



## CALENDAR

### January

11 — Missouri Press Ad Workshop, Troy, Lincoln County Journal, 10 a.m.-noon

### February

8 — MPA/MPS Board meeting, Jefferson City  
9 — Missouri Press Day at the Capitol  
22 — Business Journalism Workshop, St. Louis Union Station Marriott

### March

9 — Missouri Press Foundation / Reynolds Journalism Institute newspaper workshop, Columbia  
11-17 — National Sunshine Week

### April

19-20 — Missouri Advertising Managers' annual meeting, Courtyard by Marriott, Columbia

### June

22 — Northwest Missouri Press Association meeting, St. Joseph

### September

20-22 — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia

## Order 'Press' cards

Send the names of everyone at your newspaper who needs an MPA Press Card to Kristie Williams at Mo. Press, [kwilliams@socket.net](mailto:kwilliams@socket.net), fax 573.874.5894. There is no charge for Press Cards, but if you do not request them, they won't be sent.



Along with the mailed Press Card order form, each newspaper received one 2012-2013 MPA auto sticker. Additional auto stickers may be ordered for \$3 each. If you want more stickers, let Kristie know.

A form to order Press cards and stickers is enclosed, but it's not necessary to use it if you prefer to email your order to Kristie.

Registration forms for coming MPA activities can be found at [mopress.com/current\\_forms.php](http://mopress.com/current_forms.php).

# Missouri Press Association Bulletin

No. 1275 — 14 December, 2011

## Start 'Pals' story in January

### 8th year for Reading Across Missouri project

The Civil War will be the focus for our annual Reading Across Missouri project, which begins in January. Missouri Press will provide the nine-chapter story, "Patriotic Pals, Tails of the Civil War," to newspapers at no cost. The feature files will be available soon at [www.mo-nie.com](http://www.mo-nie.com) using download code: readmo12.

With a folksy paw, Chuck, the Missouri Border collie who narrates the story, leads readers on a journey of Civil War battles from a pup's point of view. Each chapter features a canine that participated in, or witnessed, a fray or major battle.

"Patriotic Pals, Tails of the Civil War," was written by Chris Stuckenschneider, an author from Washington, Mo., who wrote the serial "Twist of Fate: The Miracle Colt and His Friends." Stuckenschneider also writes monthly book columns, available free to newspapers through Missouri Press. Learn more about her at [www.cstuckenschneider.com](http://www.cstuckenschneider.com).

Each chapter is print-ready and includes a newspaper activity. An elementary teacher guide also will be provided to distribute to teachers or post on your website.

This is the eighth year for the Reading Across Missouri project. The guidelines remain the same:

Newspapers should begin using the story in January. You cannot put the story on your website unless it is password-protected. The only exception to this rule is entire newspapers posted as PDF replicas.

You cannot change the story or the credits, but you may add your own credits to promote your newspaper and sponsors.

Ninety-seven Missouri newspapers published "Three Generals" through our Reading Across Missouri 2011 project.

NNA-member newspapers also will have access to "Patriotic Pals." This is the fourth year MPA has provided a story to NNA to help newspapers nationwide reach out to young readers in their communities.

For more information contact Dawn Kitchell at (636) 932-4301 or [dawn.kitchell@gmail.com](mailto:dawn.kitchell@gmail.com).

**PATRIOTIC PALS**  
TAILS OF THE CIVIL WAR  
By Chris Stuckenschneider

**CHAPTER 1: Chuck Speaks, Introduction**

**Shake my paw—pleased to meet your acquaintance. The name's Charles Tyler Bundebar, but you can call me Chuck.**

My pal Walt and I share a rambling two-story in a riverside Missouri town, a house with a wide front porch, great for tail thumping<sup>1</sup> and enjoying tall glasses of lemonade.

Just lately, the master and I've been out there a lot. Walt reading and recollecting facts in a journal he's keeping on the Civil War. Walt's a true-blue reanimator, outfitted like a Union soldier, complete with a Springfield rifle, flat-topped cap with a badge, and me by his side, a black and white Border Collie, which is entirely fitting because Missouri was a border state.

I'll fill you in about that Border state business later, along with other tidbits I've picked up visiting banks, sites with Walt and meeting folks who re-enact Civil War life. They make history come alive, which is what I love to do for you.

So gather round the campfire, share a bite of Johnny Cake and listen up, cause you're about to hear some stuff extraordinary— tales about man's best friend during the Civil War, canine massacres, fetching bounds that astound.

The stories I'm about to relate are brimming with heroisms and heroes, mayhem and miracles, plenty of rowdy excitement, and not one whit of sorry no-

mance. Let's kick the story offright, and if I fail to deliver, you can cut my rations down to kelping portions.

Honest Abe felt this was kind of rebellious of the South—and that's how I remember the Rebels made up the Confederacy. The rest of the states were "united," which means they were all chummy with each other. Those states stayed in the United States of America as one Union.

Trust you now have a better understanding of the primary reasons for the war—and can identify the two sides that did battle. With that we'll set our story aside for a bit. Enough yapping, I need a quick bite to sustain life, and a nap next to Walt's comfy rocker.

Hope you'll tune in for the next chapter. You're sure to lap up the tale passed down through the years by the family of Sergeant Dick, a mascot of the St. Louis Grays. That proce weathered quite a time in St. Louis in 1861, just a month after the famous firing on Fort Sumner in South Carolina.

Lots of people have heard about Camp Jackson, in St. Louis, but not many realize its importance. The incident determined that St. Louis, though in the slave state of Missouri, would remain loyal to the Union and continue to fly Old Glory.

**PAPER TRAINING**

Differences of opinion on slavery and other issues split the north and south. These conflicts led to war. Find three types of conflict in the newspaper, man vs. man, man vs. nature and man vs. self.

**LEARN MORE!**  
Complete activities for this series can be found at [www.mo-nie.com](http://www.mo-nie.com) using code: readmo12.

From Missouri Press Foundation

This newspaper activity is proudly sponsored by **PURINA** Share Pals. Live Proud!



## Applications for MPA membership

This is notice of the application for **Friend of Missouri Press Membership** in Missouri Press Association from **The Perryville Buzz** (Martin Media Group), published online at perryvillebuzz.com by Kate and Joe Martin, 700 S. Shelby St., Perryville, MO 63775, phone (573) 768-4720, email pvillebuzz@mail.com.

This is notice of the application for **Active Membership** in Missouri Press Association from **The Lake Today**, published by Samantha Edmonds, P.O. Box 1378, 2221 Bagnell Dam Blvd., Ste. 112, Lake Ozark, MO; 573.365.2827; editor@thelaketoday.com.

Membership is subject to approval by the MPA Board of Directors. The Board of Directors considers applications for membership at its next meeting after an application has been printed in three issues of the Bulletin or eBulletin. The next Board meeting will be held Feb. 8 in Jefferson City.

Any MPA member with comments about applications should direct them to the MPA office in Columbia, dcrows@socket.net.

**The Civil War Amendments**  
 ↳ The 13th Amendment Made Slavery Unconstitutional ↳

**The Civil War** was fought from 1861-1865 between people from the northern part of the United States and people from the southern part. When the war ended, government leaders realized it was time to make some changes to the Constitution to make life fairer for some of the people living in this country. Three amendments were added to the Constitution.

↳ **The 13th Amendment** makes slavery illegal.

↳ **The 14th Amendment** has several important parts. It makes anyone born here an American citizen; police and other government officials must treat people fairly; everyone gets treated equally under the law.

↳ **The 15th Amendment** says that people of all races and creeds can vote.

These three amendments are called **The Civil War Amendments** because they changed problems that caused the disagreements that led to the Civil War.

The biggest disagreement that led to the war was slavery. People against slavery, some of whom were called abolitionists, argued that the United States was founded to be a place where all people would be free. The people who owned the slaves and worked their labor argued that every American had the right to own property, including the right to own slaves. The 13th Amendment ended the argument because it makes owning slaves against the law.

Throughout American history, people have questioned why the men who wrote the Constitution, the Framers, did not outlaw slavery from the very beginning of this country in 1787. After all, these men were dedicated to creating a government that would be fair to all people.

One explanation is that the Framers wanted to make sure that the Constitution got passed by all 13 states so that there would be no seceding nations. Because some of the Framers owned slaves and represented states where there were many slave owners, there was very little debate about slavery. The 13th Amendment was an important step to making the Constitution a law that protects all people.

**Discussion Points**

1. If you had been a delegate to the Constitutional Convention in 1787, would you have tried to put something in the Constitution outlawing slavery? Why or why not?
2. Some high school students have argued that requiring them to do service hours as a requirement for graduation is like slavery and against the 13th Amendment. What do you think?
3. At various times in our country, the government has drafted or required men to serve in the military. Some have argued that this is a lot like slavery. What do you think?

Missouri Life Social Studies 10, 3rd, 3rd, 3rd, 3rd and 3rd

This newspaper is Education feature brought to you by this newspaper, The Missouri Bar and the Missouri Press Association.

## MPA, Bar create 'Amendment' series you can download

"The Civil War Amendments" is a new four-part series now available from Missouri Press created in partnership with The Missouri Bar.

To download the features, go to <http://www.mo-nie.com> and use download code cwamend.

2011 is the 150th anniversary of the beginning of the Civil War.

# Newz Group refines services

## Technology drives evolution of clipping bureau

Almost fifteen years ago MPA sold its clipping service to Newz Group, a respected media aggregation company that operates in 14 states, monitoring over 30% of all newspapers in the US. The service is used by many governmental agencies, universities, PR firms, charities, and others who need newspaper information sorted by topic. At the time it was sold, the clipping service read hard-copy newspapers, physically clipped articles of interest to customers, and sent out packages full of little slips of paper.

Once it was sold to Newz Group, technology was applied to make the processing of articles more efficient, and to make it more user-friendly for customers. Content is now extracted using a series of computer programs. A computer mouse replaced the scissors, electrons substituted for paper and ink, and articles began to be delivered via email.

For customers who desire it, analytics can be performed on the monitored content, summarizing the number of mentions, dates, information sources, and the extent of coverage. What was once a clipping service has become a clicking service, for both processors and end-users.

Conversion of the clipping service, though, was just the beginning for Newz Group. A suite of services has been designed to help publishers and press associations in a digital environment.

In 2009 the first public and legal notice websites with 100% coverage and undisputed authenticity were launched by Newz Group. This was done to deter legislative initiatives which sought to take public and legal notices away from newspapers and put them on governmental websites.

In addition, Newz Group provides the potential for statewide advertising electronic tearsheets, better newspaper contest management, electronic extraction of statements of ownership, and other content manipulation services necessary for the smooth functioning of your press association.

The most important component of the whole equation, though, is you, the content provider. Content is the fuel that drives Newz Group. With this in mind, a full array of publisher services has been developed, including the potential of new revenue streams.

Newz Group wants to help newspapers continue to do what they do best—generate news for their local information franchises. Publisher services presently being offered by Newz Group include:

- e-editions with full subscription management
- comprehensive off-site, text-searchable archiving
- conversion of paper archives to electronic archives
- content resale to out-of-market customers

Although Newz Group operates over a large geographic area and has a reputation as an innovative technology company, it is actually a small, family-owned firm. You can talk to the president of the company anytime.

Most of all, Newz Group's interests are aligned with yours. Their success is predicated on your success. So when some know-it-all TV pundit asks, "Who reads newspapers anymore?" one answer is Newz Group.

If you would like to know more about Newz Group and the services they offer, please call them at 800-474-1111. They will be happy to hear from you.

*The most important component of the whole equation is you, the content provider.*



Missouri Press Association

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# Newspaper failed at Syracuse

*Authorities should have been notified of abuse claims*

By **LEE WILKINS** and **GREELEY KYLE**

(Dec. 11 op-ed column in the *Columbia Daily Tribune*)

In the uncertain landscape of covering allegations of sexual abuse, a journalist's instinct to "tell the story" can be blunted by an understandable desire for self-preservation. If you get this wrong, you not only potentially damage your career, your news organization and besmirch journalism itself, but you could ruin an innocent person's life.

So we understand why ESPN and the *Syracuse Post-Standard* both spent dozens of hours interviewing Bobby Davis, who took his allegations about sexual abuse by Syracuse assistant basketball Coach Bernie Fine to the media in 2002. *Post-Standard* Executive Editor Michael J. Conner explained, "We wanted to meet the accuser face to face, question him in exhaustive detail, gather as many leads as possible and determine whether his account was credible — whether there was a publishable story."

ESPN reporter Mark Schwarz echoed this effort. The network interviewed Davis extensively and had what it believed was a credible story. "However, what we did not have at the time was someone to corroborate the facts of his story, another alleged victim. ... We did have the tape at the time ... and we had Bobby Davis."

Conner added the paper assigned an investigative reporter and a sports reporter to work on the story for six months. But, unable to find substantial corroboration or another accuser by spring 2003, the paper "decided to curtail the investigation." ESPN, which has the biggest staff of sports journalists in the world, also sidelined the story after six months for essentially the same reasons.

Journalists are sometimes charged with doing society's difficult jobs — of imagining and then verifying where possible what others cannot imagine or will not accept. To have gone public with just Davis' uncorroborated stories and an audiotape without a serious attempt to authenticate them would have been irresponsible journalism. But so was stopping there. By stopping, it is entirely possible innocent people's lives — already undermined by the original assaults — were further damaged. Or the predator might have attacked new victims. On (Dec. 7), the prosecuting attorney in the case said he found the charges of the two victims credible, but because the assaults had occurred in the 1980s, the statute of limitations had run out.

So what should the journalists have done?

First, we have to ask why it was necessary to find multiple victims to feel secure with this story. There is a sort of journalistic rule that the facts of investigative pieces require corroboration from two sources who could not have told each other. While this general rule works well for graft and corruption, it is essentially nonsense for sexual assault, rape and child molestation — crimes that tend to occur in private between only two people and to be deeply kept secrets. The journalists involved should have been aware that most such crimes are never reported and that there is little likelihood such reports would be utterly bogus. One credible victim — let alone a victim with an audiotape — certainly should have been enough to provoke journalists to take a different, nontraditional step: notifying Syracuse Uni-

*A lesson in handling of claims against the powerful that can't be verified with additional sources.*

**Newspaper failed** (continued on next page)





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KNOW-IT-ALLs**

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Show the world  
you're a newspaper  
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who knows it. All.

#### Are you a real Know-it-all?

You are if you're a newspaper reader, and we've got the shirt to prove it.

New from the Missouri Press Foundation, the Know It. All. T-shirt is available in two colors, black and gray, and sized from youth to 3XL.

Order yours today and let the world know that you read a newspaper. You Know It. All.

\$12 each for Youth Small through Adult XL.

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Plus shipping of \$2.95 per shirt.

To order, visit [www.mopress.com](http://www.mopress.com) or call (573)449-4167



## Newspaper failed (continued from previous page)

versity about what they knew and, at the same time, notifying the police, who have investigatory powers that journalists lack.

Notifying the police, in essence working with police and potentially a district attorney, is a journalistic step not to be taken lightly or often. It's a journalist's job to hold police officers and departments and the criminal justice system to account, not to do their jobs for them and certainly not to be implicated in how their work is carried out. But there have been times, for example the Unabomber case, when news organizations did cooperate with law enforcement because that was the only way to serve societal ends and, at the same time, get the story.

By notifying the appropriate authorities, ESPN and the *Post-Standard* also could have acquired the facts to cover how other institutions were responding. They could have learned whether there were other reports. The fact that journalists knew about the allegations could have, and probably would have, goaded authorities into different and more assertive actions.

Indeed, taking the information to authorities is precisely what ESPN has called for in the Penn State case. Howard Bryant, a senior writer for ESPN.com, wrote that Penn State leaders "should be held to a higher standard." He said Penn State President Graham Spainer, Athletic Director Tim Curley and Coach Joe Paterno all "failed" when they didn't take "the allegations to the police or report them to the Pennsylvania Department of Public Welfare. ... Their first, fatal reaction was the impulse to protect the program, keep it from embarrassment, to protect personal relationships and now what's left of the precious, sacred institution. There is no defense for the number of people in positions of authority who had an opportunity to stop Sandusky and did not."

That's strong language, but it applies just as much to ESPN and the *Post-Standard* as it does to the other institutions involved in the Bernie Fine case.

But for purposes of argument, let's say the journalists involved decided they should not take what they knew to authorities. Were there other, professionally acceptable alternatives?

Yes. The *Post-Standard* and ESPN could have followed the actions of the *Seattle Times*, which in the early 1990s published accusations of sexual molestation and rape against sitting U.S. Sen. Brock Adams while keeping the names of Adams' accusers confidential. At least one of the women involved had reported the case to the Washington, D.C., police, who could not find enough evidence to continue.

The *Times*, which had "worked" the Adams story for about five years, developed a novel approach. The paper verified what it could (which was a great deal) and then had the accusers sign an affidavit that said if Adams sued the newspaper for libel, the women would tell their stories in court. The paper published the story, Adams withdrew from his re-election campaign the next day, and the statute of limitations long ago ran out on any possible libel suit.

The word "obligation" defines our debts to one another. Being a professional means, among other things, knowing the history of your craft. As journalists, we have a debt to truth, justice and protecting those who need it while doing our professional best. ESPN and the *Post-Standard* failed to meet two sets of obligations — those they acquired by virtue of being professionals and those we all share as human beings.

(Lee Wilkins is a Curator's Teaching Professor with the MU School of Journalism who specializes in media ethics. Greeley Kyle is an associate professor of radio and television journalism at MU.)

*There have been times when news organizations cooperated with law enforcement.*

### Local candidates need to use your newspaper

Now is the time for your ad people to call on local candidates to show them why they need to include your newspaper in their campaigns to educate the voters.

If you haven't yet been to a political ad presentation by Missouri Press Ad Director Greg Baker, consider scheduling a session for the newspapers in your area. Newspapers in Eldon, Kirksville, Bolivar, Independence, Plattsburg, El Dorado Springs and Troy did. (You can still sign up to attend the Jan. 11 workshop in Troy.)

The information Baker provides about political advertising is valuable, that's why he's taken it to numerous towns around the state.

In survey after survey, Missouri Press finds that ad sales training is one of the top services members want. Here's an opportunity for your ad reps to get some training.

The political ad workshops are free to attend. If you'd like to host a session for papers in your area, Baker needs a room — preferably free — to accommodate 10-15 people. You can provide some cookies if you want, but it's not necessary.

Contact Baker at 573.449.4167 or [gbaker@socket.net](mailto:gbaker@socket.net) if you would like to attend the Troy session or host a session in your area.



## PUBLIC NOTICES

Ads promoting the printing of Public Notices in newspapers and a Guide to Public Notices are on the MPA website.

The material can be downloaded at: <http://www.mopress.com/publicnotice.php>.

Missouri Press encourages you to run the ads often to help in the on-going struggle against moving Public Notices to government websites.

## POYi call for entries for 2012 contest

POYi (Pictures of the Year International), the oldest and most prestigious photojournalism program in the world, has issued a call for entries in its 2012 competition.

POYi is expanding its Sports categories and created a "Sports Division," with an independent jury panel. The division includes new categories for Sports Multimedia, Sports Editing, and a Premier "Sports Photographer of the Year" award to recognize a portfolio of work throughout the year.

The "Call for Entries" is now posted at <http://poyi.org/> and provides complete details on all the categories and guidelines. Online registration and entry will be open through Thursday, Jan. 12.

The Missouri School of Journalism will host the judging in a public forum Feb. 8-28, open to everyone who wishes to attend. For more information contact Rick Shaw, POYi director, [shawrf@rjionline.org](mailto:shawrf@rjionline.org), 573-884-7351.

## Sunshine Week

Sunshine Week 2012, March 11-17, will encourage access to government information, urging both the public and officials to "Put More Sunshine in Government."

The eighth annual Sunshine Week will again recognize "Local Heroes," individuals who have fought for transparency or used government information to improve their communities. To view the stories of past winners and make nominations for 2012, go to the Sunshine Week website, [www.sunshineweek.org](http://www.sunshineweek.org).

# Use Mo. Press to sell online ads!

## Add this network to what you offer businesses in your market

Choose your cliché. Strength in numbers. Power of teamwork. The more the merrier.

Bottom line: Being a partner in the Missouri Press online ad network can be a new revenue source for your newspaper. More members means more potential money.

Missouri Press would like your newspaper to be part of the new and improved statewide online ad network. The more participating members, the sweeter the pitch to advertisers!

The new network allows for the most popular ad sizes, great tracking and an option for member papers to sell ads on other newspaper websites.

Please go to <http://ads.mopress.com/> to register and retrieve the new codes in order to receive online ads sold by and served up by Missouri Press and fellow members.

Under the headline, Getting Started, click Become a Publisher, then follow the steps.

A few important notes.

1. Ad sizes have changed, and there are more.

These ad sizes conform to standards of the Internet Advertising Bureau (IAB) and are the most requested by advertisers. Please sign up for each ad size and place the codes within your website. The more ad sizes you will accept, the more revenue possible.

2. A NEW OPTION is to allow Missouri Press members to sell ads onto your website and for you to sell ads on other member websites. You can sign up to have an online portal through Missouri Press to sell ads on your website, from your website! We hope everyone will sign up for this option. The more places there are to buy ads on Missouri newspapers' websites, the more ads we will sell!

3. More revenue potential than before! Missouri Press has found options to funnel national remnant ad space through the network. This means more ad revenue for participating members than ever before.

Missouri Press appreciates your participation in the Online Ad Network. The most important function of all of the statewide programs is you allowing MPA ad space in order to fund the services that benefit you and your newspaper.

The revenue generated by ad networks supports all workshops, lobbying efforts, the legal hotline, postal advice and other Association services. Without a majority of the members participating in the networks, the Association would not be able to fund these services.

You can sign up online today at <http://ads.mopress.com>. Call or email Greg Baker at 573-449-4167, [gbaker@socket.net](mailto:gbaker@socket.net), with any questions or concerns.

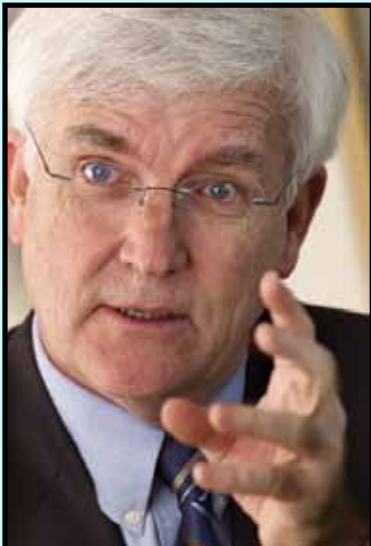
Check it out!

*Especially if your website isn't making you money, at least check into this opportunity. What have you got to lose?*



**Order Press Cards  
for each member of your staff.**

**Email names to  
[kwilliams@socket.net](mailto:kwilliams@socket.net).**



# Lee files bankruptcy ‘package’

*Loans due in April extended for three years*

(*St. Louis Post-Dispatch*)—Lee Enterprises, owner of the *St. Louis Post-Dispatch*, has filed a “prepackaged” bankruptcy in an effort to refinance about \$1 billion in debt. Lee said it has secured agreements with nearly all of its creditors, which it predicted would allow an exit from bankruptcy in 60 days or less.

The filing is unusual in that the company plans to shed no debt and to pay a higher interest rate to all lenders. In return, lenders agreed to extend the loans — now due in April — until at least December 2015. Lee also would cede a 13 percent ownership stake to three creditors, Goldman Sachs, Monarch Master Funding Ltd., and Franklin Templeton/Mutual Quest Fund, according to a September regulatory filing. In addition, the company expects no management changes.

Lee’s 48 newspapers turn an operating profit, and Lee has been making its debt payments. But the company, one of the nation’s largest newspaper chains, has been struggling for months to refinance the debt before it matures in April. An effort to issue junk bonds last spring failed.

In a conference call with reporters, Lee’s Chief Executive Mary Junck said the company could carry the refinanced debt without trouble while also paying down the principal.

The company would be paying 9.2 percent interest on its debt, compared to 5.1 percent now. Lee officials noted that the interest rate is below that paid by some other troubled newspaper publishers and lower than proposed in the junk bond deal.

“Although the refinancing will require Lee to pay higher interest rates, it and our strong cash flow will keep Lee on solid financial footing as we continue reshaping our company for long-term growth by expanding our digital platforms, building audiences, driving sales and improving our balance sheet,” Junck said in a release.

The company said the bankruptcy will have no impact on its business, and that its papers will continue to publish. Vendors, advertisers, subscribers, employees and the company’s operations will not be affected, Lee said in a statement.

In a prepackaged bankruptcy, a company works out terms with most creditors in advance, which allows the debtor to quickly reorganize and emerge from bankruptcy. The company then uses the bankruptcy proceedings to force its plan on the dissenting lenders.

In order to gain approval of the pre-packaged plan, at least 50 percent of each class of creditors must vote to approve it, and those voting for it must own two thirds of the dollar amount of the debt.

Dissenters can object, but they must convince the court that the deal is not “fair and equitable,” said Norm Pressman, a bankruptcy lawyer with Goldstein & Pressman in St. Louis. That basically means they must show that creditors would collect more if the company were liquidated and its assets sold off, said Pressman, who is not involved in the Lee case.

“Management worked hard and cut deals with everyone, but they don’t have 100 percent agreement,” he said. “They’ve done the counting, and they know they will have enough votes,” he said.

*Company says bankruptcy will not affect business or operations.*

## Public Notices in this newspaper help me participate in my community.

State law requires government entities at all levels, from water districts to city councils and school boards, to place notices of many of their activities in a legal newspaper. This is a legal newspaper. I subscribe to it, and I read it.

I read legal notices to find out when those people will meet, what rules and laws they’re talking about and when I can offer my two cents worth.

Would a similar notice posted somewhere on the internet alert me to what’s going on around here?

The answer to that is obvious. No, it would not.



**“Because the People Must Know.”**

**Lee bankrupt** (continued on next page)





## Workshop on finding sources, destinations of political money

The 2012 election campaign promises to be one of the most expensive ever, with companies contributing even more because of the Supreme Court's ruling in the Citizens United case in 2010. That ruling says that government may not ban political spending by corporations in candidate elections.

But corporate influence on politics extends beyond campaign contributions to lobbying expenditures and contributions to independent groups trying to sway elections. Then, there's the question of how to tie it all together — what's the connection between corporate spending and legislative or regulatory actions?

At this workshop you will learn how to track a company's efforts at political influence from two experts: *New York Times* reporter Ron Nixon and Sunlight Foundation editorial director Bill Allison. Sign up here (<http://businessjournalism.org/ws-registration/?cid=607>) for this free workshop on Feb. 22, the afternoon before IRE's Computer-Assisted Reporting Conference.

**When:** 12:30 -5 p.m. Wednesday, Feb. 22

**Where:** St. Louis Union Station Marriott, St. Louis, MO 63103

**Hosts:** Investigative Reporters and Editors (IRE), National Institute for Computer-Assisted Reporting (NICAR), Missouri Press Association.

The workshop is the afternoon before IRE's Computer-Assisted Reporting (CAR) Conference, Feb. 23-26, 2012.

This workshop is sponsored by the Donald W. Reynolds National Center for Business Journalism at Arizona State University. If you have any questions about the workshop or the center, please email Executive Director Linda Austin or call 602-496-9187.

## 'Trustees' teacher guide

Missouri Press has released a companion educator's guide to the Emmy-winning video, "Trustees for the Public: 200 Years of Missouri Newspapers." The guide offers prompts for group discussion, individual lessons and extension activities aligned to Missouri standards.

It will be shipped along with the video, which can be ordered for \$15 through the Missouri Press Association's online store: [http://www.mopress.com/online\\_store.php](http://www.mopress.com/online_store.php).

## Lee bankrupt (continued from previous page)

The dissenters may not even appear in court to oppose the plan, said Flip Huffard, managing director at the Blackstone Group, which advised Lee. Creditors who haven't agreed to the plan acted out of "apathy" rather than opposition, he said.

Lee has two groups of creditors. One group holds about \$865 million in debt secured by properties that Lee owned before 2005. Most of that debt was assumed that year when Lee bought Pulitzer Inc. The company said 94 percent of those debt holders have agreed to the deal.

A second group of creditors holds \$138 million in debt, which Lee inherited with the Pulitzer deal. That debt is secured by the old Pulitzer properties, including the *Post-Dispatch*. All of those creditors agreed to the deal, Lee officials said.

Lee newspapers have a combined daily circulation of 1.3 million and Sunday circulation of 1.6 million, as of the end of September. Lee also owns nearly 300 specialty publications, including the Suburban Journals of Greater St. Louis, *Ladue News*, and *Feast and St. Louis' Best Bridal* magazines.

## Newspapers drive holiday shopping

### Number of inserts set records across country

ARLINGTON, Va. (NAA)—Advertisers and consumers who focused on the 2011 Thanksgiving weekend holiday shopping kickoff enthusiastically turned to local newspapers and advertising preprint inserts for information on the best deals.

The continued effectiveness of inserts in driving consumers to action was evident in resurgent advertiser demand, which resulted in a record number of inserts in many markets. According to a sampling of major newspaper groups and independent properties conducted by the Newspaper Association of America, newspapers across the country reported Thanksgiving newspaper bundles frequently weighing 5 pounds or more. For example, *The Charlotte (N.C.) Observer* (published by The McClatchy Company) carried an unprecedented 87 shopping inserts and weighed in at a record-breaking 6.5 pounds.

"Thanksgiving was a shining example of how much newspapers matter to readers and to advertisers — in fact, to the whole economy," said Caroline Little, NAA president and CEO. "Studies show that consumers consider newspapers their most valuable source for shopping planning information, with 79 percent using preprinted inserts in the last 30 days, and insert use growing most swiftly among those ages 25-34. The start of this year's holiday shopping season gave new life to these numbers, and proved once again the vitality and resourcefulness of newspapers and their publishers."

Marked increases in advertising preprints and single-copy sales were seen at newspapers in markets large and small and in all regions.

*The Charlotte Observer's* Thanksgiving Day edition was distributed in four pieces. The paper charged its standard Sunday rate of \$2 and sold 4,916 more copies, compared to 2008 when it charged only 50 cents per copy.

*The Dallas Morning News'* Thanksgiving Day edition was the largest collated pack of advertising preprints the A.H. Belo Corp. paper has ever produced, with a 5.6 percent increase in preprints compared to last year and a 6.8 increase in the number of advertisers. In its third year of selling the Thanksgiving edition at the Sunday price of \$3, *The Morning News* still tripled newsstand sales compared to a typical Thursday.

*Newspapers charged Sunday price for Thursday editions.*



## Marketplace

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.

Please email your ads to [kford@socket.net](mailto:kford@socket.net).

To check ads between issues of the Bulletin, go to [mopress.com/jobs.php](http://mopress.com/jobs.php).

## HELP WANTED

**REPORTER:** Small Southeast Kansas daily in historic Fort Scott seeks reporter to cover county and school beats, plus general assignments; photography, design skills and knowledge of AP style preferred. Reliable transportation a must. Some night and weekend work required. Full benefits package. Send resume and clips to Ruth Campbell, Managing Editor, at [rcampbell@ftribune.com](mailto:rcampbell@ftribune.com), or mail to Fort Scott Tribune, 12 E. Wall St., P.O. Box 150, Fort Scott, Kan. 66701. 12-8

**REPORTER:** The Branson Tri-Lakes News, the 100-year old, 7,500 paid circulation twice-weekly newspaper in the Live Entertainment Capital of the World, is accepting applications for a general assignment reporter with page layout skills. The successful candidate will be a self-motivator with a passion for local news along with an emphasis on entertainment and outdoors reporting and page layout. Our new team-member will be responsible for crafting creative copy and taking photographs for the Local News, Entertainment and Outdoors section of the newspaper and its monthly entertainment editions. The new team-member will also be expected to help with pagination of various pages. World-famous Branson, Mo., built its reputation in the 1990s with its star-filled music shows, and continues that tradition today. The town has a population of only 10,000, but sees more than 7 million tourists annually. Resumes and samples may be sent to Michael Schuver, publisher, via email at [publisher@bransontrilakesnews.com](mailto:publisher@bransontrilakesnews.com) or by mail to Branson Tri-Lakes News, P.O. Box 1900, Branson, MO 65615. 12-5

## Use Newspaper Toolbox

Visit the Newspaper Toolbox on the MPA website for articles and links about every facet of publishing a newspaper, from ad sales to legal issues to photography.

Add the Toolbox to your browser bookmarks and refer to it any time you need some information or have a question.

[mopress.com/  
Media\\_Toolbox.php](http://mopress.com/Media_Toolbox.php)

# A

Answer

## You do.

Hardly a week passes without some small notice being printed in this newspaper. These legal advertisements affect you and your family and friends.

They show how your government is being run, how much money is being spent and where. They keep you in touch with your government through this newspaper.

That's the whole idea.

# Q

Question

## Who benefits from those Public Notices?

This Newspaper Supports Your Right to Know

## Your help needed in struggle to keep notices in newspapers

Download ads like this one and the one on page 6 to promote the printing of Public Notices in newspapers like yours. Legislatures and local governments all over the country are using their tight budgets as excuses for trying to overturn laws and ordinances that require them to publish notices in newspapers. While publishing notices in newspapers is an expense, notices provide value far beyond their cost by providing verifiable openness of government operations and rock solid accountability for elected officials who are obliged to spend tax money efficiently. If you want to help in the effort to keep public notices in newspapers, download these ads or produce some of your own and run them as often as you can. Do not let officials continue to claim that putting public notices on their own websites would be good for the public.



# IT'S THAT TIME OF YEAR!

Use this form to order MPA Press Cards for you and your staff members. Many staff changes occur, so we do not keep a list of previous cards issued.

**BEST WISHES IN 2012!**

Your Missouri Press

## MPA PRESS CARD ORDER FORM--

Please mail request to: MPA, 802 Locust, Columbia, MO 65201; or fax to 573-874-5894 or email request to [kwilliams@socket.net](mailto:kwilliams@socket.net), please include name of newspaper and address cards need to be mailed to.

<b>Item</b>	<b>cost</b>	<b>how many?</b>
2012 press cards	no charge	please list names below
2012-2013 MPA auto sticker	1 <sup>st</sup> at no charge	
Additional 2012-2013 auto stickers	\$3.00/each	

### List Names for 2012 Press Cards

**IMPORTANT: Please print clearly or type names**

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Where should we send your cards? Please clearly print your newspaper, name and **complete mailing address:**

\_\_\_\_\_

\_\_\_\_\_

### Missouri Press Association Auto Stickers

# of additional auto stickers \_\_\_\_\_ X \$3.00 = \$ \_\_\_\_\_

If paying for **auto stickers** by credit card, please circle card type: **Visa**      **Mastercard**      **Discover**

CC Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name On Card \_\_\_\_\_ Authorized Signature: X \_\_\_\_\_

# InDesign, InCopy & Quark

Kevin answers questions concerning overprints, sizing & upgrades



Kevin Slimp

Institute of  
Newspaper Technology  
kevin@kevinslimp.com

The mailbox has been full the past few weeks with questions from readers. Must be something in the air. Perhaps it's the smell of eggnog.

## From Liz in Louisiana:

Hi Kevin,

I'm contacting you regarding a problem we are having when we print a PDF file.

On certain issues, we put a huge magenta "SAMPLE" across our flag. I've been working here four years and have never had a problem or a second thought about this.

We recently changed printers, and now they're telling us that on our PDF, "SAMPLE" is a knockout and that we should print it as an overprint. No problem, except that no one can tell us how to do this.

No one except you! Any help that you can give would be greatly appreciated.

Liz

*You might be surprised at how often I'm asked a variation of this question, Liz.*

Just today, I received a call from Karen, from Paris, Tenn., with a similar problem. The red "X" she had created to put over sold cars in an auto ad printed as black when the page went to press.

This issue can arise from any application, but both you and Karen were using InDesign. While I had Karen on the phone, I asked her to highlight a problematic X and look at the Attributes panel. This is found under Window>Output>Attributes.

My educated guess was that the X was overprinting instead of knocking out. Since the X was placed over another black X to create a drop shadow effect, overprinting red over black resulted in a black X.

I don't have your file in front of me, Liz, but I'll bet the characters in "SAMPLE" did not have outlines around them. In InDesign, when text has an outline, it sometimes changes the setting in the Attributes panel to "overprint." This is what caused Karen's text to overprint the red on top of the black.

You have the same issue, only reversed. You need to set the word, "SAMPLE," to overprint to give your printer the desired results.

By looking at the Separations Preview panel in InDesign (Window>Output>Separations Preview), you should see what your page will look like when printed and see if the setting worked.

On a side note, I'm assuming your flag contains black ink. If this is the case, I'm not sure how your printer is planning to handle the black that will come through, unless his RIP has a setting to automatically create the knockout.

## From Chip in Kentucky:

Hi Kevin,

I know there has to be a way to do this. I don't know how. We have gotten into selling banners, but the prepress work has hit a snag.

At our office, we are using Quark 7. The largest width Quark allows is 4 feet, but we need to go up to 20 feet. We have run into a similar problem at our office with InDesign.

Can you give any advice on how to up those sizes? When we try to input a larger size, it gives a message that a larger size is not allowed.

Thanks for your help. Chip

*I love math questions, Chip. They always were my favorites.*

I checked and you are correct. You can't create a document 20 feet wide in Quark or InDesign. InDesign lets you come close, but stops you a few inches short.

Here's my solution. Create the document 10 feet wide in InDesign and print the file out at 200 percent when creating the Postscript file which you convert to PDF. Unless math has changed again, that will give you a 240 inch banner, which is just what you need.

## From Randy in New York:

Hey Kevin,

I'm thinking of upgrading from InCopy 4 but have a question for you.

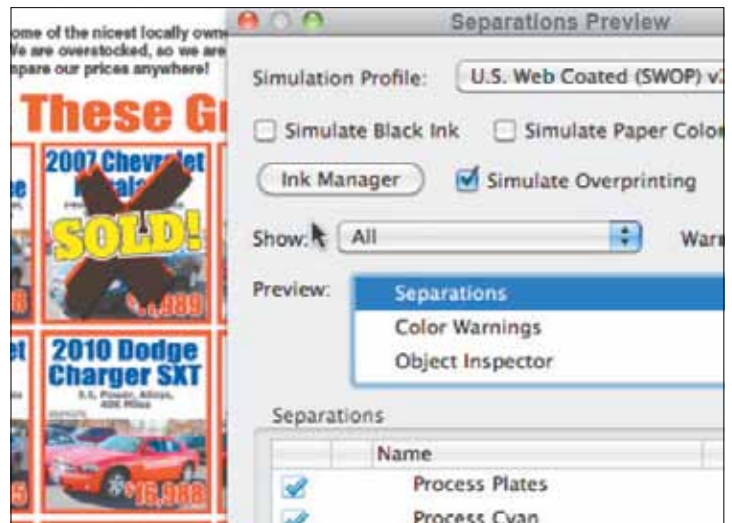
If I upgrade my InCopy do I need to upgrade my InDesign at the same time?

Thanks, Randy

*That's a tricky question, Randy. Theoretically, no, you don't have to upgrade both. But if it were me, I would.*

Too much can go wrong when your InCopy version doesn't match your InDesign version. And let's face it. In our business, who has time for surprises at the last minute?

If you feel like it's time for an upgrade, go



Look in the Windows>Output>Separations Preview to determine if your items are overprinting or knocking out. This can be an issue when creating large items with drop shadows similar to the X in the auto ad.

ahead and upgrade your InDesign and InCopy machines at the same time.

## A word from Kevin ...

Yesterday, I received an email from someone who wanted to send me a gift for recommending an expensive software system to a client. The vendor wasn't doing anything evil. It was a nice gesture.

I gave him the same answer I've given dozens of other groups in the past. I'm happy to recommend a product, if I believe it will benefit my client. Gifts aren't necessary or accepted.

When I write about an application, or piece of hardware or workflow system, you can trust that I think it's worthy of consideration. The only vested interest I have is in the newspapers who depend on my recommendations. I never accept any payment or gift from a vendor.

## Coming Soon to a City Near You

Lexington, Kentucky . . . . . KPA

January 20-21

Grand Rapids, Michigan . . . . . MPA

January 27-28

Des Moines, Iowa . . . . . INA

February 3

Nashville, Tennessee . . . . TPA

February 8-10

Denver, Colorado . . . CPA

February 24-25



kevin@  
kevinslimp.com

Invite Kevin to your next conference or training event!