



## CALENDAR

### January

**30-Feb. 1** — Election Reporting Workshop, RJI, Columbia

### March

**16-22** — National Sunshine Week

### June

**26** — MPA Board meeting, Country Club Hotel and Spa, Lake Ozark  
**27** — Show-Me Press Association meeting, Country Club Hotel and Spa, Lake Ozark

### September

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

### October

**2-5** — National Newspaper Association Annual Convention, San Antonio

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# Missouri Press Association Bulletin

No. 1297 — 18 December, 2013

## Ad tax deduction not a subsidy

*Ask your members of Congress to oppose change*

The Newspaper Association of America (NAA) reports that a congressional committee proposal would limit the ability of businesses to deduct the cost of advertising as a business expense. This proposal is being considered as a way to reduce the corporate tax rate to 25 percent.

Missouri Press Association encourages its member newspapers to contact their U.S. representatives and senators while they're home for the holidays and remind them why they should oppose limiting the deductibility of advertising.

### Key points:

- The advertising deduction is not a subsidy or tax exemption but an ordinary and necessary cost of doing business, just like salaries, office supplies and utilities.
- There is no economic or practical support for enacting a limit on the deduction of advertising costs. Advertising drives commerce. The Tax Code has permitted this deduction for the 100-year life of the corporate income tax.
- Advertising drives commerce, and it helps sustain newspapers and other media that people depend upon for information.
- Advertising expenditures account for \$5.8 trillion in U.S. economic output and help support 19.8 million American jobs. Advertising drives commerce.
- For these reasons and the probable administrative nightmare of such a change, I urge you to resist any proposals to end the deductibility of advertising.

## Learn how to cover elections better

*Free workshop Jan. 30-Feb. 1 at RJI in Columbia*

By **LONDON WOODROOF** / Missouri School of Journalism

Journalists from community newspapers around the state are invited to attend an upcoming workshop on local election coverage at the Reynolds Journalism Institute (RJI) at the Missouri School of Journalism in Columbia.



The free event, "Down-home Democracy: Empowering Citizens With Outstanding Coverage of Local Elections," will take place Jan. 30 to Feb. 1, 2014.

The workshop will focus on strategies that journalists at newspapers with circulations of 50,000 or less can better inform voters and help readers become active participants in local politics.

Many reporters work hard producing election coverage only to see low turnout at the polls come election time. Scott Swafford, organizer of the workshop and a

**Local Elections Workshop** (continued on next page)



## Local Elections Workshop (continued from previous page)

2013-14 fellow at RJI, said that's a problem.

"I think that low voter turnout seems to suggest some sort of disconnection between people's day-to-day lives and local politics," said Swafford, who also works as a city editor at the *Columbia Missourian* and a professor at the Missouri School of Journalism. "And I think that's a shame because local politics, I believe, have far more of an impact on people's lives than politics at the state or federal level."

Swafford sees in-depth, issues-based election coverage in community newspapers as a possible means of bridging the gap between citizens and local government. The workshop will offer reporters and editors the knowledge and skills necessary to provide that coverage.

The workshop will feature a number of speakers with extensive community election experience, including keynote speaker Jim Pumarlo, author of "Votes and Quotes: A Guide to Outstanding Election Campaign Coverage," and Al Cross, director of the Institute for Rural Journalism and Community Issues at the University of Kentucky.

Topics covered will include how to incorporate multimedia and interactive graphics into election reporting, how to mine campaign finance data and how to handle the thorny issue of endorsing candidates without alienating readers.

There also will be sessions on conducting deep candidate background checks, in-depth reporting on local ballot issues and managing election-related letters to the editor.

A full schedule, a list of speakers and workshop registration information are available on the RJI website. ([www.rjionline.org/downhome](http://www.rjionline.org/downhome))

The focus throughout the workshop will be on practical skills and strategies. "We're really trying to keep in mind that (community newspapers) do have limited resources and that can be a real challenge for them," Swafford said. "We don't want them coming and getting a lot of pie-in-the-sky advice that they can't really pull off."

Swafford said the goal for workshop participants is simple. "What we're hoping is that they'll see increases in readership, and in an ideal world an increased turnout at the polls as a result of what we're advising them to do." For more information about the workshop, visit the RJI website or contact Scott Swafford at [swaffords@missouri.edu](mailto:swaffords@missouri.edu).

*(Landon Woodroof is a graduate student and research assistant at MU.)*

## Ken Blum picks nits from exchange papers

By KEN BLUM / Black Inking

Leafing through the exchange papers is a blast. I'm just getting started, and already harpooned about 50 great ideas. On the other hand, I found a few areas to nitpick. Here are some nits I picked.

- Crossword puzzles are fine, but why not run the answers in the same issue but on a different page? So many papers make you wait till next week for the solution.
- Why do so many papers continue to include inserts in copies mailed out-of-state? The extra postage wipes out any profit margin, and if I live 1,500 miles away it's not likely I'll be interested in last week's sale items at the Piggy Wiggly.
- Many papers continue to allocate anywhere from a full page to several pages for TV listings. Ninety-nine percent of homes are hooked up to cable or satellite services. Any one of these providers offers at least a couple of hundred channels.

It's impossible to run printed listings for anywhere near all of them, so a few dozen channels are cherry picked for the listings, but they still claim a huge amount of space that could be used for local news.

- Another nit I've mentioned before: It's surprising how many papers I read that run no information as to how to subscribe, or if they do it's buried in six-point type in the masthead.



### Great features about unlikely Missouri hero

*Gideon v. Wainwright* was a landmark Supreme Court ruling that the right to an attorney is a fundamental right for a fair trial.

Clarence Gideon was an unlikely constitutional hero from Missouri who asked the Supreme Court, in a five-page letter he mailed from jail, to hear his case. This year is the 50<sup>th</sup> anniversary of the case that requires states to provide counsel in criminal cases.

In partnership with The Missouri Bar, Missouri Press has created two features on Gideon v. Wainwright. These features are appropriate to publish at any time and can be downloaded at [www.mo-nie.com](http://www.mo-nie.com) using the code: right2.

Also see the enclosed story from *The Joplin Globe* about Lily, the dog featured in the 2014 Read Across Missouri serial story. Download that material using code: readmo14.





## Missouri Press Association

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# Newz Group bonus: Free archive

## *Service provided to papers that upload PDFs*

Through a partnership with the Missouri Press Association, Columbia-based public relations and media technology company Newz Group offers a complimentary digital archiving solution to MPA members.

Through the company's Publisher Portal, newspapers participating in the statewide digital initiative have complete access to their electronic archives.

The archives have the capability for publishers and staff to browse editions for pages of interest or search for specific keywords. Digital editions are made available in the archive approximately 12 hours following submission.

Newz Group also hosts the Missouri legal and public notice website. Newspaper pages submitted for digital processing that contain legal and public notices are automatically posted on <http://mopapupload.newzgroup.com>.



This site is funded by MPA and maintained by Newz Group.

Newz Group currently works with 11 other press associations on statewide digital initiatives, with 1,200 newspapers from across the Midwest, many of which publish in Missouri, regularly sending their PDF editions.

"This program reinforces our decision of a few years ago to ask our members to upload their PDFs," said Doug Crews, executive director of MPA. "We need for every newspaper that sends its pages by PDF to its printer to utilize this program. Free access to the digital archives is a tremendous incentive for newspapers to upload their PDFs."

Crews encourages papers that are not uploading to Newz Group to consider doing this when they send their pages to their printer each day or week.

He pointed out that uploading papers to NewzGroup does not remove the need for newspapers to send four copies of each issue to Missouri Press.

For more information on the Missouri newspaper database and statewide digital initiative, contact Ian Buchanan at Newz Group, [ibuchanan@newzgroup.com](mailto:ibuchanan@newzgroup.com) or 800-474-1111.

Newz Group has been working with press associations and publishers to offer media monitoring services to a diverse clientele across the country for almost 20 years. It has one of the fastest-growing digital archives and monitors more than a third of the publications in the United States. Newz Group bought MPA's clipping service in the 1990s.

## Spread word about essay contest

The Missouri NEA, the Missouri Bar and the Missouri Press Association challenge students in grades four through 12 to put their writing and thinking to the test in the annual Law Day Essay Contest. The essay prompt is "Celebrating the Civil Rights Act of 1964."

The Civil Rights Act of 1964 makes it illegal to bar people of any race from eating at a restaurant, staying at a motel, or sitting anywhere in a movie theater. Why is this law considered one of the most important laws ever passed in our nation? Are there still ways we discriminate against people in our nation?

Students will compete in three categories: grades 4-5, 6-8 and 9-12. The first-place winner in each category will receive \$300, second-place winners will receive \$200, and third-place winners \$150. Awards will be presented May 9 at a banquet in Jefferson City.

All entries must be postmarked by Feb. 3, 2014. For contest entry forms and other details, visit [www.mnea.org/Missouri/Contests1/1.aspx](http://www.mnea.org/Missouri/Contests1/1.aspx).





## Send 4 to MPA

All Missouri Press Association member newspapers are required to mail four copies of every issue to Missouri Press Association, 802 Locust St., Columbia, MO 65201.

1. The four copies represent a portion of the newspaper's annual dues to MPA.
2. Because they are a portion of dues, the copies can be considered as "paid subscriptions."
3. Missouri Press needs the copies for advertising tearsheets. While electronic tearsheets are coming in the future, most advertisers who work with Missouri Press want Missouri Press to supply ink-on-paper tearsheets with their invoices.
4. Also, newspapers are urged to send a copy of each issue to the State Historical Society of Missouri, 1020 Lowry, Columbia, MO 65201, so their newspapers can be archived for research and historical purposes.

## Book explains using social media in disaster

SPRINGFIELD — "Using Social Media for Disaster Recovery," a book inspired by the recovery efforts and techniques developed following the Joplin 2011 and Branson 2012 tornadoes, is now available on Amazon.com and Createspace.com.

Since first being posted online in March of 2012 as a free publication, the publication has been downloaded and printed over 20,000 times, used at FEMA trainings, and even distributed by Texas Gov. Rick Perry to county emergency management personnel in Texas.

This same publication has been profiled in national media and called "informative and useful" to anyone interested in disaster recovery or creating a successful social media presence.

This latest edition is a 28-page book for \$4.99. It was written by Rebecca Williams and Genevieve Williams, creators of Joplin Tornado Info on Facebook, and David Burton, civic communication specialist for University of Missouri Extension and creator of Branson Tornado Info on Facebook.

# Don't be victim of story hoax

## *Credibility suffers when media spreads fiction*

By ALICIA SHEPARD

(Columbia Journalism Review) — You know how it goes. You are on Twitter. You see something outrageous. You click on the link. Really, they did that? And the next thing you know, you're retweeting it, or posting it to Facebook.

Then you frantically move on to the next thing. But in a nanosecond your friends, colleagues, strangers are sure to correct you if you have fallen for a hoax.

You feel humbled. I know I did the other day when I posted a story about Kanye West saying he was going to be bigger than Nelson Mandela.

...Imagine my humiliation when my friend, Kathleen Carroll, none other than the head of the AP, messages me on Facebook gently telling me it's a hoax.

My next Facebook post: "Kanye is the next Nelson Mandela was a fake. I am embarrassed, and hanging head in shame. I should."

Another colleague "gleefully" reposted the story of a Google "employee" screaming at San Francisco protesters who were angry about high rent increases brought on by highly paid, high-tech employees. He puts on quite a show for the cameras. Only thing was the Google employee was one of the protesters, who weren't really protesters. The whole thing was a stunt.

But that didn't prevent the *San Francisco Bay Guardian* from reporting it as a lively story about class tensions.

...It seems like we've reached a tipping point. Initially there were only a few viral hoaxes. Now, with the immense popularity of social media, they are happening almost daily ... and news organizations and journalists are falling for them.

We should know better.

... It would be nice if these were isolated incidents, but there's been a raft of "believable" internet hoaxes recently: Elan Gale's fake Thanksgiving Tweets fighting with an angry airplane passenger who didn't exist, the woman describing a life of poverty who turns out to be well-off, a Twitter feud between a comedian and a Salsa company that turned out to be fake. I could go on.

These make great media stories. They have tension, pathos, comedy.

*The New York Times* noted the other day just how comfortable news organizations have grown with reporting before verifying. People blame BuzzFeed, Gawker, or the Huffington Post, all sites that do good reporting, but that also have passed on these hoaxes.

In the *Times* piece, Gawker editor John Cook said he believes readers are sophisticated enough to know the difference between serious content and what's thrown on a site without vetting.

Boy is he wrong. There's a wide world of people—especially young folks—who desperately need to be taught news literacy skills, taught how to critically question news they read online and in other media.

... Credibility is the *only* currency journalists have. If news organizations fall for this stuff, it hurts their and all other journalists' credibility. It takes time to check something out, and we all feel like we don't have the time. Just easier to copy and paste.

Make time.

And news organizations, don't delete fake news you fell for. Acknowledge your mistake and apologize for it. And next time, be smarter. You can bet I will never do that again.

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## Here's how to set up a Pinterest account

(From PC Magazine) — Pinterest is a highly visual website that lets you “pin” or collect images from the Web. You create boards to categorize images. Most of these images—or pins—link back to the original website they appeared on.

Many pinners use the site to glean inspiration in areas they are interested in, but the social site is also flooded with experts in various fields and news outlets that have explored ways to use Pinterest.

(What do people in your audience have in common? School, team, festival, hunting, harvest?)

The article at right tells how some newspapers use Pinterest.

Here's how to get started.

### 1. Join Pinterest

Visit [pinterest.com](http://pinterest.com) and click Join Pinterest. It will ask you to join by connecting with Facebook, Twitter or your email address.

To connect with Facebook or Twitter, you'll give permission to involve those you communicate with. If you don't want to accept these stipulations, sign up with just your email. Upload a profile photo and proceed.

### 2. Follow Some Boards

Once you have an account, find some pinboards on topics that interest you to fill your feed. Pinterest gets you started by suggesting some. Select a category from the list such as Design, Geek, Science & Nature, and Technology among others, and then check at least five boards to continue.

These boards are just to get you going. As you navigate the site you'll find other boards worth following. Most accounts have multiple boards, so if you follow an account you automatically follow all its boards. You can unfollow a board at any time without the account being notified.

### 3. Verify Your Account

After selecting some boards you'll receive an email confirmation.

Once you verify your account, the next screen you'll see is your home feed, which features the most recent pins from people you follow. The more users or boards you follow, the more content will turn over.

### 4. Adjust Settings

Now is a good time to adjust your settings. Mouse over the drop-down menu in the upper right-hand corner with your picture and click Settings. Here you can update basic information, opt out of email notifications, and connect or disconnect your Facebook or Twitter account.

# Get noticed with Pinterest

## *Create boards for what local people are interested in*

By MALLARY JEAN TENORE

(Poynter.)—As the audience for Pinterest grows, so has journalists' interest in it. News organizations are using the social networking site in creative ways and finding that it's a place where both hard news stories and features can thrive.

Many news organizations have taken advantage of what's popular on Pinterest — food, fashion and weddings — by creating boards that showcase the feature stories they've published on these topics.

*The New York Times*, for instance, has nearly two dozen food, fashion and wedding boards combined. *The Wall Street Journal* has several fashion boards as well and recently experimented with Pinterest during Fashion Week. Shortly before the event the *Journal* asked WSJ.com readers to create a board showing the fashions that influence their sense of style. It then featured some of the boards and Pinterest users on WSJ.com.

“We wanted to do something collaborative with our users, and it ended up being really successful,” Liz Heron, social media director, said by phone. The beauty of Pinterest, she said, is its staying power.

Increasingly, journalists are using Pinterest because they see it as a way to build new audiences and generate interest in their content. Christy Robinson, digital communities specialist at *The Dallas Morning News*, said it's not enough to assume that people will visit your website; you have to make it easy for them to find your content by linking to it on other sites they're already visiting.

“Pinterest has an audience,” Robinson said by phone. “If you have content that's fitting for what that audience wants, why wouldn't you put it in front of them?”

The *Orange County Register's* Roxanne Hack said they try to let people in the community know about the paper's Pinterest account in hopes of reaching new audiences who will click through to [OCRegister.com](http://OCRegister.com).

“We follow pretty much anyone in Orange County, including businesses and other publications. We also offer a ‘Pin It’ button on each of our photos on [OCRegister.com](http://OCRegister.com) to make it easy for our online readers to share our content on Pinterest when they're on our site,” Hack said via email.

“Pinterest, like many social networks, is much less about page views and much more about being where our audience is spending time online. Even just having a presence keeps us relevant.”

### Resurface old content

Too often, quality content gets lost on news sites. Pinterest gives journalists a way to extend its shelf life.

Lauren Krabbenhoft, social media producer at the *Orlando Sentinel*, has been using Pinterest to resurface stories that might otherwise get lost. She created a holiday recipes board to highlight recipes the paper has published through the years.

“All your archived content sitting on your site can be new again,” she said. “We're going back through our archives and trying to find content to pin; we have so much from our archives that we can add.”

Pinterest is an especially good home for multimedia projects that took time to

*Pinterest gives newspapers a way to extend the shelf life of quality content.*

**Pinterest** (continued on next page)



## Ike Skelton book takes look at road to Capitol Hill

Growing up in Lexington, Mo., during the Great Depression and World War II, Ike Skelton dreamed of joining the military. That dream was shattered when he contracted one of the most dreaded diseases of the era: polio.

Far from abandoning hope, Skelton received treatment at Warm Springs, Ga., and overcame his disability to become a college athlete, a celebrated lawyer, a Missouri state senator and a U.S. congressman.

Skelton, 81, a friend to the Missouri Press Association, died on Oct. 28.

In *Achieve the Honorable: A Missouri Congressman's Journey from Warm Springs to Washington*, Skelton tells the deeply personal tale of his road to Capitol Hill.

During his years in the U.S. House of Representatives, Skelton became known as a bipartisan negotiator and a champion of the armed services. Throughout the decades he helped steer the nation through its most dangerous challenges, from communism to terrorism.

In addition to detailing Skelton's political career and its accompanying challenges and triumphs, his book provides inside glimpses into the lives of political titans like Harry Truman, Richard Nixon and Bill Clinton.

Along the way, readers are treated to Skelton's engaging humor and shrewd insight into American politics.

The book, co-published by the State Historical Society of Missouri and the Southern Illinois University Press, is available. Society members may purchase the book for \$26.55 (non-members: \$29.50), plus shipping. Order by contacting [shsofmo@umsystem.edu](mailto:shsofmo@umsystem.edu) or 573-882-7083.

## Informative column on gardening offered

Gardening in the "belly button" of Missouri, Charlotte Ekker Wiggins is a certified gardener, beekeeper and award-winning writer.

Her weekly column, "Gardening to Distraction," appears in several newspapers in print and online and have become readers' favorite. She combines easy-to-use information with humor, encouraging readers to reconnect with nature and learn to garden in a changing climate.

For a bio, writing samples and sample readers' comments, visit [charlotteekkerwiggins.com](http://charlotteekkerwiggins.com). and email [chargardens@gmail.com](mailto:chargardens@gmail.com) for rates.

## Pinterest (continued from previous page)

produce and aren't easy to find on a news organization's website. *The Wall Street Journal* has a WSJ graphics board, as well as an Olympics video board. It also has a "WSJ front pages" board showing front pages dating back to its first issue in 1889.

"WSJ quotes" is one of the paper's more popular boards; it highlights memorable quotes and links back to *The Wall Street Journal* stories in which they appeared.

When a hailstorm hit Dallas last summer, Bruce Tomaso wanted to find a creative way to showcase the related photos he was seeing. Tomaso, breaking news editor at *The Dallas Morning News*, created a Pinterest board on his personal account.

"As photos poured in, and flooded social media sites, I tried to think of a way that we could gather and present them quickly and with a powerful visual impact," Tomaso said via email. "Slideshows, I think, lose some oomph by only displaying one image at a time (plus thumbnails, which have no oomph at all). And slideshows become unwieldy after a certain number of photos."

*The Dallas Morning News* has used Pinterest for other news stories. When Big Tex — the iconic statue at Texas' State Fair — caught on fire, the paper created a Pinterest board filled with *Dallas Morning News* photos of the fire, as well as photos that readers and other news organizations were posting on Instagram, Flickr and Twitter. (Keep copyright issues in mind when pinning other people's photos.)

*The Times Union* in New York also takes a newsy approach to some of its Pinterest boards. It has four boards that show photos of sex offenders in area counties.

Earlier this year, the *Pottstown (Pa.) Mercury* created a board that highlights mugshots of local people who are wanted by police. Readers commented on the boards and offered tips about suspects who had taken on a new name or relocated to a different part of the country.

Within three months the tips helped lead to a 58 percent increase in arrests.

One way to reach new audiences is to create boards that feature local tourist attractions. Pinterest users searching for these attractions may come across your pins. *The Orlando Sentinel* has boards highlighting Kennedy Space Center, Walt Disney World, other Orlando theme parks, and a variety of popular travel spots in Florida.

The *Sentinel's* Florida travel board includes a popular pin about resort pools that links back to a photo gallery on [OrlandoSentinel.com](http://OrlandoSentinel.com). "That is our slam dunk pin for some reason," Krabbenhoft said. "Some days, we get more than 1,000 referrals to our gallery from Pinterest."

Krabbenhoft has also found that boards for local events work well. The paper has several boards highlighting sporting events at nearby colleges and high schools, and it has a popular one on local concerts. "We found through experimentation that local topics work the best," she said.

The (Albany, N.Y.) *Times Union* takes a different approach to highlighting events on Pinterest. It has a "Reporters in the field" board that shows photos of the paper's reporters covering local events and stories.

"We created it one afternoon, and within an hour or two we had 100 followers or so," social media strategist Kristi Gustafson Barlette said by phone. "People are curious about what's going on behind the scenes, and this lets them see another side of the staff."

*Regular online slideshows can become unwieldy after a certain number of photos.*





## Press Club of St. Louis will honor three with Media awards

The Press Club of St. Louis will honor Rick Hummel, Bob Uecker and Bob Duffy at its Media Person of the Year dinner and awards program on Jan. 21 at Edward Jones Corporate Headquarters in Des Peres.

Proceeds will benefit journalism/communications scholarships, enterprise investigative journalism fellowships and the St. Louis Public Library Media Archives.

Hummel will receive the Media Person of the Year award for his work as a sports columnist for the *St. Louis Post-Dispatch*. Celebrity roasters and toasters will honor him.

Lifetime Achievement Awards will be presented to Uecker, a longtime sports radio broadcaster, former St. Louis Cardinals baseball player and sometime comedian, and to Duffy, founder of the *St. Louis Beacon* and former longtime critic and cultural affairs editor of the *Post-Dispatch*.

For more information or to register for the event, call (314) 449-8029 or e-mail [info@stlpressclub.org](mailto:info@stlpressclub.org).

## GateHouse going social with Crowdynews

(GateHouse Media)—GateHouse Media, which owns several Missouri newspapers and their websites, is using Crowdynews technology to implement social media integration on its websites. The first sites launched this summer and full implementation is planned by the end of the year.

Crowdynews is a rapidly growing technical startup specializing in social media integration for online publishers worldwide. GateHouse Media is implementing Crowdynews widgets on more than 400 U.S. websites. The widgets will pull in relevant tweets and other social media commentary around key local topics and will appear next to all GateHouse Media stories.

"Crowdynews technology will truly enrich the experience on our websites by displaying relevant social media commentary that is applicable to specific stories," said David Arkin, vice president for content and audience for GateHouse Media. "While the content our journalists create is extremely rich, we love the idea of being able to provide more voices – especially those in the social space – around that content."

# Rough season for 'Redskins'

*Columbia Missourian* looks for reason to use name

By **TOM WARHOVER** / Executive Editor / *Columbia Missourian*

Dear Reader,

*Slate* magazine (in August) announced it would no longer use the word "Redskins" to refer to the National Football League team from Washington, D.C.

I'm inclined to agree. Each time I read of another publication drawing this particular line, I think the *Missourian* should, too. ...

"Changing the way we talk is not political correctness run amok," *Slate's* David Plotz writes. "It reflects an admirable willingness to acknowledge others who once were barely visible to the dominant culture, and to recognize that something that may seem innocent to you may be painful to others. In public discourse, we no longer talk about groups based on their physical traits:

No one would ever refer to Asians as yellow-skinned.

This is why the majority of teams with Indian nicknames have dropped them over the past 40 years."

... Plotz notes that *Slate's* position isn't likely to sway the single decision maker who matters: Dan Snyder, Washington's owner. ...

And the *Missourian*?

Scrapping the name would have about as much chance of making a difference in the national debate as winning Wednesday's Powerball drawing: 1 in 175 million.

So the only reason to ban Washington's nickname would be if it were the right thing to do.

*Slate's* Plotz says the history of the term suggests historic ambiguity – it didn't begin as a slur, and the original team owner probably picked it for its associations

with Indian bravery. *The Kansas City Star's* public editor, Derek Donovan, isn't as forgiving: "I remain unconvinced by every argument I've ever heard that the name is not a racial epithet, plain and simple."

Yes, that from an editor at a newspaper that routinely refers to its NFL team as the Chiefs. Donovan distances the two mascot names because one uses the color of a person's skin.

The question seems like a no-brainer to me. Which means it probably isn't. One of the major advantages at the *Missourian*: Some of our reporters and editors are also master's students who are required to do research projects. So I'll put them to work before any policy is written. What questions would you have them find answers for?

## Washington team's name no longer used by *Missourian*

By **MAGGIE WALTER** / Interactive News Editor  
[ColumbiaMissourian.com](http://ColumbiaMissourian.com)

COLUMBIA — The "Redskins" are gone — at least in print in the *Missourian* and online at [ColumbiaMissourian.com](http://ColumbiaMissourian.com).

That's the latest change to the Columbia *Missourian* Stylebook as determined by Tom Warhover, executive editor.

As promised, he engaged two graduate students ... to research the question. According to Tom's (recent) note announcing the change, "there was nothing there to suggest keeping Redskins had merit. And so, let's drop the word.

"Effective now."

And so we have.

From now on, except in direct quotes where the word is used, the *Missourian* will refer to the team as the Washington team, the professional team from Washington, D.C., or some such variation that works within the context of the story.

It's a change I heartily endorse.



## Marketplace

Please email your ads to [kford@socket.net](mailto:kford@socket.net). Ads are posted when received to [mopress.com/jobs.php](http://mopress.com/jobs.php).

Ads on this page are free to members of Missouri Press Association unless the ad is for an out-of-state newspaper. Cost to non-members and for member ads for newspapers out of the state is 25¢ per word.

### FOR SALE

**COMMUNITY NEWSPAPER** Printing Facility Auction: Equipment highlights include: 2008 Orient Super 4 Color Web Press-4 Hi Tower, 2003 Orient Offset 4 Color Web Press, and a Muller Martini 267 Six Station Inserter, Stobb Model PI Stacker, Heidelberg Quickmaster Sheet Fed Press, Heidelberg Windmill Sheet Fed Press, as well as additional equipment. Please go to our website for more information at [YellowTagAuctions.com](http://YellowTagAuctions.com) or call our office at 864-461-2400. Here is a direct link to the printing facility equipment list <http://bid.yellowtagauctions.com/cgi-bin/mnlist.cgi?yellowtag20/category/ALL>. 12-5

**DIRECT MAIL NEWSPAPER** on Colorado's Front Range, very profitable. Grossing over \$700k and growing. Great community, with owner carry terms and paid-in-full real estate. Contact Missouri Press Association, [kford@socket.net](mailto:kford@socket.net). 12-6

### HELP WANTED

**CIRCULATION MANAGER** wanted at southwest Missouri daily. Duties include building both print and on-line circulation through sales and retention; contracting with independent home delivery and single copy carriers; ensuring daily delivery of home delivery, single copy routes; and managing customer service. Applicant should exhibit strong skills in problem solving, communications and teamwork. Must have reliable transportation and valid driver's license. Resumes emailed to Missouri Press editor Kent Ford, [kford@socket.net](mailto:kford@socket.net), will be forwarded to the newspaper. 12-18

**REPORTER:** Platte County Landmark, an award-winning newspaper in Kansas City's Northland, has an opening for a part-time reporter. Duties will include coverage of government/crime/community news. Email resumes to Ivan Foley, publisher, at [ivan@plattecountylandmark.com](mailto:ivan@plattecountylandmark.com) or call 816-223-1410. 12-17

**EDITOR:** The Cassville Democrat, a weekly newspaper in southwest Missouri, is seeking a leader who under-

stands the importance of community journalism. Candidates for this position must possess strong writing, editing and photography skills as well as page layout experience using inDesign and Photoshop. We are seeking someone who realizes the importance of breaking news, as well as using social media to drive readers to the online and print products. Ability to produce in a fast-paced environment is key. We're near Springfield, Branson and Fayetteville, Ark. Cassville is the county seat, minutes from Roaring River State Park and Table Rock Lake. Send resume to Publisher Jacob Brower at [jwbrower@yahoo.com](mailto:jwbrower@yahoo.com). 12-6

**REPORTER:** The Cassville Democrat, a weekly newspaper in southwest Missouri, is seeking a part-time reporter and photographer. Organization, adherence to deadlines, and the ability to produce in a fast-paced environment are key. We're near Springfield, Branson and Fayetteville, Ark. Cassville is the county seat and is located minutes from Roaring River State Park and Table Rock Lake. The job is 20 hours per week at a rate of \$ 8.75 per hour. Send resume to Publisher Jacob Brower at [jwbrower@yahoo.com](mailto:jwbrower@yahoo.com). 12-6

**EDITOR:** The Monett Times, a daily newspaper in southwest Missouri, is seeking a leader to manage a four-person newsroom. Must possess strong leadership, writing, editing and photography skills, as well as page layout experience using inDesign and Photoshop. We are seeking someone who realizes the importance of breaking news, as well as using social media to drive readers to the online and print product. Ability to produce in a fast-paced environment is key. We are near Springfield, Branson and Fayetteville, Ark. Monett is located close to Roaring River State Park and Table Rock Lake. Send resume to Publisher Jacob Brower at [jwbrower@yahoo.com](mailto:jwbrower@yahoo.com). 12-6

**FULL-TIME REPORTER:** The Platte County Citizen, an award-winning weekly community newspaper located in the Kansas City, Mo., Northland, has an immediate opening for a full-time reporter/photographer. Duties will include coverage of government/city/community news with emphasis on local high school sports. Must have own camera. Knowledge of Adobe CS, Quark Xpress required. E-mail resumes to [editor@plattecountycitizen.com](mailto:editor@plattecountycitizen.com). 12-5

**MARKETING CONSULTANT:** If you are integrity-oriented. . . If you are serious about customer service. . . If you care about solving problems for your clients. . . If you are self-motivated. . . If you have a desire to succeed. . . If you have a genuine interest in business. . .AND, if you desire to be compensated for a job well-done. . .You may be a candidate for a Marketing Consultant position within our company in the Southwest

Missouri area of our community newspapers. We are looking for a proven outside sales representative who will assist local businesses with their advertising needs. EOE. Visit our website at [www.commpub.com](http://www.commpub.com). If you are Detail-Oriented, Creative, Trustworthy, Responsible, a Consistent Achiever, send resume to: Marketing Consultant position, PO Box 330, Bolivar, MO 65613, Email to: [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax to: 417-326-8701. 11-22

**REPORTER:** The Lake Gazette in Monroe City has an opening for a reporter or editor. We are a division of Lakeway Publishers. The Lake Gazette is a weekly paper with circ. of approx. 2100. Duties include coverage of city and school issues, crime, sports, features as well as the "lifestyle" pieces so famous in small town newspapers. The position is full time and requires flexible hours. Salary and benefits plus a gas allowance. Send resume and samples of work to [lmgmgr@lakegazette.net](mailto:lmgmgr@lakegazette.net) or The Lake Gazette, 304 S Main St., Monroe City MO 63456. 11-12

**REPORTER:** Taking Applications for reporter. The News-Journal has an opening for a reporter to cover school sports as well as community events. Responsibilities include writing, photography and some page design. Send your resume and writing samples to: Reporter, P.O. Box 530, Mtn. Grove, MO 65711 or email to [ads1sandy@news-journal.net](mailto:ads1sandy@news-journal.net) EOE. 11-11

**ADVERTISING PROFESSIONAL:** Thriving, independent newspaper company near St. Louis seeks an enthusiastic digital and print advertising sales professional. Must be proficient in selling print, on-line and adaptable to whatever comes next. Generous salary, bonus and perks. Excellent working conditions in a well-respected, locally owned company with owners on premises. Send cover letter and resume to Advertising Sales, Leader Publications, P.O. Box 159, Festus, Mo. 63028 or email [PamLaPlant@Leaderpublications.biz](mailto:PamLaPlant@Leaderpublications.biz). 10-31

**MARKETING CONSULTANT (Outside Sales):** If you are integrity-oriented, serious about customer service, care about solving problems for your clients, have a desire to succeed, have a genuine interest in business, AND, if you desire to be compensated for a job well-done, you may be a candidate for a Marketing Consultant position within our company in the REPUBLIC, Mo., area. 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 a proven successful outside sales representative who will assist local businesses with their advertising needs. EOE. Visit our website at [www.commpub.com](http://www.commpub.com). Send resume to: Marketing Consultant position, PO Box 330, Bolivar, MO 65613, email to [careers@MO.NeighborNews.com](mailto:careers@MO.NeighborNews.com) or fax to: 417-326-8701. 11-22

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# \$250 prize in new Contest category

## Winner in Public Notice Reporting will advance to national competition

**M**issouri Press member newspapers can compete for a \$250 prize in a new category added to the 2014 Better Newspaper Contest.

When it met by telephone conference call on Dec. 5, the Contest Committee added the category Best Reporting Based on a Public Notice. First place will receive \$250 from the Public Notice Resource Center (PNRC), a national organization, and advance to national competition.

All entries in this category will compete in one group because there is only one cash prize. Because entries will be in a single group, no Gold Medal plaque points will be awarded.

A public notice that initiates reporting need not have been published in the newspaper that submits the entry. Winning entries from states will advance to national competition, where \$1,000 awaits the winner.

This category was offered by Missouri Lawyers Media publisher Richard Gard, a founder and board member of the PNRC, which is based in Arlington, Va.

After brief discussion, the committee decided against soliciting cash-prize sponsors in other categories.

Rules, categories and instructions for entering the Better Newspaper Contest will be distributed soon to MPA member newspapers and will be posted at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).

The deadline for entering is March 31. Entries will be uploaded and judged on a contest website hosted by SmallTownPapers, just like the 2013 contest.

A notice will be sent to all of the newspapers when the contest template is open for entries. That will be soon.

**One other category was added to the contest, Best News/Feature Obituary.**

**Two categories were dropped,** Best Ad Idea for the Newspaper and Best Ad Idea for an Advertiser. They were moved to the Ad Managers' Ad Contest.

Rules for the ad contest will be distributed soon to the papers and posted online. Ad Contest entries also will be entered online.

**The category Best Special Section will remain in the Newspaper Contest, but it will be judged as an editorial product rather than an advertising piece.** Judges will be instructed to judge the editorial, news, feature and photo content rather than the advertising.

The committee chose not to add several other categories that were suggested.

Also not adopted were proposals to divide newspapers into classes according to their staff size and to combine daily papers and weeklies into a single division.

Sunday or weekend editions will be allowed in General Excellence and other categories where Sunday issues were not allowed in the past because many dailies don't have Sunday papers. A newspaper requested this change because its weekend edition has features that its weekday issues do not.

**The committee voted to allow one Sunday or weekend edition when an entry consists of more than one issue.**

A suggestion to put general-interest newspapers and special-interest newspapers (law, business) in separate competitive groups was not adopted.

**The category Best Newspaper In Education Program was changed to Best Newspaper In Education Project.**

Newspapers may enter two NIE projects rather than their entire NIE program for the entire year. This category has received few entries over the years. The committee hopes making it less cumbersome will attract more entries.

A suggestion to have the *Columbia Missourian* judged separately did not win approval. The *Missourian* is produced by students in the School of Journalism with supervision by faculty. It competes in Class 2 Dailies, papers with circulations of 5,001-15,000.

(For the contest, newspapers are divided into classes by circulation, three classes for dailies and three for weeklies. Newspapers compete for awards against the newspapers in their class.)

**T**om Warhover, executive editor of the *Missourian*, said he and his staff understand the issue with having the Journalism School's newspaper compete against other mid-sized dailies, but they objected to judging the *Missourian* separately. Requiring the *Missourian* to compete against the largest dailies, however, would be acceptable, he said.

Nobody on the committee supported judging the *Missourian* separately. A couple of members noted that the *Missourian* probably does have an advantage over other Class 2 dailies because it has more people on staff, but no one thought requiring the *Missourian* to compete in the largest newspaper class was a solution.

The *Missourian* will continue to compete in Class 2 Dailies.

Committee members rejected a suggestion to remove specific time slots for entries in categories such as General Excellence. They like the reasons for time slots, which are to encourage consistent good work and to limit the number of issues that need to be examined to find entries.

A number of categories in the 2013 contest received few entries in some or all of the classes. Committee members had no objections to the way the MPA staff combined classes in categories that received few entries. That procedure will remain in effect. If a class has few entries, those entries will be moved into the next larger class in that category.

**T**he committee began discussion at about 2:05 p.m. and adjourned at 3:05.

Attending by telephone: Buck Collier, chair, *New Haven Leader*; Carol Stark, *The Joplin Globe*; Diane Lowery, *Trenton Republican-Times*; Craig Nienaber, *The Kansas City Star*; Dave Marner, Owensville, *Gasconade County Republican*; Ron Schott, *The Vandavia Leader*; Anne Kettenbrink, *Jefferson City News Tribune*; Rick Jackoway, *Missouri Lawyers Weekly*; and Kevin Smith, *The Fulton Sun*.

Attending in person: Tom Warhover and Jeanne Abbott, *Columbia Missourian*.

Missouri Press staffers Doug Crews, Kristie Williams and Kent Ford also attended.

**You're invited!**



## Down-home Democracy

Empowering Citizens With Outstanding Coverage of Local Elections

### Help voters make informed decisions

#### Attend our free workshop

This **FREE** workshop is designed to give community newspapers (with circulation of less than 50,000) practical tools and strategies needed to cover campaigns thoroughly and constructively. Helping voters make informed decisions is one of the most important jobs a community newspaper can do when it comes to contributing to local democracy.

**Jan. 30 – Feb. 1, 2014**

Donald W. Reynolds Journalism Institute  
Missouri School of Journalism  
Columbia, Mo.

#### Tentative schedule

Check out our tentative schedule at [rjionline.org/downhomesched](http://rjionline.org/downhomesched).

#### Registration is *FREE*, but *required*

You will be notified when registration opens in about a week.

Visit [rjionline.org/downhome](http://rjionline.org/downhome) for more information.

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# Communities, newspapers need one another

## *Speech delivered by NNA president at annual Convention in September*

(This is from a speech in Phoenix this fall by the publisher of SouthFire Newspapers Group, Robert Williams, Jr., who was elected president of the National Newspaper Association for 2013-2014. Newspapers are welcome to print all or part of the speech. If you would like it emailed to you, contact Kent Ford at MPA, kford@socket.net.)

---

**By ROBERT W. WILLIAMS JR.**

President / National Newspaper Assn.

**F**irst... Thank you. Thank you for probably missing dinner two nights this week because you were attending a meeting of your county commission or school board. You were there so you could inform thousands of readers who didn't want to be bothered by going themselves or showing up to keep local government officials accountable.

You did. And you do. Week after week. Thank you.

Or maybe you were at a Relay for Life meeting where, in addition to reporting on all those volunteers, you were probably also coordinating your own volunteer team.

Thank you for contributing to the fabric of your community.

Thank you for making THREE telephone calls over the course of several hours just to be sure the little girl who won a blue ribbon at the horse show spells "Christie" with a "c" and an "i.e." instead of a "k" and two e's — or any other of about 20 variations for how the name Christie can be spelled.

Accuracy matters.

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

Thank you for offering space to the friends of a cancer victim who are washing cars or selling barbecue just to raise money to buy gas to get that lady to her chemotherapy treatments. Your coverage makes the difference between raising \$1500 instead of only \$150. Thank you.

Thank you for being the greatest link — and the strongest protection — between your readers and those with the power to tax and regulate and govern — and the few who choose to abuse that power. Thank you for speaking truth to power without fear or favor. Newspapers are often the only ones in a community willing to do that.

**T**hank you for being the first transcribers of the only history your communities will likely ever record. The words and photos we preserve today are the priceless artifacts of lives treasured for generations to come.

Thank you for providing a low-cost, effective and reliable connection between hundreds of sometimes struggling small town businesses and the buying public. You are a vital link between buyer and seller and, most important, you are an invested partner in the success of your friends and neighbors. Thank you for working hard to help them succeed.

The late Robert Woodruff, longtime CEO of Coca Cola said: "You can have anything you want in life if you help enough other people get what they want." This is what great community newspapers do. Thank you for that commitment.

Thank you for being veterans in the war against secrecy and lies and greed. It takes little courage to write about a stranger among thousands or millions in a metropolitan city ... but it takes tremendous

dignity, daring and fortitude to write about the woman who sits in the next pew at church... or the man who sits across from you at Rotary.

You do it week after week with sensitivity and caring and fairness and accuracy. Thank you for that.

Thank you for not blindly following the lemmings over the cliff... Those doomsayers who love to shout that newspapers' best days are behind them. But what do they NOT say... ? Television viewership is being splintered into hundreds of channels — with far more of them focused on promoting sex and silliness than vital information that makes our families stronger, our values deeper ... our home lives happier. When was the last time television covered good news in your community?

We are the ONLY true mass medium in thousands of markets nationwide!

I tell folks that CNN is NOT coming to Blackshear, Georgia, to tell anyone what is happening in our town. And if they ever do come, you can bet we will not be happy about what they will tell us.

In Blackshear, Georgia, and thousands of small communities just like it across America, community newspapers are embracing the use of digital media as one more tool in an effective arsenal for information that reaches more people in the markets we serve than anyone else.

And social media? We were "social media" before social media was cool! We have been connecting friends and neighbors and telling about who ate with who and what they ate as far back as when our country correspondents wrote about how Mr. and Mrs. Jones "motored" over to the next town last Sunday to have dinner with her sister, Evelynne.

There's really not much new under the sun but we have told people about it ALL — for decades.

I started my career nearly 50 years ago. I became a publisher almost 43 years ago and the ONLY way I have made it is through the generous help of many publishers and editors just like many of you. In fact, it IS many of you. I came to my first NNA convention exactly 40 years ago — in the fall of 1973 in Hot Springs, Arkansas. I have attended 40 of the last 42 Georgia Press Association conventions and more ad seminars, editorial workshops and other such gatherings than I can count. And EVERY time, I've come away a better newspaper person.

**I** came to my first NNA Convention by far the youngest in a sizable Georgia delegation. One of our state's finest publishers, Mr. Jim Thomasson of Newnan, Georgia, was being pushed in a wheel chair when we arrived at the hotel. After enjoying those hot baths a few days, Mr. Jim was able to start walking by the time we got ready to leave! I asked him about the miracle results. He told me it wasn't the baths!

"I get my batteries recharged talking with my fellow newspaper friends from around the country," he told me. "They understand what we do and why we do it. Coming to NNA makes me feel revitalized for the work we do!"

The work of our National Newspaper Association has paid



countless dividends to our newspapers for decades. Many are unaware of the significant discounts and privileges NNA has won with the Postal Service that we now take for granted. We cannot count the dollars we've saved through rate increases delayed or avoided entirely. Newspaper readers and the public at large have benefitted from our advocacy on Capitol Hill in ways that have strengthened our country's democratic principles.

**T**his work is hard. And it is costly. Our numbers, while stable and even growing some, still include too few of our brethren. Too many newspaper companies wish to ride on YOUR shoulders. Every member needs to be an advocate for protecting and promoting the work of newspapers in general and NNA specifically. Too many want YOU to pay the cost for them.

I ask you simply: Go home and be an advocate for your industry ... Be an advocate for community newspapers. Be an advocate for NNA. Newspapers are notorious for being slow to publicize themselves. Now is the time, however, for us to pull together, to unite for the good of our industry.

Why NNA? Let me quote from the back of President Merle's business card. Because America's community newspapers need a leader and advocate, a trusted, respected voice with a passion for the news and for democracy; because NNA promotes a connected, responsible and accountable press, journalism that is fair, accurate, objective, timely and complete; because NNA is a proponent of innovation, a force for change turning today's challenges into tomorrow's opportunities; because NNA member rewards include financial insight, networking support, travel and friendship among peers and supporters.

In my town, if you want a Big Mac, there's only one place to get it. That's McDonald's. They have the franchise. You want a Whopper? There's only one place to get it: Burger King. They have the franchise. If you're in Blackshear, Georgia, and you want local news? There's only one place to get it. *The Blackshear Times*. We have the franchise. It's ours to lose. And we're not giving it up.

It's the same way in your town and thousands of other bedrock towns and cities all over our nation. I know you are not giving up your franchise as THE best place to find local news and information, either. You are going to be there for your community!

**T**he Internet is a tremendous innovation. A powerful tool. But it is not a source. It is a tool. It cannot adequately replace a well-edited, well-designed community newspaper. Gleaning your news from the Internet can be as satisfying as getting a drink of water from a firehose.

If newspapers operated like the Internet, every resident in your town would be writing the stories and the headlines. There would be NO editors and NO fact-checkers. News from the Internet is bedlam in bits and bytes. And, as is all too obvious, too many cannot — or don't care — to sort out the facts from the fiction. That is the job of editors.

I cannot tell you an exact date, but I can tell you a benchmark when the public's view of newspapers' began to change. It was when newspapering quit being a profession and became an investment. Newspapers have become profitable businesses and have lasted to become the oldest business in most communities, not because we are such great business minds, not because we make so many friends — we don't. Newspapers are successful because of journalism!

Every newspaper depends on good business management and great ad sales but NONE OF IT would ever happen without good journalism. Names and faces. Names and faces. Names and faces. And facts. It's a simple recipe for success if we don't get distracted by the latest whiz-bang trend.

Warren Buffet said, "In towns and cities where there is a strong sense of community, there is no more important institution than the

local paper."

Welcome to our world, Mr. Buffett. It is reassuring to have you here.

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

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

People say newspapers are dying. To quote the great writer Charles Dickens, "Bah, Humbug!"

Are people going to stop loving their high school football down in Texas? No! Are people going to stop caring about whether their taxes go up or down in Minnesota? No! Are people going to stop wanting to see their children's names on the honor roll in Missouri? No! Are people going to stop wondering who is going bankrupt or buying building permits in New Jersey? No!

In America we talk about the value and dignity of every individual. Nowhere in our society are those ideals better displayed than in America's community newspapers. It starts at birth! We believe EVERY child born should have their announcement PLUS a photo in the newspaper. That child's first and succeeding birthdays are often marked with a photo in our newspaper. We love to publish pictures of children marking their first day of school. On through the years we document reading achievement, math competitions, steer shows, ball game victories and countless other milestones of life as we know it.

**G**raduation is a big deal in each of our communities. Our documentation of the value of each individual life goes on and on, through engagement, marriage, more births, anniversaries, job promotions, you name it and we travel life's path right with the people who surround us, all the way to the grave — and even beyond — with Memorials!

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

We believe people will always want to read about local sports.

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

We believe people will always want to see the triumphs and tributes relating to their children.

We believe people will always have a need for accountability from their government!

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

We believe in newspapers!

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

(Robert M. Williams, Jr., President, National Newspaper Association, 2013-2014, is publisher of the SouthFire Newspapers Group, Blackshear, Ga.)



## BUILDING FOR THE FUTURE

### *Tired of hearing about the demise of newspapers?*

Newspapers will be around for a long time to come, thank you.

However, to combat today's negativity about our industry, the Missouri Press Foundation announces its **BUILDING FOR THE FUTURE** campaign.

The Foundation intends to help secure the future of our newspapers by exploding the myths, increasing newspaper staff training, nurturing future journalists and being an overall champion for Missouri newspapers!

**How to Help?** Be a **PAGE BUILDER**. Donate the equivalent of one page of newspaper advertising per year to the Foundation. For individuals, donate tax-deductible contributions to become a **SOCIETY OF 1867** member.

## HOW WILL WE BUILD FOR THE FUTURE?



The Missouri Press Foundation Board of Directors plans to hire a Foundation Director, with a background in fundraising.



With increased funding, the Foundation will develop a Newspaper Toolbox to enable members to demonstrate the value of newspapers to local audiences. The Toolbox will cover such topics as: Exploding the myth that "newspapers are dead;" and helping newspapers build readership.



Increased funding to the Foundation will allow an increase in training opportunities for Missouri Press Association newspaper staff members in a cost effective way through a variety of meetings, whether online, at regional locations, or at the annual MPA Convention.



Increased funding to the Foundation will allow expansion of the Foundation's award-winning Newspapers In Education program to build reader habits among young people.



You are invited to be a partner in the Building For the Future project, the new Missouri Press Foundation effort aimed at better serving Missouri newspapers.



The Missouri Press Foundation is the only organization that exists solely to champion the future and quality of Missouri's newspapers. The Foundation seeks your newspaper's support as a **PAGE BUILDER**, contributing the dollar equivalent of advertising space to the Foundation.

The **PAGE BUILDER** program asks newspapers to donate the net proceeds of one page of advertising annually.

**There are two ways to make this contribution: 1)** By authorizing Missouri Press Service to withhold the amount you pledge from your newspaper's advertising checks; **or 2)** A cash donation to the Foundation.

Your **PAGE BUILDER** donation to the Missouri Press Foundation is 100 percent tax deductible.

## SOCIETY OF 1867

As a **Society of 1867** member, you share the vision of historically significant Missouri institutions founded by the Missouri Press Association and Missouri newspaper journalists whose contributions laid the groundwork for the Missouri Press Association and its Missouri Press Foundation.

**Society of 1867** membership is bestowed upon individuals who recognize the important history of our organization's past and are dedicated to helping Missouri's newspapers meet the challenges and opportunities that lie ahead. Levels in the **Society of 1867** are achieved with outright or cumulative contributions by individual donors beginning in 2013.

**The Missouri Press Foundation is a 501(c)(3) general not for profit corporation.**



## SOCIETY OF 1867 RECOGNITION OF DONORS

### Joseph Charless, Missouri Gazette - Legacy Giving - \$25,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Personal keepsake award presented during MPA Convention
- Individual Wall Recognition at MPA Headquarters
- Other special recognition to be determined.

### Walter Williams Level - \$10,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Personal keepsake award presented during MPA Convention
- Individual Wall Recognition at MPA Headquarters

### The State Historical Society of Missouri Level - \$5,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Wearable item displaying embroidered **Society of 1867** insignia with MPF logo
- Commemorative **Society of 1867** Lapel Pin
- Wall recognition on **Society of 1867** Group Plaque at MPA Headquarters

### Country Editor Level - \$2,500

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$50 or less)

### Editor/Publisher Level - \$1,000

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$20 or less)

### Eugene Field Level - \$500

- Recognition in Missouri Press News magazine at time of donation
- Recognition in Missouri Press Foundation Annual Report
- **Society of 1867** and Level recognition on badge at convention
- Item with **Society of 1867** insignia and MPF logo (valued at \$10 or less)

### Other general recognition for each levels:

- Discounts on individual registrations to MPF-sponsored training
- Special **Society of 1867** reception at MPA Convention

*The Foundation's goal is for every MPA newspaper member to make an annual contribution.*

## BUILDING FOR THE FUTURE PLEDGE FORM



Return to: Missouri Press Foundation / 802 Locust Street / Columbia, MO 65201

Fax: 573-874-5894 Phone: 573-449-4167 Email: dcrews@socket.net

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# Joplin dog is hero of 2014 'Read' story

*Lilly helped find survivors after deadly May 2011 tornado*

By **SCOTT MEEKER** / *The Joplin Globe*

**T**here was a time not that long ago when Tara Prosser thought she had put Lilly's story behind her.

"After a year and a half, two years, I kept telling her, 'It's time to do something else great and amazing,'" said Prosser, the owner and handler for Lilly, a search-and-rescue dog with the Newton County Rescue and Recovery Team.

But thanks to an upcoming children's book and a newspaper series that will spotlight the efforts of the nearly 6-year-old Weimaraner after the May 22, 2011, tornado, Lilly's story is poised to reach an even larger audience.

Prosser and her husband, Jeff, the operations manager for the Newton County ambulance service, found Lilly at Petland during an adoption event. It was love at first sight...

After a few weeks, they noticed how intelligent Lilly is and started her in obedience classes. Both members of the rescue and recovery team, they thought that it would be a good idea to train her as a rescue dog.

In April 2011, Lilly got sick.

"About a month before the tornado, she almost died," Prosser said. "Her lymph nodes in her neck were swollen. One morning I woke up and she was stumbling. She couldn't make it down the hallway without hitting the wall."

**T**he Prossers took Lilly to the veterinary hospital at Oklahoma State University. There, they learned ... she was bleeding internally.

After a week, Lilly stabilized and came back home, although without a diagnosis. It wasn't long before she began to seem like herself again.

The weekend of the tornado, the Prossers took her to a search-and-rescue training event in Arkansas. On their way home that Sunday, they learned that a

tornado had touched down in Joplin.

"The next morning, we met up with the rescue team and worked for the next 14 days," Tara Prosser said.

The team spent the first day going through large buildings on Range Line, including Wal-Mart and Aldi. Later, Lilly would be put to work double- and

journey from India to the United States. The subject matter of Lilly's story seemed like a natural fit, she said.

"I came to Joplin in February and spent the day with Tara and Lilly. From that interview, the children's book was formed.

"Obviously, it's difficult subject matter to turn into a children's book. The goal is to help kids deal with loss and tragedy, and know that bad things can happen in life, but everything can be OK."

The book, she said, is expected to be published in February.

But Lilly's story about her tornado rescue efforts won't stop between the pages of Mueller's book.

The Missouri Press Association is working with the writer to adapt it into a newspaper series for its annual Reading Across Missouri project.

**D**awn Kitchell, education services director for the Missouri Press Association and Foundation, said that

Lilly's story is being adapted into an eight-part series that will be published in newspapers around the state and spotlighted in the classroom.

"One of the things we look for with Reading Across Missouri is to tie in history," Kitchell said. "The Joplin tornado is part of our history now. Lilly's story combines a couple of great elements. There's a dog, an event that children in our communities are familiar with and lessons to be learned from the story.

"There will be a companion guide for teachers to use the story to its fullest potential."

"I'm extremely emotional when it comes to her," Prosser said about Lilly. "Knowing that there will be a book to memorialize what she did, I think it's great. I'm glad her story will be known to lots of kids."



Tara Prosser, dog handler for the Newton County Search and Rescue Team, talks about her 6-year-old search and rescue dog, Lilly, at the Newton County Ambulance station in Joplin. (*Joplin Globe* photo by B.W.Shepherd)

triple-checking buildings because there were still people unaccounted for.

"Lilly would come home and run around like nothing happened," she said. "At one point I just sat in the middle of the yard and cried."

Lilly was eventually diagnosed with Addison's disease, which affects her adrenal system. She began receiving treatment for it and was soon back to her regular search-and-rescue efforts.

After the tornado, Prosser said Lilly received some degree of notoriety because of her illness and rescue efforts.

Last winter, St. Louis writer Carolyn Mueller was asked by her publisher at Reedy Press to consider writing a children's book about Lilly.

**A** keeper at the St. Louis Zoo, Mueller had previously published "Bubbles the Dwarf Zebu," a story about a cow's

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