



MU News Bureau

Daily Clips Packet

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MU chancellor opens up about vision, overcoming challenges

By RUDI KELLER

University of Missouri Chancellor Alexander Cartwright last week promised during a staff forum that he would take action within six months on a list of measures to improve their working conditions, and completion of those items in a year.

And he invited the group of about 75 on hand to remember if he keeps his promise.

“If I say I am going to do something, I am going to do it,” Cartwright said.

There’s little doubt Cartwright is a man of achievement. He’s an engineer who began his adult life working in an Iowa hog barn to pay for community college accounting classes. Over [22 years at the State University of New York](#), he went from being an associate professor on faculty of the University at Buffalo to system provost and executive vice-chancellor for research and economic development.

In the past year, MU isn’t the only place he was considered for the job as campus leader. In fall 2016, Cartwright was a finalist to be [chancellor of the University of Tennessee’s](#) flagship campus in Knoxville.

“I am really happy with being able to come here and I am glad that it worked out, because this is the type of place that I want to be at,” Cartwright said last week.

As he nears the end of his third month on the job, Cartwright admits he still is learning about MU. In the wide-ranging interview, he discussed his impressions, his personal commitment to President Mun Choi’s plans for the “transformation” of the university and how ideas tested at his last job in New York could help.

Cartwright inherited a campus that was under interim leadership for almost two years after the 2015 protests over racial issues. The leadership vacuum lasted longer than the interim period — in the months leading up to the protests, then-Chancellor R. Bowen Loftin fought the system administration and campus deans while trying to appease lawmakers criticizing faculty workload policies and ties to Planned Parenthood.

He also took over a campus contracting from a 13 percent drop in enrollment over two years and \$59.8 million cuts to its fiscal 2018 operating budget. More cuts are coming as programs are evaluated under a process begun before Cartwright arrived. The process will be fair, he said.

“We need to focus on excellence,” Cartwright said. “Excellence to me isn’t just indicated by how much money you are able to bring in in research or how many publications you have, but what are your contributions to society and how do you affect society.”

Part of the reason for continuing cuts is that the state seems unlikely to provide much, if any, additional funding in the near future.

Cartwright moved from a state that has been [restoring money cut during the 2008 recession](#) to a state that is continuing to cut. Missouri is providing the smallest appropriation to the UM System since fiscal 2002, and overall state support for higher education has gone from \$584 more than New York per full-time student to \$1,096 less.

The most recent comparison figures are for fiscal 2016, when New York spent \$7,106 per full-time college student. That was \$9 less than in fiscal 2008. Missouri has seen its per-student spending fall \$1,689 since fiscal 2008, from \$7,699 to \$6,010.

New York also began the [Excelsior Scholarship](#) this year, providing tuition-free education at state colleges and universities to 22,000 students from families with an income of \$125,000 or less.

Advocates for higher education in New York emphasized the economic potential of state colleges and universities, Cartwright said. That message should resonate with lawmakers in any state and of any political stripe, he said.

“Even though there might be different political views, either Democrat or Republican, I still think that people are having the same types of concerns about higher education, what is being delivered to the public, what is the investment and what is the return on investment,” Cartwright said. “That concern seems to be across all the states and it reflects in how they fund us.”

One way he focused the public on the economic role of higher education was to change the title he held at the University at Buffalo. To his title of vice president for research, he added economic development.

“And what I was interested in was changing the dynamic between the public and the public perception of the institution as being friendly to business,” Cartwright said. “And I was committed to that and I kept working on that.”

START-UP NY, a program to encourage business investment near college campuses, has been most successful at the University at Buffalo. It provides a 10-year period where businesses operate tax-free if they show a connection to the education mission. Of about 160 participating

companies, 57 are located at Buffalo, Christina Orsi, associate vice president of economic development for the University at Buffalo wrote in an email. Those companies have hired more than 200 graduates and provided 100 internships, she wrote.

In an interview, she credited that success to Cartwright.

“As the vice president of research and economic development, he was the leader in setting the tone and establishing the university’s interests and support for industry engagement in programs like this,” Orsi said.

The companies research in conjunction with university scientists, work to market university patents and work with students, Orsi said.

“Most of the companies are engaging with students with internships and practical learning to augment their education,” she said. “That is now leading to those students being hired after graduation.”

That helps keep students in New York and the communities where they were educated, she said.

One of the most impressive things about MU, Cartwright said, is the Missouri Method taught in the Journalism School. Students work in print, broadcast and online under the direction of experienced journalists on the faculty. Partnerships with companies in a program like START-UP NY would help expand opportunities to other fields.

“We could implement the Mizzou Method across all disciplines,” Cartwright said. “If I could do that — they come out, they are ready to go out, get a job, there’s no additional training needed — we’ve already done that, then they immediately take off.”

The nuclear reactor at MU, the most powerful research reactor in the nation, can be a catalyst for those partnerships, he said. Northwest Isotopes is working through regulatory issues before constructing a facility to process an isotope for medical imaging, with reactor administrators imagining an influx of similar businesses.

MU is one of six universities with a hospital, medical school, veterinary school, engineering school and agriculture college all on the same campus. The reactor makes it unique among those six, Cartwright said.

“That is really the vision I would have is long-term I would like to see those clusters connect to what our real strengths are and then we could have those partnerships where we are educating students with hands-on learning for all,” he said.

The money to invest in new programs likely will come from the elimination or reduction of existing offerings. A committee charged with reviewing programs has developed the measurements it will use and is now collecting data.

“I assume there are some things that are not that easy to quantify,” Cartwright said. “That is where it becomes a little tricky, is that not everything is something you can quantify.”

An evaluation program at the Oklahoma State University College of Arts and Science has attracted a lot of attention nationally since being featured in an article in the Chronicle of Higher Education. It measures as grants and gifts alongside student retention and achievement data. Programs also report how they contribute to student and faculty diversity and the faculty workload.

The data is not used to determine if a program survives year-to-year, said Bret Danilowicz, dean of the college.

“This was not intended to be a guide for that purpose,” he said. “If people were defensive about the future of their program, that is what they would be focused on and reporting on.”

Instead, it is intended to have programs look at themselves, finding areas for improvement or unexpected success, he said.

“This can help departments provide the evidence, both quantitative and qualitative, of how they add value to the campus,” Danilowicz said.

While he hasn’t studied the Oklahoma State approach, it makes sense, Cartwright said. At SUNY, he oversaw a program for examining enrollment and educational effectiveness, with measures for gender and ethnic diversity, retention rates and graduation rates.

“One of the things we need to be looking at is what is happening in our programs, how long does it take our students to graduate and how effectively are we educating them,” Cartwright said. “It is the kind of thing every big university should be focused on.”

The agenda Cartwright is seeking to implement has a lot of moving parts. The promise to staff for morale-boosting changes is in response to the findings of a climate survey that found large numbers of employees don’t see a way to advance and are dissatisfied with low pay.

But like that promise, he wants to be measured on how well he achieves his big goal on transforming the university. He did it at the University at Buffalo, he said.

“There what we were talking about was how do we change the dynamic between our university and the public and especially around economic development, and I committed to doing that and we did it in a matter of a couple of years,” he said.



Missouri Submits Bid to Land Amazon HQ2

Watch the story: <http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=d5171e3f-2dfe-4f89-944a-a7d790010b02>

T COLUMBIA DAILY TRIBUNE

MU Chancellor: Odom needs wins in second half of season

By RUDI KELLER

The University of Missouri football team has endured five straight losses, and how it fares in the remaining six games will be watched closely to determine if Coach Barry Odom will return for a third season, MU Chancellor Alexander Cartwright said this week.

In a wide-ranging interview Wednesday, Cartwright said he will rely on Athletic Director Jim Sterk for a recommendation about Odom's future. But he pointedly did not promise Odom another year to put the Tigers on the winning path.

"I am looking forward to these next six games," Cartwright said. "The second half of the season, I am really looking forward to."

And with the Tigers men's basketball team preparing for a charity exhibition game against rival Kansas Jayhawks that could revive the dormant Border War series, Cartwright addressed recent issues in college basketball generally and expressed disdain for the phenomenon of one-and-done players hoping for a top spot in the NBA draft.

"Jim and I are completely on the same page on this one," Cartwright said. "We want to win right."

In late September, after the football team lost three games by a combined score of 117-30, Cartwright said it was [“too early”](#) to talk about Odom’s future, adding that “to truly be exceptional at something, you have to invest the time and effort.”

In the two games since, the Tigers found their offense, scoring 34 points in a tight game at Kentucky and 28 points in a loss to No. 3 Georgia.

“Probably the best person to talk to about it is Jim Sterk,” Cartwright said. “One way that I manage, and this is one thing you will learn about me, is that I really do trust the people around me and I try not to do their job. I really do.”

Editor’s note: The headline of this article has been changed to more accurately reflect what Chancellor Alexander Cartwright said.

The Tigers’ only win of the season so far came against Missouri State University, a team in an NCAA division one step below MU. The five losses, Sterk said, were against teams that now have a combined record of 25-8. The final six games, he noted, are against teams with a combined record of 15-23, starting with the Homecoming game Saturday against Idaho, which is 2-4 on the season.

“I think we have an opportunity,” Sterk said. “I am really excited about the next six games. We have the opportunity to really make progress as a program and for Barry to really put aside anyone questioning his tenure.”

Sterk said he would like Odom to remain but won’t guarantee it.

“We expect him to be here next year and we want him to be here next year,” Sterk said.

Odom took over the team after the 2015 season, when longtime head coach Gary Pinkel resigned after 15 years for health reasons. The 2015 team recorded the first losing season since 2006. At the end of the year, a large segment of the team took sides in a student protest over racial issues, threatening to boycott practices and games unless then-President Tim Wolfe resigned.

Under Odom’s direction, the team went 4-8 last season.

Sterk was hired in August 2016 and hired Cuonzo Martin in May to take over the basketball team. Martin’s highest-profile recruit, Michael Porter Jr., is projected as a top-3 NBA draft pick in 2018 but on Wednesday he said he wasn’t sure he would turn pro after his freshman season. Porter’s father, Michael Porter Sr., is an assistant coach on the men’s basketball team.

At the SEC men’s basketball media day in Nashville, Porter said he wants to [leave a legacy at Missouri](#) and help revive a program that went 8-24 last season and hasn’t qualified for the NCAA Tournament since 2013.

“Everybody thinks I’m not serious when I say that, but I actually might spend more than one year in college,” Porter said.

That statement, made while Cartwright was in his interview, should please the chancellor. He wants to emphasize the education of athletes while pursuing winning teams.

“I want to celebrate the academic successes as much as the on-field successes,” Cartwright said.

The NBA is considering altering its draft rules that bar teams from taking players immediately after high school, requiring they attend at least one year of college.

“I am optimistic that rule is going to change” Sterk said.

Sterk said he would like to see something similar to Major League Baseball, which allows teams to draft players who have finished high school but puts players who attend college off-limits until after their third year in school. Because it is an NBA labor issue and not an NCAA rule, all he can do is wait, he said. There aren’t very many players as talented as Porter, Sterk noted.

“I don’t see us having that every year, but it would be nice to have one of those,” he said. Martin is emphasizing academics as well as performance on the court, Sterk said.

“Cuonzo is really focused on the total student athlete,” he said. “You have to perform at a high level in the classroom, too.”



[This kind of communication helps couples after miscarriage](#)

Posted by [Jeff Sossamon-U. Missouri](#) October 19th, 2017

[Generated from News Bureau press release: Specialized communication narratives help couples deal with miscarriage, MU study finds](#)

A communication technique called “communicated perspective-taking” could help couples cope with miscarriage.

Anywhere from 10 to 25 percent of clinically recognized pregnancies end in loss, according to the American Pregnancy Association. Often, women experience profound grief, guilt, and depression, which can strain a committed relationship.

A recent study examined how men deal with miscarriages and how married couples can use “communicated perspective-taking” to cope.

Communicated perspective-taking (CPT) is communicating to attempt to understand another person’s point of view. It means showing your partner that you are attempting to “walk in their shoes” by listening to them, validating their ideas, and asking questions to better understand their experience. CPT is similar to empathy, although empathy is attempting to understand and feel another person’s feelings—CPT is working to understand another person’s thoughts.

“We wanted to examine how both men and women use CPT to make sense of loss following a miscarriage,” says Haley Horstman, an assistant professor of interpersonal and family communication in the University of Missouri College of Arts and Science.

“Due to the taboo nature of miscarriage, many individuals struggle with disclosing their feelings and often rely on a spouse for continual support. We studied the ways in which men and women can use CPT to cope with loss and strengthen their relationships.”

For the study, 183 married couples that experienced a miscarriage within the last 10 years completed an online survey about miscarriage, communication, and coping. Couples were recruited online through pregnancy loss support groups and research networks.

To assess the degree to which married couples engaged in CPT during their conversations about their miscarriage, participants completed a scale that included measurements such as “my spouse was respectful of me when I talked about my problem.”

The findings show that when wives took their husband’s perspective on the miscarriage, husbands benefited from understanding the miscarriage more positively, and both spouses had higher relational satisfaction.

“Similarly, when husbands are imagining their wives’ points of view, couples have stronger relationships,” Horstman says. “However, wives may feel burdened by taking their husband’s perspective after a miscarriage, indicated by less positivity about the miscarriage.”

The researchers also found that husbands and wives who were more committed to their role as parents were happier in their marriage overall. On the other hand, those people who were less committed to being parents relied more on their spouse to help them cope with the miscarriage.

“Overall, CPT is a very important aspect in how couples manage the intense loss of a miscarriage together,” Horstman says. “Understanding how CPT is used successfully in relationships also can help mental health practitioners adapt and augment their couples counseling services following a miscarriage.”

The study appears in the journal [Health Communication](#). Funding came from the University of Missouri’s Richard Wallace Faculty Incentive Grant.

THE KANSAS CITY STAR.

This textbook innovation will save your college student a lot of money

BY MARÁ ROSE WILLIAMS
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OCTOBER 22, 2017 7:00 AM

A college undergraduate spends an average of \$1,200 on textbooks a year, enough to buy about five pizzas a week for the entire fall, winter and spring semesters.

It’s no wonder that free “open textbooks” are spreading fast on college campuses across the country.

“I’m in a lot of biology classes and those books can cost \$300 or \$400 a piece,” said Katherine Semler, a freshman biology major at the University of Missouri-Kansas City. She’s from Blue Springs and receives financial aid to help pay tuition.

“If I could get some of my books online for free that would really help me.”

Getting an open textbook is easy. Students go online to the [Open Textbook Library website](#) or their university’s open textbook site and select the subject area for their course. Books there are produced and licensed at no cost to the university.

These textbooks can be read online. Or, for students like UMKC freshman Austin Sackman, who prefers to read from paper, they can be downloaded and printed and in some cases bound at the university book store for a fraction of the cost of a commercially produced textbook.

“I would definitely do that,” said Sackman, an accounting major from Platte City. “I’m a college student. I’m always broke. The last book I bought cost \$100.”

Getting a book that normally costs \$100 from the open textbook library and then getting it bound at the book store might run you \$20 or \$30.

Fort Hays State University in Kansas is one of the many schools where several professors have chosen to use open textbooks for some of their courses. Professors say they'd like to see the practice spread further still.

After all, said David Schmidt, an assistant professor of informatics at Fort Hays, "teaching is about sharing knowledge, not draining students and families of every last penny."

Schmidt said that by using open textbook materials he could save a total of \$54,400 for the 1,360 students who will take his course this academic year.

Open textbooks are books licensed through Creative Commons, which makes them accessible to anyone for free. A professor could decide to use an open textbook for a course, and even modify an existing one so that it better fits his course.

"I think that it is a great idea" Schmidt said. Using open textbooks, "is encouraged at the top" at Fort Hays State. "I think that is mainly for the good of the student, not for the good of the faculty because faculty could write text and get money."

There is no money in open textbooks for faculty members. But it's still a published work, said Schmidt, who has written some open textbook supplemental materials he plans to submit for Creative Commons licensing.

As for quality, Schmidt says, open textbooks are reviewed by faculty from a variety of colleges and universities to assure they meet standards for common use.

These free texts are already in use by about 15 percent of the nation's two- and four-year private and public universities, including Kansas State, University of North Carolina, Virginia Tech, Penn State, The Ohio State University, the University of California-Berkeley, Temple, Rutgers and the University of Kansas.

Missouri schools, including the University of Missouri, UMKC, Missouri State University and Northwest Missouri State, among others, belong to MOBIUS, a consortium of Missouri libraries, which this summer joined the Open Textbook Network.

In June, University of Missouri System President Mun Choi announced that all four system campuses in Kansas City, Columbia, St. Louis and Rolla would participate in an open education program that makes textbooks and class materials available online at a lower cost.

"High-quality, affordable education is central to our mission as the state's public higher education institution," Choi said in a June 21 statement. "By providing open-source and affordable textbooks, we are meeting the needs of our students by lowering their costs and increasing their access to the resources that will help them be successful on our campuses."

Experts in open education say open textbooks are a major part of the movement fueled by a national conversation around the rising costs of higher education and the changing demographics of today's students.

“More lower-income bracket students are going to college today than ever before,” said Josh Bolick, scholarly communications librarian for KU. “So you see universities around the country starting to pay more attention to cost issues.”

KU two years ago joined the [Open Textbook Network](#), which is a part of the Center for Open Education.

“At KU we have a fairly broad initiative moving toward more use of open textbooks,” Bolick said.

He said KU is focusing its push for open texts on “the people who assign the textbook because that’s where we stand to have the greatest impact on student savings.”

Research shows that a significant number of low-income students assigned to buy a traditional high-cost textbook might try to get by without purchasing a book at all.

But if a professor assigns an open textbook, Bolick said, “then 100 percent of the students taking that course save and it’s more likely that 100 percent of the students taking the course will access the text.”

Connor Thomas, a UMKC sophomore from Washington, Mo., is studying business law and found “some law books I need are \$500 apiece. But sometimes it is just too expensive. I have forgone buying it and tried to pull a book from the library or borrow a book from someone.”

The research also shows, Bolick said, that one-third of professors are not aware of the expense of the course text.

“When a marketer knocks on a professor’s door, and they do, and says by the way have you seen the latest edition of our books, they don’t also say by the way it costs \$300.”

At the [Center for Open Education](#) open textbooks can be found in the Open Textbook Library in subjects ranging from accounting and finance, to economics, engineering, law and medicine among other study areas.

Bolick said there is also a push to get more professors to adopt, adapt and create open textbook materials. He and other supporters of growing open education resources travel the country telling professors and administrators about open textbooks.

In Missouri, campuses are just beginning to train people to send out and encourage professors to join the open textbook movement.

“It is very exciting,” said Scott Curtis, Open Education Resource coordinator at UMKC. “It is extremely new and anyone in teaching now is curious about open textbooks.”

But he said, those doing the training have to be able to show professors a good, compelling reason to use open text books and they have to assure them, Curtis said, that they would be using quality materials.

“At first we were seeing some resistance,” Bolick said. “But I think they are beginning to see that this is a reality moving forward and it can not be ignored.”

BND BELLEVILLE NEWS-DEMOCRAT

Process developed by Mizzou researchers uses your phone to whiten teeth

Generated from News Bureau press release: [Teeth-whitening kit developed by Mizzou spin-off company](#)

Researchers at the University of Missouri have developed a twist on the traditional tooth-whitening treatment: It uses your cellphone.

Novashine looks like an ordinary home tooth-whitening kit, but the Mizzou engineers who worked on the project designed it to capitalize on smartphone technology.

“Currently teeth-whitening kits that are on the market may cause user sensitivity; therefore we wanted to create a product that was easy to use, safe and had fewer harmful effects,” said David Anderson, a Mizzou graduate now working for Nanova, the spinoff company in Columbia, Mo. “Novashine is registered with the FDA, and our teeth-whitening gel produces less sensitivity and better whitening performance than whitening strips and other products currently on the market.”

The user applies the gel to a mouthpiece with “cool light,” which is plugged into a phone or computer to power the LED lights, according to a release sent out by the University of Missouri news bureau. The user can repeat applications daily until the teeth are the desired color.

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T COLUMBIA DAILY TRIBUNE

No MU Alert system improvements planned for students following Wednesday incident

By CAITLIN CAMPBELL

After an emergency notification to University of Missouri students on Wednesday caused confusion and fear on campus, MU leaders say they are not planning to change how students are alerted in the event of an emergency.

“The alert system itself worked well,” MU spokesman Christian Basi said. “Our concerns are actions people do or don’t take” when there is an emergency.

On Wednesday, the campus-wide emergency alert system, MU Alert, warned students and staff about a reportedly suicidal woman on campus who potentially had a gun. Many students and faculty expressed frustration about not knowing what to do when there was an active threat, and called for the university to improve its emergency response.

The MU Alert system sent a text message and email to anyone signed up for the service at 11:22 a.m., which stated there was “an active threat near Hitt Street and Locust Street.” Basi said the university always hears complaints after an alert about individuals not receiving the texts or emails, but those on campus have other methods of getting emergency information. Staff repeatedly update Twitter and the MU Alert website, beacons flash in buildings and a warning appears on campus computers and projectors, he said.

Basi said no changes are planned for how the system operates for students. The university is looking into making MU Alert sign-up more available to parents.

Parents are instructed how to sign up for MU Alert emergency text or email notifications when students attend Summer Welcome before their first semester of classes, Basi said. Administrators want to make those instructions readily available to parents online.

Various campus groups will review what else can be done to reduce confusion during an emergency, Basi said. The biggest concern for administrators following Wednesday’s incident is

making sure students, faculty and staff know how to plan for and respond to an emergency, such as an active shooter, he said. Providing additional training for staff, conducting emergency drills and promoting educational videos on the MU Alert website about what to do if there is a shooting are ideas the university is exploring, Basi said.

“We want to make sure everyone knows what they need to do if there is this” kind of situation again, Basi said.



Homecoming Hall of Fame inductees include Norm Stewart

By ELIZABETH HOFFMAN

Watch at: <http://krcgtv.com/news/local/homecoming-hall-of-fame-inductees-include-norm-stewart>

COLUMBIA — To celebrate the 2017 Mizzou Homecoming, the Alumni Association held their annual Hall of Fame Luncheon Friday.

This year's inductees in the Homecoming Hall of Fame were Panda Express co-CEO's and Mizzou grads Andrew and Peggy Cherng, and former Missouri men's head basketball coach Norm Stewart.

"It's not the bricks and mortar of institutions, it's the people that you cross and then the people that you also come in contact with from other institutions," Stewart said. "But it comes back to the ground where you start and that's the University of Missouri."

Coach Stewart said he is honored to be named to the Homecoming Hall of Fame, "It's very flattering and I'm immensely proud of all the things that have happened because of my association with the University of Missouri."

It was the second annual hall of fame luncheon. In attendance were curators, professors, coaches, and UM System President Dr. Mun Choi. Truman the Tiger even arranged time in his schedule to make an appearance.

MISSOURIAN

Study shows disparity in how media portray mass shooters of different races

BY BRENDAN CROWLEY, Oct 20, 2017

News coverage of mass shootings often portrays white shooters as having a mental illness, while it portrays black shooters as thugs.

These findings are the result of a study conducted by Cynthia Frisby, an MU journalism professor. Frisby presented her study to a communications department gathering on Friday afternoon.

Frisby said that while more research is needed to show a conclusive link, her study is important because it shows that how news media frames a story can contribute to forming or reinforcing stereotypes.

“A lot of those words and adjectives are found in the headline,” Frisby said. “We know that when most people look at news media, they look at the headline, they look at the picture and then they go out of the page. So they take very little information and make a judgment.”

She studied 170 stories printed from 2008 to 2017 that focused on lone, mass shooters. The stories came from the Washington Post, New York Times, Los Angeles Times, St. Louis Post-

Dispatch and USA Today. She defined a mass shooter as someone who kills four or more people in a public place.

Frisby's study broke the stories into four possible frames: the shooter was mentally ill; the shooter was a thug; the shooter was a terrorist; and the shooter was heroic, meaning the violence was portrayed as a justified way to resolve conflict and blame wasn't put on the shooter.

The study showed how often each frame was used to talk about shooters of different races.

- Mental illness: 80 percent referred to white shooters, 16 percent to black shooters, 4 percent to Muslim shooters.
- Thug: 53 percent referred to black shooters, 28 percent to Hispanic shooters, 16 percent to white shooters and 3 percent to Muslim shooters.
- Terrorist: 37 percent referred to Muslim shooters, 34 percent to black shooters, 17 percent to white shooters, and Hispanic and Asian shooters were each referred to in 6 percent of the stories.
- Hero: 75 percent of stories referred to white shooters, 16 percent to black shooters and 9 percent referred to Hispanic shooters.

Frisby said how the news media frames a story may cause readers to make false associations.

"There's a theory that if media, especially in headlines, put two unrelated things together, people will put the two together and assume that they are related, even when there is absolutely no relationship whatsoever," she said.

Speaking to the gathering, Frisby was critical of the news media using the frame of mental illness in stories about mass shooters.

"We all have mental health issues at some time," Frisby said.

She said the news media can frame stories using pictures as well as words. She used the example of John Crawford, who was shot and killed by police while shopping in a Walmart in Ohio. He was holding a pellet gun from the store's sporting goods section.

[A picture of Crawford](#) that was used widely in media coverage of the shooting was cropped to show only his head and shoulders as he smiles at the camera. An [uncropped version of the photo](#) shows Crawford holding his newborn son.

“When you look at that, there was a very clear, intentional purpose in cropping out the baby and the fact that he was a new father,” Frisby said.

She said the news media might limit how much framing results in stereotyping by relying more on objective facts and less on subjective descriptors. She said she hopes to conduct a study to find out if that would help.

“If we took a topic and measured where people were on it, then exposed them to facts,” Frisby said, “maybe we can start to determine if putting more objective facts in a story can actually change attitudes.”



“First Impact” program on teenage driving habits set for Tuesday

Listen to the story here: <http://www.kttm.com/first-impact-program-on-teenage-driving-habits-set-for-tuesday/>

An informational program on teenage driving habits is Tuesday evening, October 24 at the Chillicothe High School.

The “First Impact” program is designed for teenagers and their parents to learn more about the graduated driver’s license law.

First Impact Program Director Deana Dothage tells us more.

Dothage says those that are interested and who cannot attend the program can find more information online and also talks about funding for the program.

First Impact Program Director Deana Dothage is with the University of Missouri School of Medicine and is also associated with the Think First Missouri Program.



Incenter to acquire Agents National Title Insurance Company

By MEGAN FAVIGNANO

Incenter LLC, which provides services for lenders and specialty finance companies, has signed a purchase agreement to take over Agents National Title Insurance Company.

The company declined to comment on the purchase amount. The transaction is expected to close in the first quarter of 2018 but is subject to regulatory approval.

Agents National Title, which is headquartered in Columbia and was founded in 2005, has a national network of independent title agents through which it provides residential and commercial title insurance services. Through its subsidiaries, Agents National Title Insurance Company also provides software for real estate transactions, consulting services and fee-based educational offerings for its agents.

David Townsend started Missouri-based Farmer's Title Insurance Co., which later changed its name to Agents National Title Insurance Co.

"This was my baby that I founded and started from scratch," Townsend said in a news release. "I wanted to make sure we partnered with the right company and shared the same vision as far as quality service and an agent-only model."

John Keratsis, senior managing director for Lender Services at Incenter LLC, in a news release described Title Insurance as a "critical component of every real estate transaction."

"Our goal within Lender Services is to provide solutions to the growing list of pain points that originators of all sizes have in any market environment and the addition of Agents National Title Insurance Company solidifies the foundation of our offering," he said.

Townsend will be president, working with Brent Scheer, CFO and COO, and Pat Carney, chief strategy officer. Through the acquisition, Cheryl Cowherd, senior underwriting counsel, Lori Dorman, director of risk management and other key staff members will remain at the company's Columbia headquarters.

Two new MU graduate certificates teach interdisciplinary research, technology tool design

The University of Missouri's School of Information Science and Learning Technologies launched two new graduate certificates, which focus on research and technology tools.

These program changes come during a year in which the university has consolidated programs and eliminated jobs to stay afloat after low enrollment and state budget cuts slashed the university's revenue.

Courses for the new certificate in digital humanities will teach students interdisciplinary research using digital technologies. In a news release, the university described those skills as essential for university researcher and public and private sector employees in the 21st century.

Through the new user experience and usability certificate, students learn to design and evaluate technology tools and information systems. The certificate's courses are all offered online. The certificate program will prepare students for jobs focused on user experience and usability. According to the news release, those jobs can be found in a slew of industries, including education, healthcare and museums.

Also, MU is renaming its Master of Arts in Information Science and Learning Technologies, emphasis Library Science to Master of Library and Information Science.

MU is changing two other degree programs: the Master of Education, Information Science & Learning Technologies will become the Master of Science, Learning Technologies and Design and the Educational Specialist, Information Science & Learning Technologies will become the Educational Specialist, Learning Technologies and Design.

MU College of Education installs collaboration technology system

Nureva Inc., a collaboration-solutions company, implemented its Span visual collaboration system and HDL300 audio conferencing system in a new collaboration space at the University of Missouri College of Education.

In the new space, faculty members explore ways to use the technology in their courses. They also model hands-on learning for students and the space is used so faculty and students can collaborate with educators throughout Missouri remotely.

The Span system turned a wall in the room into a 20-foot wide interactive collaboration wall. The HDL300 audio system includes 8,192 virtual microphones. Students can connect to the system using personal devices, such as a phone, laptop or tablet — allowing them to partake in collaboration while in the room or remotely.

Kathryn Chval, the College of Education's dean, said in a news release the Nureva system has inspired new ideas within the school related to teaching and learning.

Grown in NEMO: Use of weed control compound creates flashpoint for discussion

By **TREVOR MCDONALD**

One in eight people worldwide do not get enough food daily. In Missouri, 16 percent of people are food insecure. Northern Missouri, however, is a hotbed for agricultural activity, producing the highest amount of goods by value in the state. This series explores agricultural production in Northeast Missouri and its relation to the food chain both locally and beyond the state's borders.

Dicamba has been around for decades, but the weed control compound in use by farmers is under scrutiny by the Missouri Department of Agriculture (MDA).

Reports of Dicamba drifting to nearby fields and harming crops that aren't resistant to the compound have been making headlines recently, but the situation is complex and composed of multiple environmental, geographical and human factors, said Joe Kendrick, president of the Marion County Farm Bureau.

The MDA is seeking to study the effects of reported damages from Dicamba with help from the University of Missouri to determine the best path forward.

Dicamba-resistant seeds — sold under the Xtend brand name by Monsanto, which also makes weed control products containing Dicamba — aren't affected by the product.

However, controversy over "Dicamba drift" and its perceived volatility characteristics at high temperatures remains a key topic, prompting the MDA to move forward with studies about Dicamba's effects on nearby crops.

Scott Partridge, Vice President of Global Strategy with Monsanto, said that education and training are key factors for ensuring safe, successful use of Dicamba. He said officials investigated customer reports of Dicamba moving off-target: in 88 percent of the instances, growers and applicators self-reported that they didn't fully follow the label stipulations, such as not having adequate buffer zones or a zone at all.

Partridge said customers reported more than 99 percent customer satisfaction with weed control, yields and on-target application. He said he has walked through fields from North Dakota to

Louisiana. He noted “spectacular yields” throughout the Heartland. Partridge said soybeans showing damage have grown out in several fields, noting an expected record yield in Arkansas.

About this series

Part eight in a ten-part monthly series on agricultural production in Northeast Missouri

Kendrick stressed that the Missouri Farm Bureau stands by the MDA’s decision to allow limited use of Dicamba products, following the department’s announcement of a temporary stop sale, use or removal order for all Dicamba products on July 7. In August, the department issued a release that included restrictions pertaining application time periods, acceptable wind speed and temperatures. Farmers applying Dicamba were also required to call the department when they applied the product, he said.

Kendrick said his neighbor planted Dicamba-resistant soybeans, and he reached out to Kendrick before he planned to apply Dicamba. When Kendrick told him his soybeans were not Dicamba-resistant, his neighbor decided not to apply the compound. But Kendrick said that isn’t always the case.

The controversy and the highest concentration of reports of damage from Dicamba are centered in the Missouri Bootheel region and in northern Arkansas. While cotton growers with Dicamba-resistant seeds are seeing excellent success with the product, soybean farmers are reporting damage to crops that aren’t Dicamba-resistant.

Geographical factors (such as the wide expanses of flat land in the Bootheel compared to the hilly terrain found in much of Missouri), wind speed, and other traits help explain why reported damage is much more widespread in the southeast part of the state. Crop damage attributed to Dicamba use has caused rifts to form between neighbors.

Kendrick said Dicamba is the newest iteration of a compound known as 2,4-D. But he said there are issues surrounding how and when Dicamba is applied, noting he felt questions needed to be answered about Dicamba through forthcoming studies between the MDA and the University of Missouri.

Kendrick stressed that his opinion on Dicamba does not reflect the Missouri Farm Bureau’s stance, and the bureau is working with MDA to ensure that studies are complete for each report of crop damage. But Kendrick said Dicamba is volatile, citing instances where the chemical has moved as far as 15 miles once the temperature reaches the mid- to high-80 degree range. Older Dicamba products are not labeled for use by the Environmental Protection Agency (EPA) and are subject to enforcement violations of up to \$10,000 each time they’re used. Kendrick pointed out that the EPA granted a two-season approval for the new Dicamba products to see how the products work for farmers and to decide whether or not to move forward. But Kendrick said he

felt that reports of crop damage and discrepancies on how each farmer follows label requirements and applies the product could halt future use of Dicamba.

“With the issues that have happened so far to this point, next year will probably be the last year it’s used, unless there are some things that can be done to basically control the issues they are having with it,” Kendrick said.

On Oct. 13, the MDA announced an agreement with agriculture product companies BASF, DuPont and Monsanto to collaboratively “minimize the potential for off-target movement of Dicamba.” The department said the efforts applied to new 2018 EPA label restrictions for BASF’s Engenia, DuPont’s Engenia and Monsanto’s XtendiMax products.

Partridge said the EPA Secretary Scott Pruitt approved Monsanto’s voluntary label marking Dicamba as a restricted use pesticide — meaning anyone applying the product must be trained under the direction of each state and mandatory records will be compiled. Partridge said Monsanto staff trained more than 50,000 applicators in 2016, and they are poised to expand their training efforts.

“We stand ready to participate in that training effort,” Partridge said.

Partridge said Monsanto staff is ready to work with industry representatives.

“We’re going to do everything we can to help the growers throughout the Heartland and in Missouri, here in our home state — have a spectacular experience, and 18 have produced the highest yielding soybean fields they’ve ever had,” Partridge said.

Missouri Director of Agriculture Chris Chinn agreed that collaborative measures for the 2018 season will bring positive results for Missouri farmers.

“This announcement gives farmers certainty moving forward as they make seed purchases for the next year,” Chinn said. “We will continue to work alongside farmers, researchers, industry partners and farm and commodity organizations to safeguard these important tools in the best interest of all Missouri agriculture.

MISSOURIAN

Growth of esports offers opportunity for Missouri schools, gamers

SHELLY HAGAN Oct 21, 2017 Updated 15 min ago

Columbia is attracting attention for its innovation in collegiate esports. From having the first varsity collegiate all-female esports team to hosting the first Midwest esports tournament, the city's institutions of higher education offer a growing number of opportunities for student gamers.

Esports refers to multiplayer video game competitions organized into leagues and tournaments. In Columbia, both Stephens College and Columbia College sponsor varsity esports teams and provide partial scholarships to the players. The University of Missouri has an esports program, but at MU, like many universities, it's offered as a club sport, rather than as a varsity sport.

College students make up the largest group of esports enthusiasts, with 11 percent of U.S. students watching esports content at least once per month, according to esports research firm Newzoo.

The esports industry is on a fast growth track. It's expected to grow to \$696 million by the end of 2017 and \$1.5 billion by 2020, according to Newzoo. That figure includes brand investments, advertisements, ticket sales and sponsorships.

'A different group of students'

In 2015, Columbia College announced the formation of a 12-player League of Legends program, making it the fifth college to establish a varsity esports program. The school's assistant athletic

director, Bryan Curtis, said Columbia College decided on League of Legends, a multiplayer battle game with more than 100 million active monthly users, due to its popularity among collegiate leagues.

“Riot has put a lot of money and resources into collegiate leagues,” Curtis said of Riot Games, the developer and publisher of League of Legends.

The current school year marks the second year of competition for the esports program at Columbia College. The program has two teams, consisting of five players and one substitute. Both teams play League of Legends.

Esports does not generate revenue for Columbia College, but Curtis said it helps the school reach the next generation of students.

“I think this was an extremely creative way to reach out to a different group of students that we typically wouldn’t have attracted to our campus,” he said. “For us to be able to offer a scholarship like this to students interested in gaming, those students can come to our campus and get a great education and add to what is already a diverse campus.”

The 12 students hail from all over, including California, Minnesota and Texas. The majority study computer science, according to Curtis.

Coastal cities have traditionally been more popular destinations for big gaming conventions, but in April Columbia College hosted its first gaming expo, the Midwest Campus Clash.

“We were trying to create something that we’ve seen on the East and West Coast and bring it to the Midwest because we’ve seen a lot of popularity in esports in the Midwest, specifically collegiate esports, over the past few years,” Curtis said. “We were looking for a way to bring a lively event to the Midwest, and I think we did that with the Midwest Campus Clash.”

Around 1,500 people attend the one-day event in April. Curtis said he hopes attendance doubles for the second event in 2018.

A first for Stephens

Just a few blocks away from Columbia College sits Stephens College, home of the first all-female collegiate varsity esports team. The college has a pair of six-player teams, a junior varsity and varsity, that play Overwatch, a multiplayer combat game. Stephens esports coach Nick Salamone said Overwatch is the game of choice due to its strong female characters.

The teams were established earlier this year kicked off their season this month. They will compete in their fourth match on Monday against Kansas Wesleyan University.

Stephens College is a part of the National Association of Collegiate Esports, or NACE, which formed in Kansas City in July 2016. Forty-eight institutions currently make up NACE, which accounts for 94 percent of all varsity esports programs in North America, according to Michael Brooks, NACE's executive director.

Post-grad gaming

While students can win scholarship money in collegiate tournaments, the stakes get higher at the professional level. In August, The International 2017, a tournament for the game Dota 2, featured a prize pool of \$20.8 million, Fortune reports.

Connor Hall, a St. Louis native and 2016 graduate of MU, manages Team Allegiance, a professional esports team that has won more than \$600,000 in tournaments alone. Other revenue streams for the team include apparel sales, through which Hall has brought in more than \$75,000.

In August, Hall retired Team Allegiance because he didn't have the funds to continue running a team, which can cost millions of dollars. That retirement didn't last long; Team Allegiance was back up and running in less than a month.

"We were fortunate enough to find a group that wanted to back Allegiance and let us continue our esports journey," Hall said, "and that all happened within a month's time."

Team Allegiance will soon be based out of the Dallas metro area, where Hall is moving in early November.

“We want to bring all our players together with our staff ... to centralize our operations in a single location,” Hall said.

Esports teams are garnering the attention of prominent figures from other professional sports. In July, New England Patriots Chairman and CEO Robert Kraft and New York Mets COO Jeff Wilpon were announced as owners in a new Overwatch League. Kraft and Wilpon will have franchise rights over the Boston and New York markets, respectively, with the league expected to launch at the end of the year. The league will feature teams from Boston, Los Angeles, New York, Miami-Orlando, San Francisco, Shanghai and Seoul, South Korea.

Hall said that bigger brands joining the industry is a good sign for esports.

“It shows there is money involved and people who have a lot of money and success in the business world are seeing this opportunity,” he said.



[MU North hosts International Archaeology Day](#)

By **ABBY DODGE**

COLUMBIA - [The University of Missouri Museum of Art and Archaeology hosted an explorative event on Saturday for International Archaeology Day.](#)

Over eight different organizations participated in the event including the State Historical Society and the Department of Natural Resources.

Museum Educator Cathy Callaway said the Archaeology Day celebration started off as an educational experience for adults and older students, but grew over the last five years to include children too.

“I think anybody would really have a fun time here,” Callaway said.

Museum Academic Coordinator, Arthur Mehrhoff, sees an advantage to people of all ages attending the event.

“If you can get families involved there is some intergenerational dialogue that can take place and create a learning community,” said Mehrhoff.

Mehrhoff said celebrating International Archaeology Day exposes the community to a number of different worlds. Mehrhoff said one way to view cultural diversity is to look at artifacts from different eras and continents.

“Getting people in here and letting them find what speaks to them it probably the best approach to cultural diversity, rather than us saying you should think this way,” Mehrhoff said.

“We struggle with being considered academic,” Callaway said. “Something will speak to you and you don’t have to be a specialist to enjoy archaeology and you don’t have to be a specialist to enjoy a museum.”

The museum’s next event will host MU School of Music graduate students on Nov. 5 in the European Gallery.

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TRIBUNE

[Court of Appeals to hold hearings in Columbia](#)

By THE TRIBUNE’S STAFF

The Western District Missouri Court of Appeals will sit at the University of Missouri School of Law to hear oral arguments in three cases, the court announced Friday.

The hearings to be held at 1 p.m. Nov. 8 involve a lawsuit by a former state worker seeking damages for retaliation after she filed a discrimination complaint, a utility rate case and a medical negligence case. The first two cases originated in Cole County. The medical negligence case is from Boone County.

Chief Judge Mark Pfeiffer, along with Judge James Welsh, Judge Gary Witt, and Judge Edward Ardini, Jr., will conduct the hearings in Hulston Hall.

The Western District Court of Appeals takes cases from 45 counties in central and northwest Missouri. While it usually holds court in Kansas City, the court also makes yearly visits to other locations including Columbia to allow the public to view its work.

After the hearings, the judges will take time to discuss the court system, explain its proceedings and take questions, the news release stated.



NAACP Elects New President, Will Assume More Political Non-Profit Tax Status

The NAACP — which at 108 years old must balance both its storied legacy as the nation's oldest civil rights group and the potential for irrelevance amid a fresh wave of racial justice groups born of social media such as Black Lives Matter — decided to shake things up a bit on Saturday.

The organization announced its new president and CEO and its intention to alter its tax status to a non-profit category that permits more aggressive political lobbying.

Forty-nine-year-old [Derrick Johnson](#) is familiar not only with the organization but also with the post he was unanimously elected to Saturday for a three-year term. Johnson had served as interim president and CEO since July.

In February, he had been elected as vice-chairman of the board of directors. Before that, he served as state president of the Mississippi State Conference of the NAACP.

During a phone call with reporters, Johnson also said the NAACP's national office would soon transition from the [501\(c\)3](#) non-profit status it currently holds to become a [501\(c\)4](#).

The change will lift significant restrictions on the NAACP's ability to engage in political lobbying. IRS rules permit political actions by 501(c)4 groups, though not as their "primary activity."

Speaking with reporters, Johnson said the decision was in line with one of his organization's top priorities now: promoting candidates and issues in local and Congressional elections ahead of next year's midterms. He added that the change would also allow the NAACP to speak to the needs to African-Americans across the country in an increasingly political climate.

The NAACP said in a statement that it chose Johnson believing he could help the organization reinvent itself to more vigorously respond to "new threats to communities of color emerging daily and attacks on our democracy."

After more than a century in operation, the NAACP continues to face questions about its [ability to connect to a new generation](#) of younger, more technologically savvy racial justice advocates.

Black Lives Matter leader DeRay Mckesson said he had seen the NAACP's name recognition on the wane during protests in Ferguson, Mo. three years ago.

"There was a younger person than me who was, like, just budding 20. And he was like, what is NAACP? And we were, like, shocked," [he told NPR's Hansi Lo Wang in July](#).

Johnson told reporters Saturday that, while the organization doesn't disclose its membership count, its rolls have seen growth in the past two years. He has previously conceded, however, that the NAACP needs to draw more young members, [specifically those between the ages of 21 and 35](#).

The NAACP made headlines in August when it [issued a travel advisory](#) for the state of Missouri, saying visitors should "show extreme caution." The organization had never before done so for a single state.

The move was in response to a [newly-passed state law](#) that made discrimination lawsuits harder to win, as well as racial incidents at the University of Missouri and statistics indicating black drivers were significantly more likely to get pulled over.

Johnson was interim president in August when a [white supremacist rally in Charlottesville, Va.](#) turned deadly and provoked an equivocal response from President Trump on the moral standing of protesters marching to defend a Confederate monument.

"We shouldn't have a president - we shouldn't have a country that tolerates this type of situation," he [told NPR's *Morning Edition*](#) at the time. "We have lived through this. We should've learned from our history. And there's no reason for us to repeat this history again."

Perhaps signaling his willingness to also perform activism over more contemporary mediums, Johnson responded to Trump via Twitter.

MISSOURIAN
GUEST COMMENTARY: Judge's order to withhold trial details probably wouldn't withstand appeal

SANDRA DAVIDSON

Oct 20, 2017 Updated Oct 20, 2017

Sandra Davidson is a Curators' Distinguished Teaching Professor who has taught at MU since 1989. She has a law degree from MU and doctoral degree in philosophy from the University of Connecticut. She is the Missourian's legal counsel.

On Friday, Oct. 13, Boone County Circuit Court Judge Jeff Harris ordered the news media not to report the names of a person giving a victim impact statement in open court during the sentencing phase of a criminal trial. The docket sheet on Missouri CaseNet in the Ralph Lee Ringer case says, in part: "Court enters order prohibiting media from publishing name[s] or photographs or video of victim's family members."

Ordering media not to publish is a form of prior restraint — of censorship. How much importance does the U.S. Supreme Court attach to prior restraint cases? Immense importance, as the record shows. The issue here is restricting information given in open court.

In 1947, U.S. Supreme Court Justice Douglas wrote the Court's opinion in *Craig v. Harney*, where he said:

"A trial is a public event. What transpires in the court room is public property. If a transcript of the court proceedings had been published, we suppose none would claim that the judge could punish the publisher for contempt. And we can see no difference though the conduct of the attorneys, of the jury, or even of the judge himself, may have reflected on the court. 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."

One important takeaway from Justice Douglas' opinion is this: "A trial is a public event. What transpires in the court room is public property." What follows from that is this: "Those who see and hear what transpired can report it with impunity."

That's quite a phrase: "with impunity."

The Supreme Court in 1975 in *Cox Broadcasting Co. v. Cohn* quoted that statement by Justice Douglas. In that later case, a broadcasting company named a rape victim despite a Georgia law that made it a crime for broadcasters to name rape victims. The Court said that the "interface between press and privacy that this case presents" is "whether the State may impose sanctions on the accurate publication of the name of a rape victim obtained from public records — more specifically, from judicial records which are maintained in connection with a public prosecution and which themselves are open to public inspection. We are convinced that the State may not do so."

In a case from Florida in 1989, the Supreme Court ruled against a ban on media naming rape victims, as applied to a newspaper. Even though the *Missourian* legally could, by choice the *Missourian* does not name rape victims.

In short, on First Amendment grounds the Supreme Court gave the green light to broadcasting the name of a rape victim contained in indictments.

In 1931, in *Near v. Minnesota*, the Court heard its first big prior restraint case and stated that "it has been generally, if not universally, considered that it is the chief purpose of the guaranty [of freedom of speech and press] to prevent previous restraints upon publication."

Forty years later in the *Pentagon Papers* case, the Court demonstrated its dedication to the First Amendment's "chief purpose" of preventing prior restraint. The *New York Times* published its first story based on the *Pentagon Papers* on June 13, 1971. Two days later, the Justice Department obtained a temporary restraining order against the paper. The U.S. Supreme Court heard the *Pentagon Papers* case on June 26, just 13 days after the publication of the first *Times*' story on those papers. The Court made its decision only four days after hearing the case.

Talk about speed! Prior restraint cases get bumped to the head of the docket, even by the U.S. Supreme Court, because of the importance the high Court places on freedom of the press.

But there's a twist: Neither the media nor anyone else can just violate a court order. The media must seek court intervention, and, as the Pentagon Papers case shows, that intervention can be quite swift.

In *Walker v. Birmingham*, a case involving the Rev. Dr. Martin Luther King, the Supreme Court said that one cannot violate a court order and then defend on the grounds that it was unconstitutional. Judge Harris' court order prohibiting the media from publishing, among other things, the names of the victim's family members — information from his courtroom that was open to the public — was arguably unconstitutional. But, in light of the King case, members of the press were put in a difficult situation. The Court told King in 1967 that “in the fair administration of justice, no man can be judge in his own case” (and that applies to women, too, of course).

In Missouri, the best remedy would be for the news media to get a writ of prohibition against a judge if he or she gives a similar order in the future. Journalists have a duty to resist when judges attempt to violate principles of access to public information. And, as Justice Douglas made clear so many years ago, “A trial is a public event. What transpires in the courtroom is public property.”

Sometimes ethics may compel a journalist not to use names. But under the First Amendment, it's one thing for a journalist to make that decision and quite another for a judge to give the order.

If a judge has reasons for wanting media to refrain from using names, then the judge should articulate those reasons and ask the media to show voluntary restraint.



Lessons From Spencer's Florida Speech

What other institutions can learn from the way the university prepared for the event, avoided violence and offered support to students.

No MU Mention

In August, white supremacists marched on the University of Virginia, winding around campus wielding torches and chanting Nazi refrains. The next day, a woman would die as protests in the city of Charlottesville, Va., turned violent.

University of Florida President Kent Fuchs feared a repeat of the bloodshed in Charlottesville when Richard Spencer, a figure in the right-wing fringe movement that calls itself the alt-right appeared on the campus last week.

Spencer framed the event, his first campus appearance since Charlottesville, as the free speech moment of the students' lifetime, something that would shake the establishment and its indelible grasp on academe. He predicted a wave of at least 1,000 "antifascists," what he called the liberal counterpart to the alt-right, who would cause campus mayhem.

But largely, because of the university's careful planning, such a scenario was avoided, [aside from a few scuffles](#). Two arrests were made for more minor incidents, one because a man hired by a media outlet as security brought a gun onto campus; the second was a man who resisted police orders. Three other men were arrested after Spencer had already left the campus -- they pulled up in a Jeep to a group of protesters near a bus stop and heckled them with Nazi slogans. One then fired a gunshot into the small crowd, and the Jeep sped off. All three were charged with attempted murder.

Compared to scenes in Charlottesville, this was relatively mild, to the relief of the university. And unlike many of the other events featuring controversial speakers, Spencer was able to appear -- and couldn't make himself out to be a free speech martyr.

Spencer likely won't be halting his tour of college campuses. Colleges will need to brace for him, and other controversial conservative speakers, such as the inflammatory former *Breitbart* editor Milo Yiannopoulos. What can academe learn from the University of Florida?

Be prepared.

Earlier in the year, it was clear that colleges weren't equipped or were drastically underprepared for the vehement backlash and demonstrations that some speakers would generate. The University of Virginia was operating as it would for the typical types of protests it had encountered, and after the events of Aug. 11 and 12, it outlined in a detailed report how it fell short in responding to the atypical situation. The University of California, Berkeley, also couldn't stop the destruction of its campus in February [following a planned talk by Yiannopoulos](#) -- fires were lit, stones were thrown, Molotov cocktails hurled. (Berkeley has had more success with recent events, spending heavily on security.)

In addition to behind-the-scenes planning, the University of Florida clearly communicated everything to the public, [creating a question-and-answer webpage](#) that meticulously addressed every aspect of the event -- who Richard Spencer was and why he would be allowed to speak, the university's views on his message and everything else down to road and bus stop closures.

In part, UF found some success because it started planning weeks ahead of the event, and it bought a little time because it denied Spencer's first request after the events of Charlottesville, citing safety concerns. But that wasn't permanent, because ...

Public higher ed institutions (almost always) can't legally stop Spencer from speaking.

Public institutions covered by the First Amendment must accommodate speakers. They can regulate them, to a degree, and they don't have to adhere to every request about time or date, but they must host speakers like Spencer -- the exception being if the university has in place some sort of content-neutral policy that limits who can speak on campus (more on that in a minute). Spencer threatened to sue Florida in the weeks after it initially rejected him -- again, because it was so soon after Charlottesville. Lawyers said at the time this was [likely a credible and legally sound reason](#) to block Spencer, but only for a time.

But the institution didn't attempt a court battle with Spencer later when he again asked to appear.

Auburn University in Alabama told Spencer no last spring, also citing safety considerations, but it was sued by a student on Spencer's behalf -- and the student won. The judge issuing the order clearing the way for Spencer's speech then couldn't find any examples of concrete threats that would justify Auburn's cancellation.

Certain policies restricting speech can pass legal muster if they're content neutral -- such as one that requires speakers be invited by either a student group or faculty member. Texas A&M University imposed such a policy after Spencer's visit to the campus last year. (While most public institutions appear to feel that they must let Spencer appear, [Ohio State University is trying to prevent him from appearing](#), and a lawsuit by Spencer is expected there.)

Check your rules.

Just as Texas A&M changed its rules shortly after Spencer, some other colleges' guidelines on outside speakers may not be designed for the likes of Richard Spencer. Such open-door policies haven't proven problematic in recent years, but they are vulnerable now.

At the University of Florida, the amount of power given to Spencer and his crew puzzled some reporters and the public. Spencer's group handled ticketing and approved the journalists who were allowed to cover the event -- a Florida spokeswoman said that this was consistent with leasing rules at the university, and [told a Guardian reporter](#), "It's their event, so they're the ones that are allowing media in ... that's why they can have whomever they want to."

University representatives didn't respond to a request for comment about if UF would now be reconsidering some of its policies.

You can try to convince students to stay away, but not all of them will listen.

UF President Fuchs urged students to avoid the area of the speech and the protest sites, both for their safety and because the white nationalists crave the attention.

University of Virginia President Teresa A. Sullivan did the same -- she said that it would only play into the white nationalists' desires, and likely lead to the students being provoked into a spectacle.

Neither leaders' pleas fully worked. Students say that standing on the sidelines doesn't feel sufficient, and that they must confront those whose views they find abhorrent.

Simply because of the hype and potential danger, though, many Florida students who weren't protesting stayed far away from the campus. (Thousands of protesters, some of them external to the college, did gather.)

Listen and involve your students. And let them know you care.

Though not every student was pleased with the university allowing Spencer onto campus, or the administration's response generally, it was clear that president and the upper echelon were talking to students in the buildup to Spencer's visit and on the day he appeared.

Fuchs and the university widely promoted a student-created digital campaign under the hashtag #TogetherUF. It's a series of videos and statements on race relations on campus.

The Black Student Union released a statement plugging #TogetherUF as well, and instead of criticizing the administration directed anger toward Spencer, which has not been the case at many other institutions, where equal ire was levied toward administrators.

"Your safety and physical well-being takes precedence over the ignorance that will be spewed from the termites in the foundation of togetherness that embodies the Gator Nation," the statement reads.

Numerous gestures made clear to students that the university understood how hateful Spencer's message is, especially to members of minority groups. As Spencer arrived on campus, a professor played the civil rights anthem "Lift Every Voice and Sing" from the university's bell tower.

Separation of opposing forces is key to crowd control.

Going in, it was the university's strategy to separate Spencer's supporters from the protesters with physical barriers and police.

Fuchs said in an interview that most of the violence colleges have seen started not immediately before or after an event, but as the attendees headed back to their cars -- when it appears everyone has dispersed, and they're not under the supervision of law enforcement.

The strategy of physical separation appeared to be quite successful at Florida, and seemed to minimize violence.

Proving what a powder keg campuses have become in these situations, though, when Spencer was at Auburn just a few months ago, police there were able to defuse tensions by allowing both sides to intermingle and scream at each other a bit. But that probably wouldn't work anymore.

Now, a huge showing of law enforcement appears to be required to keep peace.

It's expensive to pull this off successfully (for now).

And such a police presence doesn't come cheap. As of now, the university is estimating at least \$600,000 spent on security. Berkeley dropped upwards of \$800,000 on security for a recent appearance by Yiannopoulos.

No college administrator knows quite how to address this problem yet. Certainly after every visit, colleges tend to re-evaluate and try to trim back costs, but no one has found a silver bullet for addressing the broader problem of stress on institutions' bank accounts.

Kevin Kruger, president of NASPA: Student Affairs Administrators in Higher Education, said institutions face a new budgetary question. How do they pay for both their core educational mission and the new expense of these costly outsiders? "It's an expensive proposition, and there's no easy answer."

University administrators need to say they don't want this. And repeat it. (Even if they're legally obligated to play host.)

Easier though, is university leadership taking a visible stand against the message of white supremacists. Fuchs did so quite successfully. When a reporter quoted Spencer saying that Fuchs "stood behind" him, Fuchs tweeted, "I don't stand behind racist Richard Spencer. I stand with those who reject and condemn Spencer's vile and despicable message."

While college presidents do have a First Amendment obligation to host these speakers, their constitutional rights don't vanish. They can say exactly how they feel, which can in a sense, reassure the campus.

Conversely, when Sullivan at the University of Virginia was first discussing Spencer and his followers' arrival on campus, she didn't name his group or refer to him as a white nationalist -- she was criticized then for a "raceless" response.

Controversial speakers want a riled-up crowd.

Spencer and the right-wing fringe have been quite clear -- college campuses are targets. During Spencer's speech, a majority of the audience attending tried to drown him out with jeers and boos of "Go home."

To Spencer, that simply played into the narrative he's promoting -- that many college students are trying to squash freedom of expression on campus if it doesn't align with a left-leaning point of view.

White nationalists in some cases play victim -- they're simply trying to exercise a fundamental right, they say, and it's the other side spurring violence and hatred. They are not the cause.

One of Spencer's representatives took the microphone during the speech and actually thanked the crowd members, even while insinuating they had been "brainwashed" by anti-white propaganda from professors and the media.

“This right here, what you’re doing, is the best recruiting tool that you could possibly ever give us,” he said.