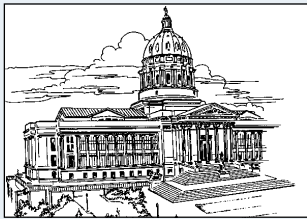




Missouri Press News

Your inside story for
February 2003



8 AP/MPA Day at the Capitol will be Feb. 20.



13 Weekly newspaper writer performs at Carnegie Hall.



18 "William Clark" visits school in Odessa.



Northwest Missouri Press Association officers

New officers of Northwest Missouri Press Association are, from the left: Becky Sellars, Smithville, Director; Kathy Whipple, Kearney, Past President/Director; Dennis Ellsworth, St. Joseph, President; Kathy Conger, Bethany, Secretary; W.C. Farmer, Rock Port, Director; Kay Wilson, Maryville, First Vice President; Wendell Lenhart, Trenton, Director; Jamey Honeycutt, Cameron, Second Vice President; Chuck Haney, Chillicothe, Director; and Chris Boultinghouse, Mound City, Treasurer. Director Tim Larson of Maryville wasn't available for the photo.



Columbia Daily Tribune cartoonist contributes to material available for promotion of NIE Week.

17

The Countian

West Plains Daily Quill

Two papers enter second century.

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Attend NNA's GAC if you can

Mixed feelings about NW Press: Bad weather, good program anticipated

Indicated here last month that I am probably the 132nd president of MPA to write in the January column about being humbled by the honor of serving as president. This month, I may be the 132nd MPA president to write about the Northwest Missouri Press Association in the February column.

At least the streak is alive going back as far as my *Missouri Press News* morgue goes. (I do keep my copies of the magazine, as well as copies of the *Bulletin*. Do you? I can't promise I can always put my hands on the copies I want when I want them, but I often have need to go hunting for something I remember having read there about open meetings or something such as that. Of course, it's never as fast as picking up the phone and calling Jean Maneke or the folks at the MPA office to get an answer, to which I sometimes resort, but looking it up myself at least makes me feel almost like a reporter again.)

As for following the column pattern, I will make this promise: I will shake it up from time to time. Chances are good that by the time my term is complete, folks will be shaking their heads and saying things such as, "Well, he was certainly different." I'm accustomed to hearing that, and I've learned to not ask for specifics.

As for Northwest, I'm daring to write about the event before happens.

I trust that the hearty folks there will have their meeting regardless of the weather, and as I write this the forecast again calls for a chance of snow between where I am and where it is. I always assume I will have to slip-slide my way to St. Joe for that meeting, which traditionally is the site of the first MPA board meeting of the year, but I have never regretted completing the trip. The folks in that part of the state have always packed a lot

of good information and entertainment into their meetings.

Looking ahead on the calendar, I want to add my endorsement to the 42nd Annual National Newspaper Association Government Affairs Conference set for March 19-22 in our nation's capital. Missouri representation at this annual event has long been among the leaders and this year should see that tradition continue.

For one thing, we now have two Missourians on the NNA board — Doug Crews representing his fellow press association managers and Jim Sterling representing the University of Missouri — and several NNA staff members now reside in Missouri, including Executive Director Brian Steffens.

The latter, as a result of action taken by the NNA board in meetings in Columbia in January, no longer has "interim" as part of his title.

Congratulations, Brian.

But back to the GAC. NNA needs our participation in this conference and those who attend will in turn be rewarded for the experience. Those who register the earliest will perhaps be rewarded the best, as slots in three exclusive press briefings are limited and will be

filled by order of request.

How often is it that a community journalist from Missouri will have the opportunity to participate in a press briefing at the Pentagon, State Department or the International Spy Museum? Also added to the program after the registration forms were printed is a briefing by a member of the President's staff in the Old Executive Office Building, which could include a visit from the President. No guarantees on the latter part, but it won't be a first for this conference if it does happen.

Why not join us there? Make it a working vacation. Early bird registration rates are good through Feb. 21. □



Dave Berry
Vice President / Publisher
Community Publishers of
Missouri, Inc.
MPA President



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Missouri Press
Association, Inc.

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David Bradley, Jr., *St. Joseph News-Press*
Jack Whitaker, *Hannibal Courier-Post*
NNA REPRESENTATIVE: Gary Beissenherz,
The Concordian, Concordia

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Northwest Missouri Press Association presented its outgoing President, Kathy Whipple, left, with a crystal bowl at its awards banquet Jan. 7. It took Phil Conger of Bethany a minute to subdue the package and free the hostage gift so it could be presented. Whipple, editor of *The Kearney Courier*, presided at the 113th annual Convention of the Association.



Supreme Court reverses ruling on jury secrecy

The Missouri Supreme Court ruled Dec. 20 that jury lists in criminal cases will be open, reversing an earlier ruling that said jurors' names should be kept secret.

The new rule is binding on local courts and overturns the earlier rule, which was to take effect in January.

An article on the secrecy order in *Missouri Lawyers Weekly* caused concern among some groups.

On Dec. 11, editors from the *St. Louis Post-Dispatch*, *The Kansas City Star*, and the *Springfield News-Leader* and MPA staff met with six of the seven Supreme Court judges.

The newspaper people protested the earlier order that would have made secret the identities of jurors.

Also at the meeting was Judge Gene Hamilton of Callaway County, chair of the court's committee on criminal procedure that drafted the secrecy rule.

During the meeting, the media representatives argued that the secrecy rule violated U.S. Supreme Court rules requiring courts to act in public.

"Obviously, there are instances when it's appropriate to keep names secret, such as gangland trials and trials of drug kingpins," said Joe Martineau, an attorney for the *Post-Dispatch*. "But in run-of-the-mill cases, there's no need to keep jurors' identities secret."

The new rule does not affect juror names in civil cases, where they routinely are public, or names of grand jurors, which are not public.

"This new order is a more balanced approach," said Crews. "Jury lists are presumed to be open to the public. But a judge can close them if there is a compelling reason. That's a good balance."

Ellen Soeteber, editor of the *Post-Dispatch*, said, "This is an important decision for Missourians. The openness of our courts is vital to maintaining public trust in the judicial process, and clearly, the justices see this."

—From the *Post-Dispatch* □

Northwest Missouri Press elects Dennis Ellsworth

Northwest Missouri Press Association members elected Dennis Ellsworth, editor of the *St. Joseph News-Press*, to serve as president this year.

Ellsworth served as First Vice President in 2002. He helped organize the Association's 113th Annual Convention, which was held Jan. 16-17 at the Ramada Inn, St. Joseph.

Past President Kathy Whipple, editor of *The Kearney Courier*, will serve another year on the Board of Directors.

Other officers are:

First Vice President: Kay Wilson, *Nodaway News Leader*, Maryville.

Second Vice President: Jamey Honeycutt, *Cameron Observer*.

Secretary: Kathy Conger, *Bethany Republican-Clipper*.

Treasurer: Chris Boultinghouse, *Mound City News*.

Board of Directors:

Kathy Whipple, *Kearney Courier*.

Becky Sellars, *Smithville Community Solutions*.

Chuck Haney, Chillicothe.

Wendell Lenhart, *Trenton Republican-Times*.

W.C. Farmer, Rock Port *Atchison County Mail*.

Tim Larson, *Maryville Daily Forum*.

Newspapers and other businesses that helped sponsor the Convention:

The Kansas City Star.

St. Joseph News-Press.

Trenton Republican-Times.

Bethany Republican-Clipper.

Atchison County Mail.

McPherson Publishing Co.

Hamilton Advocate.

Mound City News.

Herzog Contracting.

Electric Cooperatives of Northwest Missouri. (Chris Boultinghouse, Mound City, won the donated TV set.)

Sprint.

Inland Newspaper Machinery Corp.

The City of St. Joseph.

St. Joseph Visitors & Convention Bureau

Ramada Inn, St. Joseph. □



Guests at the Northwest Missouri Press Association meeting get a guided tour of the Albrecht-Kemper Museum of Art in St. Joseph during the President's Reception.

Northwest Press moments



Bob Merrick, a sports page designer for *The Kansas City Star*, gave some tips during a Friday afternoon session.



Chris and Linda Boultinghouse of the *Mound City News* chat with Brian Steffens, Executive Director of the National Newspaper Association, at the pre-banquet poolside reception at the Ramada Inn.



Above, Gary and Judy Beissenherz, *The Concordian*, question Mike Phillips, CEO of Blue Sky Technology, after his presentation.



Above, Scoop Peery, left, an avid river explorer and a former publisher of the *Smithville Democrat*, visits with Shannon Cave of the Missouri Department of Conservation after Cave's presentation on Lewis and Clark. At left, St. Joseph Mayor David Jones presents Northwest Press President Kathy Whipple with a gift after welcoming the Association to his city.



Gifts and awards

Below, the new President of Northwest Missouri Press Association, Dennis Ellsworth, editor of the *St. Joseph News-Press*, receives an installation gift from out-going President Kathy Whipple, editor of *The Kearney Courier*.



Northwest Missouri Press Association presented state Sen. Sarah Steelman (R-Rolla) with its James C. Kirkpatrick Award. She earned the award for her strong support of the Missouri Sunshine Law. The award is named in honor of the late newspaper publisher and Secretary of State who is considered among Missouri's most dedicated public servants. At left is Kay Wilson, Maryville.



MPA's Executive Director Doug Crews received the Craig Watkins Friend of Northwest Press Award. Crews and Watkins were classmates at the School of Journalism. For a time they published neighboring newspapers, Crews at Lawson and Watkins at Cameron. Watkins died of cancer several years ago.

Phil and Kathy Conger, editors and publishers of the *Bethany Republican-Clipper*, were presented the Northwest Press Association's Merrill Chilcote Award for their service to journalism and their community.



2003 MPA/MPS Boards hold first meeting

MPA's 2002 President, Dane Vernon, right, Eldon, passed the briefcase to 2003 President Dave Barry, Community Publishers, Bolivar, at the Board of Directors meeting Jan. 16 in St. Joseph. The MPA and MPS boards traditionally hold their first meeting of the year just before the beginning of the Northwest Missouri Press Association meeting. Standing immediately behind the Presidents, from the left, are Jack Whitaker, Director, Hannibal; Gary Beissenherz, MPA's NNA Representative, Concordia; John Spaar, Second Vice President, Odessa; and Shelly Arth, Director, Marshall.

In the back, from the left, are Wendell Lenhart, Director, Trenton; Gary Sosniecki, First Vice President, Lebanon; Dave Bradley Jr., Director, St. Joseph; Mike Sell, Missouri Press Ad Manager; Steve Oldfield, Director, Adrian; Jean Maneke, MPA Hotline Attorney; Doug Crews, MPA Executive Director; and Shawn Cockrum, Assistant to the MPA Executive Director. MPA editor Kent Ford also attended. Attending the meeting by telephone were David Lipman, St. Louis; Bob Wilson, Milan; Bill Miller Sr., Washington; Vicky Russell, Columbia; and Kevin Jones, St. Louis.

Willow Springs News ceases publishing

The *Willow Springs News*, a weekly with roots in the 1800s, ceased publication with the Nov. 28, 2002, edition.

Quad County Newspapers, Inc., a Florida-based newspaper group, owned the *News* and the nearby *Mountain View Standard News*. It closed the Willow Springs paper after selling the Mountain View paper to Rick Plumlee.

Both of the communities are in northern Howell County on U.S. Highway 60.

The *News* emerged in 1931 after two fiercely competing weeklies ended their war and joined.

Two men who were to become MPA presidents were involved with the *News*. J.W. Brown, Jr., became an owner of the paper in 1934 when he was 24.

He sold the paper in 1953 to Jac Zimmerman, then age 30.

Brown and Zimmerman served as MPA presidents in 1963 and 1964.

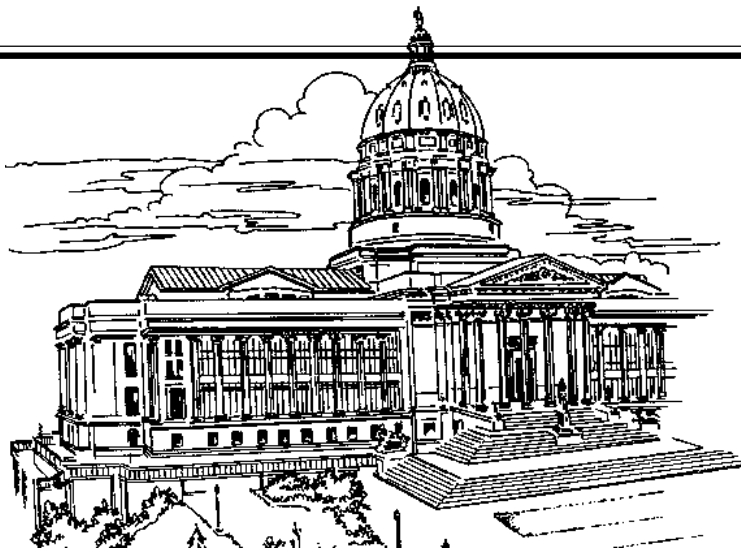
Quad County Newspapers bought the *News* in 1991. Brian R. Hood, publisher

of the Mountain View paper, later became publisher of the Willow Springs paper as well.

Then Dan Wehmer, now the editor and publisher of the *Webster County Citizen* in Seymour, took over publication for a time in the early 1990s.

Plumlee had been publisher of both papers until he purchased the Mountain View paper Dec. 2. He said Quad County thought a buyer had been found for the *News*, but that deal failed and the paper was closed. □

Day At The Capitol



The Missouri Press Association and The Associated Press
invite you to be our guests on
Thursday, February 20, 2003
at the Missouri State Capitol Building
in Jefferson City
for our
Annual Day At The Capitol.

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Name(s) _____

Newspaper or Organization _____

Address _____

City/State/Zip _____

How Many for lunch? _____ (No charge for lunch or registration)

**Morning program in the State Capitol Building.
All afternoon sessions will be in the Governor's Mansion.**

A schedule of events is on the facing page.

Schedule of Events February 20, 2003

9:00 a.m. Registration Opens

Visit your Legislators
Observe House and Senate in Session

Senate Lounge, 3rd Floor

State Capitol Building

Coffee and Donuts

10:00 - 11:00 a.m. Supreme Court Judges Panel

Chief Justice Stephen N. Limbaugh, Jr.,
Judge William Ray Price, Jr. and Judge Michael A. Wolff

Senate Lounge

11:00 - 11:45 a.m. State Budget Director

Linda S. Luebbering

Senate Lounge

11:45 a.m. Depart for Governor's Mansion

(5-minute walk from Capitol)

12 Noon - Buffet Lunch

Governor's Mansion, 1st Floor

1:00 p.m. Question & Answer Session with

Governor and Mrs. Holden

Governor's Mansion, 3rd Floor

1:45 p.m. Senate & House Leaders

Senate President Pro-Tem Peter Kinder (R-Cape Girardeau),

Senator Ken Jacob (D-Columbia),

Speaker Catherine Hanaway (R-Warson Woods),

and Representative Mark Abel (D-Festus)

Governor's Mansion, 3rd Floor

Discuss pending legislation and other issues of statewide interest

2:45 p.m. Program Concludes



Trophy encourages competition

Guy Townsend, publisher of Townsend Communications, announces the establishment of the Townsend Trophy in memory of his father, Harold G. 'Hal' Townsend Jr., former publisher of the *Dispatch-Tribune* newspapers in Kansas City. The trophy was created to enhance the spirited relationship between Park University and William Jewell College. At the end of the 2003-04 academic year, it will be awarded to the school with the most outstanding athletic and academic records. Others in the photo are, from left, William Jewell Athletic Director James Redd, Park Athletic Director Claude English and Park University President Dr. Beverley Byers-Pevitt. (*Dispatch-Tribune* photo)

have been with the company 15 years. Mindy Heidmann and Angie Deaton were honored for five years of service.

Missourian general manager Bill Miller Jr. presented the awards at the company's Christmas Party.

✍ Kansas City

A new feature in the *Dispatch Tribune* newspapers spotlights the artwork of students. "Kids' Take on the News" appears in Townsend Communications publications.

The papers want children's color drawings about any news event along with brief explanations of what the artwork depicts. If they wish, parents can send photos of their children to be published along with their creations.

✍ Washington

The *Missourian* In Education program sponsored a Teacher Express Workshop Jan. 11.

Guests traveled around Franklin County on a bus visiting historic buildings and homes. Local historians shared information and anecdotes throughout the trip.

✍ Festus

A recipe for Pepperoni and Provel Pizza Dip won the Appetizer category and the Grand Prize in Leader Publication's Holiday Recipe Contest.

The dip recipe was chosen from among 131 entered in five categories. Each category winner received \$50; the grand prize winner received \$100.

Kathleen Brotherton, the *Leader's* food expert, chose the finalists. A group of judges chose the winners.

✍ Macon

The *Chronicle-Herald* held its 19th annual Community Christmas Card fundraiser to feed the hungry in their community during the holidays.

The name of every person who donated at least one dollar was published in the newspaper Christmas card.

Scrapbook

✍ St. Joseph

The *News-Press* Big Bid Bucks Auction was held in November at the Missouri Western State College Fieldhouse.

Readers of the paper amassed stacks of Big Bid Buck money printed on newsprint to make offers on items ranging from cars to television sets to DVD players and furniture. About \$100 billion in Big Bid Bucks was printed.

Churches and organizations pooled their bucks to bid on the items. They bundled their bucks in \$1 million

lumps, then joined them in \$10 million piles.

A number of Baptist churches in the area were pooling their bucks to bid on a car for a single mother of two. Catholic churches also were teaming up to bid on one of the vehicles.

✍ Washington

Missourian Publishing Co. in December recognized several employees for their years of service.

Kurt Sullentrup and Ken Marquart

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A similar project was conducted at the *Constitution-Tribune* in Chillicothe for the seventh year.

✍ Sarcoxie

A recipe for Mexican Crock Pot Corn won the \$100 supermarket gift certificate in the Sarcoxie Publishing Co.'s Holiday Recipe Contest.

✍ St. Louis


Last year's holiday Old Newsboys Day fund drive collected \$1,031,000 for more than 250 children's charities in the St. Louis region.

Volunteers from businesses and organizations solicited donations in exchange for special editions of the *Suburban Journal*.

The annual fund-raiser began in 1957.

✍ Drexel

Three juniors from Drexel High School worked at *The Drexel Star* during Shadowing Day in November. Rachel Bledsoe, Hallie Hocker and Claudine Rice were among the 27 students who



Memories

Columnist Charles Vandegriffe Sr., who writes a column for the North County Journals, St. Louis, has published a book titled "Memory Lane: Sometimes You Have to Look Back to See Where You're Going."

participated in the program at 15 local businesses.

✍ Cassville

Terry Jamieson, who writes a column for the *Cassville Democrat*, has written a book of inspirational essays and poetry titled "The Kingfisher Journal," which is the name of his newspaper column.

New Leaf Press of Green Forest, Ark., published the book, which is available at the *Democrat* and in bookstores in the region.

✍ Perryville

Staff members of the *Perry County Republic-Monitor* teamed up to create a special Thanksgiving dinner. Each contributed a dish for a special "In The Kitchen" with readers.

All of the recipes used for the dinner were published in the newspaper.

✍ Kansas City

The Kansas City Association of Black Journalists held its 11th annual Media Awards ceremony in November.

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"Production time has been cut down considerably." "It makes my reps more efficient on the road."

"What took hours are now minutes." "It helps me with ideas I can use."



Parading for newspapers

The (Washington) *Missourian* in Education program took its message on the road with a float in the Nov. 29 Holiday Parade of Lights in downtown Washington. Children on the float were dressed as bumblebees to promote *The Missourian's* new "Book Buzz" program. Each month *The Missourian* selects books in three age categories and invites children to read them and write reviews. One review of each book appears in the paper. Others go on the *Missourian* In Education website at emissourian.com. (Missourian photo)

Among the honorees were four people from *The Kansas City Star*: Mary Sanchez, Commentary Award; Benita Y. Williams, General Reporting Award; Steve Penn, Enterprise Award; and Jason Whitlock, Sports Commentary Award.

✍ Kansas City

Members of the Kansas City School Board spend part of a Saturday in December reviewing the Missouri Sunshine Law. An attorney instructed them on how to comply with the law.

The meeting was held partly in response to a *Kansas City Star* report in November detailing board members' concerns that they had violated the law.

✍ Salisbury

Three students from Salisbury High School completed their Job Shadowing

assignments at the *Press-Spectator*.

Kara Nanneman, Justina Maag and Sammi Nichols took pictures, wrote captions, worked on a computer project and helped mail the Nov. 21 issue of the Chariton County weekly.

✍ Bethany

The *Republican-Clipper* ran the first full-color photo in its history on Dec. 4. A page-one photo of Santa Claus marked the event.

In order to print a color photo the weekly had to be produced in two sections.

The Harrison County paper is in its 130th year.

✍ Hannibal

The *Courier-Post* invites its readers to send in digital photos of events of com-

munity interest.

"If you are involved in a community activity, take your digital camera along, then share that image with the rest of the region," the newspaper wrote in a December column.

"By becoming a roving photographer, you'll not only receive the recognition of your byline on the photo, but you'll become a part of an important civic process: Uniting your community."

✍ Plattsburg

Steve Tinnen, publisher of the *Clinton County Leader*, in December received on behalf of his late father, Skip, a special honor from the Spelman Foundation.

Skip Tinnen was a major supporter of the foundation for many years and served on its board of directors.

✍ Springfield

News-Leader police reporter Laura Bauer has received the 2002 Mary Phelan Media Award for her reporting on issues related to law enforcement and public safety.

Bauer has covered the police beat for the *News-Leader* for nine years. Police Chief Lynn Rowe nominated Bauer for the award, which is presented by the Missouri Police Chiefs Association.


Rowe's nomination form contained a quote from a police sergeant, who said Bauer "is concerned about the quality of life in the Springfield area, not just writing stories that expose the negative."

Candidates for the award "must be dedicated to public service both on and off the job and must hold a commitment to integrity and fairness."

✍ St. Louis

Dr. Donald M. Suggs, publisher of the *St. Louis American*, received the Big Brothers Big Sisters of Eastern Missouri 2002 Legacy Award. He and attorney Donald L. Wolff were honored at the Legacy Awards Dinner in December at the Chase Park Plaza.

Sports announcer Mike Shannon, mas



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ter of ceremonies, introduced guests in the audience, including Gov. Bob Holden, then U.S. Sen. Jean Carnahan and several local dignitaries.

Suggs said he supports Big Brothers Big Sisters because, "You make children feel accepted and loved. You are truly making a world of difference."

✍ St. Joseph

Hank and David Bradley, principal owners and publishers of the News-Press & Gazette Co., are part of a group of investors trying to rejuvenate a local manufacturing company.

The group purchased Snorkel International, once one of St. Joseph's largest employers. Snorkel closed its local plant across the Missouri River in Elwood, Kan., in June.

At one time Snorkel employed about 800 area people in the manufacture of products such as telescopic booms and scissor lifts.

✍ Independence

At the end of 2002, *The Examiner* concluded a two-year series of 100 stories that examined the origins of familiar names in Eastern Jackson County. The final installment examined *The Examiner*.

The first edition of *The Jackson Examiner*, published on Feb. 19, 1898, gave the answer to the paper's name.

"The title of this paper is selected to represent its policies. It is the banner under which we expect to muster and if needs be to do battle."

The enemies apparently were those people who would "plunder over the boundary line into the public treasury," the paper wrote.

"The word Examiner was selected as descriptive of the work that ought to be done in Jackson County. The people ought to have a friend to look into and report the doings of their public officials."

Publisher William Southern, in another column in that first issue, wrote that he "did not conceive of Democracy as a shield to cover the incompetency of any aspiring politician or the rascality of any measure designed to take the money of the taxpayers out of the public treasury and put it in the pockets of political conspirators." □



Diana and Mitch Jayne pose backstage at Carnegie Hall below a poster promoting an earlier concert. Backstage is "full of little rooms and stairwells everywhere, kind of a concrete maze and not anything like you'd imagine," Diana wrote. Mitch joined Arlo Guthrie and others for Guthrie's annual Thanksgiving tribute concert to his father, Woody Guthrie. (The Jaynes provided the photo.)

Weekly's columnist plays Carnegie Hall Thanksgiving

Mitch Jayne, who writes a weekly column for the *Eminence Current Wave*, performed in Carnegie Hall in New York City in November. Jayne is a member of the bluegrass band "The Dillardards."

The Dillardards began their musical odyssey from Salem, Mo., in 1962. They became famous for a unique blend of Ozark Mountain Bluegrass, writing, producing and recording what would become industry standards. They appeared on the Andy Griffith Show as the Darlin' Family, played in Nashville and toured Europe and Japan. This was their first performance in Carnegie Hall.

"It really is an astounding thing," Jayne told the *Current Wave*. "It's like the peak of American performing to play Carnegie Hall."

Jayne and his wife, Diana, live in Eminence and work for the newspaper.

The group participated in two concerts during the trip, one at the New Jersey Performing Arts Center and the other at Carnegie as a memorial tribute to the late Woody Guthrie. They shared the stage with Woody Guthrie's son, Arlo, folk music legend Pete Seeger and other groups.

The original Dillardards, consisting of former Salem, Mo., residents Rodney and Doug Dillard, along with Dean Webb, traveled together to New York on a touring bus. They left Thanksgiving Day.

In a story about the trip, the *Current Wave* wrote:

"With Mitch and Diana, who have become an invaluable part of the *Current Wave's* four-person staff, gone for the week, the *Current Wave* will print on Wednesday rather than Tuesday next week to accommodate their trip.

"Delivery will be a day later and we hope our readers will understand that it's not every day you get a chance to play Carnegie Hall or share such an entertaining part of the Ozarks with the world." □

SEMO Press will meet at research center

Nationally known community newspaper consultant Ken Blum will be on the program for the Southeast Missouri Press Association when it gathers April 11.

Southeast Press' annual meeting will be held at the UM Delta Research Center near Portageville.

Blum has written books and columns titled "Black Ink" that have been used by



editors and publishers for years. His columns appear on occasion in Missouri Press Association newsletters.

Another presenter on the agenda will be Duane Michie, a member of the Missouri Transportation Commission. Other presenters are not yet confirmed. Meeting planners will gather Feb. 7 to make final preparations.

A tour of the research center and the educational telecenter may be provided.

The center is about 1-1/2 mile south of Portageville on Route T.

H. Scott Seal, editor of the *Missourian-News* in Portageville, is president of Southeast Missouri Press. He will be the host for the meeting.

More information and a registration form will be in the March issue of *Missouri Press News*. They also will be in the *Bulletin* and on the mopress.com website soon. □

Circulation meeting in Lawrence in April

The Midwest Circulation Management Association will hold its 2003 Convention Wednesday-Saturday, April 23-26, in Lawrence, Kan.

Joe Lewis of the *Lawrence Journal-World*, will be the host. Contact him at (800) 578-8748, ext. 7137, jlewis@ljworld.com.

Information and registration forms can be found at midwestcma.com. □

Management meeting Feb. 7-9 in St. Louis

Mid-America Press Institute will hold a seminar titled "The Essentials of Newspaper Leadership & Management" Feb. 7-9 at the Millennium Four Points Sheraton Hotel in St. Louis.

For information about the program, contact John David Reed at the Institute, Eastern Illinois University, fax (217) 581-2923, jdreed@eiu.edu. □

Ozark Press training in Aurora on ad sales, digital photography

Ozark Press Association will sponsor advertising sales and digital photography training sessions Friday, March 7, in Aurora.

Sessions will be from 10 a.m. to 3 p.m. at the historic Missouri Pacific Depot and the nearby OACAC office. Cost is \$25 for the first person from an Ozark Press member newspaper and \$10 for each additional person from that paper. For non-members of Ozark Press, cost is \$30 per person.

Staff members from all newspapers in the Ozark Press region, particularly those in the western portion, are encouraged to attend. The day and time of the meetings were set to give you time to drive to and from the training meetings in one day.

Send as many people as possible from your newspaper.

Similar sessions held in Cabool in October drew 21 people from 10 newspa-

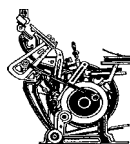
pers.

Lebanon Daily Record ad manager Steve Russell again will conduct the advertising sales sessions. Eric Adams of *The Daily Record* and Justin Ballard of the *Bolivar Herald-Free Press* again will present the digital photo sessions.

Ozark Press President Helen Sosniecki said the regional training sessions were planned after polling of members to determine what they wanted from the organization and what could be done to expand participation in association activities.

Information has been mailed to all newspapers in the Ozark Press Association region. For more information contact Sosniecki at (417) 532-9131.

A registration form can be found on the Missouri Press website, mopress.com. The link is in the "Top Stories" section on the front page. □



Jean Maneke

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Internet Press Association

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Editor's Illinois past catches him in Monett

By MELONIE ROBERTS
Monett Times

Sometimes no matter what you do to get away from your past, your past finds you.

That's what happened to *Monett Times* managing editor Murray Bishoff. On Dec. 10 he discovered he had been quoted in *The Washington Post* for something he'd written 35 years ago.

Hank Stuever at *The Post* was doing a piece on comic books ending the practice of publishing letters from fans, something started in the 1950s that has been overrun now by the internet. Letters aren't coming in the way they used to. E-mail has taken its place, so letters columns are being dropped.



Murray Bishoff shows off the comic book that got his name in *The Washington Post* and the postcard he received in 1967 from Marvel Comics. (*Monett Times* photo by Susan Kuhl.)

The sample Stuever picked to illustrate a fan letter was plucked from the March 1967 issue of *The Mighty Thor*, published by Marvel Comics. The letter was by Bishoff, then an eighth grader in East Moline, Ill. It began, using Thor's idiom of speaking, with the words, "What hath ye done?"

"Bishoff," Stuever wrote, "who could have been 12 years old at the time or 36 (it's hard to tell), signed off his lengthy letter with the brash Marvel fans' salute, first coined by Stan Lee: 'Nuff said.'"

Due to the curious nature of the internet, a fellow comics fan alerted Bishoff of the article, and by the afternoon he and Stuever were corresponding.

"I thought, maybe, there would be a rare chance that you or someone who knew you would see it and I would hear about it days or weeks from now. Not hours," the *Post* reporter wrote back. He

said he had randomly bought some comics in the \$4 to \$6 range at a comics shop, and selected Bishoff's letter, then guessed the letter writer really was 12 at the time.

Bishoff still has the yellow postcard that Marvel mailed alerting him that his letter would be published.

Bishoff had written to show he'd turned out "all right" after spending his childhood steeped in comic books. He told Stuever, "Reading comics was a great stimulus for the imagination. Loving comics was a great way to absorb stories, art styles, a zillion details any collector would want to know — perfect background for dealing with a career made of details."

It's no surprise to those that know him that Bishoff still has his copy of *Thor 150*. He could be seen clutching a copy of Stuever's article and showing it to anyone who would listen. □

Brian Brooks named associate dean at School of Journalism

COLUMBIA — Brian S. Brooks has been named associate dean for undergraduate studies and administration at the Missouri School of Journalism. He succeeded Robert Logan, who is taking a position with the National Institutes for Health in Bethesda, Md.

Brooks will oversee undergraduate curriculum and advising, coordinate interdepartmental initiatives, supervise staff and manage the school's facilities and technology services.

"His combination of management experience, long-term tenure in the School and strong teaching and research credentials made him the perfect choice," said Dean Mills, dean of the Journalism School.



Most recently, Brooks served as chair of the editorial department and director of the Journalism Network at the school. He came to Missouri in 1974 after working as an information officer in Vietnam and as a reporter, copy editor and night city editor at the *Memphis Press-Scimitar*.

He initially served as news editor and then managing editor of the *Columbia Missourian*. While on sabbatical from 1997 to 1999, Brooks was editor of *The Stars and Stripes*, the U.S. military newspaper in Europe. He is the author or co-author of four journalism textbooks.

Brooks earned both his master of arts and bachelor of journalism degrees from the University of Missouri. □

Dow grants will fund 2 programs at J School

The Dow Jones Newspaper Fund will provide \$483,800 in grants and expenses for programs for college and high school journalism teachers and high school and college students in 2003.

Among the programs will be a Newspaper Editing Intern Program at the Missouri School of Journalism, conducted by Brian Brooks, and a Minority High School Journalism Workshop, also at the School of Journalism. □

Newspaper In Education report

Programs for young readers something to be thankful for

March 3-7 marks the 20th anniversary of Newspaper In Education Week.

Since 1983, newspapers across America — and beyond — have used a week each year to promote the use of newspapers in the classroom.

The two-decade evolution of this annual event is something to celebrate.

Initiated as a week to set aside books and use newspapers in the classroom, today's Newspaper In Education pulls kids into newspapers not for just a week, but every week.

What once accounted for a five-day subscription, today is truly a recognition of a year-long effort.

Columbia Daily Tribune cartoonist John Darkow illustrated this success beautifully with the cartoon he created for MPA's Newspaper In Education Week package.

As a family eats breakfast together, the father shares a television report, only to learn his daughter, an obvious Newspaper In Education participant, is far more informed.

"Yeah, I read it in the newspaper a month ago!" she responds.

In addition to Darkow's wonderful cartoon, Missouri Press Association's NIE Week package includes several other features to help Missouri newspapers celebrate the importance of young people reading newspapers.

Editorials about the importance of newspaper reading are being written. You can publish them or use them as inspira-

tion for your own efforts.

And Jim Trelease, a best-selling author and national lecturer, has worked with Missouri Press Foundation on a feature promoting the value of reading — and reading newspapers — to children.

Trelease is a former journalist who's book "The Read-Aloud Hand-

book" addresses the importance of reading to children. Now in its fifth-edition, the book has sold nearly 2 million copies and is a common text for pre-service educators. For 20 years, Trelease also has been promoting reading through programs for teachers and parents.

Trelease's message is the valuable founda-

tion his father laid for him as they read the newspaper together.

Special thanks to all those who contributed to this wonderful Missouri NIE Week package.

In addition to the free resources provided by MPA, a variety of other material is available to help newspapers promote the use of classroom newspapers during NIE Week.

The Newspaper Association of America produces an annual Teachers' Guide for NIE Week. This year's title is "From Writers to Readers: A Writer's Workshop Using the Newspaper."



Dawn Kitchell is MPA's NIE coordinator. Contact her at (636) 390-2821; kitchell@fidnet.com.

The target audience for this material is high school and upper middle school students. Available on CD to any newspaper, it includes a 37-page teacher guide and a series of five in-paper features. The CD is available for \$25 and can be ordered at www.naa.org/foundation/NIEweek2003 or by calling (703) 902-1730.

Since 1986, the Pennsylvania Newspaper Association NIE Committee has been creating a poster for NIE Week. This year's design, "From Author to Audience," shows children in the process of writing by using the newspaper from



Best-selling author Jim Trelease wrote a feature for NIE Week that describes how his early experiences with newspapers influenced him.

the idea to the finished product. A whistling boy is walking proudly and holding the final result of all his hard work — the newspaper.

The 17-by-22-inch color posters are available for 95¢ each plus shipping and handling. In addition, T-shirts, sweat-shirts and tote bags featuring the design are available. For more information, visit www.pnpa.com/nie or call (717) 703-3004.

Popular Newspaper In Education ven-

NIE Week

(continued on page 17)

METRO
CREATIVE GRAPHICS, INC.
Lou Ann Sornson
33 West 34th St., New York, NY 10001
metroluann@aol.com
metrocreativegraphics.com

Linear Publishing
GREG WYNNE
836 East 64th St., Indianapolis, IN 46220
(317) 710-8510 ext. 161

MPA
Postal Help
Ron Cunningham
(417) 849-9331
postalhelp@aol.com

'Public lands' feature a success

For the second year, Missouri Press Association partnered with Missouri Geographic Alliance on a Newspaper In Education project to coincide with National Geography Awareness Week. The 2002 national theme was "Public lands — America's Backyard."

Missouri Department of Natural Resources (DNR) and Missouri Department of Conservation were invited to

participate based on their jurisdiction over public lands in Missouri. DNR joined the partnership to educate young people on state parks and historic sites.

One teacher workshop was held in October at Dr. Edmund A. Babler State Park in Wildwood, near St. Louis. Local park naturalists led a series of sessions for 30 teachers from 20 communities. DNR created four half-

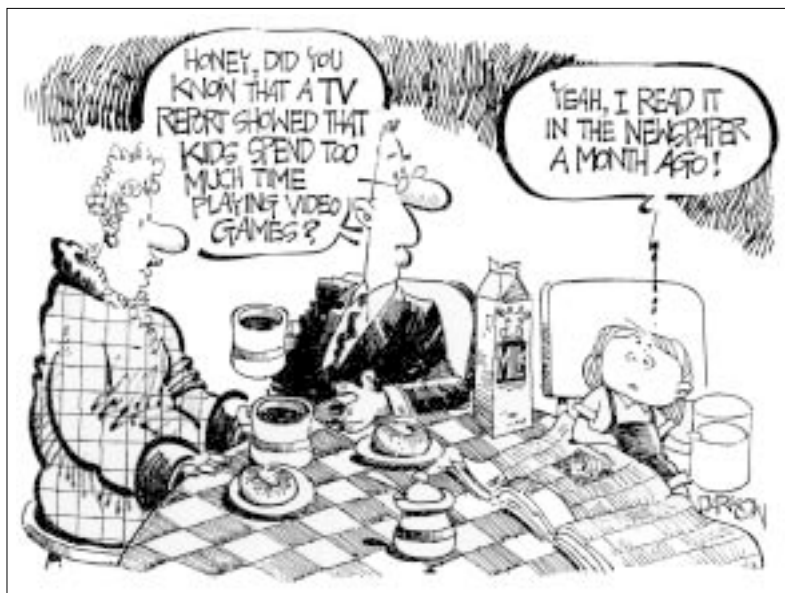
page in-paper features with assistance from Missouri Geographic Alliance.

Twenty-two Missouri newspapers registered to participate in the project, representing newspapers with circulations from 1,288 to 323,180. Circulation of the series through these newspapers was approximately 452,880 copies each week, with an estimated 996,336 readers.

The series was published in November and included a contest for children and classrooms. Prizes for the contest were provided by Missouri Press Foundation, Missouri Geographic Alliance, Borders Books and DNR.

The Backyard Contest for Kids and Classrooms drew entries from 600 individual students and 50 teachers from 62 communities. Two grand prizes, 25 classroom prizes and 50 individual prizes were awarded. A fourth-grade class from Mount Vernon Elementary School in Mt. Vernon was the classroom grand prize winner, and a sixth-grader from Ladue was the individual grand prize winner. Both winners will receive a multimedia computer system.

Detailed information was mailed to the 22 Missouri newspapers that registered to participate in the project. If your newspaper published the series but did not receive the summary package, please contact MPA's Newspaper In Education consultant, Dawn Kitchell, at kitchell@fidnet.com or (636) 390-2821. □



Cartoonist and illustrator John Darkow of the *Columbia Daily Tribune* created this cartoon for NIE Week. It and other NIE material can be downloaded from the MPA website.

NIE Week

(continued from page 16)

Hot Topics has created a reproducible NIE tabloid, Word Wizard. This section takes the national standards for the teaching of writing and makes them come alive as students become "word wizards" learning each step in the writing process.

Pricing for this material is based on circulation. For samples, contact Hot Topics at www.hottopicnie.com or (800) 352-5444.

The NAA guide can be reproduced on an office copier for a smaller number of teachers. The in-paper series can be published during NIE Week, spread over a five-week period or saved

for later use.

Promotional items for less than a dollar are a great bargain for thank-you gifts to teachers who are making the effort to integrate your newspaper into their curriculum.

NIE tabloids are typically reproduced on the web press, but newspapers can repackage the materials to fit their needs. With 15 pages of content and activities, you can pull information to build into your newspaper for months.

If you haven't initiated a relationship with your schools to provide classroom newspapers, NIE Week is an excellent opportunity to get started.

Just as 20 years ago newspapers were inviting teachers to spend a week giving the newspaper a try, so can you. □

Download NIE material from the Missouri Press website, mopress.com.

NIE Week material and the Kay Hively serial stories are available online.

MPA offers much NIE material

Providing youth content has never been easier for Missouri Press Association newspapers. MPA has free educational features

available for the rest of the school year to teach young people about geology, the importance of reading newspapers and the Louisiana Purchase.

In recognition of the 150-year anniversary of the Geological Survey and Resource Assessment Division, the Department of Natural Resources has partnered with Missouri Press to provide a geology education feature. The 3-column-by-9.25-inch layout features a generalized geologic map of Missouri and provides information and illustrations on the state mineral, state rock and state fossil. Questions within the feature prompt students to further geologic research. This feature is available as a pdf at mopress.com. It can be published any time during 2003.



Kay and Russell Hively visited Wellington-Napoleon Elementary School in Odessa Jan. 14. Hively is the author of the Missouri Press Foundation Newspaper In Education serial stories. The couple spoke to the fifth graders who are first-year participants in *The Odessan's* Newspapers In Education program. Mr. Hively portrayed William Clark and told stories from his adventures with the Corps of Discovery. (*The Odessan* photo)

Newspaper In Education Week is March 3-7. A Missouri NIE Week package was created for MPA newspapers. The MPA NIE package, as well as additional resources, are described in detail in this issue of *Missouri Press News* in the NIE column by Dawn Kitchell on page 16.

In April 1803, the Louisiana Purchase doubled the size of the United States and created a country of diverse cultures, new citizens and vast natural resources. In April 2003, Missouri newspapers can commemorate the purchase with a four-part series created just for our newspapers in partnership with the Louisiana Purchase Bicentennial Committee.

The series will feature a general history of the Purchase, why and how it came about, and the people who were affected by it. Other pieces in the series will discuss French and Spanish settlement and culture, the Purchase's effect on Native American life and culture and family life in the Louisiana Territory. The Louisiana Purchase NIE Series will be available on-line March 1.

For the second year MPA will partner with the Missouri Bar Association to provide its member newspapers with an NIE feature commemorating Law Day, May 1. This year's Law Day effort will compliment our April series as it focuses on the legal side of the Louisiana Purchase. □

Summer serial stories will be about Corps of Discovery

Missouri Press Foundation is proud to announce that it will again partner with Neosho author Kay Hively and illustrator Billie Goforth-Stewart to produce a new historical fiction serial story for children based on the Corps of Discovery.

"Here They Come!" will follow Capt. Meriwether Lewis and Capt. William Clark on their historic 1804-1806 journey through the Louisiana Territory through the eyes of children. "Here They Come!" will tell the personal stories of children the explorers might have encountered in villages, high on council bluffs, along the banks of the Missouri River and inside tepees and lodges.

The new serial will have 12 chapters, each introducing a new character, unlike the dozen Hively stories currently available from MPF all with eight chapters and one central character.

"Here They Come!" will be available beginning this summer. For samples, pricing and contracts for any MPF Historical Children's Fiction Serial Story, visit the website at www.mopress.com. □

Few legal decisions on ownership of ads

Put copyright notice in all ads you create

It is not unusual for a call to come into the hotline that relates to ownership of advertisements in the newspaper. Generally, I refrain from getting into those discussions because often they involve one member newspaper in dispute with another member newspaper, and I find myself in a "conflict of interest" situation which the disciplinary folks for the bar association look upon with disfavor. And then we have two newspapers unhappy with the association because the hotline attorney cannot help them in their matter.

In order to shed some light on these circumstances in an impartial forum, I have done some research on the subject of copyright of advertisements and am doing this piece to set out the basic principles as I understand them.

The basic issue deals with advertisements which are created by one paper at the request of an advertiser. The advertiser pays the newspaper for the cost of the space in the paper in which the ad runs. No additional fees are paid for the creation of the ad. No written agreement exists between the newspaper and the advertiser setting out the terms for the project, other than the newspaper's rate card and the check from the advertiser paying for the space purchased.

The problem develops when the advertiser is approached by a second newspaper about purchasing advertising and either the advertiser suggests that the second newspaper pick up the ad which ran in the first paper, or the second newspaper simply offers to do this for the advertiser. Of course, the critical matter is who owns that advertisement.

As far as can be determined, there are

only two cases on this subject. Because it involves copyright law, this is an issue for the federal courts. None of the decisions involve the Eighth Circuit Court of Appeals, which covers Missouri, or the U.S. Supreme Court.



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The first decision, which I think is not the binding decision, is *Canfield v. Ponchatoula Times*, a 5th Circuit decision from 1985. In it, the newspaper had a copyright notice on its paper, but not within the advertisement itself. One issue

the court considered in this decision was that the paper, by failing to include a notice within the ad, failed to give notice of its ownership rights to third parties, and therefore it was available for reprinting. This case holds that a newspaper must give separate notice of copyright in such advertisements to protect them.

The second case, which I believe is probably more authoritative, is *The Brunswick Beacon, Inc., v. Schock-Hopchas Publishing Co., d/b/a/ Brunswick Free Press*, et al, a 1987 decision out of the 4th Circuit. It, too, involved an advertisement created by one paper for an advertiser that had been picked up by another newspaper. However, in this situation, the ad actually contained a copyright notice within the ad.

In this case, the lower court upheld that the newspaper, not the advertiser, held the copyright to the advertisement. The appellate court upheld the lower court decision. The court noted that in this case there was a copyright notice in the ad which did give notice that they claimed copyright to the ad.

The court also commented that "nothing suggests that *Beacon's* employees who prepared the advertisements were em-

ployees of the advertisers working in the scope of their employment by the advertisers." And, further, "Without doubt the advertisers told the *Beacon* what they wanted, but there is no suggestion that they supervised *Beacon* employees as they developed the advertisements or directed the manner of the work's completion."

The court discussed the Canfield decision in connection with this decision. It noted that the presence of a copyright notice on each ad would clarify the issue of notice to the advertisers. However, it also notices that the court of appeals in the Canfield case expressly declined to pass on the ownership of the copyright.

However, in conclusion, the court held as follows: "As rewritten in 1976, the Copyright Act requires the conclusion that the copyright is owned by the newspaper publisher whose employees prepared it, unless there is a written agreement signed by it and the advertiser that the work should be considered work for hire."

I believe that is a rock-solid holding and that this case can be seen as explaining the holding in Canfield such as to make this decision the controlling case on this subject. For that reason, I believe that the present law is such that the newspaper creating the ad owns the ad under the copyright law.

I would conclude this with two recommendations. I believe that every newspaper should include in its rate card language such as the following: All advertisements created by the Publisher are not considered a "work made for hire" and the Publisher retains the copyright to all advertisements created by the Publisher for the Advertiser. The advertisement may not be reproduced without the written permission of the Publisher. This puts the advertiser on notice that the newspaper believes it owns the advertisement being created. Every advertiser must receive a copy of this rate card in order to ensure all have notice.

The second suggestion would be to include in small print in every ad created a copyright notice for the publishing company. However, I believe that, based upon the language in the *Brunswick Beacon* case, the current law is clear that the newspaper which creates the ad owns the ad, for copyright purposes. □

On the Move

Ste. Genevieve

Michael Boyd Jr., 30, has joined the *Ste. Genevieve Herald* as sports editor and associate news editor. He previously was a sports writer for the *Columbia Daily Tribune*.



Michael Boyd Jr. previously worked at the *Columbia Daily Tribune*.

Before working in Columbia Boyd worked at the Sikeston *Standard-Democrat* for four years and then briefly at the Dexter *Daily Statesman*.

Boyd attended Southeast Missouri State University. He is a native of Sikeston, and he and his wife, Dawn, have four children.

Joplin

The Globe has promoted 26-year news veteran Carol Stark to metro editor.

Stark began her career as a reporter for *The Carthage Press* and later worked as a reporter/clerk in the *Globe's* Carthage bureau. For the past three years she has led *The Globe's* investigative efforts, including coverage of local hate groups and the case of two missing Oklahoma teens.

Kennett

Terri Coleman has returned to the *Daily Dunklin Democrat* as the *Big Nickel* shopper representative.

Coleman grew up working for her brothers, who owned a newspaper. She began working for the *Democrat* as an ad sales person during the 1990s. She moved into the sales manager position, but left after eight years with the paper to work for a local radio station.

Coleman and her husband, Larry, have two sons.

Marthasville

Andrea Y. Hurley, Cindy Gladden and Ruth Stock have joined *The Record*.

Stock has extensive sales and marketing experience. She's the weekly's new ad manager. Gladden is the office assistant and typesetter.

Hurley is the new editor at the paper, which is owned by the Missouri Publishing Co., Washington. She has a bachelor's degree in journalism and Spanish and a master's in media studies from Penn State University.

Hurley has worked at newspapers in Georgia and Pennsylvania and most recently for the Warrenton/Wentzville Journals. She has photographed President Bill Clinton and other famous people.

Hurley replaced Chris Haddox, who resigned to take another job.

St. Louis

Tom Rees, former vice president of advertising for the *St. Louis Post-Dispatch*, has been named publisher of the West County Journals and vice president of advertising for the Suburban Journals.

Former West County publisher Scott Wright has been named vice president of operations for the Suburban Journals.

Rees will lead the *Chesterfield, Mid-County, Citizen, Press, Tri-County, Webster-Kirkwood* and *West County Journals*.

Suburban Journals publishes 37 newspapers out of nine offices surrounding St. Louis. It is an affiliate of Pulitzer, which publishes the *Post-Dispatch*.

Ozark

Kathryn Simpson and Amanda Jones have joined the news staff of the *Christian County Headliner-News* and the *Nixa News-Enterprise*.

Simpson is a native of Farmington and an electronic media graduate of Southwest Missouri State University. She has worked for an area television station as a writer and producer, and at several Branson theaters doing light production and videography.

Jones, a native of West Plains, gained experience at her hometown *Daily Quill* writing and taking pictures. Before her 18 months at the daily paper, she worked in her degree field, public relations.

Aurora

Amanda Jo Rinker has joined the staff of *The Aurora Advertiser* as a part-time sports writer. She also works part-time for Cox Monett Rehab as an occupational health conservationist.



Kathy Ginger grew up in Joplin.



J.B. Kelly also writes a column for Catholics.

Seneca

Kathy Ginger and J.B. Kelly have joined the staff of the *Seneca News-Dispatch*.

Ginger is a part-time receptionist and reporter. She and her husband, Russ, were foster parents for years. He is a Seneca native; she grew up in nearby Joplin.

Kelly is a recent graduate of Seneca High School. He's a creative writer, including poetry and short stories, and can play a number of instruments, among them banjo and trumpet.


Kelly writes a column titled "Youthful Reflections" that reaches about 60,000 Catholic readers throughout the state. □

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Daily Quill embarks on 2nd century

By our best reckoning, Jan. 6, 2003, marks the 100th anniversary of *The West Plains Daily Quill*.

And while the current owners, management and staff of *The Quill* are pleased to note such an auspicious date, we make no singular claim to promoting the newspaper's longevity except that, in spite of us, we still are in business.

We are proud of our newspaper, surely an institution after publishing un-

interruptedly for a century, but we know that it was the labors of generations which have brought us to what we hope is maturity.

The Quill was founded in 1885 by Mills Williams as the *Weekly Quill*. In 1903, Williams added a second publication, *The Quill's* weekday edition, for those who wanted to be more timely informed.

That publishing schedule continued until some years after my father, Frank L. Martin Jr., with partners Howard Kellett and Jack McFarland, bought the newspaper from Williams' three storied daughters, known collectively as "the Williams Sisters," in 1946.

While at one time there had been four newspapers published in West Plains, by the early 1950s there were only two. At that time, the *Journal Gazette* "died" and *The Quill* bought its assets, and converted all of its and the *Journal Gazette's* weekly subscriptions to weekdays.

Since the beginning of the newspaper company in 1885, its publishers have been drawn from members of only two families, and its ownership from only three families in that long history.

Readers who have lived in most other places in our nation are used to reading newspapers owned by large public companies, their headquarters often half a continent away, and lacking any local identity or investment of any kind, which mitigates against their having any local voice ...

A few years ago... a convention speaker said in my hearing that most newspaper editors were "out of touch" with their readers. He saw my grin and called upon

me in, I expect, hopes of causing me embarrassment. I replied, of course, that I am so in touch with my readers that when they think I have erred they call me on the phone, at my office or at home, or buttonhole me on the street. Even occasionally I find them awaiting me in my own office when I arrive for work in the morning.

... That is *The Quill's* forte; that is

West Plains Daily Quill

what it does best. In the cyberspace terms of the beginning of the 21st century, *The Quill* is as "interactive" as any so called "hot" medium. Our readers feel free to interact with us, face to face, which is much more effective than firing off an e-mail or checking a box on an Internet survey.

And local and area news is what occupies us the most; it is the one product we can offer which is unmatched by any of our competitors. Certainly we include state, regional, national and world news for those who depend upon *The Quill* for it, but it is what happens in our circulation area — 40 communities in nine counties in two states — that is our, and your, primary interest.

... By our definition, as shaped over the years with our readers' advice, we will continue to try to provide something for everyone — news, education, entertainment, advice.

St. Louis Countian also passes 100

The *St. Louis Countian* in December entered its second century of publication.

The publication was founded on Sept. 27, 1902, by Steve Harris and a group of investors. Their paper was *The Weekly Courier*, based in Kirkwood. In 1903 the paper's name was changed to *The Kirkwood Courier*.

Harris preached political reform and was a loyal supporter of Joseph Folk, the

... In summary, we will continue to report the news in our news columns, and continue to comment on the news on the editorial page. And if you find the one expressed in the other, then I have room for you on my office couch.

If you don't agree with me that the best way to deal with all news is to let the sun shine on it, there still will be room for you on my office couch, but you may have to stand in line.

Ours is a duty to champion the community good, to chide when the greater community seems adrift, and to be the nagging conscience of the community when we think a grievous miscarriage of some sort is evident.

A century of service is in the books. For the next century, we promise nothing but more of the same — and hope not to repeat many of the mistakes of our first century.

And we know that a large measure of the reason *The Quill* has survived, even prospered, in the last century, is not because of the quality of its owners, management or staff; it has been because of you and your trust, loyalty and patronage.

These qualities are such which we could not have invented them. And for which you have our centenary thanks.

flmIII

(From a column by Frank L. Martin III, publisher of the *West Plains Daily Quill*) □

reform candidate for governor in 1904.

In 1951 the paper was sold to the Daily Record Co., which had been the paper of record for St. Louis County since 1890.

In 1953 *The St. Louis Countian* became a daily.

Through the years a number of companies have owned the paper. Its present owner is Dolan Media Co.

Sue Tedesco publishes the paper. Will Connaghan is the editor. □

The Countian

NNA opposes volume-based rates

National Newspaper Association (NNA) President Jeff M. David, publisher of the *Livingston Parish* (La.) *News*, has urged the Postal Rate Commission not to permit the United States Postal Service to introduce volume-based rates into the postal system.

David, testifying on behalf of NNA against a petition by the Postal Service and Capital One Services, Inc., for special rates for Capital One alone, said the government-owned Postal Service would create disabilities for small businesses if it were allowed to choose certain partners for reduced rates.

Capital One and USPS have requested permission to create a Negotiated Service Agreement by which Capital One, a large credit card services company, would perform certain pre-mailing list corrections,

and would earn up to a six-cent discount on each piece of mail after it reaches volumes above 1.225 billion in a year.

David pointed out that if Capital One were allowed the discount to mail a promotion for credit card services in his Louisiana Parish of 33,000 households, any local bank seeking to promote the same service would enter the marketplace with a handicap up to \$1,980 in postage expense alone.

"My newspaper will be affected by volume discounts that place large national businesses in a preferred competitive position to the local businesses of Livingston Parish," David said. "The local businesses are my readers and advertisers. If they are harmed, my newspaper is harmed.

"Another effect looms in the future, if

this precedent is set. It will be the one created by large direct-mail firms entering my local advertising marketplace with volume-based rates.

If the Commission approves this NSA, it is not hard to imagine that direct-mail businesses will be in line for their turn at major discounts," David said.

NNA supports discounts for work-sharing by mailers and has generally supported the Postal Service's efforts to make direct mail opportunities available to businesses. But discounts based upon volume alone, he said, would create such massive disadvantages for small businesses that NNA was forced to oppose the request.

The PRC is expected to issue a decision on the NSA petition in February or March. Its recommendations will have to be adopted by the USPS Board of Governors before action is final. □



E. St. Louis police arrest reporter covering crime

East St. Louis police arrested and briefly held a *Post-Dispatch* reporter at the scene of a December murder-suicide.

Robert Goodrich was arrested after a police officer accused him of interfering with an investigation into the deaths of a married couple.

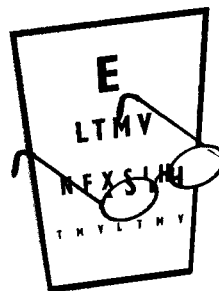
Goodrich has covered the Metro East area for the *Post-Dispatch* since 1978. He said he was on the sidewalk near the house and not in the way of authorities when he was arrested.

Goodrich was detained for about an hour and was released when Police Chief Delbert Marion learned he was in custody. No charges were filed.

Post-Dispatch editor Ellen Soeteber said Marion acted responsibly by releasing Goodrich promptly, but the newspaper would send letters of protest to the police chief and the mayor.

"We do not get in the way of police investigations," Soeteber said. "But we do represent the public in gathering information about matters of public interest, and we have the right to do our jobs." □

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Steffens no longer 'interim' at NNA

COLUMBIA — The National Newspaper Association's board of directors has tapped veteran newspaper manager Brian Steffens, 53, as executive director for the association. The board met at NNA headquarters Jan. 8 in Columbia.

Steffens had been interim director for the association during its transition to its new headquarters at the University of Missouri.

"Community newspapers are an exciting place to be. They're one part of the industry that's growing. NNA continues more than 100 years of tradition of helping community newspapers grow vibrant communities. Being here in Missouri, we're closer to many of our members, and that's a big advantage," said Steffens.

He has served as senior vice president and editor of the Editor & Publisher Company, and as editor of *Quill* and advisor to the leadership at the Society of Professional Journalists. Steffens has conducted programs, events, new product development and publications for New Directions for News, Poynter Institute for Media Studies, the American Press Institute, Society of News Design, National Press Photographers Association.

In 1994 he was named to the Journalism Hall of Fame at Bowling Green (Ohio) State University, his alma mater,

citing his work to spotlight journalism ethics.

Most recently, Steffens was a consultant to the media industry, with clients that included Lee and Belo. He has been very active in new media, working with the Advanced Interactive Media Group, online classified ads and interactive news and marketing.

Steffens has 20 years of newspaper leadership experience, including editing posts at the *Los Angeles Times*, *Miami Herald* and *Detroit News*. He started his career at the *Ypsilanti Press*.

He and his family recently moved to Columbia from the San Francisco area, where their oldest child remains attending college. His wife, Marty, was appointed the Society of Business Editors and Writers (SABEW) chair in business and financial journalism at the University of Missouri last year.

NNA President Jeff David, publisher of the *Livingston Parish News* in Denham Springs, La., said, "Brian's done a terrific job managing our move over the last 12 months as interim executive director, and we look forward to a long and prosperous relationship with him."

"We think Brian's experience in both journalism and journalism organizations makes him the perfect leader for this ex-

Sterling appointed to NNA Board of Directors

James Sterling, the Missouri School of Journalism's Community Newspaper Management Chair, has been appointed to the National Newspaper Association's Board of Directors to head up new efforts in continuing education for NNA members.

The training will focus on management techniques and business development.

Sterling was appointed in January by Jeff David, president of NNA and publisher of the *Livingston Parish News* in Denham Springs, La.

Sterling is a former owner and publisher of weekly newspapers in Southwest Missouri and a former newspaper broker. □



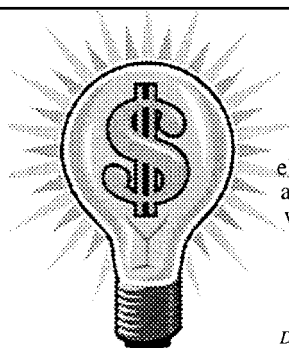
Brian Steffens had been interim NNA executive since the move to Columbia.



Jim Sterling was MPA President in 1985.

citing NNA-Missouri venture," said R. Dean Mills, dean of the School of Journalism. □

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Rust buys 6 NW Iowa papers

CAPE GIRARDEAU — Rust Communications Inc. has acquired six publications in northwestern Iowa and one in Indiana from Community Newspaper Holdings Inc.

The purchases, involving two dailies and five weeklies, were effective Jan. 1, officials with Cape Girardeau-based Rust said.

Dirks, Van Essen & Murray, a newspaper merger-and-acquisition firm in Santa Fe, N.M., represented CNHI in the transaction.

The Iowa newspapers are *The Spencer Daily Reporter*, *Northwest Iowa Shopper*, *Storm Lake Pilot-Tribune*, *Buena Vista County Shopper*, *Dickinson County News* and the *Okobojian*, a specialty publication.

Rust also acquired the *Linton Daily Citizen* in Indiana.

Both dailies have circulations of about 4,000.

The Iowa publications will continue to be managed by Paula Buenger as

group publisher. She will become part-owner of the northwest Iowa properties. Bob Madsen will continue as general manager at Storm Lake.

In 1997, Rust Communications bought the *Le Mars Daily Sentinel* in Iowa and added newspapers in Anthon, Kingsley and Correctionville shortly thereafter. Two newspapers in Cherokee, Iowa, were purchased last year and merged into the *Cherokee Chronicle Times*.

Linton Daily Citizen editor Chris Prutt will serve as general manager and report to Randy List, publisher and part-owner of Rust newspapers in two other Indiana communities, Greencastle and Brazil.

Rust has grown from four publications 10 years ago to more than 50 in seven states, including 16 dailies.

Community Newspaper Holdings, based in Birmingham, Ala., owns newspapers in more than 200 U.S. communities. □

New press nearly ready in specially built plant in Cape Girardeau

Staff at the *Cape Girardeau Southeast Missourian* hoped to print on their new press by the end of January.

Key components to the new \$2.5 million printing press were delivered to the plant in December.

“Readers will know a difference immediately,” said Rich Bauman, director of operations. “The paper will be more colorful, and the quality will be 100 percent better.”

The 16-unit press is 18 feet high and 76 feet long. It’s housed in a recently completed \$500,000 building erected for the new press.

The *Southeast Missourian* wanted to expand its commercial printing business and improve the look of the newspaper, so the old press was replaced, Bauman said.

Dauphin Graphic Machines of Elizabethville, Penn., sold the press to the newspaper. □

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Shipmates visit after 'Heroes' feature

By GARY SOSNIECKI
The Daily Record

Sixty-one years to the day that they survived the Japanese bombing of Pearl Harbor together, B.F. Marshall of Phillipsburg and Cliff Ryerson of the Pocono Mountains in Pennsylvania were reunited by telephone, thanks to *The (Lebanon) Daily Record's* Hometown Heroes project.

Ryerson's son, Glenn, arranged for the surprise call to Marshall.

Marshall and Ryerson served together on the USS Tern, a mine sweeper that was tied up on the end of a pier at Pearl Harbor on Dec. 7, 1941, after having its boiler room overhauled.

Marshall told his story in Hometown Heroes, *The Daily Record's* tribute to Laclede County World War II veterans, which was published early in 2002.

Hometown Heroes continues to appear, with updates, on *The Daily Record's* Web site.

That's where Glenn Ryerson, trying to

do something special for his father on Veterans Day, found the story of Cliff's shipmate.

"I went to Google (a search engine) and simply typed in my Dad's ship name and number, AM 31-Tern," Ryerson recalled. "One of the pages there was *The Lebanon Daily Record's* Hometown Hero account of B.F. Marshall's story about the ship my dad was on."

Though suffering from Alzheimer's disease, Cliff Ryerson, 84, remembered his shipmate.

Ryerson waited until Pearl Harbor Day to call Marshall, then put his father on the phone.

Did Marshall remember Ryerson?

"Oh, definitely," Marshall said. "His working place and my working place were about 20 feet apart ... He was on a signal bridge right above where I worked. I knew him well."

Marshall had not had contact with any of his old shipmates "until about a month ago when I got a phone call from

out in California," Marshall said. That call came from the son of another shipmate. The son, who also tracked down Marshall through Hometown Heroes on the Internet, said his late father had corresponded with Ryerson.

Marshall said he knew of five other Tern veterans who were alive.

Marshall's second surprise of the weekend was when he was recognized as a Pearl Harbor survivor in front of a crowd of 370 at Phillipsburg Christian Church.

"Since Sept. 11, 2001, veterans have received a lot of recognition," Marshall said. □

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NW Press set bar high; help your group reach it

Northwest Press did itself proud with its annual meeting. It used a tested and true formula — get some newspaper people to talk about how they do what they do.

In spite of a snow storm and frigid temperature, a good crowd showed up for the meeting. They received good advice on ad sales, page design, digital photography and Photoshop. They also learned a little about what the state of Missouri will do to observe the 200th anniversary of the Lewis and Clark adventure.

St. Joseph has a number of wonderful museums. Those who arrived for Northwest Press' President's Party toured the beautiful Albrecht-Kemper Museum of Art.

The original house was built in the 1930s by a family that did well selling its product — Big Chief writing tablets. Tucked into a corner of the basement, behind the library office, is a special "smoking" room that provided refuge for the thirsty during those dry years of our history.

Northwest Missouri Press starts the series of the regional press meetings each year. As the Southeast, Show-Me and Ozark associations meet this spring, they'll consider their gatherings successful if they draw like Northwest Press did.

It didn't take long for the MPA Calendar to fill the column in the *Bulletin* and magazine. Be sure to keep an eye on it for coming meetings and programs. We try to keep everyone reminded of important meetings, but sometimes in the hustle and bustle you forget to register.

We've been working to get all of our meeting notices and registration forms placed on the MPA website. You can go there anytime and get information about

a meeting, download a registration form or register for a meeting online. All you have to do is fill out a couple of lines and "send."

While it is up and running, our new website continues to evolve. Soon you'll be able to download Missouri Press Service ads from the site. We're working on a series of ads you can use to promote your newspaper, too.



MPA editor **Kent Ford** can be reached by email at kford@socket.net.

Come to AP/MPA Day at the Capitol on Feb. 20. This year's program features a panel of Missouri's Supreme Court judges. That alone will be worth the trip.

Do you have a question about how Missouri is going to balance its budget? If you don't, you're the only one. If you do have a question, go to Jefferson City on Feb. 20 and ask legislators.

Other events and activities coming soon will be meetings of Missouri's editors and ad managers. These sessions provide good training for your staff. Send as many as you can — and go yourself.

A plea will go out soon for help with judging the Missouri College Media Association contest. Consider lending a hand with that. It's not a major task for you, but it's an important one.

Scams are on the rise. Be careful in your shop, and tell your readers to be vigilant. One thing none of us needs right now is more insecurity, but it seems as though more and more scams are popping up all the time.

Some of these scams involve newspapers. One publisher received a telephone ad insertion order for a series of two-column ads. The caller gave the newspaper a

credit card number.

When the newspaper tried to collect the money, the credit card company called and said the card had been stolen. The newspaper had run only one ad — the ads were for credit counseling services — but it easily could have run the entire series before discovering it had been scammed.

A company in California sent a bill to a gymnastics studio charging it for ads it had run in a local newspaper.

Make sure all of your staff people keep their eyes and ears open for suspicious transactions and orders. Be sure you don't pay bills for goods and services you didn't order or didn't receive.

The Better Business Bureau issued a national alert warning people to beware of phony credit card statements. That scam targets bereaved families. They receive statements from "collection companies" that claim the deceased person owed money on a credit card.

This is information your readers can use. Share it with them. You can find out more with a bit of internet searching.

It appears the Federal Trade Commission will create a list of phony weight loss claims. You'll be encouraged to be sure none of the claims appear in advertisements in your newspaper.

Here's a comment from Howard Beales, director of the FTC's consumer protection bureau: "Reputable media should be embarrassed by some of the ads that run. The claims are so ridiculous."

If newspapers are going to claim to be the "trustworthy" source of information, they better have policies about advertising, what they will run and what they will not run. Those policies need to be printed in the paper frequently.

If newspapers don't police themselves, they may find themselves being policed by someone else.

If the government can stop junk email and telemarketing calls, can it also stop junk snail mail and other advertising pieces? What about broadcast advertising and free shopper publications?

If anyone has thoughts or comments, please send them in. It would be a great addition to your *Missouri Press News* magazine to have a "letters" column. □

Nostalgia

February
1943

Missouri
Press News

✍ Roy Roberts, managing editor of the *Kansas City Star*, was elected president of the American Society of Newspaper Editors at its annual mid-February meeting, held this year in Washington.

✍ The *Sheldon Enterprise* ended 63 years of continuous service with its suspension Feb. 4. Mrs. J.A. Jones, owner, attributes the suspension to the shortage of printers and newspapermen.

"The *Enterprise* is not out for the duration," Mrs. Jones said, "but only until someone who is competent to run a good paper in a good town can be secured."

✍ Ralph Coghlan, *St. Louis Post-Dispatch* editorial writer, and two co-defendants, were freed Feb. 4 of the charge of "conspiracy to steal" the cannon off the Capitol lawn at Jefferson City. The circuit court jury required only 30 minutes to return the "not guilty" verdict.

Gov. Forrest C. Donnell, because he could find no record of ownership, felt that the state had no right to dispose of the weapon. Challenging this position editorially, Coghlan insisted that, "the place for the cannon was on the nation's scrap pile" (because of the war metal drive) and that, "some private citizen would do a good turn by hauling the cannon away."

Sidney Stearns and Ross W. Riley, co-defendants with Coghlan, set out to do the job, only to wind up in jail. Indignant at Coghlan's part in the prank, Gov. Donnell was persistent in bringing about the prosecution.

The first charge, that of grand larceny, was later reduced to one of conspiracy. It was upon this charge that the men were tried and acquitted.

✍ The *Tri-County News*, King City, must have gotten a rise out of this editorial quip:

With unlimited newspaper space at their disposal, preachers are perhaps the

world's worst advertisers. Take last week, for instance. Two local churches offered only "Evening worship at 7:30;" a third called it "Adult fellowship 7:30;" and a fourth a blunt "7:30 evening service."

Well, Sunday night was a cold and stormy one, with darned few people at church. We'll bet the Lucile theater had a crowd, though. In Our Favorite Newspaper last week here's the dish it offered for Sunday night: "George Washington Slept Here with Jack Benny and Ann Sheridan."

✍ The *New Hampton Tribune* discontinued publication Feb. 10. The *Tribune* a few weeks ago entered its 23rd year.

✍ The *Brookfield Daily Argus* changed to three issues a week starting Jan. 18. The *Argus* had been publishing every day except Saturday and Sunday.

February
1953

Missouri
Press News

✍ Jack Stapleton, publisher of the *Albany Ledger*, *Albany Capital* and the *Stanberry Headlight*, was given quite a tribute

Students will visit Paris in March

Chad Stebbins, executive secretary of the International Society of Weekly Newspaper Editors, will again lead a student group to Paris in March.

Students from Missouri Southern State College, where Stebbins teaches, and Bowling Green State University will attend the International Media Seminar

Missouri Lawyers Weekly observing 15th anniversary

Missouri *Lawyers Weekly*, a publication that carries stories and commentary about court decisions and information for lawyers, is observing the 15th anniversary of its launch.

The first *Lawyers Weekly* paper was published in Massachusetts in 1972. Several others have been launched since then, including *Missouri Lawyers Weekly* in 1987. □

by his Northwestern Missouri neighbors when he arrived in Kennett, deep in Southeastern Missouri, to put out his first issue of the *Dunklin Democrat*, purchased from Paul C. Jones and Edgar L. Jones.

Merchants of the two cities, without Stapleton's knowledge, had purchased full pages of advertising for his first issue of the *Democrat*, using them to introduce him to the residents of Kennett and Dunklin County.

The advertisement from Albany, signed by 104 individuals and business firms, was headed, "Hey, Kennett, here comes the word from Albany." It went on to say he had been an outstanding newspaper man there and to hope residents would welcome Mr. and Mrs. Stapleton "for they will prove excellent additions to your citizenry there — just as they have been for many years in Albany."

✍ Leo Schade has embarked upon another activity. Set up in a booth in his new office in Jackson is a telephone connecting him with radio station KGMO in Cape Girardeau. Leo gives two 15-minute broadcasts a week, on Tuesday and Friday. His country correspondents are giving him excellent cooperation in helping to collect the news. □

at American University of Paris.

ISWNE members are invited to accompany the group, which will leave March 14.

For more information visit the International Media Seminar website at mssc.edu/paris, or email Stebbins at stebbins-c@mail.mssc.edu. □

Missouri Press News magazine and the member Bulletin now are being placed on mopress.com. You can read them online or download the pdfs.

Obituaries

Kansas City

James M. Hale

75 — Former *Star* publisher

James M. Hale, publisher of *The Kansas City Star* during a 15-year stint in which the newspaper won three Pulitzer Prizes, died Jan. 12, 2003, in Denison, Texas.



James Hale led The Kansas City Star to editorial excellence.

Mr. Hale retired seven years ago from his final job, as president and CEO of the San Francisco Newspaper Agency, the joint business and publishing arm of the *Chronicle* and the *Examiner*. He had retired in Decem-

ber 1992 as the *Star's* publisher.

He also was CEO of the *Fort Worth Star-Telegram* in the mid-1970s, and was owner or an executive at other papers in Texas, Oklahoma and Florida.

Paul Stevens, chief of bureau for The Associated Press in Kansas City, said Hale never forgot his humble beginnings in the newspaper business.

Hale often said that one of his most difficult decisions in emotional terms in Kansas City was an easy one economically: In March 1990, the afternoon *Kansas City Star* ceased publication and was merged with the morning *Kansas City Times*, with a single morning edition

published as *The Kansas City Star*.

The following year, the paper won the third Pulitzer Prize of his tenure, for a series on mismanagement in the U.S. Department of Agriculture. Hale held the Pulitzers among his greatest achievements.

Mr. Hale was inducted into the Missouri Newspaper Hall of Fame in 1993.

Survivors include a son and a daughter. Son Robert O. Hale is publisher of *The Walton Tribune* in Monroe, Ga.

Kansas City

Champ Clark

79 — *Time* magazine editor

Champ Clark, a reporter for *The Kansas City Star* from 1947-51, died Dec. 21, 2002, in Charlottesville, Va.

Mr. Clark covered politics and crime for *The Star*. He left the paper for *Time* magazine and eventually became a senior editor. He also was a writer and editor for Time-Life Books.

Mr. Clark was a grandson of James Beauchamp Clark, who served 12 terms in the U.S. House.

St. Louis

Roger Carlson

59—College adviser

Roger Carlson, a former professor of journalism, died Dec. 25, 2002, at St. John's Mercy Medical Center in Creve Coeur of complications from muscular dystrophy.

Mr. Carlson began his journalism career as a copy editor for the *Columbus Dispatch* in Ohio. After serving in the Air Force Mr. Carlson went to work for the *Green Bay Daily News* in 1973. Two years later he moved to St. Louis where he be-

gan teaching in the mass communications department of St. Louis Community College at Florissant Valley. He also worked part time as a reporter and copy editor for the *Post-Dispatch*.

In 1977 Mr. Carlson decided to focus solely on academia. He was the adviser for the college newspaper, the *Forum*, for more than two decades and received numerous awards for that work. His last semester was spring of 1999.

Survivors include his wife, Denise Carlson; two sons and a daughter.

St. Joseph

Henry Charles Higgins

79 — Retired pressman

Henry Charles Higgins died after a prolonged illness Dec. 4, 2002, at Saxton Care Chateau, St. Joseph, where he lived.

Mr. Higgins was a pressman and press foreman for 50 years at the *St. Joseph News-Press*.

Survivors include his sister, two nephews and several cousins.

St. Louis

Greg Freeman

46 — *Post-Dispatch* columnist

Greg Freeman, a columnist for the *St. Louis Post-Dispatch*, died of an apparent heart attack Jan. 1, 2003, in St. Louis after collapsing at home.

Mr. Freeman joined the *Post-Dispatch* in 1980 and became a full-time columnist in 1992. He worked at the *Oakland Press* in Pontiac, Mich., and the Belleville (Ill.) *News-Democrat* before he joined the *Post-Dispatch*.

In addition to his newspaper column, Mr. Freeman was host of a radio pro-

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gram, "St. Louis on the Air." He was host of a St. Louis public TV program from 1997 to 2001.

Mr. Freeman was diagnosed with kidney failure two years ago. He had received a kidney donated by his sister a little more than a year ago.

Survivors include his wife, a son and his mother.

Columbia

Nancy Jo Poage

42 — Friend of Association

Nancy Jo Poage, the wife of Trent Poage, a business associate of Missouri Press Association, died of brain cancer Jan. 2, 2003, at her home.

The Poage Group, LLC provides MPA with many of its award plaques and logo items. Trent Poage has exhibited at the Association's annual Trade Shows. Mrs. Poage was a partner in the promotion and marketing agency, a supporter of MPA activities for many years.

Survivors in addition to Trent are two sons, her parents and a brother.

Schell City

Howard Felix Sanderson

88—Former publisher

Howard Felix Sanderson, publisher of the *Schell City Ledger* from about 1958 until the paper closed in 1973, died Dec. 14, 2002, at his home in Schell City.

Mr. Sanderson learned the newspaper business from his father, who owned the *Orrick Advertiser*. Before taking over the Schell City newspaper, Mr. Sanderson newspapered with his brother after their father's death and in Weaubleau.

He participated actively in civic and

social organizations, served as a city alderman for 12 years and as a USDA dairy inspector until he retired in 1979.

Survivors are his wife, Frances; five sons, three daughters, a brother, 21 grandchildren and 31 great-grandchildren.

St. Louis

Preston E. Bagent

84 — Retired ad artist

Preston E. Bagent, Collinsville, Ill., a retired art director of advertising creative services at the *Post-Dispatch*, died of heart failure Dec. 3, 2002. He retired from the newspaper in 1981.

Among survivors are his wife of 60 years, Carol; two sons and a sister.

Park Hills

Ron L. Miller

53 — Circulation manager

Ron L. Miller, circulation manager of the *Daily Journal* and *Farmington Press*, died Nov. 22, 2002, at Mineral Area Regional Medical Center in Farm-

ington. He suffered a stroke at his desk in the *Daily Journal* office and died about three hours later.

Mr. Miller joined the papers in July, arriving from Sioux Falls, S.D., where he was a circulation manager for the *Argus Leader*.

He is survived by his wife, Jan, of Farmington, and their two grown children who live in Iowa.

St. Louis

Adele Burnes

87 — Widow of sports editor

Adele Burnes, widow of long-time sports editor Bob Burnes of the old *St. Louis Globe-Democrat*, died of an apparent heart attack Dec. 7, 2002, at her home.

Mrs. Burnes was a former president of the St. Louis Baseball Pinch-Hitters group of wives of baseball Cardinals players and writers. Bob Burnes died in 1995.

Survivors are three daughters, six grandchildren and two great-grandchildren. □

Kansas City Call publisher named Kansas Citian of the Year for 2002

Lucile Bluford, the 91-year-old leader of *The Call* newspaper in Kansas City, was honored in November with the 2002 Kansas Citian of the Year Award.

Bluford, who joined *The Call* as a fresh graduate of the University of Kansas in 1932, received the award at the annual banquet of the Greater Kansas City Chamber of Commerce.

In presenting the award, the Chamber said: "She has been an inspiration to

journalists of every race and a strong and wise voice for her community."

Miss Bluford became editor of *The Call* in 1955. She currently serves as the paper's publisher as well. She turned over day-to-day operations to managing editor Donna Stewart a few years ago.

James Carville, Democratic political strategist and campaign manager for former President Bill Clinton, was the keynote speaker at the banquet. □

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Missouri Press Association / Missouri Press Service

802 Locust St. / Columbia, MO 65201-7799

(573) 449-4167; FAX (573) 874-5894; www.mopress.com

STAFF

Doug Crews: Executive Director, dcrews@socket.net

Mike Sell: Advertising Director, msell@socket.net

Kent M. Ford: Editor, kford@socket.net

Connie Whitney: cwhitney@socket.net,

and **Jennifer Plourde:** jplourde@socket.net: Advertising Sales and Placement

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

Lesa Litty: Member Services, Meeting Planning, litty@socket.net

Sue Heifner: Ad Sales, sheifner@socket.net

Shawn Cockrum: Assistant to the Executive Director: scockrum@socket.net

Marketplace

Ads on this page are free to members of Missouri Press Association. Cost to non-members is 25¢ per word. Please email your ads to kford@socket.net.

HELP WANTED

CONTROLLER: Tribune Publishing Co. is seeking a dynamic leader to manage our financial and accounting operations. Responsibilities include managing a staff of 9, financial reporting, billings, budgets, cash management, credit and collections, job costing, risk management, tax compliance, and special projects as assigned. Must have a minimum of five years private industry management experience, excellent personnel and computer skills. Preferred qualifications include graduate finance/accounting degree and CPA. Benefits include health insurance, vacation pay, sick pay, 401(k) and use of employee gym. Apply to Columbia Daily Tribune, Attention Personnel, 101 N 4th St., Columbia, MO 65201 or email to srinehart@tribmail.com. EOE / Drugfree workplace. 1-20

WANTED: One great news editor who wants to join a veteran news staff (average tenure: 13 years) with a tradition of excellence. A self-starter who can inspire and lead by example. An editor who can write, edit, take photos, and exercise sound news judgment. A person who sees stories everywhere and can't wait to get them into print. An editor who is confident, talented, a team-player, a people person, and someone who wants to settle for awhile in a beautiful small-town just outside Kansas City. Ideally, a person with pagination skills and knowledge of computer software and hardware. If this sounds like you, send your resume and a cover letter about your career goals and passions to Phil McLaughlin at the Miami County Republic in Paola. E-mail: republic@grapevine.net. Address: Box 389, Paola, KS 66071. 1-15

WANTED: General assignment reporter for 6-member news staff at a twice-weekly newspaper 30 minutes south of metro Kansas City. Be part of a team that values quality reporting, writing and photography. Pagination, headline-writing, other computer skills helpful. Send resume and cover letter about goals to Phil McLaughlin at the Miami County Republic in Paola. E-mail: republic@grapevine.net. Address: Box 389, Paola, KS 66071. 1-15

ONLINE MANAGER: The Springfield News-Leader, a Gannett newspaper, is seeking an Online Manager for the Online Department. This person is responsible for the establish-

ment, growth and marketing of all aspects of online products. The position will take a leadership role in the formulation of strategic plans for these products as well as the development of the sales and marketing strategies to ensure that revenue and expense goals are met. A college degree in business administration, marketing or related field is required along with two to five years professional experience. Extensive background in strategic planning, management and marketing is required. Strong foundation with the Internet, website operations and previous supervisory experience is preferred. We offer a highly competitive salary and benefits package to include paid vacation in the first year, sick leave, retirement plan, 401k, and one of the best insurance packages in the industry. Advancement opportunities are available locally and within the national corporate organization. Qualified candidates apply to: The News-Leader, Human Resources. Online Manager, 651 Boonville, Springfield, MO 65806. FAX: 417-836-1230. Equal Opportunity Employer. We recognize and appreciate the benefits of diversity in the workplace. People who share this belief or reflect a diverse background are encouraged to apply. 1-7

ONLINE EDITOR: The Springfield News-Leader, a Gannett newspaper, is seeking an Online Editor for the News Department. This person supervises the creation of daily content for the website as well as the packaging and presentation of all news-related web projects. College degree in journalism or communications or commensurate professional experience is required. Previous supervisory experience is preferred. Qualified candidates should possess strong knowledge of the Internet and a strong writing and editing background. We offer a highly competitive salary and benefits package to include paid vacation in the first year, sick leave, retirement plan, 401k, and one of the best insurance packages in the industry. Advancement opportunities are available locally and within the national corporate organization. Qualified candidates should apply to: The News-Leader, Human Resources. Online Editor, 651 Boonville, Springfield, MO 65806. FAX: 417-836-1230. Equal Opportunity Employer. We recognize and appreciate the benefits of diversity in the workplace. People who share this belief or reflect a diverse background are encouraged to apply. 1-7

CIRCULATION DIRECTOR: Leader Publications in Festus is seeking an experienced circulation director. The ideal candidate will be familiar with postal regulations concerning requester publications. The director will coordinate conversion of two weekly newspapers, combined circulation 55,000 direct-mail covering nine zip codes, from standard mail to requester periodicals. The job will include gathering and maintaining requesters as well as bringing the publications' mailing list into eligibility for Computerized Delivery Sequence (CDS) through the United States Postal Service. Leader Publications is an independently owned newspaper company in Jefferson

County, just south of St. Louis. Contact Patrick Martin, Publisher, at (636) 937-7501 or at Leader825@aol.com. 12-19

SERVICES

WRITER: National award-winning writer and book author seeks writing position with newspaper in the Kansas City metro area. Broad range of interests, with strong emphasis on features and sports. Call Dan Johnson at (913) 334-5612; e-mail djohnson5@kc.rr.com. 1-22

WRITING CHECKUP: Infuse young journalists or rekindle fire in mid-level ones with on-site review of your news and editorial writing. Thirty-one years as editor (16 as editor/publisher) and former college journalism adjunct professor with over 80 J awards available to help your staff. Lee Gray at 816/353-5112, 10009 E. 69th St., Raytown, MO 64133 or at oleegray@yahoo.com.

FOR SALE

WEEKLY NEWSPAPER: *Vandalia Leader*, job shop and office supply store. Serious inquiries only, please. Send inquiries to *Vandalia Leader*, P.O. Box 239, Vandalia, MO 63382. 1-2

TIME TO SELL: Due to health reasons. Family-owned 1800-circulation weekly community newspaper with legal status. Located in southwest Missouri. Potential for growth. Will sell with or without the building. Serious inquiries only, please. Send inquiries to: Seneca News-Dispatch, PO Box 1110, Seneca, MO 64865.

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Missouri Newspaper Organizations

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OZARK PRESS ASSOCIATION: President, Helen Sosniecki, Lebanon; Vice President, Keith Moore, Ava; Secretary-Treasurer, Jeff Schrag, Springfield. Directors: Jim Hamilton, Buffalo; Fred Hall, Crane; Dala Whittaker, Cabool; Rosemary Hailey, Mount Vernon; Lisa Schlichtman, Cassville; Brad Gentry, Houston. Past President: Murray Bishoff, Monett.

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

MISSOURI CIRCULATION MANAGEMENT ASSOCIATION: President, Ken Carpenter, Kansas City; First Vice President, Jim Kennedy, Bolivar; Second Vice President, Harold Hill, Washington; Secretary, David Pine, Kansas City; Treasurer, Doug Crews, Columbia. Directors: Mark Kneer, Cape Girardeau; Rob Siebeneck, Jefferson City.

MISSOURI ADVERTISING MANAGERS' ASSOCIATION: President, John Spaar, Odessa; First Vice President, Lisa Lynn, Sedalia; Second Vice President, vacant; Secretary, Beth Durreman, Lebanon; Treasurer, Doug Crews, Columbia. Directors: Brian Rice, Excelsior Springs; Kevin Jones, St. Louis; Steve Hutchings, Gainesville; Jane Haberberger, Washington; Dennis Warden, Owensville.

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MISSOURI AFFILIATE, NATIONAL FEDERATION OF PRESS WOMEN: President, Karen Glines, Des Peres; Vice President, Holly Berthold, Eureka; Finance Director, Karen Zarky, St. Louis; Co-Secretaries, Peggy Koch, Barnhart, and Kathie Sutin, St. Louis; Committee Chairs: Alice Handelman, Village of Westwood, Publicity; Christy James, Richmond Heights, Membership; Gina Kutsch, St. Charles, Newsletter; Dee Raby, Granite City, Ill., Archivist; Pamela Walter, Clayton, Meetings; At Large Board: June Becht, St. Louis; Anne Heinrich, St. Louis; and Ely Wright, Kirkwood. Past President: Janice Denham, St. Louis.

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CALENDAR

February

- 6 — Missouri Press judges Illinois Press Association Ad Contest
- 20 — AP/MPA Day at the Capitol

March

- 3-7 — Newspapers In Education Week
- 19-22 — National Newspaper Association Government Affairs Conference, Washington, D.C.

April

- 10-11 — Missouri Ad Managers' Association annual meeting, Quality Inn, Columbia
- 11 — Southeast Missouri Press meeting, UM Delta Research Center, Portageville
- 11-12 — Missouri College Media Association Spring Convention, Southwest Missouri State University, Springfield

May

- 1-2 — Missouri Society of Newspaper Editors / AP Managing Editors meeting, Quality Inn, Columbia
- 8 — MPA Past Presidents Dinner, Reynolds Alumni Center, UMC

June

- 12 — MPA/MPS Board meeting, Holiday Inn, Lake Ozark
- 13 — Ozark Press Association meeting, Clarion Hotel, Springfield
- 13 — MPA Porter Fisher Golf Classic, Sycamore Creek Golf Course, Osage Beach
- 13-14 — Show-Me Press meeting, Holiday Inn, Lake Ozark

July

- 10-11 — Central States NIE Conference, Stoney Creek Inn, St. Joseph

September

- 24-27 — National Newspaper Association Convention and Trade Show, Hyatt Regency Crown Center Hotel, Kansas City
- 26-28 — MPA Convention, Hyatt Regency Crown Center Hotel, Kansas City



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