

PROFILE



Denley's love of paper business dates back 60 years

» Page 5

PRESIDENT'S COLUMN

Fall is a busy season for your Association; don't miss ArkLaMiss

» Page 2

MEMBERS



McComb journalist plays Good Samaritan

» Page 5

INDEX

Bylines & Datelines	Page 3
March of Events	Page 4
Deaths	Page 6
Convention Photo Album	Page 7
Ad Libs	Page 11
Freedom of Information	Page 12
Law Bytes	Page 15

Starkville publisher elected to serve as MPA president

BILOXI

The publisher of the *Starkville Daily News* was elected president of the state newspaper association during its 150th annual convention June 24 in Biloxi.

Don Norman, 69, who has served as publisher of the newspaper since 2000, is a native of Natchez and longtime newspaperman. After beginning his career in advertising at *The Natchez Democrat*, he later served as general manager and vice president of Natchez Newspapers before being named publisher of *The Atmore (Ala.) Advance*.

He joined *The Auburn Bulletin* as marketing director in 1987, later becoming special project coordinator for Thomson Newspapers' Alabama division. Under his leadership, the *Daily News* has come major commercial printing hub, handling jobs for 23 daily and weekly newspapers. He currently also serves as publisher of the *Daily Times Leader* in West Point.

Norman will serve concurrently as president of Mississippi Press Services, an affiliated advertising and marketing unit of MPA.

He and his wife, Peggy, have

MPA » Page 10



ANTHONY WARREN

MPA President Don Norman (left), publisher of the *Starkville Daily News*, and Immediate Past President Joel McNeece, publisher of *The Calhoun County Journal in Bruce*.

Hazlehurst publisher named to Board



Joe B.
Coates

The publisher of the *Copiah County Courier* has joined the MPA-MPS Board of Directors to serve a three-year term.

Joe Coates was elected by fellow members during the 150th Annual Convention in Biloxi. He began his newspaper career in 1996 when he was hired as advertising director by Jim Lambert, former owner of the *Courier*. Lambert also employed Coates as a 'stuffer' and a school news writer while he attended school at Copiah Academy.

Coates was promoted to Publisher

in 2002 when Henry and John Carney purchased the newspaper. He still serves as advertising director for the *Courier*, and has taken over that role at the *Meteor* in Crystal Springs.

He is a 1993 graduate of Mississippi State University, earning a B.A. in General Business. He attended Management of the Weekly Newspaper Seminar conducted by the American Press Institute in 2004. He has also been a staunch supporter of MPA seminars and conventions over his nearly 20 years in the business.



The official newspaper of the
Mississippi Press Association

371 Edgewood Terrace, Jackson, MS 39206
601-981-3060 | Fax 601-981-3676
www.mspress.org

MPA-MPS Staff

Layne Bruce executive director lbruce@mspress.org	Andrea Ross media director aross@mspress.org
Monica Gilmer member services mgr. mgilmer@mspress.org	Sue Hicks bus. development mgr. shicks@mspress.org
Julie Darling marketing manager jdarling@mspress.org	

The Fourth Estate serves as the official newspaper of the Mississippi Press Association, recording the history of the organization, its members and associates. Copies are distributed at no charge to members and are available by contacting the MPA office.

Commentary columns published herein are the opinion of their respective authors and not necessarily those of the MPA, its board of directors or staff.

MPA-MPS Board of Directors

Don Norman President Starkville Daily News Starkville	Paul Keane First Vice President Wayne County News Waynesboro
Kevin Cooper Second Vice President The Natchez Democrat Natchez	James Arrington Goff Treasurer The News-Commercial Collins
Joel McNeece Immediate Past President Cathoun County Journal Bruce	Layne Bruce Executive Director MPA/MPS
John P. "Pat" Brown The Magee Courier Magee	Joe B. Coates Copiah County Courier Hazlehurst
Clay Foster Daily Journal Tupelo	H. Ray Mosby Deer Creek Pilot Rolling Fork
Stephanie Patton The Leland Progress Leland	Tim Reeves The Vicksburg Post Vicksburg
Jack Ryan Enterprise-Journal McComb	George R. Turner Greene County Herald Leakesville



Mississippi Press Association | Established 1866
Mississippi Press Services | Established 1978
MPA Education Foundation | Established 1983

PRESIDENT'S COLUMN

AFTER SUCCESSFUL CONVENTION, FALL SIGNALS NEW BUSY SEASON FOR MPA

STARKVILLE

It is a distinct honor to serve as President of MPA for the coming year. Thank you to everyone for placing your trust in me as we all work together to strengthen our industry and this Association.

What a great time we enjoyed in Biloxi this summer for MPA's 150th Annual Convention. It was wonderful to see so many members and friends at this special event.

If you missed it, or if you just want to enjoy a few memories from the convention, you can find plenty of photos in this edition of *Fourth Estate*.

A few highlights from the convention included remarks by Secretary of State Delbert Hosemann, who said community journalism has never been more important in our state, and a special President's Banquet that saw many former leaders of the Association come together to pass the gavel.

The Golden Nugget did a fine job hosting the event. We received many compliments on the new venue. And we are looking forward to returning there next summer for another joint convention with Louisiana.

Mark your calendars: We'll be back at the Nugget July 6-8, 2017.

MY THANKS to the newspaper members who have joined the new Online Network from Mississippi Press Services.

This new program started recruiting participants in July and as I write this



Don Norman

it is now tracking nearly 1.2 million impressions, which gives us room to sell a couple of clients into the program. We feel we can reach the 2 million mark by adding a few more papers to the network.

This new digital advertising program functions like the existing print networks offered by MPS; the revenue generated will help fund critical services offered by the Association, including lobbying, legal hotline and important research regarding our industry and our audience in Mississippi.

Eventually, we expect this network will begin contributing to the revenue pool in which all participating newspapers share annually.

If your newspaper is interested and has not yet signed up, simply contact the MPA office. They will be happy to get you set up.

DON'T FORGET that the ArkLaMiss Circulation, Marketing and Audience Development Conference is coming up Nov. 10-11 in Vicksburg at the Ameristar Casino.

For those who attend, this event is always one of their favorites of the year. It's a great meeting for discussion of ideas to strengthen our products and grow our audience.

Louisiana Press is in charge of this year's meeting, and details will be coming soon in the mail, by email and in the monthly eBulletin. So be on the lookout for it.

YOUR BOARD of Directors will meet Oct. 27-28 at Dunleith Historic Inn in Natchez.

It will be the usual quarterly board meeting with additional time on the schedule for some long-range planning. Important topics like the 2017 legislative session, next year's budgets for the Association and MPS, and continued discussion of a potential new digital affiliate membership category will be on the agenda.

Natchez is a very appropriate setting for this fall's meeting. While MPA continues to celebrate its 150th anniversary, the City of Natchez is marking its tricentennial.

Natchez is also my hometown, so I'm looking forward to spending time there for this important meeting.

As always, if you have thoughts or suggestions about MPA, MPS and our efforts, please call me at 662-323-1642 or email me at the address below.

MPA-MPS President **Don Norman** is publisher of the Starkville Daily News. His email address is sdnpub@starkvilledailynews.com

Study: Newspaper ads triple campaign ROI

Advertisers who are cutting back on newspaper advertising are missing a beat. This is the message of a new study, conducted by British consulting firm Benchmarking for Newsworks, which claims that advertising with newspapers increases overall revenue return on investment by three times.

The ROI study covers 500 econometric models to provide evidence of the impact newsbrands have on advertising campaigns. The results show that newspapers increase

overall campaign effectiveness as well as boosting other media - newspapers make TV twice as effective and online display four times more effective. It goes on to claim that using digital newsbrands boosts print ROI by up to five times.

The research comes off the back of challenging times in the print market, which has seen print advertising revenues decline at a rapid rate this year as advertisers are investing more digitally. Across all categories print

newsbrand spend has declined since 2011, while digital channels accounted for a third of media spend in 2015.

The research hopes to prove once and for all the value of print advertising. It claims advertisers wanting to maximise effectiveness in their campaigns need to return to 2013 levels of expenditure, where investment in print was at 11.4 percent.

— *More at TheDrum.Com*

Foundation funds \$35K in grants, internships

Foundation board members were updated on the 2016 internship program and approved additional expenditures for scholarship recipients and grant programs at the MPAEF summer meeting in Biloxi.

The program of work for 2016 includes:

- » \$22,500 for the 15 approved intern slots at Mississippi newspapers. Funds were disbursed in May and June.

- » \$5,000 for the Overby Adviser Institute at the University of Mississippi. The program is administered by the Mississippi Scholastic Press Association and provides training and networking for advisers of journalism at the high school level.

- » \$4,900 in an approved grant to Jones County Junior College for the purchase of computer equipment for its student newspaper and yearbook program.

- » \$1,500 for fall semester scholarships. Recipients of the \$500 scholarships approved are Lyndle Berryhill, pursuing a BA Degree at the University of Mississippi with a minor in African History; Emily Gruzinskis, pursuing a degree in journalism with



Lana Ferguson, an incoming junior at the University of Mississippi, has worked as an intern this summer at The Calhoun County Journal in Bruce.

a minor in public relations from the University of Southern Mississippi; and Emmalyne Kwasny, sophomore journalism major at Mississippi State University.

» \$2,000 in additional seed money for the High School Newspaper Pilot Program. This project helps fund new or reactivated student newspapers at high schools in the state.

The Foundation operates on a budget funded by yearly MPA member newspaper contributions and proceeds from the annual Celebrity Roast, Silent Auction and investment income. The Overby Institute is underwritten by an endowment in honor of Charles Overby, former editor of *The Clarion-Ledger* and retired chairman of the Freedom Forum and

Ethics panel: Madison County Election Commission violated open meetings act

» By DUNCAN DENT
Madison County Journal

RIDGELAND

The Mississippi Ethics Commission ruled on Friday that three members of the Madison County Election Commission violated a number of provisions of the state's Open Meetings Act during a Dec. 15, 2015, special

called meeting.

Those three members include District 2 Commissioner Tammie Hawkins Phillips, District 4 Commissioner Azzie Jackson-Adams, and District 5 Commissioner Pallascene Cole.

Complaints were filed by the *Madison County Journal* as well as District 1

BYLINES

Columbus

Former Commercial Dispatch managing editor William Browning recently published a piece in the Columbia Journalism Review on a "Reporter's role in the unsolved mystery of D.B. Cooper."

Oxford

Alex McDaniel has been named editor of The Oxford Eagle. She previously worked for The Clarion-Ledger and is a former editor of The Daily Mississippian. In Oxford, she succeeds Stephanie Rebman.

Bruce

Joel McNeece, publisher of The Calhoun County Journal and immediate past president of MPA-MPS, has been appointed to a term on the Board of Directors of the National Newspaper Association.

Pass Christian

The Gazebo Gazette in Pass Christian has been sold to Stephen Flanagan Jackson, a veteran journalist and journalism professor. The weekly newspaper was purchased from Pass Christian Publishing, LLC, through owner Jace R. Ponder. Lewis Floyd with W B Grimes represented the seller in this transaction.

West Point

Josh Presley has been promoted to managing editor of the Daily Times Leader in West Point. A graduate of the University of Mississippi, Presley previously worked for The New Albany Gazette. In West Point, he succeeds William Carroll.

Mississippi State

Jim Laird, a former editor of the Mississippi Business Journal, has taken on an expanded role in communications at Mississippi State University. He has been promoted to research and executive support editor for the land-grant institution.

Meridian

Veteran journalist Dave Bohrer has been named editor of The Meridian Star. His most recent assignment was as content editor of the Star-Gazette in Elmira, N.Y. He began his career as a sports writer and sports editor for The Post-Star in Glens Falls, N.Y.

Frankfort, KY

Steve Stewart, former publisher of The Clarksdale Press-Register and editor of The Meridian Star, has been named publisher of The State Journal in Frankfort, Ky. He previously was publisher of The Farmville Herald in Virginia. Both the Frankfort and Farmville papers are affiliated with Boone Newspapers, Inc., for which Stewart serves as a vice president.

—Send tips and news to admin@mspress.org

DATELINES

10/4 BNC Advertising Division entry deadline. Go to mspress-contest.org to for details.

11/10 ArkLaMiss Circulation, Marketing & Audience Development Conference. Go to arklamissconference.com for details or to register.

MARCH OF EVENTS

Miles and years separated us, but good memories kept me close with friend, colleague

What I remember most about that night is hitting the mailbox. Oh, and the guy sitting next to me getting carsick from the volatility of my admittedly awful driving.

It was the middle of the evening in the middle of nowhere in Barren County, Ky.

Joel and I had been on the road for several hours trying to deliver that day's paper. Due to a somewhat historic drought of carriers in the circulation department at the time, he and I had been drafted to get a couple of the afternoon newspaper's daily routes delivered. It took two of us because I wasn't even from Barren County and had no idea where I was going.

Joel, however, knew Barren County like the back of his hand.

He'd been editor of the newspaper for many, many years prior to my arrival there in January 2003. I was the interloper; the transplant from Mississippi who was probably way too young to safely, sanely be entrusted with the care of a community's newsroom.

Nevertheless, I had arrived by invitation of the newspaper's publisher, and Joel most graciously had stayed on in retirement as editor emeritus to see "the new guy" through the bumps and bruises that come with being "the new guy."

It was at the time and remains one of the most rewarding work (and personal) experiences of my life.

Joel took me under his wing, taught me about the community, its quirks and charms, and treated me like a son. The relationship hearkened in a number of ways to the one I shared with my own father, another editor of Joel's generation and school of thought about the newspaper's place in the community.

Even better, Joel treated me as a friend. Knowing I was alone in town and nearly 400 miles from home, he and other co-workers became my best friends. There is something very rewarding – magical, almost – of being so comfortable around and fond of the people with whom you work all day that you want to spend time with them after you punch out.

Joel and I did a lot of that. We took many trips to nearby Bowling Green for dinner, and I regularly visited his



Layne Bruce

house to pick up various garden goodies, including a batch of his and his wife Anna's homemade salsa. To this day, I've never had any to rival it.

Beyond his family, his church, his dog and his newspaper, there probably wasn't much he loved more than his garden. Oh, yeah, and fishing.

I left the newspaper and that town earlier than I expected. But we are often carried along routes in our lives we do not expect. This can be a good thing, but it can put distance between us and good people who have touched our lives in significant, sometimes unquantifiable ways.

Joel Wilson left this Earth early in the morning of Aug. 2.

Time had not been kind to him in the last year, and his convalescence had been a struggle. Though I had not seen him in a very long while, I kept track of his condition through that circle of friends who all cared for him as much as I did.

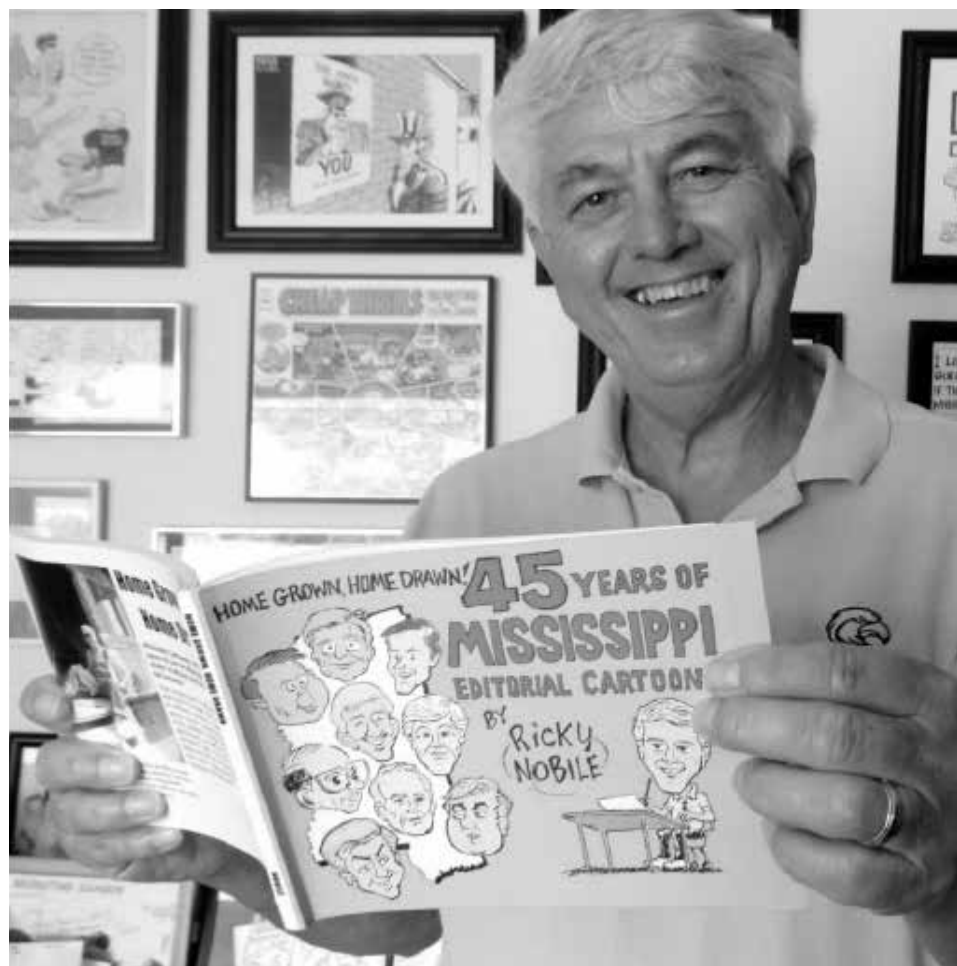
I regret not getting back to Glasgow to see him. Best intentions for a visit are too often superseded by the distractions of the moment. This is another indelicate reminder to not let those distractions keep us from staying in touch with the people who matter.

In my decades of work and moving, few souls I have met are as kind or as warm or as genuine as Joel's. The beauty of souls like his is they linger.

They linger in memories about long days in the newsroom, of scrapes with mailboxes, and of putting tomato plants in the ground.

And memories like that make your own soul smile.

Layne Bruce is executive director of MPA-MPS. His email address is lbuce@mspress.org. Follow the Association on Twitter @MPAnewspapers.



Home grown, home drawn

Longtime editorial cartoonist Ricky Nobile has published a book of cartoons from his 45-year career in Mississippi. "Home Grown, Home Drawn: 45 Years of Mississippi Editorial Cartoons" contains 130 cartoons chosen from the over 4,500 Nobile has drawn. For information on sales and future book signings, contact Nobile at nobilericky@aol.com.

Briefly

Bruce elected NAM president

MPA's executive director has been elected president of Newspaper Association Managers, Inc. (NAM), during its annual convention in Reno.

Layne Bruce will serve a one-year term in the role for NAM, a consortium of state, provincial, regional and national trade groups representing the newspaper industry in North America.

Also elected to officer positions were Vice President George White, New Jersey Press Association, and Secretary Tom Newton, California Newspaper Publishers Association. Dennis DeRossett, executive director of the Illinois Press Association, was elected to a three-year term on the board.

Continuing as Directors are Michelle Rea, New York Press Association, and Steve Nixon, Saskatchewan Weekly Newspaper Association.

Morley L. Piper serves as NAM's clerk.

Journalist's papers donated to MSU

The papers of longtime journalist and columnist Orley Hood were recently donated to Mississippi State University to be archived at Mitchell Memorial Library.

Hood, who worked for the *Jackson Daily News* and *The Clarion-Ledger* as a reporter, columnist and editor for three decades, died in 2014.

Mary Ann officially presented MSU President Mark E. Keenum with her late husband's papers, which are becoming part of the Mississippi Journalism Collection housed in the library's Special Collections Department – Manuscripts Division.

PROFILE

Love of journalism, community a family affair for Mrs. Denley

» By LANA FERGUSON
The Calhoun County Journal

BRUCE

The Calhoun County Journal has been a family affair for more than half a century now. Bruce's Jo Ann Denley has been around for a majority of it.

Denley's late husband Gale established the Journal in 1953 with his parents Sellers and Maggie Ellen Denley. Gale and Jo Ann married in 1955 and moved to Bruce in 1962.

She had always been in and out of *The Journal* subconsciously learning how the newsroom operated, photos were developed, and the newspaper was put together. Sometimes, as a former English teacher, she would even be called in as a "set of fresh eyes" to help copy read articles.

It wasn't until 1973, after their last of three daughters went to college that she entered The Journal newsroom full time. She loved it.

"Gale did not tell me how wonderful journalism was," Denley laughed.

Once in the newsroom, Denley helped cover most topics and happenings and she did say weather was always important in a farming community.

When Denley first entered the newsroom everything was done by hand, from writing the articles to producing the paper.

"I hand wrote stories, and the way you edited was a pair of scissors and scotch tape," Denley said.

Eventually, the office would get a typewriter Denley could use, then a large computer, then a more up-to-date one, continuing the cycle as technology advanced.

With the changes in technology, the newspaper would be sent to print elsewhere.

"It used to be a very dirty process," Denley said. "Walking by the printer, ink would get on your clothes, and the only way to get it out was with gas."

When *The Journal* moved its printing to The Oxford Eagle, it allowed for printing more pictures in the paper. That's when the recognizable half-page front picture with four stories below it



The Calhoun County Journal in Bruce has been part of Jo Ann Denley's life and career for over 60 years.

began. That, like Denley, hasn't left.

When *The Journal's* only photographer other than Gale, Tommy Hallum, was elected Chancery Clerk, Denley knew she would have to help with photos from then on.

She had never gone to school for journalism so she opted to take a photography class at Itawamba Community College in her spare time. In the class, she learned techniques for taking strong photographs and how to develop film in the darkroom.

"That did not sit well with my husband," Denley said. He had taught hundreds of photography classes to his students and didn't understand why she went elsewhere.

At the time, Gale was teaching journalism at the University of Mississippi as well as supervising *The Daily Mississippian* at the Student Media Center, which is now named after him.

Denley said by the time her husband came home after working at the student newspaper, it would be the late hours of the night so she went to Itawamba.

After her class, Denley dove into the photography side. Some of her favorite memories were photographing the high

school football games.

On the sidelines or in the end zone, photographers can find themselves accidentally in the action and Denley did.

"I was at Bruce and I saw the players running toward me so I started running," Denley said. "They did see me and stopped and slid, but the flash on the camera broke."

Writing was always her favorite task though.

"I just loved being a journalist," Denley said. She said writing stories afforded her opportunities she wouldn't have had otherwise.

After almost three decades, Denley stopped working full time at the newspaper in 2001. She still occasionally writes or takes photographs but not very often. She does visit the office almost every day it's open.

"I love the work so much that I would go back tomorrow if I could," Denley said.

Lana Ferguson is an incoming junior journalism major at the University of Mississippi. She worked this summer at The Calhoun County Journal in Bruce on a internship through the MPA Education Foundation.

Journalist steps into role of good Samaritan

» By THERESE APEL
The Clarion-Ledger

It's a strange feeling for a reporter to be on the other side of the news, especially when she may have helped save someone's life.

LaKeadra Coffey, a reporter for the *Enterprise-Journal* in McComb, told *The Clarion-Ledger* she rarely goes to Magnolia if she doesn't have a story there, usually opting to eat lunch in Summit.



Coffey

But on July 20, she got the urge to go eat chicken and dumplings at a cafe in Magnolia. She headed down the road with Adele playing in the background and took an alternate route.

"Usually I take the interstate. Today, I took Highway 51," she wrote in a Facebook post, explaining that usually the highway is busy during lunch.

As she approached the "Welcome to Magnolia" sign, Coffey saw a dog on a leash on the side of the road and a man laying on the ground next to it. Not sure what she had seen, she turned the car around.

"I noticed the dog and I was like, 'Wait, what?' So I turned around and went back. I got out, and as soon as I got out it was almost like the dog nudged him and he rolled over," she said. Having just come upon a scene with someone who had died on Sunday, Coffey was relieved to see the man moving.

She told *The Clarion-Ledger* and in her Facebook post that his skin was pale, "almost stark white," his eyes were glazed over and his breathing was labored and erratic. The dog also was panting heavily. She asked the man if he was OK, and he said, "No, I'm not OK."

Oxford native named publisher of Eagle

The Oxford Eagle

OXFORD

Longtime Oxford resident and native David Magee is returning home to become president of Oxford Newsmedia, LLC and publisher of *The Oxford Eagle*. He met staff members in Oxford Wednesday and expects to begin work full time by June 27.

Magee, 50, is a former city council member and business owner in Oxford, who got his journalism start at *The Eagle* while a student at Ole Miss. He is currently a vice president at Alabama Media Group and publisher of *Birmingham* magazine. Alabama Media Group owns websites and newspapers including AL.com, *The Birmingham News*, *The Mobile Press-Register*, and the *Huntsville Times*, and Magee's role

as senior director of news there helped AL.com become one of the largest local news sites in the United States.

"The opportunity to come home and build upon *The Eagle's* legacy is a dream come true," Magee said. "The city's growth and change means that the newspaper's role is more important now than ever before. I look forward to being an active partner in making Oxford and its newspaper the best they can be."

In addition to Oxford responsibilities, Magee has been named a vice president of Boone Newspapers. He will have responsibility for several business development projects in the group. In addition to *The Eagle* Boone Newspapers (BNI) and Carpenter Newsmedia own and BNI manages 73 newspapers and 35 magazines across 12



Magee

Clarion-Ledger. He also was managing editor of *The International Business Times* in New York.

He wrote a dozen books, beginning in 2003, including "The Education of Mr. Mayfield" (Blair), a true story about M.B. Mayfield who was taught secretly in the broom closet at Ole Miss.

Magee's other books include "How

states, including seven other titles in Mississippi.

Magee and his wife, Kent Magee, are both Ole Miss graduates.

Before joining Alabama Media Group Magee was assistant managing editor of *The*

Toyota Became #1" (Penguin), named a top 10 business book of the year in 2008 by the American Library Association, and "Jeff Immelt and the New GE Way" (McGraw-Hill). He also hosted a current events national television show on the American Life Network – The David Magee Show – and was a regular guest on CNBC and Fox Business.

"David is the right leader for *The Eagle* and we could not be more pleased he is joining us," said Todd Carpenter, CEO of BNI and Carpenter Newsmedia, LLC which own and manage *The Eagle*. "He is an excellent publisher who is well prepared to lead the newspaper as we seek to make it the best it can be for our readers and community. We welcome David and Kent to our newspaper family."

Deaths

Duncan Gray

JACKSON

The Rt. Rev. Duncan Montgomery Gray Jr., a civil-rights advocate and retired bishop of the Episcopal Diocese of Mississippi, died July 15, 2016. He was 89.

Gray died at his home in Jackson after having been in hospice care. Funeral services were held July 19 at St. Andrew's Episcopal Cathedral in Jackson, with burial following in Canton Cemetery.

As rector of St. Peter's Church in Oxford in the autumn of 1962, Gray called for calm as violence broke out in response to the court-ordered integration of the University of Mississippi in that city. Gray had been a chaplain on campus until 1961 and was known to students. According to Episcopal archives, Gray held onto the statue of a Confederate soldier near the main administrative building on campus and implored people not to riot.

In the pulpit of St. Peter's, Gray denounced racism.

"The seeds of anger and hatred, bitterness and prejudice, are already widely sown, and as Christians, we need to do our utmost to uproot and cast them out," Gray said in a sermon on Sept. 30, 1962, the day before James Meredith enrolled as the first

black student, escorted by federal marshals.

Gray was the seventh bishop of Mississippi, serving from 1974 to 1993. His father, the Rt. Rev. Duncan Gray Sr., had been the fifth bishop, and one of his sons, the Rt. Rev. Duncan Gray III, was the ninth.

From 1991 to 1997, Duncan Gray Jr. was chancellor of University of the South, an Episcopal-run school in Sewanee, Tennessee. He was the subject of a 1997 book, "And Also With You: Duncan Gray and the American Dilemma," written by the Rev. Will Campbell.

Lloyd Gray, a former editor of the *Daily Journal* in Tupelo and a past president of the Mississippi Press Association, said his father was a humble man who didn't seek attention for his work on civil rights.

"He just did what he thought a priest of the church ought to be doing," Lloyd Gray said.

Gray's wife, Ruth, died in 2011. Survivors include four children: the Rt. Rev. Duncan Gray III of New Orleans; Anne Finley of Adams, Tennessee; Catherine Clark of Nashville, Tennessee; and Lloyd



Gray

Gray of Meridian, Mississippi; 11 grandchildren and 10 great-grandchildren.

—Associated Press

Laurin Stamm

VICKSBURG

Sidney McLaurin "Laurin" Fields Stamm died June 16, 2016, at home after a lengthy battle with Parkinson's disease.

A memorial service was held June 21 at St. Paul Catholic Church.

A Vicksburg native, Stamm was married to John Carter "Jack" Stamm for 58 years.

She attended Mississippi University for Women and graduated from the University of Mississippi with a Bachelor of Arts in English.

After graduation, she began her journalism career, which spanned more than 60 years. For 58 years she served as the Food Editor for the Vicksburg Evening Post through three generations of the Cashman family.

Her weekly column, "From the Kitchen of the Cypress House," was the catalyst for her cookbook of the same name, published in 2011 after her retirement from the newspaper. She also had many freelance articles published in *Southern Living*, *Southern Style* and *W Magazine*.

She was one of the founders of Play-A-Day-In-May-Away, the Catholic school carnival. She was a life member of the Vicksburg Junior Auxiliary, and served as president.

She also spent many hours helping with the club's first cookbook, "Vintage Vicksburg."

Stamm served on the Vicksburg Parks and Recreation Board when the decision to build the new Vicksburg City Pool was made. She spent more than 25 years involved with the Vicksburg Swim Association. She served as president, coach, stroke judge, and state records' keeper.

Stamm is survived by her husband, her five children and their spouses: Carter and Linda Stamm of River Ridge, La.; Story and Bruce Ebersole of Vicksburg; Lauri and Riley Collins of Ridgeland; Craig and Shannon Stamm and Maggie and Greg Langston of Dallas.

Memorials can be made to the Mississippi Chapter of American Parkinson Disease Association (1040 River Oaks Drive, Flowood, MS 39232), The Bruce Alan Ebersole Memorial Scholarship at St. Aloysius High School (1900 Grove St, Vicksburg, MS 39183) or The Bruce Alan Ebersole Memorial Scholarship at Princeton University (3 Buckhammon Place, St. Louis, MO 63124).

CONVENTION PHOTO ALBUM



MPA members talk issues with Secretary of State Delbert Hosemann following his keynote address to kick off the annual convention.



Entertainer Jesse Hill (right) is briefly accompanied by Scott County Times publisher Tim Beeland.



Hattiesburg American general manager Tom Overton and his wife Mia attend their MPA first convention.



Rita and Rupert Howell of The Panolian contemplate bidding on a print of "The King."



Editorial cartoonist Ricky Nobile was on hand to provide commemorative caricatures for attendees.

Several retired and former leaders of MPA joined the fun for the 150th annual convention. From left are Harry and Carolyn Wilson; Ken and Gloria Prillhart; Charles and Virgie Dunagin; and Sharon and Norman Van Liew. Ken Prillhart, Charlie Dunagin and Norman Van Liew all served as president of MPA-MPS in the 1980s. Carolyn Wilson served as executive director from 1985-2006 after joining MPA in 1982.





Peggy Norman (from left), Lindsey Norman, Cheryl Valentine, Ray Mosby and Don Norman visit during the President's Reception.



Joe and Karen Coates of the Copiah County Courier.



Joel and Lisa McNeece (from left) of The Calhoun County Journal and Layne Bruce of MPA.



David Hampton of Jackson State University (left) and Steve Browning of Hayes Dent Public Strategies.



The anniversary cake served over 100 people (because there was more than one).



Friends and family of retired Sun Herald executive editor Stan Tiner accepted his Hall of Fame induction in his absence due to illness. Tiner's wife Vickie is holding the induction plaque.



Tim and Betty Gail Kalich of The Greenwood Commonwealth.



Frances McDavid of Mississippi State University Department of Communication and Garry and Debbie Myers of The Neshoba Democrat.



AP Chief of Bureau Adam Yeomans presents the AP Photo of the Year prize to Hattiesburg American editor Erin Munz.



MPA President Joel McNeece (left) presents the Daniel M. Phillips Freedom of Information Award to Blake Kaplan, executive editor of the Sun Herald. The newspaper's Wesley Muller won the award for a series focusing on a federal probe of the City of Bay St. Louis.



Rep. David Baria (D-Bay St. Louis) visits with Sea Coast Echo publisher Randy Ponder.



Speaker Russell Viers leads a general session on the "Power of the Process" for newspapers.



Meek School of Journalism and New Media Assistant Dean and MPA past president Charlie Mitchell inducts Stan Tiner into the Hall of Fame.

Fact checking resources available for all newspapers

At many community newspapers, treatment of the presidential election may be limited to online polls of your readers' opinions, or their letters. But this is a race for president like no other, where facts and issues have taken a far back seat to entertainment, personality and character assassination, and it's unlikely to get better now that we have the two most unpopular nominees in the history of polling.

Why should smaller newspapers devote more space to the race? If dailies rely on The Associated Press, the coverage won't be localized. If weeklies just stick to local news, they will ignore a major topic of discussion among their readers, many of whom don't read a daily. Covering the race can help you build and maintain a brand as the most authoritative local source of news and information.

As the primary campaigns ended, many journalists acknowledged that they had done a poor job of holding the nominees and other candidates accountable for their statements, and vowed to do better. But at last month's conventions, timely fact-checking was rare. All of us in American journalism need to share the load.

You can do fact-checking on your own, but it might be better to start by using one of the three main, nonpartisan services that do a good job of holding politicians accountable.

FactCheck.org, the oldest of these services, is part of the Annenberg Public Policy Center at the University of Pennsylvania, which is run by Kathleen Hall Jamieson, perhaps America's leading academic authority on deceptive techniques in political campaigns.

FactCheck was started in 2003 by Brooks Jackson, who was an investigative reporter for the AP and *The Wall Street Journal* before going to CNN, where he was an early leader in ad watches and fact checks. He remains editor emeritus, and has been succeeded by Eugene Kiely, a former *USA Today* editor and the *Philadelphia Inquirer*.

FactCheck is the service I like best, partly because you can use it for free, as long as you give credit. I also like it because it usually goes into greater depth than the other services. It reviews TV ads, debates, speeches, interviews and news releases. It takes



**Al
Cross**

donations and reveals contributors of more than \$1,000.

Just two letters and a space different is Fact Checker, a service of *The Washington Post*, overseen by Glenn Kessler, a veteran reporter who is from Cincinnati and has covered a wide range of subjects and been business editor. The column is at <https://www.washingtonpost.com/news/fact-checker>.

The Fact Checker is known in the political community for its Pinocchios, which Kessler awards on a 1-2-3-4 scale for falsehood, except during the political party conventions. We used it to fact-check the conventions on The Rural Blog; the first example of that is at <http://bit.ly/2a7AIVQ>. The Post doesn't mind the reprints as long as you give credit.

Useful gimmicks

The other fact-checking service, Politifact, also uses a gimmick to categorize falsehoods: the trademarked Truth-O-Meter, which ranges from True to Pants on Fire. Not every statement fits neatly into a pigeonhole, but entertaining labels can be useful. It also has an "Obameter" that measures the president's promise-keeping.

Politifact is a service of the *Tampa Bay Times*, which is owned by The Poynter Institute, widely respected for its journalism training. The service and the paper make much of their independence, and the Pulitzer Prize for national reporting that the service won for its work in the 2008 presidential election.

PolitiFact offers its service for a modest fee, and has franchised its brand to news outlets in 18 states, including newspapers in Florida, Georgia, Iowa, Missouri, New Hampshire, New York, North Carolina, Rhode Island, Texas, Virginia and Wisconsin. In those states, you'll have to check with the papers for their

republication policies.

If your state is one of the few real battlegrounds in the election, you'll want to do more than run other people's fact checks. This is a reporting job that needs planning and some clear objectives. We tried to do that in a webinar I conducted for the Iowa Newspaper Foundation and the Southern Newspaper Publishers Association in 2012, still available at <http://www.onlinemediacampus.com/2012/05/political-reporting>.

Where you fit in

Show where your community fits into the state and national landscape. Do a story with graphics about your county's voting history. Get the demographics to show how turnouts and age cohorts vary from election to election. Turnout is higher and younger, but still not very young, in presidential years. Do the election results reflect the national trend of greater political division among precincts? Voter registration can also show long-term trends. Is your county becoming more Democratic, more Republican or more independent? Such data are easy to get, and so are comments from local political leaders.

Other easy-to-get data reveal campaign contributors. Look them up by ZIP code at www.fec.gov, where you can get familiar with the reports; and www.OpenSecrets.org, which has the best search functions and will do a custom search for a small fee. Then ask the contributors why they gave.

These are people with a greater stake in the outcome than most.

Every community has issues affected by the race: the economy, jobs, tax policy, farm policy, immigration, education, energy, the environment, social issues, national security and use of American forces (which are disproportionately rural in origin). Identify the issues that are most important to your readers, and the local people involved in them; tell the issue stories with their help and with information from reliable online sources, going beyond the press releases and platform statements.

College professors can also be good observers. They can have their biases, but are usually up-front about them and willing to give you names of other authorities who disagree with them.

Even if your state isn't in play, don't be satisfied with just running opinions. Your readers deserve the facts, and they're not hard to find. When it comes to opinion, don't feel obliged to run letters repeating debunked claims or gross misrepresentations. Your newspaper should provide more light than heat. And those online polls? Be honest and tell your readers they are not scientific gauges of opinion.

Al Cross edited and managed weekly newspapers before spending 26 years at The (Louisville) Courier-Journal, the last 15½ as political writer and serving as president of the Society of Professional Journalists. Since 2004 he has been director of the Institute for Rural Journalism and Community Issues, based at the University of Kentucky (www.RuralJournalism.org), but still writes a political column for the newspaper.

MPA

From Page 1

two children, a son, Byron, who serves as associate publisher for the newspapers, and Lindsey, an admissions counselor for Mississippi State University.

Also elected as officers of MPA-MPS were Paul Keane, publisher of *The Wayne County News* in Waynesboro, who will serve as first vice president, and Kevin Cooper, publisher of *The Natchez Democrat*, who will serve as second vice president. James Arrington Goff, executive editor of *The News-Commercial* in Collins, was re-elected

to another term as treasurer.

Joel McNeece, publisher of *The Calhoun County Journal* in Bruce, becomes immediate past president of the organizations and chairman of the board of the Mississippi Press Association Education Foundation.

Founded in 1866 and celebrating its 150th anniversary in 2016, MPA is the trade group for Mississippi newspaper media. MPS, founded in 1978, is an affiliated advertising and marketing service. The MPA Education Foundation, founded in 1983, provides internships and scholarships to in-state students of journalism and communications.

'Curse of Knowledge' is daunting factor in sales

In 1990, Elizabeth Newton, a graduate student in psychology at Stanford University, conducted an experiment to measure knowledge and familiarity. One group "tapped" popular songs with their fingers, and another group tried to identify the tunes. When the tappers were asked to predict the number of tunes which would be correctly named, they consistently overestimated. The tappers predicted the listeners would have a 50 percent success rate, but the listeners named only 2.5 percent correctly. That's a huge gap.

This illustrates what some people call the Curse of Knowledge. Once we know something – even something as simple as the melody of a song – it's difficult to imagine not knowing it. As a result, it can be a big challenge to get in step with someone else when dealing with that topic. It's nearly impossible to teach algebra to someone who doesn't know algebra if you don't remember what it was like to not know algebra.



John Foust

Curse of Knowledge is a big factor in the world of sales. I recently shopped for a computer at a store where I had bought electronic equipment before. Unfortunately, I got stuck with a sales person who assumed everyone knew as much about computers as he did. I repeatedly asked him to simplify his explanations, but he wasn't capable of seeing things from a non-tech's point of view. It was impossible for me to suddenly gain enough knowledge to understand what he was talking about, and it was impossible for him to

remember what it was like to not know as much as he knew. The experience was frustrating for both of us, and I eventually had to find someone else to help me.

The business people in your market have varied ranges of ad knowledge – from highly informed to neophyte. Like the old saying, "If you're treating all of them the same, you're treating most of them wrong." Here are some points to keep in mind:

1. Learn as much as you can. It should be your goal to know more about advertising in general, more about your specific advertising product, and more about each one of your clients and prospects than anyone else in your area. This will give you plenty of reserve power.

2. Listen carefully to find out how much your prospect knows. A sales appointment is not a performance. It's an opportunity to get in step with your prospect, so you can tailor the

conversation to his or her specific marketing needs – in terms that are clearly understood.

3. Don't assume that you're being understood, just because the other person isn't saying anything. They may be bored, or they may feel unsure in their lack of knowledge.

4. Develop a variety of ways to explain advertising concepts. The good news is that you can prepare explanations and examples in advance. Some should be basic and some should be advanced. And some can be used with all levels.

You see, it's not just what you know about advertising. It's what you know about communication.

Copyright © 2016 by John Foust. All rights reserved. **John Foust** has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Make Sales Soar Like Magic

Improve your close ratios to 70% or more with the **New MiAD**

WIZARD!

It's a fact that spec ads help close more sales—and yet spec ads are used less than 20% of the time. Now, with the real-world magic of MiAD Wizard, personalizing and presenting spec ads for EVERY prospect is as easy as 1-2-3!

**No training.
No time wasted.
No more tough sells.**

Go to miadwizard.com and see the magic for yourself!

METRO
CREATE. SELL. PROFIT.

800.223.1600
service@metro-email.com
www.metrocreativeconnection.com



BUTLER | SNOW

Was proud to serve as a Silver Sponsor of the

2016 ANNUAL CONVENTION

and congratulates the MPA and its members for their 150 years of extraordinary service to the people of Mississippi.



AL | CO | DC | GA | LA | MS | NM | NY | PA | TN

LONDON | HONG KONG | SINGAPORE

butlersnow.com

LAW ELEVATED

Freedom of information violations hurt all of us

A reporter shouldn't have to tell a judge and the district attorney that they can't close an open courtroom.

Unfortunately that's what happened last week during the trial of 21-year-old James Curtis Clark, who was convicted of second-degree murder and aggravated assault in the death of Matthew D.

Campbell and injury of Patrick Snow on May 11, 2014, at Snow's Hattiesburg apartment.

The trial took place over two days at the Forrest County Courthouse with Judge Bob Helfrich presiding.

The trial started off like any other trial, with jury selection and opening arguments. Witness testimony went fairly quickly and was fairly straightforward until Jarvis Holder took the stand.

Holder, who also was accused in Campbell's death, pleaded guilty to second-degree murder July 1. When he took the stand, he refused to testify.

Even when Forrest-Perry Assistant District Attorney DeCarlo Hood asked to have Holder considered a hostile witness, Holder only shook his head and muttered things like "No" or "I don't know."

After a few minutes of this, Helfrich ordered the jury out of the courtroom while he and the lawyers from both sides could figure out what to do. Holder's attorney was asked to speak to his client.

The conversation continued outside the courtroom, and soon after all the spectators, including me, were asked to leave. The other spectators were mostly



Lici Beveridge

Campbell's family, members of the Jordan family — some of whom were involved in the crime — and Clark's family and friends.

The Campbell family was escorted into a room outside the courtroom. Everyone else went out into the hallway. All of us were confused as to what just happened.

I tried to peek inside the courtroom and got a glimpse of the jury coming back in and Hood was moving the podium around. But the view of the courtroom was quickly blocked when about half a dozen Forrest County deputies arrived and stood in front of the courtroom doors.

My work phone was dead so I couldn't call the Mississippi Freedom of Information Hotline set up for instances such as this. Attorney Leonard Van Slyke, who has worked with journalists for decades on Freedom of Information issues, was just out of reach.

Instead I called in to the office and asked our editor to get in touch with him and ask him what I should do, as this is something I've never before experienced.

By the time we got a response (I should have sent a note to the judge asking to be allowed in), District Attorney Patricia Burchell came out and told me everyone was asked to leave for safety reasons. I argued that it was illegal to keep me (and everyone else) out of the courtroom, but by that time it didn't matter.

Holder had testified and we were allowed back in the courtroom. The witness testimony continued as if nothing unusual ever happened.

But it did. In addition to being excluded from the courtroom, some of the spectators (not all) were checked for weapons. No one had any.

While I appreciate Burchell's consideration and coming out to tell me what was going on, what happened was not acceptable. It never should have taken place.

I asked Helfrich about what happened after the day's testimony was over, and he too said it was for safety reasons.

I don't know what really happened and how or why the courtroom was suddenly closed because that was all done behind closed doors. Again, that is in violation of the law.

I appreciate that my (and the other spectators') safety was of concern to the judge, but the way the situation was handled was wrong.

And it isn't the first time this has happened. Just a few months ago, I and John Q. Public were barred from entering a municipal courtroom, allegedly because there was a "high-profile case" being heard.

I did everything I could to get into the courtroom to no avail.

Mississippi code allows for the courtroom to be closed but for very limited circumstances and with very strict procedures to follow. But those procedures were not followed, and our right to be present in an open courtroom was violated.

Some of you may wonder what that has to do with you. Some of you may think what's the big deal. The judge and the DA allegedly did it to protect the people in the courtroom. No one was harmed, right?

Wrong.

The First Amendment to the Constitution protects the rights of journalists and free speech for ALL citizens. Related state and federal Freedom of Information laws also apply to ALL citizens.

As a member of the media, I am standing up for the rights of ALL citizens — you the people — but I want you to know that you, too, have the right to protest situations like this.

If you are excluded for any reason from an open courtroom, if you are denied access to any government information that should be legally available, you have the right to protest and demand access.

This is your country, your state and your courthouse. Stand up.

Lici Beveridge is the engagement editor and audience analyst for the Hattiesburg American. Her email address is lbeveridge@hattiesburgamerican.com. Follow her on Twitter @LiciBev.

Ethics

From Page 3

Commissioner Timothy Jenkins.

The crux of the complaints centered on whether or not the Election Commission properly noticed the special called meeting and if it was appropriate to speak with an attorney in executive session under the personnel exception.

The Ethics Commission ruled in its final order that the Election Commission violated state law by failing to properly notice its special called meeting by not listing all of the topics which it planned to discuss.

For the Dec. 15 meeting, the only

item listed on the notice was personnel, despite a number of other subjects discussed and placed on the agenda.

The Ethics Commission also ruled that the Election Commission failed to follow the correct procedure before entering executive session.

Instead of going into closed session to determine if executive session is warranted, the Election Commission went straight into executive session.

At that meeting, *Journal* Associate Editor and Publisher Michael Simmons then appealed the decision by the Election Commission to discuss the hiring of its new attorney, Wesley Evans, in executive session because independent contractors are not allowed under the personnel exception.

Simmons read Mississippi Supreme

Court decisions to the Election Commission affirming his appeal to no avail.

Chairman Pallascene Cole, prior to entering executive session, called an unknown attorney seeking legal advice, and she said based on his counsel they got to interview Evans under personnel.

Cole refuses to say the name of the attorney she sought counsel from.

The Ethics Commission affirmed Simmons' statement in its final order.

It stated, "...the Election Commission failed to record a meaningful reason for going into executive session in the minutes. The reason given, of course, must be meaningful. It must be more than some generalized term which in reality tells the public nothing.

"To simply say, 'personnel matters,'

or 'litigation,' tells nothing," it continues. "The reason stated must be of sufficient specificity to inform those present that there is in reality a specific discrete matter or area which the board had determined should be discussed in executive session..."

The final order states the Election Commission could have entered executive session to speak with Evans under a different exception relating to proposed litigation but didn't.

In Jenkins' complaint to the Ethics Commission, he addressed a couple other claims about whether or not Cole could call the special called meeting and if Evans could go into executive session if he had not yet been hired by the board.

Conventions have been a family tradition for years

The Mississippi Press Association celebrated its 150th anniversary at the Golden Nugget casino in Biloxi. After the Mississippi Bar Association and the Mississippi State Medical Association, it is the oldest state professional association.

Unlike the legal and medical professions, the newspaper industry is actually a manufacturing enterprise. It makes an actual product that comes off a printing press. That makes the longevity of newspapers even more impressive. No other manufactured product has had such staying power.

As president of Emmerich Newspapers, I oversee 26 community newspapers, primarily in Mississippi. Most of these newspapers are well over 100 years old.

As someone who daily drives two old cars, a 51-year-old Mustang and a 31-year-old Alfa Romeo, pilots a 37-year-



**Wyatt
Emmerich**

old airplane and sails a 30-year-old boat, I suppose the newspaper industry is a good fit for me.

My wife sometimes complains that I get fixated on older things. It is true, I tell her, that I prefer to stick with something I am accustomed to rather than trade it in for something new. "And you should consider that a good thing," I tell her while dodging the frying pan.

Every mid-June I have been making the trek down to the Coast for the annual

MPA convention. I have done this now for perhaps 50 years. My father did it for 50 years. And my grandfather for 50 years. That's a lot of family history, newspaper history and state history.

Many of these years overlapped as my father would go with his father, just as I went with my father. Back in the day, when life was more frugal, the trip to the coast for MPA was often the only family vacation of the year.

How I remember the glory days at the Buena Vista and then the Broadwater Beach Hotel! Camille took out the Buena Vista. Katrina took out the Broadwater. Life goes on. Every year at the Broadwater Beach Hotel, we would have the same appetizer for our opening cocktail reception: huge mounds of gargantuan locally caught fresh shrimp. It was all we ever had and the only thing we needed. I miss it to this day.

Many of the rooms at the Broadwater

Beach Hotel were one story and surrounded a huge outdoor pool. We would swim all night long and hang out on our room porches adjoining the pool. The fraternity and conviviality and the fun was far greater than our new casino venues.

I don't like casinos. They smell of smoke. There's always some old lady in the wheelchair and the oxygen mask smoking a cigarette and endlessly punching the button on the slot machine. Depressing.

The Golden Nugget was fine. Not sure why you would give a luxury casino the name of a fast food staple, but then I'm not in that business. They have a pretty cool pool with a built-in bar. It was packed and colorful.

Dozens of past presidents of the Mississippi Press Association were there. We all line up during the main

YEARS » Page 14

Digital Preservation Speaks VOLUMES



Don't Wait
Digitally preserve
your newspapers
and bound volumes

ArchiveInABox 

A bet on 'other revenue' paying off in Dallas

» By RICK EDMONDS
Poynter.org

Jim Moroney was a John the Baptist of the newspaper industry five years ago when he suggested that the then-tiny "other" revenue category could grow to cover print losses.

The Dallas Morning News publisher and A.H. Belo Chairman and CEO then practiced what he preached, aggressively buying up digital marketing and advertising companies around town and expanding commercial printing operations.

Those have become standard industry practices since. But Moroney's early start was vindicated today as A.H. Belo reported those activities covered print losses in the second quarter and kept revenues level with the same period a year ago.

Those are the best results of the five publicly traded newspapers reporting second-quarter financial results so far.

Belo also posted a small net profit — \$700,000 on revenues of \$66.6 million, a margin of 1 percent.

Digital ad and marketing revenues grew 20.9 percent year-to-year and now constitute 31.8 percent of total advertising and marketing revenues (the company does not report print

advertising revenue separately, but by my calculations, they were off in the neighborhood of 14 percent).

Moroney described the marketing services and digital ad agency in a conference call with analysts as a maturing system. The company has not made any additional acquisitions so far this year and probably won't, he added, focusing instead on getting the most from what's in place.

Belo executives also offered some examples of what is working especially well in their digital marketing efforts. Elective surgery is a particularly strong category with providers of lasik and bariatric, buying a combination of a branding campaign and a more detailed pitch to targeted customers.

"We have been able to show them an ROI (return on investment)," in improved patient counts, Moroney said, so getting renewal of contracts has been easy. That kind of target marketing also has an appeal to auto dealers, traditionally strong print and TV advertisers, who are now shifting a big chunk of marketing budgets to digital.

When Moroney began pushing the other revenues streams, he said bluntly that digital advertising alone would never grow to support a strong local news effort.

Belo raised money for the digital marketing buildout by selling its papers in Providence and Riverside, California. Reducing legacy costs continues to be an emphasis, and the company's downtown headquarters could be sold — a potential source of a future cash infusion.

Now, more recent buildouts of digital marketing at chains like GateHouse and

McClatchy are becoming growth engines as well.

Not all the Belo news was sunny. The company saw circulation revenue fall 1.8 percent year to year. In May, it launched a third try at a paid digital subscription strategy, installing a paywall instead of putting all "premium" content on a subscribers-only site. Early results are encouraging, Moroney said.

Years

From Page 13

lunch. I know every one of them well. I feel blessed to have been able to work with so many dedicated, competent, fun and engaging people.

During our evening banquet we inducted longtime Gulf Coast *Sun Herald* Editor Stan Tiner into the hall of fame. As luck would have it, Tiner had to have emergency gall bladder surgery and made his acceptance speech by Skype in his surgical gown from his hospital bed. "He's definitely on painkillers," we joked.

During the convention we heard panels on state politics and government. As usual, open meetings and open records were high on our list of hot topics.

In this age of Facebook and Google, the people of Mississippi need to understand and appreciate that the men and women working at Mississippi newspapers are on the front lines in the battle against government secrecy and corruption. It is a tough fight and we need your support.

My son John is named after his grandfather and great-grandfather, both of whom he never knew. He loves the MPA convention and came with Ginny and me again this year. Who knows? Maybe newspapers will survive yet another 60 years and John can have the incredible privilege I have been blessed to enjoy.

Wyatt Emmerich is the president of Jackson-based Emmerich Newspapers and a past president of the Mississippi Press Association. Email wyatt@northsidesun.com.

Good

From Page 5

National Weather Service Meteorologist Mark McAllister said the temperature in that area at that time was about 92 degrees. He could not account for how much hotter the pavement would make things.

Coffey asked the man if she could take him to the hospital, and he declined but asked if she could give him a ride to his mother's house. When he and his labrador-type dog got in the car, she learned his name is Dayton, his dog is Smokey and they are from Fernwood.

"He said he watched people go by him, and nobody stopped," she said.

He said even as he was there, sprawled on the hot concrete barely conscious, he had hope.

"He didn't know how he was going to get help, he just knew," she posted. "I was in the right place, and Dayton and Smokey received help. I was merely the helper. Jesus orchestrated this. To God be the glory."

When they got to Dayton's mother's house, she wasn't there, so Coffey offered to take him to his mother's office. He said they would have to stay in the car if they went there, so he opted to sit on the porch.

"But I prayed before I left, and while I was leaving and after. I don't know why I went to Magnolia today. I don't know why I took 51, but I know I was supposed to pick up Dayton and Smokey," Coffey's Facebook post read. "I stayed in Magnolia long enough for (Dayton's mother) to get back down 51. And I made sure she was home when I went back."

As she thought about it, she compared his situation to her own.

"See, it's the reason he was out that got to me even more. He was picking up cans," she wrote. "He was picking up cans in almost 100 degree weather. Hours beforehand, I was fussing because it was cold in the office. Dayton taught me to be thankful. We're all one horrible moment in life from picking up cans to survive."

All night Wednesday night, she thought about what could have happened if she wouldn't have stopped. But she's

glad she did.

"We are so quick to judge based on color and class. I was never ever taught to see race or class. Ever," she posted. "He said something that stuck out to me. He told his mom, 'No one stopped to pick me up or see about me but her. She was the only one who did, and I don't know her.'"

Coffey admitted she felt a little strange

about being on the other side of an interview, but added that she does want people to know that reporters get a bad rap and are humans too.

"It's not my story — it's Dayton's story. I was just blessed Jesus chose little me and my Jeep to be a blessing," she posted. "For that, I'm thankful. Dayton made me more thankful and so much more appreciative."

KAMEN & CO. GROUP SERVICES

Publishing Company Appraisals & Brokering



• 35 Years Publishing Experience

• Book, Magazine & Newspaper Company Financial Valuations

• Global Expertise, Deep Market Knowledge, Unmatched Integrity

516.379.2797 • 626 RXR Plaza • Uniondale, NY 11556
info@kamengroup.com • www.kamengroup.com

There are certain protections when reporting on juveniles

The state common law official records and fair comment privileges and the First Amendment protect the media from claims for defamation and invasion of privacy when publishing certain information about juveniles in news articles. The common law privileges can be absolute or qualified depending on the source of the information. The First Amendment provides an absolute defense to such claims, but entitlement to its protection may be more time consuming and expensive to prove in court than the officials record or fair comment privileges depending on the source of the information for the publication.

The rationale for protecting the press when it publishes this information is that the public is entitled to learn how government operates so its members can better informed when voting about political issues that affect federal, state, county, and local government. The press also acts as a sentinel for the general public when people who are interested but unable to attend want to know what happened at a public meeting.

Three requirements must be met regardless of the legal basis of the paper's defense to a defamation or privacy claim brought on behalf of a juvenile for a publication to be non-actionable. The publication must accurately report the information about the individual juvenile. The information must be obtained during an official government proceeding or from an official record. Finally, the publisher must have lawfully obtained the information. If these criteria are met, the publication is non-actionable even if the information is otherwise confidential.

In *Jeffries v. State*, 724 So. 2d 897, 900 (Miss. 1998), the Supreme Court of Mississippi reversed a trial court's civil contempt sanctions imposed against a local news reporter. The reporter had violated a court order enjoining the publication of information about a juvenile contained in a confidential youth court record read by the local district attorney in open court during a sentencing hearing while the reporter and other members of the public were present. The Mississippi Press Association appeared before the State Supreme Court as amici curia, or as friend of the court, in *Jeffries* -- along with several other trade and professional associations, including The Reporters Committee for Freedom of the Press,



**John
Henegan**

“When reaching this conclusion, the Mississippi Supreme Court cited with approval a line of prior decisions of the Supreme Court of the United States. In each one the Supreme Court reversed state court judgments entered against media defendants for publishing truthful information about juveniles.”

Society of Professional Journalists, American Society of Newspaper Editors, and the Mississippi Association of Broadcasters, Inc.

When reversing the trial court's injunction as a facially invalid prior restraint under the First Amendment, the State Supreme Court wrote:

as the amicus brief notes, when information has been obtained legally from a public proceeding or document, the United States Supreme Court and appellate courts around the country have consistently rejected any restraint on its publication. This is true even when

statutes prohibit dissemination of the same information when not publicly available.

Jeffries, 724 So. 2d at 900. The State Supreme Court went on and declared:

A trial is a public event. What transpires in the court room is public property.... Those who see and hear what transpired can report it with impunity. There is no special perquisite of the judiciary which enables it, as distinguished from other institutions of democratic government, to suppress, edit, or censor events which transpire in proceedings before it.

Id. (quoting *State v. Coe*, 101 Wash. 2d 364, 679 P2d 353, 363 (1984) (holding prior restraint on publication of tapes of open court proceedings is forbidden by the Washington Constitution)).

When reaching this conclusion, the Mississippi Supreme Court cited with approval a line of prior decisions of the Supreme Court of the United States. In each one the Supreme Court reversed state court judgments entered against media defendants for publishing truthful information about juveniles.

In one a television station had broadcast truthful information about a deceased 17-year-old rape victim obtained from an indictment that a court clerk had shown to the reporter in an open courtroom. *Cox Broadcasting Corp. v. Cohn*, 420 U.S. 469 (1975). In another several local media outlets published the name and photograph of an 11-year-old boy charged with second-degree murder of a railroad employee after court authorities and the prosecutor had allowed the press to attend the proceedings, which were ordinarily closed under state law. *Oklahoma Pub. Co. v. Dist. Court*, 430 U.S. 308 (1977).

In *Jeffries*, *Cox*, and *Oklahoma Pub. Co.*, the information reported by the press was known to other members of the public as well as the press when the information about the juvenile was published. What outcome if the public official inadvertently disclosed the otherwise confidential information about the juvenile but only to a member of the press and no other members of the public?

Although not addressing this situation as applied to a juvenile, in

Florida Star v. B.J.F., 491 U.S. 524, 534 (1989), the Supreme Court ruled that a paper's publication of the name of a rape victim mistakenly disclosed in an official public record such as an incident report or a news release, is protected under the First Amendment so long as the newspaper's publication is based upon "lawfully obtain[ed] truthful information about a matter of public significance" These decisions show that the prohibition against publishing information about juveniles that ordinarily applies to public records is not absolute.

In Mississippi, youth court records and proceedings charging juveniles with criminal offenses are confidential under the Youth Court Act. Since the Act's adoption, the State Legislature has created several exceptions to this general blanket of confidentiality. Miss. Code § 43-21-159 (2016). Thus, certain types of state court records charging juveniles with misdemeanors and certain felonies are now open to the public unless the youth court with the authority to do so specifically asserts jurisdiction over the proceeding.

These include cases charging a juvenile with (1) a hunting or fishing violation, (2) a federal or state traffic violation, (3) a violation of the Mississippi Implied Consent Law or municipal ordinance or county resolution, (4) a violation of the state laws regulating the unlawful sale of wine or beer to minors, or (5) an offense involving the use or possession of a firearm if the juvenile is 15 or older, and which, if committed by an adult, would be a felony. Miss. Code § 43-21-159 (2016). Although it is doubtful that the State Legislature would eliminate the confidentiality requirement of youth court proceedings and records altogether, it remains to be seen if this list of exceptions will continue to expand. Until then, the media will have to rely on the statutory exceptions, the common law, and the First Amendment to be entitled to publish this type of information.

John C. Henegan, Sr., is a member of Butler Snow LLP and counsel to the Mississippi Press Association. He and other members of his firm have been defending members of the print, broadcast, electronic, and entertainment industries in defamation and privacy suits for over 30 years. Members of the MPA can send general questions about defamation and privacy or requests for story review to hotline@mspress.org.

NAA rebrands, drops 'paper' from its name

Poynter.org

In a move that signals the changing fortunes of print in a media ecosystem dominated by digital news, the Newspaper Association of America is changing its name to the News Media Alliance Sept. 7.

In an emailed statement to Poynter, Newspaper Association of America CEO David Chavern said the organization's new name "doesn't reflect any diminishment of newspaper" as news medium.

"We are very excited about the new name, brand and programs — just like we are very excited about the future of the news business," Chavern said. "The name change doesn't reflect any diminishment of newspaper as a central way for people to get information but, instead, indicates just how many new ways our members are delivering journalism to their communities. The bottom line is that people consume more news than ever — in all forms — and that is the basis for a vibrant and growing news media industry."



Sun sets on 150th Annual Convention

MPA's annual convention, which this year marked the Association's 150th anniversary, wound down with a customary sunset schooner cruise along the gulf coast in Biloxi. The weather, and the sun, cooperated fully for the cruise.

Published by Mississippi Press Services



MISSISSIPPI
press
ASSOCIATION

3371 Edgewood Terrace
Jackson, MS 39206

PRSRT STD
US Postage
PAID
Jackson, MS
Permit No. 174