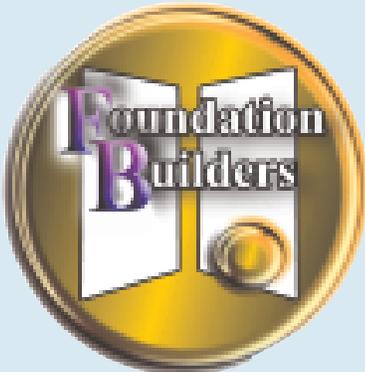


January 2005

Missouri Press

NEWS



Join Foundation Builders today! **12-13**



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John Spaar

Co-Publisher, Ad Manager

The Odessan

2005 Missouri Press Association President

Sign up for MPS ad programs

2x2 network can always use more newspapers participating

You know I really admire those of you who write, especially those of you who write every day. My major at MU was advertising.

I've only written one editorial in my career, and received quite a bit of criticism. My opinion didn't change much public opinion, even though the city of Odessa could have had free office space at our Prime Outlet Mall. Yes, that Prime Outlet Mall that put Odessa on the map.

When I talk to people during the week about their business and the newspaper helping their business succeed, the conversation almost always turns to the mall. Once I tell them the mall's going to be okay — a new supermarket and a restaurant will open in '05 — then we can concentrate on advertising. Yes, advertising in the newspaper, or newspapers.

My family moved to Odessa in December 1960. We haven't looked back.

I write a column about every three months or so aptly named "It's Your Business." I inform readers what new businesses have opened or are going to open; who has moved where or who has moved into what building. Luckily, we're in a growing community with a good mall and a thriving downtown.

In serving as president of the MPA this year, I think it's safe to say "It's your Press Association," maybe the best one in the United States, and you need to be in-

olved.

For example, our 2x2 ad network can always use more papers participating. Members of the 2x2 and Statewide Classified networks received a bonus from Missouri Press in 2004.

Jennifer Plourde of the Missouri Press staff had a sensational year in 2004 bringing in new businesses

who run their 2-column by 2-inch ads across the state. If you're not a 2x2 member, you should call Jennifer if you would like some additional revenue in 2005.

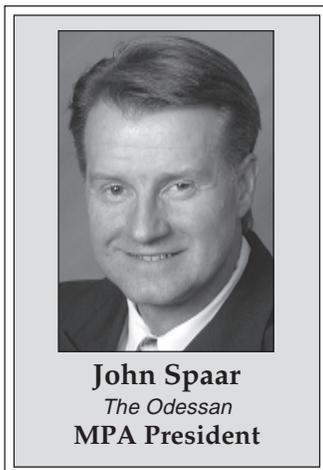
It's not an election year, and that generally means advertising revenue will be a challenge.

I'm looking forward to a great year. Our convention will be Sept. 22-24 at The Lodge of Four Seasons, with the Hall of Fame banquet on the 23rd. I'm starting to plan now. It's easy for me to remember the date because daughter Ellen will be 13 on the 23rd.

We'll see you first at Northwest Press at the Stoney Creek Inn in St. Joe on the 20th and 21st of this month.

Hope you have a Happy New Year. □

"My opinion didn't change much public opinion."



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Association, Inc.

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John Spaar's desk at *The Odessan* is odd. It doesn't have a computer on it. It does contain the details of his advertising projects and civic

responsibilities. Spaar, the 2005 Missouri Press Association President, is the advertising manager for *The Odessan* and *Focus on Oak Grove*.

John Spaar becomes MPA President

What did you wear on your rounds selling holiday ads?

John Spaar wore a sweater with a great big Santa Claus on the front. "To get in the holiday spirit," he said.

Spaar, the ad manager and a co-publisher at *The Odessan*, stepped into the owner's office on a Thursday morning in early December and told her they needed to get together about the Christmas issue. "I've sold some pretty good ads this morning," he said to his mother.

On Jan. 1 Spaar took over as the 134th president of Missouri Press Association. He succeeds Gary Sosniecki of *The Vandalia Leader*.

Spaar represents the second time that a third person from one family has been president of the Association. His grandfather, Les Simpson, led the organization in 1957; his mother, Betty (Simpson) Spaar, served in 1988. (The White family gave the association three presidents during its tenure as publishers of *The Mexico Ledger*.)

John Spaar attended his first MPA Convention at the tender age of a few months when his grandfather was the association's president. John Spaar now is the ad manager and co-publisher of *The Odessan* and *Focus on Oak Grove*, a weekly launched from scratch in 1995.

Spaar typically begins his day with a brief visit to the Oak Grove newspaper of-

rice. His wife, Judy, works there along with one other full-timer, three part-timers and O.C. (Office Cat), a calico with an occasional newspaper column.

"People come into the office to see that cat. They just love that thing," Spaar said. "Whatever gets them in the door."

Judy writes the cat's column and keeps things humming. "She's amazing with people as far as handling complaints. She never gets mad," Spaar said.

Focus on Oak Grove, now early in its 10th year, began after a request from the Chamber of Commerce there. The community of more than 5,000, just west of Odessa along Interstate 70, needed a paper after the closing several years earlier of the *Oak Grove Banner*. The weekly shares office space in a house with the Chamber.

In Odessa, the newspaper office occupies a storefront just off the main street, next to the Bank of Odessa, the largest bank in Lafayette County, on the corner.



Photos from Odessa's past and of athletic teams from the University of Missouri cover the wall behind Spaar's desk. The team photos were donated by a local couple.

Spaar worked for a time in real estate in Springfield. He learned then about the importance of location, he said. "When people go to the bank, they stop by *The Odessan*. A newspaper office needs to be where the people are."

The Odessan and its staff participate in Odessa — its business, school and civic life.

Spaar has served on the board of the Chamber of Commerce since 1990. In the last of his three years as president, 1995, the Prime Outlet Mall came to the west edge of town.

"It was just an absolute zoo around here — builders and contractors everywhere. That mall has really put us on the map," Spaar said.

The Patricia's supermarket will relocate into the mall soon. It's the only grocery store in Odessa after the recent closing of a market near *The Odessan*. In spite of that, downtown remains vital. "I think we've got only one vacant building," Spaar said.

Spaar served as president of the Odessa Rotary Club in 2001. He's proud that the club, founded in 1988, was the first Rotary Club in the world to accept women members.

Rotary International is observing its 100th anniversary. It has challenged local clubs to complete civic projects. The Odessa bunch raised \$17,000 and had permanent marked crosswalks installed at the main intersection downtown. Spaar was the fund-raising committee chairman.

Like many Missouri communities, Odessa relies on signs to control traffic. Stop signs don't have the power of stoplights. The local librarian had been hit by a car one day while crossing the street. Since the crosswalks were installed, safety at the intersection has improved, Spaar said.

The Odessan supports the schools, too.

"Our school system is the backbone of our community," Spaar said. "Every year I teach a class in seventh and eighth grades on designing advertising. Each student selects a business and creates an ad. I sell 95 percent of the ads."

Betty also talks to the classes, as do editor Bud Jones and reporter and Newspaper In Education coordinator Renée Spaar, John's sister-in-law.

"A lot of schools aren't cooperative with NIE programs. Ours are very cooperative," Spaar said. *The Odessan* sends 200 papers to the fifth graders every week during the school term.



Above, John, Betty and Joe Spaar stand in front of *The Odessan* office. Highway 131 crosses the intersection in front of the bank on the corner.



At right, John poses for his grandfather, Les Simpson, at the MPA Convention in 1957, when Simpson was President of MPA. Betty Spaar was MPA President in 1988.



Judy and John Spaar had this photo taken in the office of *Focus on Oak Grove*. Judy works in that office while John works out of the office in Odessa. He checks in at Oak Grove each day before heading to Odessa.

The Odessan and *Focus on Oak Grove* are printed at the *Independence Examiner* plant on Wednesdays, *Focus* in the morning, *The Odessan* in the afternoon. Digital pages on compact disks are taken to the printing plant. John, his brother and co-publisher, Joe, and Lee Hallenberg drive three vehicles to haul papers.

“We just started full pagination six weeks ago,” Spaar said. Before that, most of the pages still were being pasted up.

One Wednesday a call came from Independence. The process camera had broken. Could all of the pages be put on a CD?

“We were thrown into an emergency technology mode,” Spaar said. “Five people on staff knew enough about pagination to get it done. It saved our life. We haven’t looked back since.

“More papers really need to look at pagination. The paper is so much cleaner.”

During his year as president of Missouri-



Spaar wore a Santa Claus sweater while making his rounds selling Christmas ads early in December. It helped everyone get in the holiday spirit, he said.

The Odessan

Spaar graduated from Mizzou in 1980

MPA’s new president is married to the former Judy Harper, a graduate of Neosho High School. They have two children, Ellen, 12, and Blanton, 9. Ellen will be 13 on the night of the Hall of Fame banquet this September. (Watch for something special.)

Spaar graduated from Odessa High School in 1975, attended Westminster College in Fulton in 1975-76, and graduated from the Missouri School of Journalism, advertising sequence, in 1980. He was rush chairman for Sigma Alpha Epsilon.

Here’s a John Spaar timeline:

1980-87 — Ad rep for Springfield Newspapers.

1985 — Brief assignment in circulation for *USA Today*.

1988 — Ad rep for *Springfield Business Journal*.

1989-90 — Real estate agent in Springfield.

1990-Present — Ad manager for *The Odessan* and *Focus on Oak Grove*.

1998 — Elected to Board of Missouri Press Association.

1999 — President of Show-Me Press Association.

2000 — MPA Representative to National Newspaper Association.

2001 to present — Communications Board, University of Missouri Alumni Association.

2002 — President of Missouri Advertising Managers’ Association.

2003 — Named co-publisher with his brother, Joe, of *The Odessan* and *Focus on Oak Grove*.

ri Press Association, Spaar plans to focus on advertising sales, his specialty.

“We need to continue our success with the 2x2 Network. There are some papers that should be participating in the network,” he said. “We need to continue that momentum in advertising sales.”

He also wants to continue efforts to attract new newspaper readers. “We need to continue educating young people to read newspapers.”

One method *The Odessan* uses to attract young readers is by running a column called “School Rules” written by Spaar’s 13-year-old niece, Hannah.

Spaar probably was destined to be an MPA president, and not just because his grandfather and his mother were presidents. He’s been participating in Association activities for years, and his paper and the Association are almost family.

Bill Bray, the former MPA executive director who died last winter, owned *The Odessan* from 1948 until 1954. He left *The Odessan* to become MPA manager, a position he held until he retired at the end of 1989.

The current MPA executive, Doug Crews, grew up in Odessa and worked at the newspaper while in high school. His parents still live there.

Spaar hopes he can encourage more people to participate in Association activities.

“I love to go to press meetings to meet people and learn from other editors and ad people things I can do here,” he said. □



Spaars work in growing area

The Odessan operates in Lafayette County, which has five weekly newspapers. *Focus on Oak Grove* is on the eastern edge of Jackson County.

The other Lafayette County newspapers are *The Concordian*, *Higginsville Advance*, *The Lexington News* and *The Santa Fe Times* in Alma.

The Odessan has 4,800 circulation in a town of about 4,820 and region of about 15,000 population. *Focus on Oak Grove*, just off the edge of the expanding Kansas City metro area, has 2,000 paid circulation. *Focus* subscribers receive their papers inserted into copies of *The Odessan*.

Single-copy sales total 1,500 of *The Odessan* and 600 of *Focus on Oak Grove*. They're sold for 75¢ at locations in Grain Valley (1), Oak Grove (12), Bates City (3), Odessa (10), Higginsville (4), Wellington (1) and Lexington (1).



Although Oak Grove and Odessa are growing quickly, matching that population growth with circulation growth is a challenge. Many of the new residents work in the city and have no children in the local schools. They have little connection to the community, John Spaar said.

"We're constantly running new subscription promotions to get those new citizens involved in the community and reading their local newspaper," he said. □

John Spaar checks his sales progress for the Christmas edition. *The Odessan's* Christmas edition has won two awards from Metro Creative Graphics. The staff sold 190 Christmas ads for the 2004 edition.

Mayor dinged \$100 in Sunshine lawsuit

Boonville City Council must disclose details of telephone vote

Columbia Daily Tribune
Scott Jackson, publisher of the *Boonville Daily News*, reacted angrily to a \$100 settlement between Missouri Attorney General Jay Nixon and Boonville city officials who violated the state's Open Records and Meetings Law.

"I don't know what I expected, but that's only a slap on the hand," Jackson said of the settlement terms approved by the Boonville City Council in December.

The agreement says that Mayor Danielle Blanck and the city council violated the Sunshine Law by conducting a telephone vote on Oct. 2. According to the settlement agreement, Blanck and the council members must provide a public record of the conversations and decisions made during the phone calls and are enjoined from future Sunshine Law violations.

Blanck, who was also sued separately in the lawsuit, was assessed a \$100 civil penalty for organizing the phone vote. A councilwoman who could not be reached by Blanck during the telephone polling was left out of the suit.

Jackson wonders whether the mayor and city council will learn from it. "I don't know," he said. "But with this fine, I think most will laugh it off."

The newspaper intended to pursue its own lawsuit against city officials, but those plans were set aside after Nixon announced his suit on Oct. 13.

After the city council approval of the settlement, Blanck admitted she "made a mistake" by requesting the phone vote,

but described her action as "unintended." "It's over," she said of the lawsuit. "That's all I have to say."

Blanck continued to deny that she said "damn the Sunshine Law" when told during the phone vote that her poll of council members could violate the law. The phone vote was held to approve an increase in the salary and compensation for a city administrator candidate.

Spokesman Jim Gardner said Nixon considered the penalty sufficient, considering it was Boonville's first offense and the mayor and council members had cooperated with the investigation. The injunction will likely prevent them from violating the Sunshine Law again, he said, because they could face more severe fines or penalties.

"I think when you're talking about public entities, they'll find it in their interest to comply with the law and not be taken into court," Gardner said. □

"...
that's
only a
slap on
the
hand."

CALLING ALL QUESTIONS: WE HAVE ANSWERS

When you have questions or need information about the telecommunications industry, just give us a call. SBC Missouri External Affairs Managers are always available to help.

Your SBC Missouri Team		
St. Louis	Don Houser	314.661.7675
St. Louis	Don Houser	314.231.5800
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Southwest Missouri	Pat By	417.838.2431
Central Missouri	Ken Smith	660.363.8879
Southwest Missouri	Wanda Pickett	417.236.0661
South St. Louis/Paraglen	Gene Maggard	636.623.6738
St. Charles/St. Louis County	Chris Wilson	636.448.4071

SBC Missouri supports the Missouri Press Association



GOING BEYOND THE CALL

Photo Hall of Fame plans progressing

Downtown Washington proposed as location for exhibit hall

Plans are moving forward on the establishment of a Missouri Photojournalism Hall of Fame in Washington, Mo. A planning committee has approved deadlines for submission of nominees, selection of the first class of inductees and an October 2005 induction ceremony in Washington.

The project, believed to be the first of its kind in the United States, will recog-

nize outstanding photojournalists who have made or are making significant contributions to the advancement of excellence in the profession, and whose careers had or are having an impact in Missouri.

Sponsors of the project are the Missouri Press Association, Missouri Press Foundation, the School of Journalism at the University of Missouri, the city of Washington, the Washington Area Chamber of Commerce and the *Washington Missourian*.

A location for the Hall of Fame is under study, but it will be in the historic core of Washington, located on the Missouri River about an hour from downtown St. Louis.

In addition to photos by Hall of Fame members, plans call for other photo exhibits, some of them traveling displays. Prize-winning photos from Missouri newspapers and photos taken in towns and cities in the state during the annual Missouri Photo Workshop will be among exhibits.

Criteria for nominees are being prepared by David Rees, associate professor

at the MU School of Journalism; Cliff Schiappa, Kansas City, regional photo supervisor for The Associated Press; and Doug Crews, Columbia, executive director of the Missouri Press Association. They will assemble the panel of judges who will screen nominees and select Hall of Fame members. By-laws also are being prepared.

Deadline for submission of nominee applications will be June 1, 2005, and selections will be made by Aug. 1, 2005.

The Hall of Fame will be under the umbrella of the Missouri Press Foundation. None of the sponsors has made a financial commitment at this point. Seed money will be a responsibility of Bill Miller, Sr., editor and publisher of the *Washington Missourian*.

"Because of the many wineries and other attractions in this area, including the riverfront, Washington has been growing as a tourist destination. The Hall of Fame will be an attraction for visitors while giving long overdue recognition to the outstanding photojournalists who have made an impact in Missouri," Miller said. □

Newswriting booklet ready for distribution

Missouri Press has completed production of "Newswriting Short Course" by Jim Sawyer and will distribute one copy of the workbook to each member newspaper.

Sawyer, who died of cancer in September 2003, prepared the booklet to help beginning news writers. It is adapted from an earlier workbook he compiled for use by civic groups and other organizations that want to get their news into newspapers.

"Newswriting Short Course" is a 42-page primer with easy-to-understand guidelines for organization and writing news stories, including examples and exercises.

Sawyer was retired from University of Missouri Outreach and Extension. He was active in Ozark Press Association, the International Society of Weekly Newspaper Editors and the Southwest Missouri Professional Chapter of the Society of Professional Journalists.

Additional copies of "Newswriting Short Course" are available from Missouri Press Foundation for \$5 each. Contact the Missouri Press Office in Columbia, (573) 449-4167, dcrews@socket.net. □



Jim Sawyer adapted the workbook from an earlier project of his.

Jock Lauterer will speak at Convention

Journalism educator Jock Lauterer will be a speaker at the 2005 MPA Convention, which will be held at The Lodge of Four Seasons, Lake Ozark.

His topic will be: COMMUNITY JOURNALISM: The Toughest Job You'll Ever Love.

Ninety-seven percent of all American newspapers are "small newspapers," where staffs practice a style of journalism very different from the major metros or TV. What is this thing called "community journalism" and why is it critical to the maintenance of community life and

civic engagement?

In the words of one successful publisher: "Just because we're small-town doesn't mean we're small-time."

The speaker, the author of the current text on the subject and a former community newspaper editor-publisher, promises to recharge your batteries while reminding you of why what you do is so important.

Bring along your questions, too.

The 139th Annual MPA Convention and Trade Show will be Sept. 22-24. □

Jean Maneke

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Gannett shows interest in bidding for Pulitzer

ST. LOUIS (AP) — Gannett Co., the nation's largest newspaper publisher, has announced it may bid for Pulitzer Inc., the company exploring a possible sale some analysts expect to fetch \$1.5 billion. Gannett chairman, president and CEO Douglas McCorkindale said the company would be fiscally disciplined, unwilling to overpay.

"What we are seeing are some very aggressive prices on stand-alone properties, off the charts from our point of view," McCorkindale said Dec. 8 during the UBS AG media conference. "On the television side, the asking prices seem to be quite a bit higher than what we think are reasonable."

Gannett's 21 television stations include St. Louis' KSDK-TV.

Pulitzer, with \$423 million in revenue last year among the smallest newspaper companies with publicly traded shares, announced in November it would explore "a range of strategic alternatives," including a potential sale.

Pulitzer operates a dozen dailies and the Suburban Journals of Greater St. Louis, a group of 38 weeklies and niche publications. □

Knight Ridder chooses Mac Tully to publish *Star*

Mac Tully, a Knight Ridder Inc. executive who began his newspaper career at *The Kansas City Star*, has been named president and publisher of the paper. He succeeds Arthur S. Brisbane, who was appointed a Knight Ridder senior vice president in December.

Tully, 48, has served since last January as vice president of operations for Knight Ridder, overseeing its 17 small and mid-sized newspapers. He was to start in Kansas City on Jan. 1.

Tully graduated with a business degree in 1978 from the University of Kansas. He interned at several newspapers, including *The Wichita Eagle*. At *The Star* he rose from special sections retail account executive to zone manager to retail advertising manager. □

NW Press will meet in new St. Joe hotel

On the facing page is a registration form for the Northwest Missouri Press Association meeting at the new Stoney Creek Inn in St. Joseph. The meeting will be Thursday and Friday, Jan. 20-21.

You need not be a member of Northwest Press or from the region to attend the meeting.

The convention will begin Thursday afternoon with a session about generating revenue. Friday's sessions will be on news-editorial and InDesign. Another session will feature a soldier returned from serving in Iraq.

The awards banquet will close the

meeting Friday night.

Prices for the convention will remain the same as last year. Registration, which doubles as membership dues in Northwest Missouri Press Association, is \$25.

That covers all people from a newspaper or company. Cost of all meals and activities is \$60 per person.

Stoney Creek Inn is at 1201 N. Woodbine Road, north of the Ramada Inn, the meeting site for the past few years.

Exit I-29 at Fredrick Avenue, go one block west and turn north on Woodbine. Rooms cost \$70. Call (800) 659-2220 to reserve a room. □



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When you renew your driver's license or motor vehicle plates, you may make a minimum \$1 donation to the Department of Revenue to support the Blindness Education Screening and Treatment Program Fund.



MEETING REGISTRATION
**115th Annual Convention
of the
Northwest Missouri
Press Association**

Jan. 20-21, 2005, Stoney Creek Inn, St. Joseph, Mo.

Name: _____

Newspaper or Organization: _____

Address: _____

Names of others attending: _____

Registration/membership fee is \$25 per newspaper or organization. The cost for all meals, workshops, etc. is \$60 per person. Pay one membership fee (\$25) for your company plus \$60 for each person attending. If you do not plan to attend all events listed below, pay \$25 plus the amount of the events you will attend.

	Cost Per Person		No. Attending	Amount
Registration / Membership \$25				_____
ALL ACTIVITIES	\$60	x	_____	_____
OR:				
Thursday, Jan. 20				
President's Party	\$25	x	_____	_____
Friday, Jan. 21				
Luncheon & Seminars	\$15	x	_____	_____
Banquet / Awards Program	\$30	x	_____	_____
			Total	_____

HOTEL: Register with the Stoney Creek Inn, 1201 N. Woodbine Road, St. Joseph; (800) 659-2220. Reserve a room at the Convention rate of \$70 per night until Dec. 31.

Mail this form with your check made to Northwest Missouri Press Association, to: Chris Boultinghouse, Treasurer, Mound City News, P.O. Box 175, Mound City, MO 64470.

Program promotes newspaper industry

Help promote the newspaper industry in Missouri by signing up for the Missouri Press Foundation's Foundation Builders program. Pledge forms have been sent to your newspaper and are available on mopress.com.

Foundation Builders, which began in 2001, has been extended by the Foundation board of directors through 2008.

Those who participated in the first phase of Foundation Builders are urged to extend their pledges of newspaper ad revenue or personal contributions. Renewed four-year pledges will help the Foundation continue its internship and training programs.

The internship program that started this summer is an example of how your

pledges to Foundation Builders have worked. Money from the Foundation matched wages for interns at 16 Missouri Press member newspapers.

The Foundation has given more than \$60,000 in scholarships to college students and journalism educators. It has sponsored meetings and training around the state on issues critical to newspapers.

Newspapers can participate in Foundation Builders by pledging the equivalent of a quarter page of advertising revenue every three months, six months or 12 months for four years. Missouri Press Service will withhold from advertising checks an amount equal to your newspa-

per's pledge. MPS's commission also will go to the Foundation.

Individuals and companies can pledge \$100 or more each year for four years. The Foundation will accept credit cards.

The Foundation board of directors encourages you to join Foundation Builders. Pledgers will receive a beautiful desk clock to note



their contributions.

Contact the Foundation at (573) 449-4167 for more information, or fill out the appropriate section of the pledge form on the facing page and mail or fax it to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; fax (573) 874-5894. □

Where do your readers get their energy?



More than ever, Missouri's rural and suburban families use **propane** to fuel their active lifestyles. For cooking, heating, hot water, drying clothes or fireplaces...nothing matches the **Exceptional Energy** of propane! **Propane** is safe, clean-burning, affordable and dependable; it's the perfect fuel for your readers and their busy families!

Visit the Missouri Propane Education and Research Council at MissouriPropane.com or call (573) 893-8298.





Build the Foundation!

Don't delay! Join Foundation Builders today by making your pledge of newspaper space or personal funds to this important project.

Those who have participated in Foundation Builders are urged to renew their pledges. You launched this project with a great beginning in 2001. It's critical now that you and others maintain the momentum with a renewed four-year pledge.

A major goal of Missouri Press Foundation is to ensure that your newspaper remains strong. The Foundation needs your help to do that.

The new internship program that started this summer is a good example of the Foundation's work. Money from the Foundation matched wages for interns at 16 Missouri Press member newspapers.

The Foundation has given more than \$60,000 in scholarships to college students and journalism educators. It has sponsored meetings and training around the state on issues critical to newspapers.

You can help Missouri Press Foundation

preserve the role of newspapers as architects and builders in their communities by pledging ad revenue from your newspaper or a regular personal contribution to Foundation Builders.

Newspapers can pledge the equivalent of a quarter page of advertising every three months, six months or 12 months for four years.

Missouri Press Service will withhold from advertising checks an amount equal to your newspaper's pledge. MPS's commission also will go to the Foundation.

Individuals and companies can pledge \$100 or more each year for four years. They can use a credit card.

The Foundation Board of Directors encourages you to join your Missouri newspaper colleagues as a Foundation Builder. Pledgers will receive a beautiful desk clock like the one on the reverse to

note their contributions.

Contact the Foundation at (573) 449-4167 for more information, or fill out the appropriate section of the pledge form below and mail or fax it to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; fax (573) 874-5894.



Foundation Builders will receive this desk clock as a token of their generosity.

My Newspaper believes in the work of the Missouri Press Foundation.

We will donate 1/4-page of advertising (circle one of the following)

Every 3 Months, Every 6 Months, Every 12 Months

for four years to help build a strong Foundation for Missouri newspapers.

I personally believe in Missouri Press Foundation, and I will donate

\$100 or more (amount \$ _____) each year

for four years to help build a strong Foundation for Missouri newspapers.



Newspaper/Individual _____

Address _____

Signature _____

Print name _____ Date _____

VISA / MC # _____ Expiration Date _____

Send to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201
(573) 449-4167 / fax (573) 874-5894 / mopress.com



On the Move



Irvin Landewee retires at Cape Girardeau.



Gera LeGrand comes from a radio group.



Donna Denson is the new ad manager.

Lee's Summit

David Lammers has been named general manager of the *Lee's Summit Journal*. He will split his time between *The Kansas City Star's* Southland bureau in Independence, where he is the advertising manager, and the *Journal*.

Former *Journal* publisher Steve Curd has been promoted



David Lammers is working from two offices.

Cape Girardeau

After 46 years in the newspaper business, the *Southeast Missourian's* Irvin Landewee is retiring as the paper's national advertising manager.

Gera LeGrand took Landewee's position. She is a new employee of the newspaper, but has 17 years of experience in broadcast advertising with Zimmer Radio Group.

Landewee joined the *Southeast Missourian* as a flyboy in 1958. He moved to advertising the next year.

Donna Denson is the paper's new advertising manager, a position she held on an interim basis the past two years. She oversees the ad departments of the *Southeast Missourian*, *The Banner Press* in Marble Hill and the *Scott County Signal* in Chaffee.

to run *The Star's* retail sales division and suburban newspapers, which include the *Journal*.

Lammers has been the advertising manager for *The Star's* Southland bureau for nearly three years. He and his wife, Julia, were expecting their fourth child in December.

Maryville

Matt Kelsey has been named managing editor of the *Maryville Daily Forum*.

A native of Kansas City, Kelsey most recently was managing editor of Progress Newspapers, which operates two weekly papers in Wynne, Ark. He also has worked at *The Wednesday* in Kansas City, *The Kansas City Star*, *Hannibal Courier-Post* and *Platte County Citizen* in Platte City.

Kelsey's wife of one year, Jamie, is also a native of Kansas City.

Hannibal

Don Krause has been promoted to managing editor of the *Courier-Post*. He's been an employee of the paper for five years, serving as a reporter and city editor.

Krause received his bachelor's degree from Western Illinois University and master's from Ball State University in Muncie, Ind. He and his wife, Betsy, have three children.



Don Krause worked his way up.

Glasgow

Claire Fehling has joined the staff of the *Glasgow Missourian*. She has more than 20 years of newspaper experience.

Fehling has three children.

Kirksville

Greg Orear has been named managing editor of the *Kirksville Daily Express*. He formerly was managing editor of the *Linn County Leader* in Brookfield.

Orear is a 1993 graduate of Truman State University. He replaced Derek

Spellman, who left the paper in November to take a job as a reporter with *The Joplin Globe*.

Orear worked for about a year at the Chillicothe *Constitution-Tribune* before going to work in Brookfield.

Buffalo

Paul D. Campbell, a 40-year journalism veteran, is the new editor and general manager of the *Buffalo Reflex*.

Campbell and his wife, Rebecca, owned and published *The Platte County Citizen* from 1985 to 1998.

After selling the paper, Campbell returned to Vance Publishing, where he edited a new magazine, *Meat and Sea-*

food Merchandising. In August 2001, he took time off and wrote two books about football. One chronicles the nearly 100-year rivalry of Platte City and Weston high schools. The other is the story of Coffeyville Community College football.

Campbell was the editor and associate publisher of Vance Publishing Corp.'s *The Packer*, the national weekly newspaper of the fruit and vegetable industry, for 14 years.

The Campbells have three grown children and two grandchildren.

Brookfield

Bryan Day has replaced Greg Orear as managing editor of the *Linn County Leader*.

Day joined the former *Marceline Press* as editor in 1998. He joined the *Leader* in January 2004 after the merger of the Marceline and Brookfield newspapers, which formed the *Linn County Leader*.

Day is a 1991 graduate of Mark Twain High School and 1995 communications graduate of Culver-Stockton College in Canton. He then worked at the *Daily Dunklin Democrat* in Kennett.

Day and his wife, Jenny, have two young children.

Little Rock, Ark.

Tom Larimer, a former editor and

publisher of the *Nevada Daily Mail*, is the executive director of the Arkansas Press Association. He succeeded Dennis Schick, who retired in 2004 after 25 years of service to the association.

After leaving Nevada, Larimer became director of regional publications for U.S. Media Group, publisher of the *Great Bend Tribune* in Kansas. He then became publisher of *The Daily News Journal* in Murfreesboro, Tenn., and most recently was publisher of a Nashville paper.

➤ **Aurora**

Kim McCully-Mobley, former editor of the *Advertiser*, has taken a teaching position with the Aurora School District.

➤ **Marble Hill**

Brad Holloway, a new graduate of Southeast Missouri State University, has been named editor of *The Banner Press*.

Holloway replaced Scott Moyers, who took a job as business editor of the *Southeast Missourian* in Cape Girardeau. Holloway, a native of Puxico, was a reporter for the previous four months. □

'Minority' reporting honored in K.C.

The Kansas City Association of Black Journalists in November recognized the best of minority affairs journalism at its 13th annual media awards ceremony.

Penn Valley Community College received the President's Award, which recognizes the individual or organization that has done the most to further the interests of the association.

Penn Valley provided facilities for the association's two-week summer program for journalists in high school and college.

Among the award winners were:

- Newspaper, Daily (over 100,000)
 - Feature Reporting: Eugene Scott, *The Kansas City Star*.
 - Sports Feature: Blair Kerkhoff, *The Star*.
 - News Feature: Lisa Autierrez, *The Star*.
 - Enterprise Reporting: Diane Carroll, Mara Rose Williams and Delores Johnson, *The Star*.
- Newspaper, Weekly (under 100,000)
 - Enterprise Reporting: Ann Scheer, *The Lee's Summit Journal*. □

Texas association names new director

AUSTIN — The Texas Daily Newspaper Association Board of Directors voted Dec. 2 to promote Ken Whalen to head the association, which represents the daily newspaper industry in Texas. Whalen, TDNA's director of legislative and governmental affairs since 2000, will succeed the retiring Phil Berkebile.

Berkebile was hired in 1985 after 10

years as executive director of the Nebraska Press Association.

Whalen is a graduate of Texas State University-San Marcos and worked as a journalist after graduation. He served as chief of staff for Rep. Barry Telford and director of governmental affairs for the Texas Commission for the Blind before joining TDNA in 2000. □

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Sunshine Sunday will be March 13

ARLINGTON, Va. — Communities throughout America — and the citizens who live, work and pay taxes in those communities — have a right, a need and a desire to know how public officials are representing them, how they are planning for the future, how their tax dollars are being spent.

As the public's watchdog, community newspapers have an important stake in open government and should play a critical role in raising awareness among citizens and officials alike that freedom of information is not just a Washington, D.C., issue, National Newspaper Association President Mike Buffington, editor of *The Jackson Herald*, Jefferson, GA, said.

That is why NNA has endorsed Sunshine Sunday and its week-long observance of issues surrounding the public's right of access to government information, Buffington said. He urged NNA community weeklies and dailies to pay

close attention to the Sunshine events as a national coalition of media organizations prepares for a kickoff March 13, 2005.

Buffington, a member of the national steering committee leading the Sunshine events, said open government is a bread-and-butter concern for local editors.

"The tension between public business and the urge for secrecy in government is as old as our republic," Buffington said. "When the issues arise in a hometown, the local editor probably has the keenest appreciation for that tension. It is always our job to make sure open government remains a clear and consistent obligation of local officials. This national awareness campaign will help us in our work."

During Sunshine Sunday week participating daily and weekly newspapers, magazines, online sites, and radio and television broadcasters will be provided material for feature editorials, op-eds, editorial cartoons, and news and fea-

ture stories that drive public discussion about why open government is important to everyone, not just to journalists.

NNA Executive Director Brian Stefens said NNA would provide information through the NNA website at www.nna.org as materials become available.

Buffington noted that the observance begins the week after NNA's 44th Annual Government Affairs Conference in Washington, D.C. The Conference will be March 9-12, 2005, at the Wyndham Washington Hotel. It will feature a Congressional reception on Capitol Hill March 10, 2005.

"With journalists going to jail at alarming rates and the various new security laws tightening access at all levels, 2005 will be a year when freedom of information and the First Amendment are going to be front and center on NNA's legislative agenda," he said. □

Call These Organizations for Answers to Your Questions



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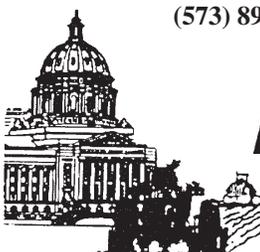
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AP honors photographers at KC meeting

KANSAS CITY (AP) — Photojournalist Travis Heying of *The Wichita Eagle* on Dec. 6 won the C.G. Wellington Memorial Sweepstakes Award in the 2004 Associated Press Missouri-Kansas Photo Competition for his photo of a Kansas farmer witnessing a tornado and a rainbow at the same time.

The photo was taken in June while Heying was chasing tornadoes and stopped to ask a farmer for directions.

Photographers for the *St. Louis Post-Dispatch* won two first-place awards with Robert Cohen winning both first and second place in the Feature category for the paper.

The *Sedalia Democrat's* Sydney Brink placed in both the News and the Photo Story categories for his work. Competing against 19 other entries, Brian McGill of the *Springfield News-Leader* won first place in the Graphics division.

The winners, chosen from 581 entries from 20 newspapers, were announced at the annual meeting of publishers and ed-

itors of Missouri and Kansas AP member newspapers.

Newspapers competed in two divisions: Division A for newspapers serving cities with a population greater than 40,000; and Division B for newspapers serving cities with a population less than 40,000. The list below gives the Missouri winners.

DIVISION A NEWS

2. Ival Lawhon, Jr., *St. Joseph News-Press*; 3. Kevin Manning, *St. Louis Post-Dispatch*; HM. Andrew Cutraro, *Post-Dispatch*.

SPORTS

2. Rich Sugg, *The Star*; 3. Chris Lee, *Post-Dispatch*; HM. Allison Long, *The Kansas City Star*; Jim Barcus, *The Star*.

FEATURE

1. Robert Cohen, *Post-Dispatch*; 2. Robert Cohen, *Post-Dispatch*; 3. Keith Myers, *The Star*; HM. Huy Richard Mach, *Post-Dispatch*; Dawn Majors, *Post-*

Dispatch; David Albers, *St. Louis Post-Dispatch*.

PHOTO STORY

1. Laurie Skrivan, *Post-Dispatch*; 2. Andrew Cutraro, *Post-Dispatch*; 3. Chris Oberholtz, *The Star*; HM. Jill Toyoshiba, *The Star*; Jim Barcus, *The Star*.

GRAPHICS

1. Brian McGill, *Springfield News-Leader*; 2. Erin McGowan, *Columbia Missourian*; 3. Shaffer Grubb, *Columbia Missourian*; HM. Cara DeMichele and Bob Britten, *Columbia Missourian*.

DIVISION B

NEWS

1. Eric Adams, *Lebanon Daily Record*; 2. Sydney Brink, *Sedalia Democrat*; 3. Don Frazier, *Cape Girardeau Southeast Missourian*.

SPORTS

3. Don Frazier, *Southeast Missourian*.

PHOTO STORY

1. Sydney Brink, *Sedalia Democrat*; 2. Joseph Beaher, *Sedalia Democrat*.

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Scrapbook

❖ St. Louis

The St. Louis American was among 30 companies honored in November at the 2004 City of St. Louis Business Celebration Luncheon.

Mayor Francis Slay and Rodney Crim, executive director of the St. Louis Development Corp., presented awards.

The American received a Mayor's Award.

❖ Sedalia

The Democrat has established guidelines for covering sports such as youth and adult amateur leagues and junior high and junior varsity sports.

People providing team photos or weekly results can use the guidelines to plan their submissions.

❖ Alma

The *Santa Fe Times* was among the newspapers honored in November by the Missouri State Teachers Association.

General manager Pat Larkin's coverage of surrounding school districts earned the teachers' accolades.

❖ Hannibal

Courier-Post publisher Jack and Sarah Whitaker are celebrating the early arrival of Seth Garrison Brooks, born four weeks early to their daughter, Jennifer, and her husband, Mike Brooks.

Seth weighed 5 pounds.

❖ Hannibal

For the 21st year, the *Courier-Post* teamed with local organizations in the Glad Tidings Program. Money raised helps make the holidays more cheerful for needy families in the area.

❖ St. Joseph

News-Press reporters Alonzo Weston and Ken Newton were honored in November by the Kansas City Association of Black Journalists in their 13th annual Media Awards.

Newton and Weston's award-winning story told of local efforts to integrate schools before and after the Brown v.

Board of Education Supreme Court ruling.

It ran in May to mark the 50th anniversary of that decision.

The *News-Press* also won the silver level Agri-Missouri Media Excellence Award sponsored by the Missouri Department of Agriculture.

Reporter Susan Mires leads the paper's ag coverage.

Winners were recognized at the Dec. 12 Governor's Conference on Agriculture at Tan-Tar-A Resort.

❖ Park Hills

Teresa Ressel, reporter for the *Daily Journal*, was honored Nov. 4 by the Missouri Community College Association at its 40th annual Convention at Lake of the Ozarks.

Ressel received the News Media Award for her coverage of Mineral Area College during the past four years.

❖ Portageville

A Linotype machine was moved recently from the building of the *Missourian News* to the Heritage Museum in Cape Girardeau.

A local implement dealer used a forklift to move the machine out of the newspaper building.

❖ Marble Hill

The Bollinger County Chamber of Commerce in November recognized the *Banner Press* for its 122 years of service to the community.

The newspaper and others received Community Service Awards.

❖ West Plains

After a 91-year-old reader of *The Quill* wrote a letter to the editor expressing her frustration at not being able to get flu shots for herself and her 89-year-old husband, *Quill* writer Marideth Sisco went into action.

Sisco had attended a recent "diabetes fair" at which flu shots were offered. She contacted the fair's sponsor, Ozarks Medical Center. Sure enough, a couple of

doses of flu vaccine were available.

Not only did the elderly couple receive the flu vaccine, but the medical center added pneumonia shots for good measure.

❖ Washington

The *Missourian* is participating in a local campaign to raise money to buy automatic external defibrillators (AEDs) for area schools.

By late November the drive had raised more than \$64,000, exceeding the initial goal. Leaders of the campaign decided to extend the project to other schools in rural Franklin County.

Missourian employees contributed \$800 to the drive.

❖ Carthage

Tammy Coss, publisher of the *Carthage Press*, recently presented a check for almost \$500 to the Carthage Humane Society. It represented a portion of the newspaper's new subscriptions.

Carthage United Way was the next charity in line to receive subscription proceeds from the *Press*.

❖ Belton

Sarah Rebholz, Chesterfield, an advertising major, is the winner of the Maurer Scholarship at the Missouri School of Journalism.

The scholarship is a memorial to Joe Maurer, former owner and publisher of *The Belton-Raymore Star-Herald*.

❖ St. Louis

Hundreds of volunteers hawked more than 200,000 special edition copies of the Suburban Journals on Nov. 18 for the Old Newsboys Day fundraiser.

The event has been held annually since 1957 to raise money for Children's Charities, which distributes the money throughout the metro area.

❖ Branson

The *Taney County Times* has moved its Branson office from Branson Towne Plaza to 590 W. Pacific, the former Ozark Performing Arts building.

Towne Plaza will be razed to make room for the new convention center to be built with the \$300 million Branson Landing project.

Ozark Mountain Newspapers, Kurt Lewis publisher, publishes the *Times*, *Branson Daily Independent*, *Taney County Buyers Guide*, *Stone County Gazette* and *Stone County Buyers Guide*.

❖ Raymore

West Peculiar Fire District presented its Brenda Winkert Memorial Award for Community Service to Laurie Bassett, a reporter for *The Journal* who has been covering fire district events for more than five years.

❖ Chillicothe

More than 1,500 people attended the Holiday Bazaar sponsored by the *Constitution-Tribune* in November.

Sixty vendors displayed items from 10:30 a.m. until 3 p.m. in the high school gym and commons.

The newspaper holds the bazaar to provide a venue for local merchants to showcase and sell their merchandise and craft items.

❖ Maryville

Lewis W. Diuguid, columnist and vice president for community resources for *The Kansas City Star*, spoke at Northwest Missouri State University Nov. 29 as part of the multiculturalism in education course.

❖ Neosho

Anne Cope, former editor of the *Daily News*, delivered the message at the eighth annual Tree of Memories Holiday Memorial held Nov. 22 at Neosho Municipal Auditorium.

About 350 people attended the event, sponsored by a local funeral home. People purchased Christmas tree ornaments and placed them on trees in memory of loved ones.

A portion of the proceeds went to the Food Basket Brigade.

❖ Macon

Readers of the *Chronicle Herald* again this year paid \$1 to get their names printed on the Community Christmas Card. Proceeds went to Macon Women of Today, which purchased food baskets for needy Macon County residents.

The newspaper published the names of everyone who contributed.

❖ Washington

The *Missourian* recognized proofreader Rita Kuchem for 30 years of service during its annual service awards program.

❖ St. Joseph

George Lockwood, executive editor of the *St. Joseph News-Press* from 1990 to 1995, has been inducted into the Media Hall of Fame of the Milwaukee Press Club. Mr. Lockwood spent 30 years at the *Milwaukee Journal*, where he served as the managing editor for features when he took early retirement in 1986.

Lockwood still lives in St. Joseph and has been teaching journalism, including an annual series of lectures on ethics at Louisiana State University.

❖ Kansas City

The Crescent Peace Society honored several local citizens, including *Star* faith columnist Bill Tammeus with its Journalism Award, at its annual Eid dinner.

❖ Fulton

When downtown merchants had trouble getting Santa Claus to come to town, the staff of *The Fulton Sun* got it done.

Santa greeted children three days in a row in the newspaper office. Pictures were taken of children for publication in the newspaper and on the *Sun's* website.

❖ Washington

A photography exhibit featuring the work of Jeanne Miller Wood, *Missourian* photo editor, was on display through Dec. 23 at the Washington Historical Society Museum.

The exhibit featured a range of news and feature photos Wood has taken over the years, as well as photos of her trips abroad.

❖ Maryville

The *Daily Forum* has renewed a partnership with KQ2-TV of St. Joseph to provide broader news coverage to north-west Missouri.

During its 10 p.m. newscast Monday through Thursday, KQ2 will run a segment called "Tomorrow's Headlines Today." It will feature the brief details of one story that will appear in the next day's *Daily Forum*.

The *Forum* will print occasional stories based on KQ2 stories that affect the region.

❖ St. Joseph

The 57th annual meeting of the News-Press Gazette Co. 25-Year Club was held Nov. 29 at the Holiday Inn.

About 70 current and retired employees, whose service ranged from 25 to 54 years, and their spouses attended the event. □

David Scott is AP's Staffer of the Year

KANSAS CITY (AP) — David Scott, the day supervisor in the Kansas City bureau of The Associated Press, was named AP's Fred W. Moen Missouri-Kansas 2004 AP Staffer of the Year.

The award was presented at the annual meeting of Kansas and Missouri newspaper members of the AP on Dec. 6.

A five-year veteran of the AP, Scott is a key link in an editing chain that moves news from AP reporters to the member newspapers, broadcasters and online sites.

Beth Grace, AP's Kansas City bureau chief, said: "Dave's enthusiasm for improving the wire, his professionalism and his intelligence make him an important part of our operation. He deserves a big share of the credit for the good work we

do, and we hope to have his help for a long time to come."

Scott was raised in Milwaukee and attended the University of Missouri-Columbia. He was a reporter and editor at the *Columbia Missourian* while in college, and he also interned at *The Washington Times* and the *Milwaukee Journal Sentinel* before joining the AP in 1999.

He was a general assignment reporter and editor in the Detroit and St. Louis bureaus before moving to Kansas City in late 2002 as the night supervisor. He became day supervisor a year later.

Scott is the 14th winner of the award, established by *The Kansas City Star* in honor of the late Fred Moen, who was AP's Kansas City bureau chief from 1971 to 1984. □

Columbia has stricter housing regulations

Call for back-up with housing ad questions

The seminar that René Milam prepared for MPA members in November was a fabulous benefit from the Missouri Press Foundation to this organization, and every paper in the state needs to keep the guidelines she gave us at the top of the list for your advertising staffs.

The rules are somewhat complicated, and the downside risk of getting hit with a discrimination charge is so high. Basically, Milam focused on certain principles, including that advertising needs to be focused on describing the property, not describing the renter.

The ad cannot suggest that families with children are not welcome or that the property is for a single person. Language cannot suggest that one type of renter is preferred or that the property is near a landmark that has special significance to a particular race of people or in a neighborhood (saying that it is “near a synagogue,” for example) that would particularly appeal to a particular class of persons.

While all of these suggestions from Milam would seem to be subjective, and therefore difficult to spot in day-to-day life, a lot will depend on a careful reading of the ads each day by someone who has been sensitized to this issue. Clearly, ads need to be looked at to see if they appear to suggest a limitation for persons based upon race, color, religion, sex, handicap, family status, and national origin.

On the other hand, ads that welcome any of these categories are fine. So an ad can say “handicapped accessible,” or “great for families” or “all races welcome.”

At the same time, Milam noted that there ARE instances where language can be used that might seem discriminatory on its face. For example, federal law does per-

mit housing that qualifies as senior citizen housing to advertise that it is for the elderly. Such ads often will include language that it is for persons 55 and older. Such advertisers should be willing to state in writing to the newspaper that their advertising has qualified for this federal program.

Also, religious organizations are permitted to advertise housing which they own for rental to those in their faith. A person seeking a roommate is permitted to indicate a sexual preference (but not

a racial preference). And persons in combined housing units (ie: duplexes, triples or quads only) where they occupy one of the units, are exempt from the Fair Housing Act in terms of their actions, although they are not free to advertise that they intend to discriminate in the rental of the housing.

Milam mentioned that some states and cities have separate laws that would also apply in housing advertising. Missouri has a state law that mimics the federal law, except that it adds the term “ancestry” to the list of protected classes, a term that is not defined in the statute.

Neither Kansas City or St. Louis appear to have housing discrimination ordinances. Springfield does not appear to have such an ordinance, either. However, the city of Columbia does have such an ordinance, and it is of interest because it includes the category of “sexual orientation” as a protected class. Therefore, nothing in an ad in Columbia can appear to discriminate on the basis of sexual orientation.

Finally, Milam reminded that ads can not include illustrations that appear to suggest a potential discriminatory orientation unless the logo or illustration is related to the name of the organization run-

ning the ad, and then the ad must contain a disclaimer that the organization does not discriminate in its housing.

Photos used in advertising overall must be representative of all classes and races of persons, although each ad in and of itself need not specifically include all classes and races.

These rules are difficult, and the hotline is here to assist you in any situation where your paper has a question about such a matter.

Finally, one other item of note. The Missouri Attorney General’s office has been extremely proactive recently in regard to Sunshine Law matters.

That office recently announced an agreement with city officials in Boonville who had been sued for violation of the Sunshine Law.

Allegations of sunshine law violations by members of the State Fair Board, meeting in closed session with a member of the AG’s staff, brought a quick turn-around in which the board was advised that a vote taken in that closed session was going to have to be re-done in open session.

And after the Associated Press was denied access to information on deadbeat parents who were having hunting and fishing licenses revoked for failure to pay child support, the AG’s office stepped in and ran interference to make certain that information was being made public.

And in late November, the AG’s office issued a formal opinion to the prosecuting attorney in Cape Girardeau County as to whether an advisory task force appointed by the school district superintendent constituted a public governmental body, subject to the Sunshine Law. The superintendent of the district is a public governmental body himself, so his appointed committee was also a public governmental body.

The opinion reiterates that a public governmental body can be made up of one member, and while a single-member body cannot have meetings, it can have records and can otherwise act in such a way that the Sunshine Law requirements are triggered.

This opinion is available online on the Missouri Attorney General’s website under the “opinions” link and is opinion 129-2004.□



Jean Maneke
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Newspaper In Education report

Join 78 Missouri papers using 'A Hunter's Heart'

We've just stepped into 2005, and already we've achieved the most successful year for Missouri Press Association's statewide Newspaper In Education efforts!

Beginning this month, hundreds of thousands of children across our state will be reading in their newspapers.



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

Our newest serial story, "A Hunter's Heart," will draw them into the newspaper for the first eight weeks. And if we're lucky, this experience, and others that follow, will keep them reading for the next 80 years or

so.

To date, 78 Missouri newspapers have signed on to participate in the Reading Across Missouri 2005 project and will begin publishing "A Hunter's Heart," this month. And many of those newspapers are new to our Newspaper In Education efforts!

That's a record. Our Lewis and Clark series, "Lewis and Clark's Missouri," drew unison participation from 68 newspapers. And since 2001, 63 Missouri newspapers have published our first serial, "Hannah's Diary."

The goal of this project is to have children across Missouri start the new year on the same page — inside their newspaper — reading the same story and learning a little bit about Missouri history.

And because we now know thousands of Missouri teachers will be integrating the story into their curriculum, we are creating MORE learning extensions for them that will be available at www.mopress.com!

Many of these activities will identify content standards, goals, grade level expectations and scoring guides when appropriate.

It's not too late to sign on to participate, and it's free! Just visit our website to download the contract or call or e-mail MPA! But remember, to receive the story FREE, you must begin publishing it in January!

Missouri Press Foundation's serial story project continues to grow. This month we're releasing our 16th serial, publishing a book and sending a story to run in an Australian newspaper!

"Hannah's Diary," our first serial story, will be available this month as a hard-bound book. The book can be purchased through Missouri Press Foundation with profits benefiting future literacy projects.

We're holding "A Hunter's Heart" in

Missouri until March, but our 16th serial story, "Freedom's Circus," is being released this month for nationwide distribution.

In "Freedom's Circus," set in New York State, school is out at last and Sarah Callaway has returned to Lighthouse Island for the summer. She is happy to be back home to help her father take care of the lighthouse. But, on her first day home, a mystery develops when Sarah discovers a monkey perched up on the lighthouse galley and a strange boat is found hidden in the cove.

"Freedom's Circus" is another eight-chapter story from Kay Hively. Story samples can be found on the website.

Newspaper In Education Week 2005 Missouri Press is creating a series on Famous Missouri Journalists available for your newspaper to use beginning in March to celebrate NIE Week, NIE Month or at any other time.

Famous Missouri Journalists will focus on six contributions to Missouri journalism. The series is being written by Dr. William Taft, Missouri Press historian. Learning extensions for the series will be available and geared toward students in grades 3-12. □

Author appreciates Press Association

Dawn, As I checked the list of Missouri newspapers which have signed up to publish "A Hunter's Heart," I felt very fortunate. Since we began this "little experiment" with serial stories, our greatest support has come from our friends and neighbors here in Missouri.

It is wonderful that so many newspapers throughout the country have taken a liking to our stories, and now we have our first venture onto the international scene and the first book from the series.

But, in light of all the things we have achieved, I haven't forgotten who "brung us to the dance." The good members of the Missouri Press Association have had a very large role in the success we enjoy.

My illustrator, Billie Gofourth-Stewart, agrees with me that publishers, editors and NIE coordinators in Missouri are the inspiration for each story we create. We are greatly indebted to the staff at MPA and to the members of the Foundation board.

This is a special time of year so we send greetings to all those who are involved with the Missouri Press Association. Everyone has made Billie and me feel like we are part of the MPA family.

Merry Christmas and warm wishes for the entire holiday season.

—Kay Hively □

Missouri Press Newspaper Contract for “A Hunter’s Heart” MPF’s *FREE* Statewide Reading Project

*****PLEASE READ THIS CONTRACT*****

License Agreement made this _____ day of _____, between Missouri Press Foundation (MPF), 802 Locust St., Columbia, MO, and _____ (*Name of Newspaper*) for the following selection: Non-exclusive first-serial print rights to the **English-language version** of the story, “A Hunter’s Heart.” The selection shall be printed and distributed in Missouri newspapers only beginning in **January 2005**.

The Missouri newspaper agrees:

*1. By participating in the Missouri Press Foundation’s Statewide Reading Project, **FEES FOR THIS STORY ARE WAIVED** so long as the newspaper **begins publication of the story in January 2005**.

If the newspaper chooses to use the story AFTER January 2005, it will be charged the non-refundable amount of \$_____ based upon the newspaper’s circulation _____ and the following rates:

<u>Newspaper Circulation Size</u>	<u>Missouri Press Newspaper</u>
Newspaper with circulation 5,000 or less	\$25
Newspaper with circulation 5,001 to 20,000	\$50
Newspaper with circulation 20,001 to 50,000	\$75
Newspaper with circulation 50,001 to 100,000	\$100
Newspaper with circulation 100,001 to 200,000	\$150
Newspaper with circulation 200,001 and more	\$200

_____ I am adding \$5 to have the materials mailed on a CD (Includes PDFs, Quark files and text/art files).

_____ I want to download the PDFs from the MPA Web site -- a password will be e-mailed to me.

_____ I would like paper copies of the materials mailed to me at the address below.

2. Also, the Newspaper will not make additions to, or changes in, the text, title or appropriate credit lines accompanying each installment without the prior written approval of MPF and the author.

3. The license hereby granted applies only to the print issue specified in this agreement. **REPRODUCTION IN ANY ELECTRIC FORMAT IS STRICTLY PROHIBITED.**

4. This license authorizes one-time publication by the Newspaper in the English language. The Newspaper shall not transfer its license to any other newspaper or entity without the express written permission of MPF.

5. This license shall terminate: (a) if any provision of this agreement is violated, or (b) if the selection should not be published within one year from contract submission; or 70 days from the date of publication of the first chapter.

6. **The Missouri Press Foundation agrees** to indemnify and defend the Newspaper for any claim or suit that may arise out of publication of the material licensed to the Newspaper under this agreement.

Agreed: Newspaper Representative _____ Date _____

Address/City/State/ZIP _____

Phone number _____ Email address _____

Payment Method: Enclosed or Credit Card # _____ Exp. Date _____

Keep one signed copy of this contract for your own records. Upon receipt of your signed contract, you will be given a password to download PDF files or other requested materials will be mailed. For further information, contact Dawn Kitchell at (636)932-4301 or kitchell@yhti.net. Return this form and payment to:

Missouri Press Foundation, 802 Locust St., Columbia, MO 65201, Fax: 573-874-5894

InDesign fights off first magazine effort

Priorities: Foundation Builders, Hunter's Heart

You were supposed to get a remodeled magazine this month. After an opening skirmish with InDesign to produce the last Bulletin, and a pitched battle for a day and half on this magazine, retreat to Pagemaker seemed the appropriate strategy. At some point, progress needs to be made, even if that means using the old tools. After the wounds close up and the temper cools, another attempt will be made. Perhaps we'll try a flanking movement.

This question kept circulating through my mind. Just what is it about InDesign that people like?

A note of warning if you're tinkering with Pagemaker's replacement. Watch out for those grids!

John Spaar of Odessa will be moderating his first MPA and MPS board meeting at St. Joseph later this month. He'll be counting on you for help as he carries on the initiatives of his predecessor, Gary Sosniecki, and other past MPA presidents.

The MPA and MPS boards traditionally hold their first meeting of the year just before the annual meeting of the Northwest Missouri Press Association. That meeting will be in a location where it's never before been, the new Stoney Creek Inn. That hotel is in the same neighborhood as the Ramada Inn where the meeting has been held in recent years. Exit I-29 at Fredrick Avenue, go west a block to Woodbine and turn north. Stoney Creek Inn is just up the street.

One of the sessions at the Northwest Press meeting will be on InDesign. (Reinforcements!)

A registration form for the meeting is on page 11. If you've not yet signed up, do that now.

Two more things Missouri Press urges you to consider:

- 1) Make a pledge to Foundation Builders.
- 2) Order "A Hunter's Heart" and start running it this month.

If you're still unfamiliar with Foundation Builders, it's explained on page 12. A pledge form is on page 13.

Why should you make a pledge to Foundation Builders? The simple answer is that you're in the newspaper industry in Missouri, and the Foundation's mission is to build up the newspaper industry in Missouri. A combined effort by many will

make that endeavor much more effective than individual efforts by a few.

You can still get "A Hunter's Heart" and begin running it this month. The story is free if you agree to begin running it in January. You can get a contract for the story at the MPA website, mopress.com. If you don't want to do that, the contract is on page 21.

If you can get young people to read the newspaper, chances are better that they'll read a newspaper when they're older. Research proves that. To get young people to read the newspaper, you've got to put something in the paper for them. "A Hunter's Heart" is for them specifically, but older readers will enjoy it, too.

If you just can't bring yourself to use a quarter of a page for a youth feature, get a local bank or insurance agency to sponsor the story. You don't have to pay for the story. How can you go wrong getting

a sponsor to pay for something you got for free? All of the papers in Missouri should be running "A Hunter's Heart." It makes good business sense on more than one level.

Your MPA Newspaper In Education state director, Dawn Kitchell, keeps the projects coming. Read her column on page 20 for coming events that you can use.

If your paper doesn't have an NIE program, why not start one this year? You can start small, and Dawn will help you along the way.

Dawn's work gets a lot of attention around the country, as it should. The Newspaper Association of America knows about her.

It asked her to be a co-chair of planning for the first NAA Foundation Young Readers Conference. That conference will be held in St. Louis in 2006.

Congratulations to Dawn on being selected. It's more to do, of course, but the NAA Foundation wants the best people to work on its projects. That's why it asked Dawn.

How can you go wrong getting a sponsor to pay for something you got for free?

MPA executive Director Doug Crews will begin making regular trips to Jefferson City as the legislative session convenes. The battle to preserve the printing of public notices in newspapers already has been joined. That fight is breaking out all across the country.

You'll be asked to take up arms in this struggle by talking to your legislators and running house ads telling your readers about the important function of published public notices.

We've all got much to lose, universal access to un-hackable government information and money not the least of things.

Watch for legislative updates in the *Bulletin* and in emails from Missouri Press. We'll do our best to keep you posted on what's happening in the Capitol that will affect you. □



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

Obituaries

Warsaw

Mahlon K. 'Jab' White

69 — Longtime publisher

Mahlon K. "Jab" White, a fourth-generation newspaper publisher and former Warsaw mayor, died Dec. 8 at his home after a long illness.

White was publisher of the *Benton County Enterprise*, a weekly newspaper at Warsaw that was founded in 1879 by his great-grandfather, Thomas Benton White. He became publisher in 1962 and was known for his "Jab's Gab" column, often quoted in other publications. He had continued writing the column until recently, said one of his sisters, Kathleen Miles of the *Clinton Daily Democrat*.

White served three terms on the local school board and 13 years as a Warsaw alderman. He was the city's mayor from 1986 until 2000.

White is survived by two sons; two daughters; six grandchildren and three sisters.

Arkansas

Louise Bowker

91 — Association manager

Louise Bowker, an employee of the Arkansas Press Association for 23 years and manager for 17 years, died Dec. 7, 2004. She was a past president of Newspaper Association Managers.

Mrs. Bowker leaves one daughter, Deborah, who is married to former Postmaster General Bill Henderson.

Kearney

Chrystal Ferguson

31 — Star delivery person

Chrystal Ferguson, an Excelsior Springs woman who delivered *The Kansas City Star* in Kearney, was struck by two vehicles and killed on Nov. 28.

Ferguson had hit an abandoned vehi-

cle on Interstate 35 while on her route. She was standing on the highway when she was struck by two cars.

Ferguson leaves her husband, Paul, three children, ages 12, 11 and 9; her mother, father and three siblings.

The Star's circulation department took donations to buy Christmas presents for the children. Police officers who knew her from her paper route established a fund at Kearney Commercial Bank.

Linn

Velma Niewald

81 — Country correspondent

Velma "Flookie" Niewald, the unofficial mayor of Freedom and a correspondent for the *Linn Unterrified Democrat* for more than 30 years, died Dec. 7, 2004, at her home.

Ms. Niewald had delivered her weekly news to the *Democrat* the day before she died.

Kansas City

Charles Brenneke

86 — Photojournalist

Ca photojournalist whose clients included *The Kansas City Star*, *Star Magazine*, the Associated Press, *Time* and *Life*, died Dec. 16, 2004, at St. Luke's Hospital.

Among his subjects were Presidents Truman and Eisenhower, Secretary of State Henry Kissinger, U.S. Attorney General Robert Kennedy, poet Robert Frost and playwright Edward Albee.

Mr. Brenneke's wife, freelance writer Shirl Brenneke, died in 1996. He leaves four stepdaughters, six stepsons, 16 stepgrandchildren, and a sister. □

NNA issues call for entries in 2005 Newspaper Contest

COLUMBIA — The National Newspaper Association is calling for entries in its 2005 Better Newspaper Contest and Better Newspaper Advertising Contest. Participation is limited to NNA member newspapers in good standing. For membership information contact Lynn Edinger at (573) 882-4833 or lynnedinger@nna.org.

All entries must be post-marked by March 31. New this year is an early-bird entry incentive. Early contest entries will be given a chance to win a number of prizes. Entries must be postmarked no later than Feb. 15 to qualify.

NNA is offering additional incentives to increase contest participation. Newspapers can earn NNA Bucks that can be used for contest fees or for other NNA items.

NNA member newspapers published between Jan. 1 and Dec. 31, 2004, are eligible. Website categories are judged "in place." Entry forms may be reproduced for additional entries. An award reception and ceremony will be held during the convention this fall in Milwaukee.

Copies of the rules and entry forms are included in the January issue of—*Publishers' Auxiliary*, the trade publication for NNA. The rules and forms are also available on NNA's web site at nna.org/contests.

For additional information contact NNA at (573) 882-5800 or terri@nna.org. □

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A contribution to Missouri Press Foundation is a wonderful tribute to a deceased associate.

Nostalgia

January
1945

Missouri
Press News

❖ Macon

State Sen. Frank P. Briggs, publisher of the *Macon Chronicle-Herald*, was named by Gov. Phil M. Donnelly to succeed Vice President-elect Harry S. Truman, as United States Senator from Missouri. He will serve the remaining two years of Mr. Truman's term.

The first public appearance after the inauguration of Gov. Donnelly was at the Northwest Missouri Press Association Convention at St. Joseph, where he introduced Briggs as Missouri's new U.S. senator.

Briggs, while running for re-election to the state Senate, was Donnelly's primary campaign manager.

❖ Lebanon

Staff Sgt. Joy W. Nichols, who was composing room foreman for the Lebanon *Rustic-Republican* before his induction into the army in 1942, has been reported killed in action over Germany. Sgt. Nichols was a tail gunner on a B-24 Liberator.

❖ Potosi

Wilson Bell, publisher of the *Potosi Independent-Journal*, was elected Missouri's Secretary of State to succeed the late Dwight Brown.

❖ Harrisonville

Winton K. Sexton, son of J.W. Sexton, publisher of the *Harrisonville Missourian*, has received his promotion to first lieutenant. The promotion was overdue, largely because he was missing in action for about 10 months after being shot down over Randazzo, Sicily, on Aug. 7, 1943.

During that time he roamed nearly the length of Italy, within the German lines, trying to get back to the American lines.

Gov. Donnelly's first appearance was at the Northwest Press meeting.

He finally joined the army in Rome and was flown back to the United States.

January
1955

Missouri
Press News

❖ Paris

H.J. "Jack" Blanton, dean of one of Missouri's most widely known newspaper families, died Jan. 8 a few hours after returning home from his newspaper office in Paris. He was 85.

In 1945 Mr. Blanton was selected as representative of the typical country newspaper publisher by the *Saturday Evening Post*. The magazine published a four-page color spread of Mr. Blanton and the Paris *Monroe County Appeal & Mercury*.

For years Mr. Blanton has been one of Missouri's most widely quoted editors and writers.

❖ Sedalia

The majority interest in the Sedalia Democrat Co., publisher of the *Sedalia Capital & Democrat*, has been sold to Dear Publication and Radio, Inc., Jersey City, N.J.

The sale was announced by George H. Trader, president of the Sedalia newspapers.

❖ Cameron

Bert B. Witt, editor and publisher of the Cameron *Daily News-Observer*, has sold both the daily paper and the weekly *Cameron Sun* to John C. and Bill Bross, Primghar, Iowa.

❖ Burlington Junction

The *Burlington Junction Post and Skidmore News* has been purchased by Eugene Price of Savannah. The weekly paper has been owned and edited by H.T. "Brick" Holloway for the past several years.

January
1965

Missouri
Press News

❖ Columbia

A new trend in retailing is noted by one observer who states that a growing num-

ber of customers are thinking of super stores as places which carry conglomerations of everything common, but where selection of quality or individual articles is impossible.

It was also noted that many stores are doing "less and less well with more and more departments," and that there soon will be a reversal of the tendency to try to sell so many different articles in grocery-drug-clothing-appliances stores.

❖ Columbia

Some newspapers are making revenue off local service clubs, which normally do very little advertising. Each anniversary date is a good time

for them to buy an ad to tell the public the purpose of their group and describe how they serve the community. Most editors belong to several such groups and already have an inside track — if they'll use it.

Hear the one about the businessman who declared that "advertising is ruining my business"? A listener looked at him questioningly and asked, "how come?" Replied the harried businessman, "I let my competitors do all of it."

❖ Jackson

Publisher John W. Hoffman of the *Jackson Pioneer* has announced the twice-weekly newspaper is now publishing on Monday, Wednesday and Friday "to keep up with the city's growth."

❖ Butler

The *Bates County Democrat* picked up an advertising idea to pay children of a community for political posters and stickers taken off utility poles after the election.

A local banker enthusiastically snatched it up and ran a quarter page ad announcing it would pay 2 cents per poster.

The kids got out in force and literally stripped the town and countryside of the faded, unsightly posters. The kids carried them in to the bank by the armload.

The banker received more than 1,000 posters and was ecstatic over the response to the promotion. One of his comments was "there's no question in my mind that people REALLY read their hometown newspaper." □

Some newspapers make money off local service clubs.

Marketplace

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

HELP WANTED

CITY GOVERNMENT REPORTER: Are you an aggressive reporter prepared to cover a dynamic city government beat in the hometown of the University of Arkansas? The *Northwest Arkansas Times* in Fayetteville, seeks a reporter with daily newspaper experience who is enthusiastic about reporting, who is energetic about writing and who can show clips that demonstrate a commitment to daily community newspaper journalism. We want someone who is motivated to make the most of a great beat through teamwork and superior beat development. Competitive pay and benefits. Candidates with at least a year of experience may apply by sending clips and a resume to NWAT City Government Beat, Attn: Melinda Lenda, Community Publishers Inc., P.O. Box 1049, Bentonville AR 72712. 12-21

ADVERTISING SALES: If you are integrity-oriented, serious about customer service, care about solving problems for your clients, self-motivated, desire to be compensated for a job well-done, you may be a candidate for an advertising sales position. We pride ourselves in being a customer-first company. We put the needs of our clients before our needs, and we work hard to always do what we say we will do. We are looking for an advertising sales representative who will assist local businesses with their advertising needs. If you are detail-oriented, creative, trustworthy and a consistent achiever, please send resume to Human Resources, Community Publishers, Inc., PO Box 330, Bolivar, MO 65613. Email janiet@cpimo.com or Fax to 417-326-8701. EOE. 12-21

PUBLISHER WANTED: Opportunity for individual with strong advertising background and management skills to head up this six-day daily newspaper in South-central Kansas. As publisher your responsibilities will include all facets of the business. Knowledge of web press plant operations helpful. Excellent compensation package includes base plus quarterly performance bonus, available health and life insurance, 401K and Flex spending plans. Apply to Richard (Chip) Watson, Regional Manager, cwatson@bignickel.com. 12-17

EDITOR: The Marthasville Record is looking for an editor. 2,300 paid circulation weekly in a rapidly growing area about 50 miles from downtown St. Louis. Manage the office and cover the community and throughout Warren County including Warrenton, the county seat. Good pay and great benefits. Please send your resume, qualifications and clips to Bill Miller Jr., publisher, at P.O. Box 77, Marthasville, MO, 63357. 12-13

REPORTER: The Examiner, and award-winning suburban Kansas City daily based in Independence, Mo., has an opening for hard-working, community-minded reporter. Must have journalism degree or equivalent. Send resume and clips

to Exec. Editor Dale Brendel by email at dale.brendel@examiner.net, or mail to 410 S. Liberty, Independence, MO 64050. 12-7

REPORTER: The Daily Statesman, a five-day paper in Southeast Missouri, has an immediate opening for a reporter. Emphasis is on community journalism and involvement in the community. Must enjoy community journalism, be able to distinguish the most important issues at long meetings, and thrive on juggling a number of projects at one time. Submit a resume, cover letter and work samples to: Gary Exelby, Editor, The Daily Statesman, P.O. Box 579, Dexter, MO 63841. To inquire about the position please send an e-mail to xlb@dailystatesman.com. 12-3

EDITOR: Campbell Publications is seeking a hard-hitting regional editor to capitalize on the natural assets of the five western Illinois counties we serve. We boast two major rivers, outdoor recreation, agriculture, prime destination hunting, high school athletic traditions and communities with hometown pride, all within an hour of metro St. Louis. We're looking for a journalism professional with at least two years of experience, someone with a heart for the adventure and mission of weekly newspapers. Qualifications for this job include copy editing and page layout experience; familiarity with InDesign is a plus. We produce six award-winning community newspapers with a combined readership of 75,000. To apply, send resume, cover letter and clips to Julie Boren, Publisher, P.O. Box 70, Pittsfield, IL 62363. 12-3

EDITOR/REPORTER: Osage Valley Publishing in central Missouri near beautiful Truman Lake and Lake of the Ozarks has an immediate opening for a reporter/editor. Candidates should be energetic with the ability to lead. Heavy writing, page layout, photography experience preferred. Send cover letter, resume, samples and references to Publisher Jamie Krier, Osage Valley Publishing, PO Box 23, Windsor, MO 65360. 11-22

ADVERTISING MANAGER: The Free Press, a 22,500 daily in Mankato, Minnesota is looking for an innovative and inspirational person to lead its sales team. The Free Press has shown continuous gains in revenue and circulation. The person selected will lead a great staff of ten professionals and be a part of a great leadership team. Mankato is a shopping hub that is growing by leaps and bounds. The retail base is much larger than that afforded a community our size as customers from South Dakota, Iowa and Southern Minnesota come to shop. Located 85 miles southwest of the Twin cities, the area beckons those who love the outdoors, with lakes, trees and rolling hills. We are looking for someone who has a proven track record in developing conventional newspaper advertising as well as generating online and niche-product income. The person who fills this position must understand sales strategy and have the ability to train and motivate the sales team. In exchange for all this you get a golden opportunity to enjoy substantial personal income growth and the lifestyle you've always wanted. E-mail resume to Ken Lingen; Mankato Free Press publisher KALingen@CNHI.com. Or send to Ken Lingen, Mankato Free Press, PO Box 3287, Mankato, Minnesota 56001. 11-12

ASSISTANT TO THE PUBLISHER: Seeking an

energetic, goal-oriented individual to join our company. Must have great organizational skills, be self-motivated. Will work with advertisers and assist with some news functions. The Houston Herald also publishes The Messenger, operates an information channel on cable and also has one of the region's most popular websites, houstonherald.com. Please write a short introduction about yourself and send it to: Houston Newspapers Inc., P.O. Box 170, Houston, Mo. 65483. 11-10

CIRCULATION MANAGER: The Columbia Missourian is looking for a circulation manager ready to tackle the challenges of marketing to a community with two competing daily newspapers. The Missourian is set to launch circulation efforts for a subscriber-based digital edition, a groundbreaking initiative done in cooperation with the new Reynolds Institute at the University of Missouri's School of Journalism. The circulation manager also oversees circulation billings, the NIE program, independent contractors, and develops and manages the departmental budget. The Missourian is affiliated with the University of Missouri-Columbia and offers great university benefits. If you thrive on challenges that would overwhelm the average marketing manager and want to enjoy life in a great university city rated among the nation's most desirable communities, then apply online at www.mujobs.missouri.edu. Please send resume and letters of reference to: University of Missouri, Human Resource Services (MU), 130 Heinkel Building, 201 South 7th Street, Columbia, Missouri 65211, <http://www.missouri.edu/~hrswwww/hrsmu.html>. AA/EOE Should any accommodations be necessary, please call (573) 882-7976. TTY users, please use the Relay Missouri number 1-800-RELAY MO (735-2966). 12-16

ASSISTANT TO DIRECTOR: Missouri Press Association in Columbia seeks to hire an assistant to its executive director. Newspaper background a must. Work in ad sales and placement, governmental relations, and other facets of the association, representing MPA's 300 member newspapers. Applicant must be a self-starter, have strong communications and computer skills. Complete job description available upon request. Benefits package offered. Send resume, including salary expectations, to: dcrows@socket.net. Job opening available until filled.

JOB WANTED

AVAILABLE IMMEDIATELY: Hard-working journalist living in central Iowa seeks editorial or advertising sales position at a weekly or daily newspaper anywhere in Missouri. I've done it all — written award-winning stories, taken photos, laid out pages, sold ads, and managed a small staff. Call John today at (515) 360-3874. 11-8

FOR SALE

SEVERAL good smaller Iowa weekly newspapers — excellent starter if you'd like to publish a paper of your own. Located in north central, central or southeast Iowa — take your pick. John e. van der Linden, broker, P.O. Box 275, Spirit Lake, IA 51360. (712) 336-2805. 12-8

Missouri Newspaper Organizations

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CALENDAR

January

20 — MPA and MPS Boards, Stoney Creek Inn, St. Joseph

20-21 — Northwest Missouri Press Association, Stoney Creek Inn, St. Joseph

February

17 — MPA / AP Day at the Capitol with lunch in the Governor's Mansion

March

9-12 — NNA Government Affairs Conference, Wyndham Washington

31-April 1 — Missouri Society of Newspaper Editors / AP Managing Editors meeting

April

14-15 — Missouri Advertising Managers' Association

15 — Southeast Missouri Press Association

May

5 — Past Presidents and Spouses Dinner, Governor's Mansion

June

24-26 — Show-Me Press Association annual meeting, Holiday Inn, Lake Ozark

September

22-24 — 139th Annual MPA Convention & Trade Show, The Lodge of Four Seasons, Lake Ozark

28-Oct. 1 — NNA Convention, Milwaukee



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Missouri's Electric Cooperatives

Touchstone Energy® 