College Football Playoff Selection Committee.

9:15 a.m. Concurrent Sessions:

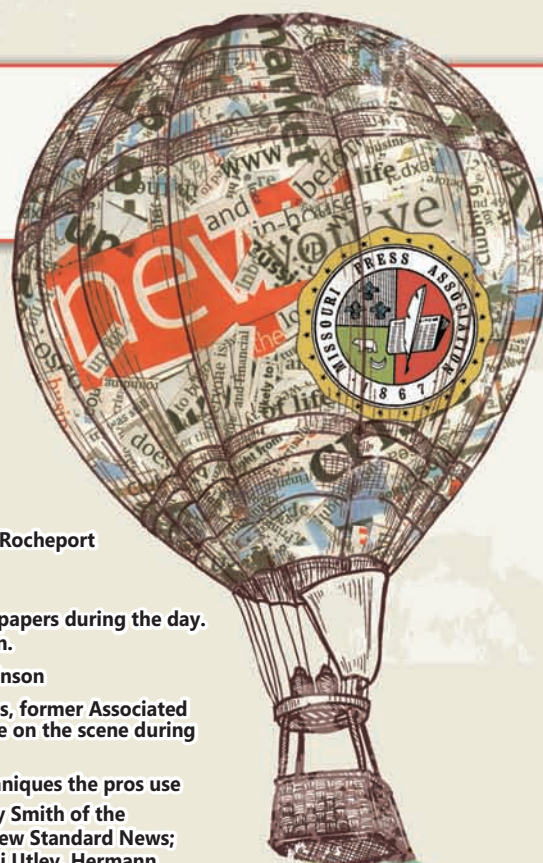
- Good Design Is More Than Just Good Looks, Ed Henninger
- New Revenue Stream: Mining Your Newspaper's Content to Publish eBooks, Anne Tezon

10:30 a.m. Concurrent Sessions:

- Beef Up Your Local Election Reporting with Scott Swofford of the Reynolds Journalism Institute
- Handling Customer Objections: The different processes to handling objections, Tim Smith

11:45 a.m. Annual Missouri Better Newspaper Contest Awards Luncheon, including scholarship presentations and William E. James Outstanding Young Journalists Awards.

Up, Up and Away! Rising to New Heights!



Convention speakers, panels offer expertise

The 148th Annual Missouri Press Association Convention Sept. 25-27 in Columbia is shaping up to be the must-attend event for journalists in Missouri, offering outstanding sessions from industry professionals, a tour and dinner at Les Bourgeois Winery overlooking the Missouri River near Rocheport, informative and relevant panel discussions, and key presentations by national media personalities.

The convention kicks off Thursday, Sept. 25 with a tour of Les Bourgeois Winery, followed by a dinner at the site.

Friday, Sept. 26 is jam-packed with activities. **Ed Henninger** will offer professional one-on-one critiques of individual newspapers at the convention. Henninger has been an independent consultant since 1989 and is the director of Henninger Consulting in Rock Hill, SC. He is recognized as the world's leading design consultant for community newspapers.



"I Drove Past Your House" is the intriguing title of John Robinson's breakfast program 8 a.m. Friday.

John Robinson recently finished traveling every mile of every road on the Missouri highway map, a 13-year, 250,000 mile journey, resulting in the publication of two books. In his career, he has written high-profile advertising copy, written for America's



Most Wanted, and served as a staffer for two governors and two lieutenant governors, before becoming Missouri director of tourism. Under his leadership, Missouri tourism set records for visitors and revenues.

NEW! "The News from Ferguson, Mo. -- What Lessons Can Be Learned?" **Paul Stevens**, former Associated Press Bureau Chief in Kansas City, 9 a.m. Friday, will moderate a panel of journalists who were on the scene during the unrest in St. Louis County.

Tim Smith, independent consultant, will conduct a "Closing Skills" session at 10:30 a.m. Friday to help salespeople

learn different professional closing techniques.

Also at 10:30 a.m., a Newspaper Business Management and Leadership Panel, moderated by **Randy Smith** of the Reynolds Journalism Institute (RJI), will take place. Panel members include **Tianna Brooks**, *Mountain View Standard*; **Lee Sawyer**, *St. Joseph News-Press*; **Cathi Utley**, *Hermann Advertiser-Courier*; and **Andy Waters**, *Columbia Daily Tribune*.

The noon luncheon features University of Missouri Chancellor **R. Bowen Loftin**. Loftin became chancellor of the University of Missouri Feb. 1, 2014, succeeding Dr. Brady Deaton. He is Mizzou's 22nd chief executive officer. He is also a professor of physics at MU. Chancellor Loftin, with degrees from Texas A&M University and Rice University, was president of Texas A&M from 2010 to 2014.



He is a frequent consultant to industry and government in the areas of modeling and simulation, advanced training technologies and scientific/engineering data visualization. He is the author or co-author of more than 100 technical publications.

His citations and honors include NASA's Space Act Award, the NASA Public Service Medal and the 1995 NASA Invention of the Year Award. He is a Charter Fellow of the National Academy of Inventors.

After lunch, a Sunshine Law Litigation Panel with media attorneys **Jean Maneke**, **Ben Lipman** and **Mark Sableman** will equip attendees with the tools they need to navigate the media law landscape. Concurrently, **Tim Smith** offers training about developing marketing campaigns.

Later, a Youth and Young Adults (YAYA) Panel, led by Prof. **Margaret Duffy** will spotlight young journalists. **Dawn Kitchell**, with Newspapers in Education, will introduce the panel.

Jim Robertson, managing editor of the *Columbia Daily Tribune*, will

REGISTER ONLINE! Complete the registration process online! Go to: <https://mopress.wufoo.com/forms/148th-annual-missouri-press-association-convention/>

moderate a discussion titled "Why Did I Pick Newspapers for a Job?"

Robert M. Williams Jr., president of the National Newspaper Association, is a MPA special guest and will address attendees at the Hall of Fame Banquet Friday evening. The National Newspaper Association is the nation's largest newspaper organization, representing nearly 2,300 community daily and weekly newspapers.

On Saturday, former top college football writer for *USA TODAY* and a member of the prestigious College Football Playoff Selection Committee, **Steve Wieberg**, will offer the breakfast session. A sportswriter for more than 30 years, Wieberg's career accomplishments include winning more than two dozen national writing awards. He has his roots in Missouri, serving as sports reporter and Sunday sports editor at the *Springfield News-Leader* and as sports reporter at the *Mexico Ledger*.

Saturday morning, **Anne Tezon**, a recently retired community weekly publisher, will present a session providing a step-by-step guide to re-purposing news, sports and feature content into print or e-books. Tezon began her newspaper career as editor of *The Hamilton Advocate Hamiltonian*, which she purchased in 1985. She published the paper, now called *The Caldwell County News*, until selling it in September 2013.

Ed Henninger will then continue with "Good Design Is More Than Just Good Looks." **Scott Swafford** with RJI will speak about "Beefing Up Your Local Election Reporting" and **Tim Smith** offers training about handling customer objections.

Saturday's activities will end with the Better Newspaper Contest Awards Luncheon.





Missouri Press Association 148th Annual Convention Registration

September 25-27, 2014 • Holiday Inn Executive Center • 2200 I-70 Drive S.W.
Columbia, MO 65203 • 573-445-8531

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Select one category for your group
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MPA Associate or
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Non-
Member
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Retired
Member
\$50

Registration
Fee
\$ _____

Name/Newspaper (Please include all names)	Thursday Les Bourgeois Vineyard \$25	Friday Breakfast \$30	Friday Lunch \$35	Friday Hall of Fame Banquet \$55	Saturday Breakfast \$30	Saturday Awards Luncheon \$40	Saturday only Sessions & Luncheon \$50	Total Per Person

***Saturday only - skip registration fee and pay only \$50 total per person to attend Saturday sessions and lunch**

Convention Cancellations: cancellations received by Monday, August 22, 2014 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 22, 2014 are NOT entitled to a refund.

Deduct \$75 from Active/Friend/Associate grand total or \$20 for retired member if registration is postmarked by Monday, August 22, 2014.
(Spouses are welcome at no additional registration fee. Only pay for meals and events.)

Grand Total Due: \$ _____

Please return this form along with check or credit card information to:

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ON THE MOVE



• **Kennett** — Meg Benson was hired by the *Daily Dunklin Democrat* June 30 as interim editor. Benson is a University of Missouri School of Journalism graduate. She has been a television news producer, worked in retail marketing, and has taught English and drama at Kennett High School.

• **Salisbury** — *Chariton Valley News Press* General Manager Melanie Latamondeer has stepped down from her position to “refocus on my family and the little things in life” following her husband Larry’s cancer diagnosis.

• **Stover** — Eric Ferguson has joined Vernon Publishing, Inc. as an advertising representative with the Stover *Morgan County Press*. He serves the newspaper’s customers with print and digital advertising products in



Stover and southern Morgan County. Ferguson graduated in 1994 from Versailles High School. He has an Associate of Arts degree in criminal justice from Columbia Southern University in Orange Beach, Ala. He and his wife Tonja live in Versailles.

• **Stockton** — Shelly Graves has joined the staff of the *Cedar County Republican* as a sports reporter. She is a former softball coach at Weaubleau High School. She received early experience in journalism, as her parents ran the *Humansville Star-Leader* as she was growing up. She has a bachelor’s degree in education studies. She and her husband Johnny also own an asphalt company, three restaurants, and multiple rental houses.

• **Hannibal** — The *Hannibal Courier-Post* hired four new staff members in recent months and a fifth has been promoted to a supervisory position. Promoted was Grace Tate, who now

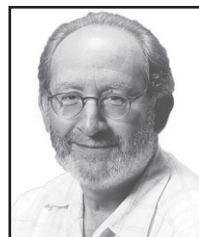
serves as circulation supervisor. She has worked for the *Courier-Post* for three years. Hired were Alicia Shuck, accounting clerk; Doretta Brokes, circulation clerk and front desk; Elizabeth Miller, sales executive; and Rebekah Savage, sales executive.

• **Warrensburg** — Paul Hunting is *The Daily Star-Journal*’s new production director. Hunting worked for *The Examiner* in Independence and at *The Sedalia Democrat*. He began work in his uncle’s print shop, gained experience and continued work in commercial printing.



He started at *The Examiner* in commercial printing and worked his way up to become production director. He has seven year’s worth of experience in the position. He is from Independence and graduated from Tri-City Christian High School. Hunting lives in Centerview with his wife.

• **Kansas City** — Steve Paul, a 39-year veteran of *The Kansas City Star* was named editorial page director. Paul, 60, succeeds Miriam Pepper, who retired Aug. 1. Paul joined the newspaper’s business desk as a copy editor



in 1975. He has served as assistant city editor, arts editor, book review editor, special assignment writer and features editor. He has been a long-time participant in Kansas City’s arts, architecture and culinary communities and has produced many related series, special sections, and features.

• **St. James** — Aaron Hadlow of Springfield was named managing editor of the *St. James Leader-Journal*, replacing Jim Brock who was promoted to managing editor of three newspapers in southeastern Nebraska and

western Iowa. “At the heart of any thriving community is an active and engaging local newspaper. It is a bed-rock institution,” Hadlow said. Hadlow was formerly the education reporter for the *Christian County Headliner News* in Ozark and is a 2011 graduate of Missouri State University.

• **Stover** — R.D. Fish is the new editor of the *Morgan County Press*. Fish has a bachelor’s degree in music from Minnesota State University and a Master of Divinity degree from Concordia Theological Seminary in Fort Wayne, Ind. He published a church magazine for eight years and has editorial, reporting, writing, photography and promotional experience. He gave up a robe in the St. Louis Symphony Chorus to join the Vernon Publishing, Inc. newspaper.



• **Warrensburg** — Kelly Melies is *The Daily Star-Journal*’s new community reporter. Melies came from the *Marshall Democrat-News* where he served as agriculture reporter for nine months. He has several years of radio broadcasting experience at Missouri stations. He graduated from Marshall High School and attended State Fair Community College in 1992. He received a Master of Arts degree in theater in 2002 from the University of Central Missouri in Warrensburg and a Master of Fine Arts degree in 2011 from Full Sail University in Florida.



• **Piedmont** — John Thornburgh recently joined the staff of the *Wayne County Journal-Banner* as an advertising account representative. He is a 2002 graduate of Clearwater High School and has attended Three Rivers College. He plans to obtain a degree in journalism.

OBITUARIES



St. Joseph

Paul Branson

Paul Branson, 47, died July 27, at his parents' home in Osawatomie, Kan. He was there recovering from a motorcycle accident when he collapsed and was unable to be revived. Branson was the presentation editor of the *St. Joseph News-Press*. In high school, he was a printer's devil at East Kansas Offset Inc. in Osawatomie. He earned a bachelor's degree in print journalism in 1990 from Kansas State University and worked for the *Osawatomie Graphic*, *The Anderson County Review*, and *The Manhattan Mercury*. He joined the *News-Press* in 2003. He is survived by his wife, Joann "Jodi" Branson, his parents, a brother, and two nephews.



Washington

John Uhrmann

John M. Uhrmann, 89, of Washington, died July 13. Following graduation from the University of Missouri, he was an advertising salesman and reporter for *The Missourian* and, for a time, the publisher of the *County Seat Shopper*. He was county auditor and spent time working in the insurance business. He is survived by his wife, two daughters, and other relatives.

Jefferson City

John Britton

John Britton, 88, died Aug. 5 while hospitalized in Jefferson City. He was an influential Jefferson City lobbyist whose legislative victories included bringing legalized riverboat gambling to Missouri. He represented Anheuser-Busch, despite having quit drinking. He was a smoker who frequently flaunted the Capitol's no-smoking rules, worked to keep beer taxes down and fought limits on public smoking. Britton was previously a speechwriter for then-Missouri Attorney General Thomas Eagleton.



Sullivan

Louis 'Lou' Hey

Louis Hey, Jr., 85, died July 4. Hey was a former darkroom technician and photography expert for the *Sullivan Independent News* from the mid-1990s to the early 2000s. During that time, he went from developing black-and-white film to working with new technology. He also was named Sullivan Honorary Volunteer Firefighter,



after 20 years as an active member.

Cabool, Eldon

Wayne Turner

Wayne Eugene Turner, 89, of Prairie Village, Kan., formerly of Cabool and Eldon, died Aug. 15. As a boy, he worked at the weekly newspaper in Cheney, Kan. for 10 cents per hour. Upon discharge from the Army Air Corps in 1945, he earned a bachelor's degree in journalism from Kansas State University. He worked at weekly newspapers in Kansas before purchasing the *Cabool Enterprise* in 1960, where he served as editor for 15 years. He moved to Eldon in 1975 and worked with Lake Printing Company until his retirement. He is survived by his wife, two daughters, and five grandchildren.

St. Louis, Linn

Joe Welschmeyer

Father Joseph John "Joe" Welschmeyer, 59, of St. Louis, formerly of Freeburg, died of cancer June 25 in the Mother of Good Counsel Home in St. Louis. He was affiliated with the *Unterried Democrat* in Linn for nearly 40 years, contributing regularly as a writer and photographer. He received a Master of Divinity degree from Kenrick-Glennon Seminary in St. Louis and was ordained a priest June 12, 2000. In 2013, he took medical leave from the priesthood. He is survived by four brothers, three brothers-in-law, and other relatives.



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Elli publishes first novel

Cindi Elli, former journalist for a group of community newspapers in



southwest Missouri, in addition to being a contributing writer for the *Washington Missourian* and *West NewsMagazine* in St. Louis, recently published a children's chapter

book, "The Dream Travelers."

The book, about children discovering a mysterious book and the resulting adventures, has been described as "a delightful expedition into the world of childhood adventure, with some of history's most famous personalities as travel guides."

Elli has received numerous Missouri Press Association awards and currently lives in the Missouri Ozarks with her husband and assortment of rescued dogs and cats. Contact Elli at cindielli@yahoo.com.

Newspaper And Education winners announced

Judging results have been processed and winners of the 2014 Newspaper And Education contest have been posted online at naweb.org/contests-awards.

First place winners included Missouri newspapers *The Eldon Advertiser* and the *St. Louis American*, along with *The Arizona Capitol-Times*, Phoenix, Ariz.; *The McAlester (OK) News-Capital*; *The Tampa Bay Times*, Saint Petersburg, Fla.; *The Echo Press*, Alexandria, Minn.; *The Seattle Times*; and *Vineyard Gazette*, Edgartown, Mass.

Winners in attendance will be recognized during the "Best Practices" general session Friday, Oct. 3, during NNA's 128th Annual Convention & Trade Show Oct. 2-5, 2014 at the Grand Hyatt in San Antonio.

Kidsville News!, a literacy and educational newspaper based in Fayetteville, NC, sponsored the contest.

MISSOURI PRESS Moments

The cat ate my column!

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

The Origin of the Office Cat

Journalists can't blame missing a deadline because "the dog ate their homework" but the office cat is a handy scapegoat (to mix metaphors) under deadline.

At the 1894 annual meeting of the Missouri Press Association, A.A. Lesueur, Missouri Secretary of State, spoke about the office cat and its relation to the press:

"The office cat is the most wonderful of all the feline tribe... Like many other good things, the office cat is the creation of Mr. Charles A. Dana. Upon a certain occasion, this great editor was ridiculed for having failed to print an editorial article which had been prepared by him for publication.

"His reply was that the manuscript had been eaten by the office cat. The discussion which followed was participated in by the press, from ocean to ocean, and pointed

to the moral that it requires more brains and heart, more sentiment and justice, more judgment, to decide what to leave out of a newspaper and it resulted in the elevation of the office cat to the highest dignity of the profession.

"Few men realize the influence of the printed word. A trifle written for any of your journals may be read in places as remote as the shores of the seas... Then, my friends, when we yield to the blandishments of expediency, and prepare an article in which we ourselves do not believe, the thing to do is have it eaten by the office cat... I believe the news should be printed. I am fully persuaded that the mere publication of crimes, with names, localities and dates, is the greatest of all deterrents; but I deprecate the padding out of lascivious incidents in salacious cases and of revolting features in brutal atrocities. It may well sell newspapers, but it demoralizes the people. Either the blue pencil should be used freely on such stuff or the whole boiling should be placed in the soup bowl of the office cat."

Missouri Press Association / Missouri Press Service

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SCRAPBOOK



• **Rolla** -- *Rolla Daily News* recently was recognized as a winner in the Best of GateHouse 2013 awards contest. The newspaper won second place in its circulation division for its coverage of record flooding in August 2013 and aftermath. There were a total of 582 entries in 16 categories with 156 winners.

• **Maysville** -- The *DeKalb County Record-Herald* was publicly thanked via a letter to the editor for their support of the DeKalb County Nutrition Site. The newspaper reports about site activities and publishes a weekly news column and menu. Recently, the *Record-Herald* ran a front-page invitation to the nutrition site's 40th anniversary, which helped draw visitors.

• **Hannibal** -- *Hannibal Courier-Post* Editor Mary Lou Montgomery was recently recognized for involving readers in the news-gathering and dissemination process. She is a first-place winner in the 2013 Best of GateHouse Media Awards contest for Reader Involvement for her series "Historic Marker Missing, Found, Repaired."

• **Neosho** -- *Neosho Daily News* was named employer of the month for August by the Neosho Area Chamber of Commerce and the City of Neosho. The *Daily News* currently has 21 employees, covers stories in Newton and McDonald counties, and has a press that prints approximately 30 jobs. The newspaper was founded in 1905.

• **St. Louis** -- A new chief executive officer has been named at The Dolan Company, the parent company of Missouri Lawyers Media. Dolan, which emerged from bankruptcy in June, announced its new leader is Mark A. McEachen, 56, former executive vice president and COO of Freedom Communications Inc., a California-based company that runs several newspapers including the *Orange County*

Register.

• **Ava** -- The Missouri Press Foundation received a message of thanks from the *Douglas County Herald* for the "generous and unexpected gift of \$750 to help the *Douglas County Herald* rebuild after the April 28 devastation."

• **Palmyra** -- The *Palmyra Spectator* marked its 175th anniversary at a special Heritage Seekers' reception Aug. 10. The newspaper was founded Aug. 3, 1839 and has been published, uninterrupted, ever since. It has been recognized as "the oldest weekly newspaper west of the Mississippi" and is owned by Mark and Patty Cheffey, only the third family to have owned the newspaper in its history. They purchased the *Spectator* nearly 20 years ago.

• **Nixa** -- The *Nixa Xpress* recently celebrated its eighth year of existence. The newspaper is actually a re-configuration of the *Nixa Enterprise*, founded in 1959 and later renamed the *Nixa News-Enterprise*. Editor Ryan Bowling was recognized in 2010 by the Missouri Press Association as Outstanding Young Journalist of the Year. The *Xpress* garnered a MPA Better Newspaper Contest first-place award for general excellence the same year.

• **Trenton** -- The *Trenton Republican-Times*, Grundy County's oldest private business, recently marked its 150th anniversary. The newspaper, then known as *The Grand River Republican*, was founded Sept. 5, 1864. In 1927, the *Trenton Republican* absorbed the newspaper and it was renamed the *Trenton Republican-Times*. The newspaper is owned by the Wendell Lenhart family.

• **Lebanon** -- The *Lebanon Daily Record* sponsored a treasure hunt from July 21 to Aug. 11. Winners could get \$300 to \$1,200 by locating a "lucky"

horseshoe hidden in various locations around the town. Every Monday, *Daily Record* readers scoured the newspaper for 12 clues, appearing in local businesses' display ads. The clues, if decoded properly, would lead to the location of the horseshoe.

• **Lamar** -- The post office box number at the *Lamar Democrat* has been changed from P.O. Box 548 to P.O. Box 12. The newspaper is now moved into its new home at 100 E. 11th St. near the town square. These changes were made following the purchase of the newspaper by Lewis County Press.

• **Maryville** -- The *Northwest Missourian*, the student-run newspaper at Northwest Missouri State University, celebrates its centennial Oct. 25. The celebration is set to include a banquet and open house. On Nov. 4, 1914, *The Green and White Courier*, as the newspaper was initially named, rolled off the press. In 1926, the name became *The Northwest Missourian*.

• **Clinton** -- The *Clinton Daily Democrat* was a link in a community chain that resulted in the reunion of U.S. Army veteran Jason Goth and his dog, "Boss." Goth wrote, "Thank you, *Clinton County Democrat* staff, for running this story for us. Without the help of the newspaper the odds of finding him would have been a lot lower."

• **Odessa** -- The *Odessan* turns 130 this year. The newspaper began in 1884 as *The Odessa Moon* and was renamed *The Odessa Democrat* in 1906. It became *The Odessan* when merged with *The Missouri Ledger* in 1940. Former Missouri Press Association Executive Director William Bray was publisher of the newspaper from 1947 to 1954. Joe Western owned *The Odessan* from 1954 to 1960, when it was sold to current owner Betty Spaar. Spaar is a MPA Hall of Fame member, former president of the Missouri Press Association, and MU School of Journalism Honor Medal and 2008 McKinney Award recipient.

(continued on next page)

• **Brookfield** -- Staffers from the *Linn County Leader* received awards in GateHouse Media's Best of 2013 Awards. Chris Houston won first place for his column. Tiffany Moore and Dustin Watson took home third place for their sports reporting.

• **Gallatin** -- The Gallatin *North Missourian* began its 150th year serving Daviess County. The newspaper was founded in 1864. Joe and Kathy Snyder were long-time publishers, from 1952 to 1988. Current publishers, Darryl and Liz Wilkinson, moved to Gallatin in 1978, and began a stock-

option purchase of the newspaper from the Snyders. The Wilkinsons have taken the newspaper into the digital age, but the printed *North Missourian* is still considered the flagship publication.

• **Republic** -- A *Republic Monitor* reporter was at the city's park with family members when the group noticed a male infant strapped in a car seat sitting inside a vehicle. The vehicle was running, all doors were locked, and the child's parent or guardian could not be located in the vicinity. The reporter then contacted local authori-

ties who gained access to the vehicle and released the child unharmed.

• **Owensville** -- The *Gasconade County Republican* donated a 2013-2014 Missouri Official Manual (known as the Blue Book) to three local libraries: the Owensville branch of the Scenic Regional Library, the Owensville High School library and the Gerald Library. The Missouri Press Foundation coordinated publication of the book, which contains information about local, state and federal government, as well as stories, essays and pictures that help preserve the state's heritage.

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MPA Nominating Committee proposes slate

The Missouri Press Association Nominating Committee met in Columbia Aug. 7 to select a slate of MPA officers and directors for 2015, effective Jan. 1.

The slate was finalized and the election is scheduled during the annual MPA business meeting Friday, Sept. 26, at the 148th annual MPA Convention at the Holiday Inn Executive Center in Columbia.

Here are the candidates proposed by the nominating committee:

2015 President, Jim Robertson, *Columbia Daily Tribune*; First Vice President, Dennis Warden, *Owensville Gasconade County Republican*; Second Vice President, Bill Miller, Jr., *Washington Missourian*; Secretary,

Jacob Brower, *Monett Times*; 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-Journal*.

Tianna Brooks, *Mountain View Standard News*, is being nominated as the National Newspaper Association state chair.

Continuing on the MPA Board in 2015 will be directors Carol Stark, *The Joplin Globe*; Joe Spaar, *Odesa Odessan*; Trevor Vernon, *Eldon*

Advertiser; James White, *Benton County Enterprise*, Warsaw; and Jeff Schrag, *Springfield Daily Events*.

Richard Gard, Missouri Lawyers Media, St. Louis, will serve as immediate past president in 2015.

Retiring from the Board in 2015 are Brad Gentry, *Houston Herald*, current National Newspaper Association state chair; and Darryl Wilkinson, *Gallatin North Missourian*, current director.

The nominating committee, chaired this year by Mark Maassen, *The Kansas City Star*, is made up of past presidents of the MPA.

The committee members thank everyone who submitted nominations.

Squibb Media purchases Monitor

Ryan Squibb, editor of *The Republic Monitor*, is becoming the new owner of the newspaper. A contract for the purchase is signed and the newspaper will change hands after the Sept. 24 issue is finalized. Publisher Dave Berry announced the sale to the staff Aug. 19. Community Publishers, Inc., has owned the weekly newspaper for nearly 11 years.

Squibb also owns the *Lawrence County Record* in Mt. Vernon, *The Commonwealth* at Ash Grove, and the *Willard Cross Country Times*.

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(List up-to-date as of Aug. 26)



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The Adobe Creative Suite – lots of tools but lots to learn.

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MPF Technology Academy Registration - November 6 & 7, 2014

Newspaper/Company _____ Contact Person _____

Address _____ City _____ State _____ Zip Code _____

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Attendee(s): 1. _____ 2. _____

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Lodging

A special rate of \$99 (breakfast included) has been secured for lodging the night of Thursday, November 6 at the Stoney Creek Inn located at 2601 S. Providence Road. Classes will be held at Stoney Creek Inn.

Please call 1-800-659-2220 by October 17 and reference the Missouri Press Association group rate.

Note:

This class will be taught using lecture tools. You may bring your own computer with Adobe Creative Suite, however, computer issues will be dealt with before or after class as to not hinder the progress of the class.

Return registration to MPF, 802 Locust Street, Columbia MO, 65201 or fax 573-874-5894

Questions? Contact Melody Bezenek at 573.449.4167 or mbezenek@socket.net



The face-off in Ferguson, notes from the front

Our dedicated reporters and photographers showed just how dedicated they were. Not only were they working 20-hour days, filing for the newspaper, website and social media, they were doing it literally on the front lines.

– Kevin Jones, *St. Louis American*

The following are excerpts taken from Kevin Jones' email updates to the Missouri Press Association, with the exception of the final quote, which was taken from a Twitter feed. All were made available by the *St. Louis American* in the early days of the Ferguson, Mo. protests after the shooting of 18-year-old Michael Brown by a Ferguson police officer. They illustrate just one newspaper's experience and only a small part of the story.

Aug. 14 -- "I'm in and out of the office today guys, but this is a mess. Along with the *Washington Post* and

Huffington Post reporters being arrested, two of my staffers had assault rifles pointed at them and were yelled at."

Aug. 14 -- "Our web editor Kenya Vaughn just had the red dot of an assault rifle pointed at her chest by a county cop..."

"Two of our unarmed, female reporters had assault weapons pointed at them by officers. Nothing says peace like threatening a woman's life."

Aug. 18 -- "Well....our reporters/photographers/editor have been on MSNBC, CNN, ABC, BBC, NY Times, countless newspapers across the country, and Canada and Europe... Website numbers have shot up from 110,000 visitors per month to more than 350,000 so far. Our Facebook's going crazy, etc... never seen anything like this. (Word on street is to-



Police officers and protesters face off in Ferguson, Mo. in August during protests over the shooting of Michael Brown. Media members can be seen in the background. (photo courtesy *St. Louis American*)

night will be the ugliest one yet)."

"Home safe. A tank with a man on top pulled up. Pointed gun at us. Everyone immediately put their hands up... #Ferguson #MikeBrown via @Bridge-sOneil"



Upcoming Webinars

Mobile First News Strategy

Friday, September 12

Presenter Val Hoepfner,
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Newspapers In Education Report

Newspapers are powerful classroom resource

Pared to the core, my goal is to help kids develop a relationship with local news through reading.

A new school year means it's time to reach out to young readers and get them inside your newspaper – in touch with their community and building reading skills thanks to the textbook you are creating for them every week – or every day.

I recently had lunch with a terrific journalist who -- lucky for the next generation -- is an associate professor at the Missouri School of Journalism. Joy Mayer is an industry leader in community engagement and one of the most social-media savvy journalists I know. She also has children in my target age group.

My objective was to get Joy's opinions about the most effective ways to reach young readers today. A good teacher, Joy turned the question on me: What is my goal in Newspapers In Education?

Pared to the core, my goal is to help kids develop a relationship with local news through reading. Getting there, though, is an ambitious journey.

From a journalistic objective, I want kids to understand the difference between fact and opinion; to demand the full story and not just posts, clips and comments; to appreciate different viewpoints; to stumble across news, photos and other things inside a newspaper that make them smarter; and to feel the pride that comes from knowing they are informed about what is happening in their community.

From a citizenship objective, I want kids to connect to their communities, learn how their government works (or doesn't work), understand how laws are made and the consequences for breaking them, appreciate the freedoms protected for them in the First Amendment, and to be aware of service and how it can make a community, and a world, a better place.

From an educational objective, I want kids to build vocabularies, to learn to skim, summarize and infer – all keys to strong reading skills and success in school and in life. I want them to see their classroom subjects come to life inside the newspaper – language arts, math, science, social studies and more.



This may seem like a lot to expect from a single classroom resource, but that's why the newspaper is so important: it delivers.

From there, the next question: How does it make the most sense for local newspapers to have a role in elementary classrooms? Has that changed?

Joy suggested we survey teachers for answers. We'll need our newspapers' help, but we'll do that. For now, we know technology is not consistently available to all students in Missouri schools. The printed newspaper is still the best vehicle for reaching the goal statewide.

MPA is surveying our newspapers to measure Newspapers In Education efforts in Missouri. We've reached more than 100 newspapers and it's looking pretty good. So far, more than 92 percent of the dailies and about 60 percent of the weeklies report they are reaching out to young readers in their communities on some level.

We'll keep seeking the best way to meet the goals of Newspapers In Education into the future. Meanwhile, we've planned a calendar full of youth features that we hope will help kids develop a relationship with YOUR local newspaper through reading. Here's a look at what's coming this fall:

We're "Lifting off to Literacy" with a feature for International Literacy Day, Sept. 8, that challenges students, teachers and families to spend 60 more seconds a day reading. A special initiative of the International Reading Association and NASA, we're building on their campaign with newspaper reading activities. Download code: literacyday.

In September, MPA will release a new teacher guide based on STEM Skills (science, technology, engineer-

ing and math) inside the newspaper. Copy and distribute or upload it to your website. Download code: stem-guide.

We have updated a guide we released last year. "Using the Newspaper to Meet Language Arts Standards" is a 28-page teacher resource offering newspaper-based K-12 activities. This is available NOW. Download code: standards14.

Don't miss an opportunity to promote the U.S Constitution Sept. 17. Readers young and older benefit from Constitution Day civic lessons. We have four features archived. New this year, we'll release a Constitution Day Quiz in partnership with The Missouri Bar. The quiz will feature a companion ad with answers you can print in a different location in the newspaper. Download code: constitution.

The Missouri Bar will help us provide another civic education series to teach about the anniversary of the Civil Rights Act of 1964. Three features will focus on the Act, public accommodations, and the impact on women. Download code: civilrights64.

In October, we'll add four new features to the Famous Missouri Journalists series in time for National Newspaper Week, Oct. 6-12. Lucille Bluford, Walter Cronkite, Mary Paxton Keeley and Walter Williams will join archived features about Charles, Switzer, Pulitzer, Twain, Field and MPA. Download code: mojournalists.

In November, we'll provide a feature commemorating the Fall of the Berlin Wall Nov. 9, 1989, that led to the reunification of Germany. Download code: berlinwall.

And one hint into the Reading Across Missouri 2015 project – The Gashouse Gang.

Watch your inbox, the MPA Bulletin and upcoming MPA News magazines for notifications about when the features are available to download at www.mo-nie.com.

*...a single
classroom
resource...
that's why the
newspaper is
so important:
it delivers.*

Lift Off to Literacy

Sept. 8 is International Literacy Day, established in 1965 to focus attention on worldwide literacy needs. More



than 780 million of the world's adults do not know how to read or write, and more than 94 million children lack access to education.

Missouri Press has joined a national effort by the International Reading Association and NASA to encourage kids to devote an additional 60 seconds a day to literacy activities. MPA has created a feature that promotes using the newspaper to improve literacy skills for children of all ages. To download the feature, visit mo-nie.com and use download code: literacyday

LCP buys *Vedette*, closes *Macon Chronicle-Herald*

Lewis County Press, LLC, has acquired *The Vedette* of Greenfield, a subscriber weekly newspaper and *The Lake Stockton Shopper*. Both publications serve Dade County in southwestern Missouri.

The Vedette is Lewis County Press' eighth newspaper acquisition in the past four years; the company continues to seek additional papers to expand its portfolio of rural, subscriber-based weekly newspapers.

Marlene DeClue, editor and general manager, will continue to lead *The Vedette* as editor and publisher. Lavinia Thornhill and Cletis McConnell will continue in their roles at the newspaper.

In another Lewis County Press move, the *Macon Chronicle-Herald*, a 104-year-old, 1,800-circulation daily, was purchased by LCP but ceased publication with the Wednesday, July 30 edition.

The final edition of the *Chronicle-Herald* contained several letters from community members sharing their memories of the newspaper, and commenting about the loss of the information source in their town.



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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Real Possibilities

First Amendment fallout in Ferguson

Recent unrest in Ferguson, Mo. has challenged reporters, photographers to carefully examine their relationship with law enforcement

The last few weeks have been full of difficult evenings for reporters in and around Ferguson, Mo. A number of our local media, including reporters and photographers at the *Post-Dispatch*, and most especially the staff of the *St. Louis American*, have done an amazing job covering the protests in that area. Coverage in the print products has been in-depth and the Twitter feeds by well-trained reporters and photographers have given us the “up to the minute” coverage of a fast-developing situation.

But, it was extremely discouraging to hear of the incident a few days ago involving the *Washington Post* and *Huffington Post* reporters who were arrested and carted off by local police in their van. Fortunately, they were released less than an hour later after another paper’s reporter reached the local police chief and alerted him to their arrests, but it was a vivid demonstration of the situations that can develop when law enforcement feels threatened and they decide the media is the enemy, rather than others whose actions the reporters are covering.

Of course, it’s a given that reporters have an extremely strong First Amendment right to cover news and to be “on the scene” reporting about activities that are occurring during a situation such as developed in Ferguson. No judge would deny that reporters have a right to be where these reporters were and to take photographs and interview witnesses as these two gentlemen were doing. Heck – they weren’t even “at the scene” as they were at a nearby McDonald’s charging their batteries!

The problem reporters have is that we don’t carry those judges in our back pocket at all times. When a law enforcement officer, who usually is wearing a gun, approaches you at the scene of a story you are covering and demands you quit filming or shooting photos, or that you leave an area where you are doing your job and move to a different location far from where the activity is that you are covering, or – worst case scenario



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– they pull out their guns and handcuffs and cart you off, there is little you as a reporter can do under those circumstances except move back, or call someone to notify them where you are and the circumstances under which you were arrested.

Of course, you have a right to cover these stories. Of course, your First Amendment rights are still in place. But pulling a reporter’s identification card isn’t going to do much at the instant those situations are developing to trump the actions of law enforcement.

Of course, you can call your lawyer. I guarantee you that your lawyer, at a cost of some precious dollars and the time it takes to get paperwork filed and a hearing before a judge, will be able to remind law enforcement of your First Amendment rights and to set out some parameters for both you and the law enforcement authorities in terms of each party having the ability to do its job.

But that doesn’t solve the immediate problem. And, there’s the expense and the time you’ve expended to get to that point. By the time the court rules, the story is yesterday’s news.

What does work in these situations is a personal connection with someone who has authority to control the law enforcement officers who have you in their sights. That is why your best advice is to deal with these potential problems NOW, and not when they crop up in the heat of a controversy.

When was the last time you sat down and talked with your local sheriff, your local police department, or the highway patrol captain governing your part of the state and had a conversation with them about how you do your job and your concerns about

handling any conflicts that arise? Do local law enforcement folks know you and your staff by face? Are they comfortable with you and know you and your staff are professional and will not get in their way when they are doing their job? Are they comfortable letting you do the job you need to do? Do they have questions about how you do your job that need to be addressed at a time you are not in the middle of a controversy?

Take them to coffee or to lunch this week! Get this relationship established. Make your reporters do the same thing.

If you know there’s a personal relationship problem with the local head of one of these offices, figure out who their supervisor is and make a contact with that person.

Maybe it’s your local prosecutor or the local judge.

Yes, it takes time from your busy schedule and might even cost you a few dollars. But the payoff will be huge when you are the news staff getting access to the scene and the national news media are the ones who are being stopped by law enforcement because they are strangers and

are not recognized by the officers who are struggling to maintain control in a situation where they must make snap judgments.

I cannot guarantee that this will work every time, but I do guarantee you it’s a lot cheaper than legal fees and a lot quicker than going to court to get the access you seek!

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CALENDAR

September

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

October

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

November

6-7 — Russell Viers Workshop, Columbia
20-21 — Potter Conference at RJL, Columbia



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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**.



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



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.

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