

Networkings:

THE NEWSLETTER OF THE MISSOURINET

The Missouri net news staff cranked out a lot of news during the holidays. While the wire services had virtually closed down their offices in St. Louis, Kansas City and Jefferson City, Bob Priddy and Co. were churning out new material--not just the latest list of fatalities, or rewrites of crime stories from the St. Louis and Kansas City newspapers.

We had help from several affiliates, too. Here are some of the stories we did during the Christmas-New Years holidays that kept affiliates from reading the same wire stories over and over.

On Christmas eve, we looked at the issues of low-cost health insurance, asbestos removal from the Kansas City state office building, a disagreement over the shortage of agriculture teachers in secondary school, and the release from prison of a thrice convicted cop-killer.

On Christmas day, you heard about the fate of farmers when their bank closes, the dangers of frostbite for pets, cuts in medicaid funding for Missouri, the latest federal tax withholding form, and changes in liquor consumption habits.

On the day after Christmas, we told you about a new and dangerous form of drug abuse, the state's efforts to help you with your state income tax form, the increased number of reports of abuse of patients in community placement programs, the secretary of state's proposal to limit some political contributions, and a report on a con-game that makes people think they can get a star named for themselves or a friend.

We looked for ways to make the news fresh during the holidays, with more variety than stations relying on their wire services alone would get. It's the kind of thing we strive for to make the Missouri net valuable to you.

You could call it "deja news"...that feeling you get when you look back at all the stories you covered during the year. Sort of, "Jeez, was that this year"? Here's a few of the stories you heard on the Missouri net in 1986: Cameron was chosen as the site for the new prison; earthquake tremors shook southeast Missouri; Jerome Mallet and David Tate were tried for killing state troopers; Missourians reacted to the shuttle explosion; the state lottery got underway; Christopher Bond defeated Harriett Woods for the U.S. Senate; a new athletic director was named at MU; southwest Missouri dairy herds were contaminated by pesticides; farm protests at the FmHA office in Chillicothe; Bo Jackson signed with the Royals; Marlin Perkins died of cancer; Evil Knieval was in trouble with KC vice cops; a financial investigation of Lincoln University; pari-mutuel horse racing at the state fair; some of the worst flooding in Missouri history; and the St. Louis Globe-Democrat called it quits.

If you're into numbers...we heard from an average of 24 stations each month; 45 correspondents; and received an average of 350 cuts per month. Add to that approximately 700 cuts per month generated by Missouri net staff and you're looking at over 1000 pieces of tape each month.

New episodes of ACROSS OUR WIDE MISSOURI are coming in January. Three new programs will be heard this month. The story of outlaw Cole Younger (1/15); Father Thomas Maxwell, the priest that tried to start an Irish colony in Missouri (1/19); and the story of Russian Grand Duke Alexis' visit to Missouri (1/8). On March 18 you'll hear about the first tornado in American history. And if you were listening Christmas day, you heard the story of the longest football game in NFL history.

If you'd like a customized promo for AOWM just send Bob the script.

January 1987

Stories in December: Health organizations push for a smoking ban in public places (Brent Ghan, KFRU); anonymous tips lead to destruction of 800,000 pounds of pot (\$500 million worth) during "operation cash crop" (KTTS); hundreds evacuated from Anderson, MO because of derailment of train carrying hazardous chemicals (KTTS, Steve Long/KDMO, Cathy Buzan/KBTN); Kansas City is finalist to host the '88 GOP convention (Bob Benish/KMBZ); Columbia bartender charged with misdemeanor for serving a dead man his last drink (Rich Herberts/KFRU); challenge to Missouri's new law restricting abortions (Verbeck/KMBZ); Governor Ashcroft names a new Department of Social Services Director; lawsuit filed challenging the Purdy school district's 100-year-old ban on dancing (Steve Long/KDMO); Ashcroft proposes a program requiring welfare recipients go back to high school in order to get their checks; SMSU survey indicates Missouri teacher shortage is getting worse; Bob Priddy gets exclusive interview with convicted killer Douglas Wayne Thompson on the day of his release from prison. The man's accomplice was executed more than 20 years ago; the latest Saline County murders (Ken Lewellen/KMMO); Shelly Tucker (KXEO) reported on a long-lost Mark Twain photo discovered; fake "stars" as Christmas gifts; and Barbara Uehling's last day as UMC chancellor (Brent again, KFRU).

Story of the Month. When a freight train carrying a hazardous chemical derailed in Anderson, leading to a partial evacuation of the town, KBTN jumped on the story. Cathy Buzan and Dave Weingardner provided accurate information along with interesting audio. A good example of a news staff recognizing the statewide interest in a local story. We also received assistance from KTTS and KDMO.

How are we doing? That's really the goal of the brief survey that came with this newsletter. It's your chance to tell us what we're doing right and what we need to work on. Please take five minutes to complete and return. If you have comments, please write them on the back of the survey form.

Assorted stuff... Why do sportscasters all talk (and write) funny? Find out in this month's issue of NEWSTIPS. It's from the Battered Royal of Bob Priddy and must reading if you ever read or write about sports.

* News is probably one of the things that listeners turn to your station for. Are you promoting this important programming element? Why not have Bob Priddy or Lisa Wolfe reminding your audience to listen for local and area news on your station? Send the copy to Steve Mays.

* If you're planning to add or drop a MissouriNet program, please call first so we can send you a blank clearance declaration form. It's our only way of knowing which programs you air.

* Lot of carts tied up with MissouriNet commercials? Each Monday (11:10a) on the conference call, Anne Alberts lists that week's network commercials so you can get carts back in circulation. If there's material that would be helpful to have on conference call just let us know.

* Thanks to Chris Beyer, KDMO-KRGK, Carthage, for sharing CHRISTMAS AT RED OAK by Lowell Davis. We'd like to get more of this kind of feature. News or otherwise. And if you've found a better way to gather or present the news, and are willing to share a good idea, send that along as well.

* We'd sure like to revive the STATION PROFILE feature but we need your help. A few paragraphs about your station. The kind of thing you'd like to see in your local newspaper from time to time. In fact, it might not be a bad idea to send them a copy too.