



Trustees for the Public

200 Years of Missouri Newspapers



A History of Missouri Newspapers

Two centuries have passed since Joseph Charless, an Irishman, became the first pioneer newspaper publisher in St. Louis. Since his July 12, 1808 issue of *The Missouri Gazette*, more than 6,000 newspapers have come and gone in the Show-Me State.

The documentary video, “Trustees for the Public: 200 Years of Missouri Newspapers,” celebrates the rich heritage of Missouri journalists, yesterday and today. This 2009 Emmy Award-winning film has been featured on PBS stations across Missouri and with this companion guide, is now a valuable educational resource.

Joseph Charless, Mark Twain, Eugene Field, Joseph Pulitzer, Ernest Hemingway, Walter Williams ... these journalists and others who practiced their craft in Missouri are remembered, along with the Missouri Press Association’s role in founding the State Historical Society of Missouri in 1898 and the Missouri School of Journalism in 1908.

Publishers and editors of Missouri newspapers recount stories of their own careers, from the days of “hot type” printing, newspaper carriers hawking copies on street corners, to today’s modern newsrooms, high-speed offset presses and the emergence of newspapers’ use of the Internet.

A history of the press in Missouri would not be complete without reviewing *The Journalist’s Creed*, written by Dean Walter Williams of the Missouri School of Journalism. Ron Powers, a native of Hannibal, MO, award-winning journalist and Missouri graduate, reads the Creed as he honors his school and his profession.


Education Guide written by Jennifer Wirthwein, Washington, Mo.
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Trustees for the Public

Teaching Guide

 **A note to the teacher:** Learning about the newspaper industry will encourage your students to be conscientious of this important part of our history. This guide offers group discussion questions, individual lessons, and extension activities aligned to Missouri standards as a tool to help your students grow to be critical readers.

Missouri Learning Standards Correlations

Activity	Show Me Standards	Grade Level Expectations
Viewing Guide	G1:4, 1:10, 2:1, 2:7, 4:1, CA1, CA3, CA4, CA6, CA7, SS1, SS2, SS6, SS7	R1F, R1G, W1A
Discussion Questions	G1:4, 1:9, 1:10, 2:1, 2:3, 3:1, 4:1, 4:1, CA1, CA3, CA4, CA6, CA7, SS2, SS6	R1H, R1I
Thinking it Through	G1:6, 1:9, 1:10, 3:1, 3:4, 3:6, 4:1, 4:2, 4:3, CA1, CA3, CA4, CA6, CA7, SS2	R1H, R1I, W1A, W3A
Examining Your Newspaper	G1:2, 1:6, 1:8, 1:10, 2:1, 2:7, 3:5, 4:1, CA1, CA3, CA4, CA6	R1F, R1G, R1H, R1I, R3A, R3C
Writing for a Variety of Purposes	G1:2, 1:6, 1:8, 1:10, 2:1, 2:7, 3:5, 4:1, CA1, CA3, CA4, CA6	R1F, R1G, R1H, R1I, R3A, R3C
The Journalist's Creed	G1:5, 1:6, 1:8, 1:10, 3:5, 4:1, 4:3, 4:4, 4:8, CA1, CA3, CA4, CA6, CA7, SS1, SS2	R1H, R1I, R3C, W1A
Newspaper Timeline	G1:6, 1:8, 1:10, CA1, CA3, CA4, CA6, SS2, SS6	W1A, W2A, W3A
Retro Reading Interview	G1:2, 1:5, 1:6, 1:9, 1:10, 2:1, 3:5, 4:1, CA1, CA3, CA4, CA6, SS7	W1A, W2A, W3A
Student Survey	G1:2, 1:10, 2:3, 3:1, 4:1, 4:3, CA1, CA3, CA4, CA6	W1A, W2A, W3A

Directions: Review the questions before viewing the documentary. Jot down any notes or questions that arise as you watch the documentary. Be prepared to answer the following questions.

1. Who published the first newspaper in Missouri?
Where did he receive the money?
2. What were some challenges faced in the early printing days?
3. How did the Civil War affect the newspaper industry?
4. Which newspaper job did Mark Twain have?
5. Why was Joseph Pulitzer seen as controversial?
6. What university had the first school of journalism to offer a degree?
7. What is photojournalism?
8. What job did Ernest Hemmingway have? How did it change his writing style?
9. How many times was Walt Disney turned down for a job in the news industry?
10. Why is the carrier's job so important?
11. Robert White II states his grandfather believed the purpose of the newspaper was to...
12. Why are family operated newspapers so important to a community?
13. What famous artist visited Paris, Mo., and sketched editor Jack Blanton?
14. How did women pave their way in the newspaper industry?
15. Why did African Americans feel the need to create a separate newspaper? What obstacles did they face?
16. Technology has affected the format of the news. How do online newspapers and print editions complement each other?
17. What is the Sunshine Law?
18. Name one concept from The Journalist's Creed that you found to be particularly meaningful. State why this concept is so important.

Notes/Questions:



Discussion Questions

1. What was the purpose for creating this documentary?
2. Why is it important to preserve the history of the newspaper industry?
3. How has this documentary changed the way you view the newspaper?
4. What is the role of the press today?
5. Do we have a free press?
6. Does today's press live up to the principles of Walter Williams' Journalist's Creed?
7. What were the challenges faced by newspapers over the past two centuries, in maintaining the highest standards of journalism?
8. Should there be shield laws that allow journalists to protect their sources?
9. What role should or should not the press play in government transparency?
10. Do you read the news on-line, delivered by newsprint, or other method or combination? What is your preference and why?
11. As a reader, what do you see as the value in a newspaper?
12. What news and features should make up the content of a newspaper?
13. Should newspapers receive a government subsidy to generate profit and stay in business? What funding mechanisms should newspapers use to compete with the variety of media sources today?
14. What strides have women and minorities made in the newspaper industry?
15. How do you think the newspaper industry will change to accommodate the changing communications market?



Directions: Answer the following questions using specific examples from the documentary.

1. How does a career in the news industry affect family dynamics and personal relationships? Consider these quotes from the documentary, “more of a calling than a job,” “when you get ink under your fingernails, you’re sold,” “one touch of a printer’s ink makes the whole world kin.”
2. In this documentary, newspapers are referred to as the “government watchdog” and the “community conscience.” What does that mean? Support your answer with specific details.
3. Robert M. White II, of Mexico, Mo., quotes his grandfather as saying, “The purpose of the newspaper is to serve the people, all the people, whether you agree with them or not. Give them the truth, that’s what they really want.” Do you agree with this statement? Why or why not?
4. In 1880, a former editor of the Kansas City Times, Eugene Field, poked fun at his new rival paper, The Kansas City Evening Star:
“Twinkle Twinkle Little Star,
Bright and gossipy you are;
We can daily hear you speak
For a paltry dime per week.”
Later, Field wrote numerous children’s poems including, “Fiddle Dee Dee,” “Little Boy Blue,” and “Wynken, Blynken and Nod.” How did the newspaper allow Field to develop his writing skills and style?
5. In the video it was said of Joseph Charless and his experience of building The Missouri Gazette, “If you were going to start a new settlement in the frontier days, the first thing you had to have was a newspaper. Because a newspaper was a Chamber of Commerce back in those days. And, it still is to a certain extent.” In your experience, how is a newspaper like a Chamber of Commerce?



Examining Your Newspaper

Directions: Complete the following activity with your local newspaper.

Title of Newspaper: _____ Cost: _____

Where is this newspaper published? _____

How often is it published? _____

How many sections are included? _____ What is the title of each section?

How many headlines are on the front page? List 3 headlines.

How many subjects are listed in the index?

Name all of the sports mentioned.

List the featured columnists. What topics do they discuss?

What is the topic of today's editorial cartoon?

How many letters to the editor are in today's edition? List the topic of one of the letters.

Are there any Associated Press (AP) stories included? If so, what are they? Why do you think they were included?

What is the name of the business with the largest ad?

What community events are published?

Does your newspaper feature birth/wedding/ anniversary announcements?

Find 5 pictures in your newspaper. List the subject for each picture.

How many newspaper articles cover events in local schools?

What do you like best about this newspaper? What would you change about it?

Other observations:

Based on your newspaper's contents, what values are important in your community? If you were a visitor from another community, what insight could you gain about your area's social customs and traditions?

Did you know? For an article to be considered "newsworthy," it must meet one or more of the following five criteria:

1. Timing
2. Significance
3. Proximity
4. Prominence
5. Human Interest

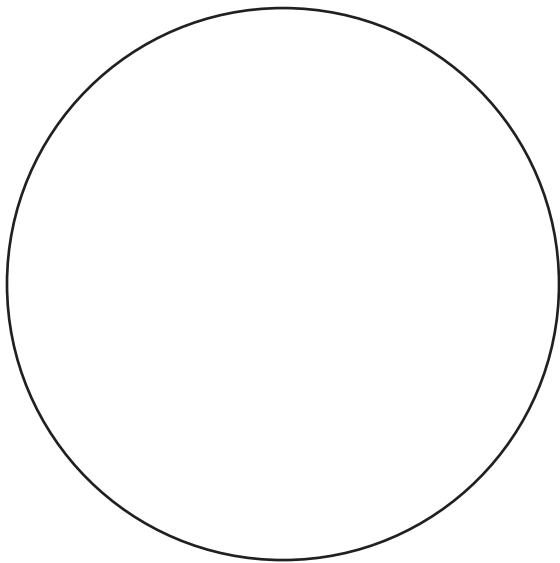


Writing for a Variety of Purposes

Newspapers feature a variety of writing styles and purposes. You can find writing that informs, persuades or entertains. Look through your newspaper and find examples of each to complete the chart below.

Type of Writing	Title of Article	Page Number
Entertain		
Persuade		
Inform		

Which style of writing is the most prevalent in your newspaper? Create a pie chart to display the percentage of newspaper stories for each style of writing.



Did you know? High school students who participate in school journalism programs earn significantly higher grade point averages, score better on college entrance exams, and demonstrate better writing and grammar skills in college compared with students who had no involvement with their high school's newspaper or yearbook.

-2008 Newspaper Association of America Foundation Study



Directions: Interview a grandparent or other family member to gather information about newspaper history. Summarize the interview and share the results with the class.

Sample Interview Questions:

Name _____ Age _____

Hometown _____

What roles do newspapers play in the community?

Describe your earliest memory with the newspaper.

How did your family receive the newspaper?
(mail, news stand, carrier, etc.)

Which family members would read the newspaper?

What did you enjoy most about the newspaper as a child?

What changes have you seen in newspapers?

How do you receive your newspapers today?

What is your favorite section of the newspaper and why?

What is your opinion of online newspapers?

Other questions:

Summarize the information from your interview on a separate page.



1. What is your preferred source for local news? (ex: newspaper, internet, TV, radio, etc.) Why do you prefer this source?
2. What type of news do you usually read? (general news, sports, entertainment, business, opinion, etc.) How do you use this information?
3. How can you tell if your news source is reliable?
4. What is Freedom of the Press? Do you think the government should be able to censor the news? If so, give a specific example. If not, defend your position.
5. Do you feel Freedom of the Press applies to student publications in school, such as newspapers or yearbooks? Support your position with specific details.



1. Create a timeline of your local newspaper history.
2. Host guest speakers from the newspaper business.
3. If your newspaper is printed locally, ask about taking a field trip to see your local press in action.
4. Host a viewing night at your school and invite your families to see Trustees for the Public. Encourage the generations of your community to share their memories and experiences with the press.
5. Conduct a Target Date activity to compare your newspaper with other newspapers across the nation. Students will write to newspapers requesting a copy for a chosen date. Once the newspapers have arrived, students will compare newspaper features and articles. For more specific directions, see http://legacy.grandforksherald.com/pdfs/target_date.pdf.
6. Research pioneers of the newspaper business, including those featured in this documentary, such as: Joseph Charless, George Park, Mark Twain, Eugene Field, Joseph Pulitzer, E.W. Stephens, Walter Williams, Cliff Edom, Jack Zehrt, etc.
7. If your newspaper has both a print and an online edition, compare the two. What, if anything, is different about the two editions? How are advertisements presented? How are the two newspapers organized? What are the advantages and disadvantages of each? You might also consider comparing your local newspaper with a metropolitan newspaper that covers many communities.
8. Host a class debate regarding Freedom of the Press, censorship in the news, etc. A 2006 study, "The Future of the First Amendment," by the Knight Foundation, found:
 - 1 in 3 high school students say the First Amendment goes "too far" in the rights it guarantees.
 - 50 percent of high school students say the newspaper should be allowed to publish freely without government censorship.
 - Students lack knowledge and understanding of the key aspects of the First Amendment.
9. Encourage students to write a letter to the editor reflecting on the importance of the newspaper. Students may also wish to create an editorial cartoon.
10. Complete the First Amendment Scavenger Hunt on page 4 of the teacher resource "First Things First" downloadable at <http://www.naafoundation.org>.

Newspaper In Education allows you to use the newspaper to the fullest in your classroom. An addendum to this guide contains a few helpful resources and you may visit these websites for more resources and teacher guides:

http://www.mopress.com/Teacher_Guides.php
<http://www.naafoundation.org/Curriculum/NIE.aspx>



Walter Williams, the first dean of the University of Missouri School of Journalism, created this creed as a code of ethics for Journalists.

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of a lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best — and best deserves success — fears God and honors Man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid, is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.



Today, many professions have a creed or oath. Compare and contrast The Journalist's Creed to the U.S. Army Ranger's Creed.

Recognizing that I volunteered as a Ranger, fully knowing the hazards of my chosen profession, I will always endeavor to uphold the prestige, honor, and high esprit de corps of my Ranger Regiment.

Acknowledging the fact that a Ranger is a more elite soldier who arrives at the cutting edge of battle by land, sea, or air, I accept the fact that as a Ranger my country expects me to move farther, faster and fight harder than any other soldier.

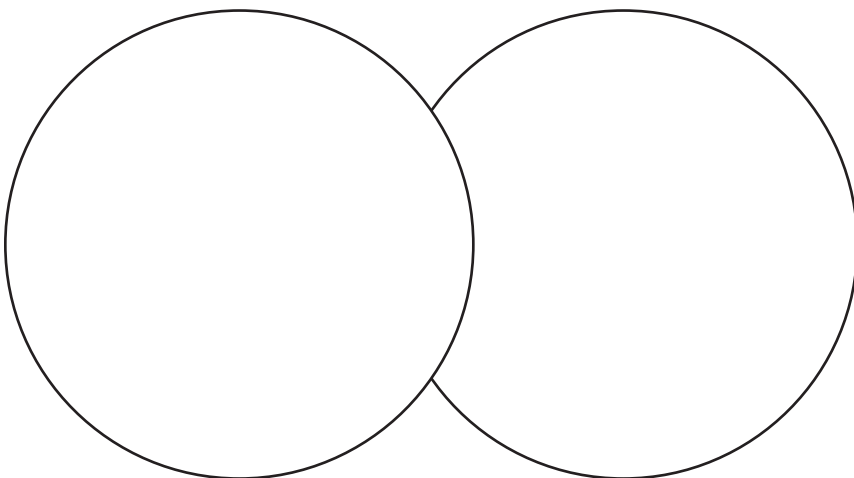
Never shall I fail my comrades. I will always keep myself mentally alert, physically strong and morally straight and I will shoulder more than my share of the task whatever it may be. One-hundred-percent and then some.

Gallantly will I show the world that I am a specially selected and well-trained soldier. My courtesy to superior officers, neatness of dress and care of equipment shall set the example for others to follow.

Energetically will I meet the enemies of my country. I shall defeat them on the field of battle for I am better trained and will fight with all my might. Surrender is not a Ranger word. I will never leave a fallen comrade to fall into the hands of the enemy and under no circumstances will I ever embarrass my country.

Readily will I display the intestinal fortitude required to fight on to the Ranger objective and complete the mission though I be the lone survivor.

Use the diagram to compare and contrast the two creeds.



Extension Question:

Have you had to say an oath or a creed for any club or extracurricular activity? What profession do you plan to enter? Does it have an oath or a creed? If so, list the creed below.



Missouri Newspaper History Timeline

- 1808** Missouri Gazette publishes first issue on July 12
- 1860s** During the Civil War, newspaper equipment was destroyed and metal type was melted to make bullets
- 1861** Stars and Stripes was published by Union troops in Bloomfield, Mo.
- 1867** Missouri Press Association was founded
- 1898** Missouri Press Association established the State Historical Society of Missouri
- 1904** World's Fair in St. Louis drew thousands of national and international journalists
- 1908** The world's first School of Journalism founded at University of Missouri
- 1910** Mary Paxton Keeley was the only female in the first graduating class of the University of Missouri's School of Journalism
- 1917** Ernest Hemmingway worked as a reporter for The Kansas City Star
- 1917** St. Louis Globe-Democrat is the first newspaper to switch from handset to linotype
- 1932** Missouri Press Women is organized
- 1946** Artist Norman Rockwell's depiction of the Monroe County Appeal is published in the Saturday Evening Post
- 1949** Cliff Edom, considered the "Father of Photojournalism," created the Missouri Photo Workshop
- 1953** KOMU made its debut as the only university-owned commercial affiliate television station used to train students
- 1958** University of Missouri School of Journalism started the Freedom of Information Center to protect the public's right to open government
- 1982** Avis Tucker became the first female president of the Missouri Press Association
- 1986** The Columbia Missourian was the first newspaper in the state to install a computerized pagination system

What events would you add to this timeline? Can you find any pictures that would enhance this timeline?



MISSOURI NEWSPAPER HISTORY

MONUMENTS OF A PRESS ASSOCIATION

In 1895 the Missouri Press Association began its efforts to establish the world's first School of Journalism. After 13 years of work it was set up at the University of Missouri in 1908. MPA President Walter Williams was first dean.



In 1898 a Missouri Press Association committee headed by its president, E.W. Stephens, established a historical society for the state. Stephens was the first president. Today the State Historical Society is one of the largest in the nation; its library of newspapers and microfilm is unequalled. Almost every issue of every newspaper ever printed in the state is on file or on film.

World's First Freedom of Information Center established in Columbia, 1958. Assisting the School of Journalism on its 50th Anniversary, the FOI Center is one of the great monuments the MPA can boast of.



Restoration of the Saline County Herald and Newspaper Museum was one of the MPA's 100th Anniversary projects. This fascinating plant and museum opened to the public in 1966 at historic Arrow Rock, Mo.

MISSOURI PRESS ASSOCIATION

SERVING MISSOURI NEWSPAPERS SINCE 1867

Newspaper Terms

AD - Printed notice of something for sale; short for "advertisement."

AP- Associated Press news service.

ASSIGNMENT - Reporter's task to report a news story.

BEAT- News subject area regularly covered by a reporter.

BOLD FACE - Heavy or dark type.

BOX - Border around a story or photo.

BUREAU - An auxiliary news office located apart from the main newspaper plant and office, often in another suburb or city.

BYLINE - Name of the writer of a story.

CLASSIFIED AD - A small ad placed by an individual to sell a product or service.

COLUMN - Vertical arrangement of type on a page.

COMPOSE - To set type.

COPY - All material used for publication, including articles and cutlines.

COPY EDITOR or READER - A person who edits stories and writes headlines.

CREDIT LINE - The name of a photographer or artist below or alongside a photo or illustration.

CROP - To trim off the unneeded parts of a photograph.

CUTLINE - Information that describes a photograph or illustration.

DATELINE - The words at the beginning of an article that give the location of the story.

DISPLAY AD - Large, frequently illustrated advertising usually purchased by retail stores, manufacturers or service companies.

DOUBLE TRUCK - An advertising term referring to the middle pages.

DUMMY - Layout showing page position of stories, headlines, advertising and art.

EARS - Blocks of copy on either side of the logo at the top of the front page.

EDIT - To correct and prepare copy for

publication.

EDITION - A specific issue of the day's newspaper.

EDITOR - A person who assigns reporters to cover and write stories and suggest how copy can be improved or corrected before publication.

EXTRA - A special edition of the paper containing news too important to hold for the next regular edition.

FEATURE - A human interest story.

FREELANCE or FREELANCER - A writer, artist or photographer who sells stories, art or photographs to a newspaper.

FREEDOM OF THE PRESS - A constitutional right derived from the First Amendment which guarantees that newspapers may report the news and publish editorial columns.

GENERAL ASSIGNMENT REPORTER - A reporter who is not assigned to a regular beat but works on assignments from his or her editor.

GRAPHICS - Any photograph, map, graph or illustration.

HEADLINE - Words in large type at the top of a story to catch the attention of the reader.

INDEXES - The parts of the newspaper in which the reader can find information about the location of sections or stories.

INVERTED PYRAMID - A phrase used to describe the structure and style of hard news stories in which the most important facts - who, what, where, when, why and how - are stated first.

JUMP LINE - The line at the bottom of a story that tells the reader where to turn for continuation of an article.

KILL - To take out or delete copy.

LASERPHOTO - The brand name for an Associated Press photograph transmitted by laser to subscribing publications.

LAYOUT or MAKEUP - the process of

Newspaper Terms

positioning copy on pages according to the dummy.

LEAD - The first sentence or first paragraph of a news story (usually stating who, what, when, where, why and how).

LIBEL - Any statement or representation without just cause or excuse which exposes someone to public disfavor.

LIBRARY - An area for reference materials where articles, biographies, pictures and other background materials are kept.

LOGO - Sometimes called FLAG or NAMEPLATE. The newspaper's name as it appears at the top of the first page.

MAKEUP - The arrangement of all copy on a page for printing.

MANAGING EDITORS - The editors who supervise the news gathering operation.

MASTHEAD - A box giving the names of publisher, editors and other executives.

MEDIA - Communications systems which provide information in print or electronic form, e.g., newspapers, magazines, videotext, teletext, radio, cable and television.

NEWS SERVICE or WIRE SERVICE - A news-gathering organization which transmits stories and photos electronically, by telephone, or by wire to other media affiliates.

NEWS STORY - An objective account of a significant event or occurrence.

NEWSPRINT - The paper on which newspapers are printed.

OFFSET - A method of printing in which the ink is transferred from plate to roller to newsprint.

PAGE REFERENCE - Page reference number where the story relating to the headline may be found.

PASTE-UP - A completed page of copy.

PLAGIARISM - Any use of someone else's ideas or words without giving proper credit.

PRESS RELEASE - Advance information on a newsworthy topic given to the newspaper by the source.

PROOF - A sample of a newspaper page on which type, picture, etc., may be checked before printing.

PROOFREADER'S MARKS - A set of widely accepted symbols used by proofreaders to indicate where changes in copy are to be made.

PUBLISHER - The chief executive officer of the newspaper.

QUOTE - To use the actual words someone has said or written.

REPORTER - A person who finds out the facts and then writes the story for the newspaper.

REVIEW - A critique on a restaurant, play, movie, musical performance or book that has just been published.

R.O.P. - Abbreviation for "run of the paper." News and advertising appearing in any position convenient to the makeup of the newspaper.

SCOOP - A story printed in the newspaper before it is reported anywhere else.

SIDEBAR - A secondary story giving additional sidelights on a major story.

SLUG - A word or group of letters that is used by writers, editors and composers to identify a specific story.

STRINGER - A contributing reporter or photographer not on staff.

STYLE BOOK - A set of rules for punctuation and other matters of written style. While general rules of punctuation and style exist, every publication has "house rules" which all writers follow to produce copy that is standardized and consistent.

SUBHEAD - A headline which appears under the main headline.

TIP - A suggestion for a possible news story.

UPI - Abbreviation for United Press International news service.

VDT - Abbreviation for "video display terminal."

WIDOW - One word carried over and left alone on a line.

WIRE COPY - News matter which is