

Wood

From Page 1

mention just a few. Yankton Printing Company was formed in 1906 by W.C. Lusk, John Holman, Herman Ellerman and Gustav Kositzky for a joint publication of the *Press & Dakotan* and *Freie Presse*. Around the same time, the *Press & Dakotan* moved to its current location at 319 Walnut Street. On Jan. 1, 1944 the newspaper was purchased by the Monfore family (Fred Monfore had been editor of the paper since 1920 and had been pub-

lisher since 1940). The Monfore family sold to Stauffer Communications of Topeka, Kan., on Jan 1, 1979. Morris Communications of Augusta, Ga., purchased the paper in 1995, and myself and two partners formed Yankton Media Inc. to purchase the newspaper on March 1, 2008, once again bringing local ownership and local control back to the communities we serve.

There have been so many other changes. In the early days, the newspaper published on Sundays but not on Mondays, thus giving staff a chance to relax on the Sabbath. The paper switched from an afternoon publication to a morning product in 1993. It moved beyond print and onto

the Web in August 1997 and our print and online readership continues to grow as we provide the best in local news, sports and events for Yankton and the surrounding region.

The redesign of the nameplate and newspaper pages is only part of the changes being introduced today. We are introducing a new e-edition today and you really should "read all about it" in the column by Beth Rye, New Media Director, just below. Please make note of the Facebook, Twitter, Mobile and QR Codes now built into our masthead and how we've integrated our coverage with social media, another change something no one could have seen coming when the

paper went online.

As you can see, through all of this the newspaper has never been a static device. It has changed with the years, the decades and our readers. The design change may be cosmetic, but it also illustrates the fact that a newspaper is a living document. It must reinvent itself every day. Change is the one constant in the history of newspapers.

This year is our 150th birthday, and this is just the first of a series of things we plan on doing to commemorate the event. In the meantime, I hope you enjoy these latest changes to your hometown newspaper.

Online

From Page 1

cific keyword you have requested to be notified of if printed!

- Save and store editions. Printing pages/articles is also available.
- Clip, save and email articles to family and friends.
- Use the audio option and have stories read to you!

We believe readers will find the electronic edition of the *Press & Dakotan* to be efficient and easy to use.

Finally, what's that strange

box above this story?

You will be noticing it at the top of the newspaper each day: a black module arranged in a square pattern which is commonly known as a QR code. This QR code (short for Quick Response) will take you directly to our new e-edition with the use of a bar code reader app or camera on most mobile phones.

One login and one password provide you with access to the electronic edition seven days a week, as well as our archives. Go to <http://mynewsonthego.com/yankton/> and sign up for your free one-week trial today and see all of the benefits of having an e-edition can bring!



Pancake Breakfast
or Biscuits & Gravy
\$6.00 All You Can Eat
Children 4-10 \$3.00 • Under 3 free

Sunday, May 1
8AM-12:30PM

VFW Post 791
209 Cedar, Yankton • 665-3562

OPEN TO THE PUBLIC

Out On The Town



Authentic Mexican Food
Plan to Enjoy



Specials at El Tapatio's
Next Week May 1st-6th

WEEKLY SPECIALS

Friday: **Hot Beef or Chicken Dinner** 5:30-8pm

Saturday Anniversary: **Steak Menu with Prime Rib 5:30-8pm**

Sunday, May 1st: **Moose Legion Spring BBQ 5pm**

Moose Lodge
310 Walnut, Yankton

Attention Prom Attendees...

Make Your Reservations Today!...

We Have a Special Menu for Prom

The Argo
Open Thurs.-Fri.-Sat. at 5:30
1-402-388-2400
www.theargohotel.com
email: argo@poom.net CROFTON, NE

Mothers Day Craft & Gift Show

Friday, April 29 • 10am-9pm
Saturday, April 30 • 10am-5:30pm
Sunday, May 1 • Noon-5pm

YANKTON MALL Over 20 Crafters & Vendors North of Theater

Contact Kathy at 402-669-6774 • <http://members.cox.net/kdovel>

WANTED

Area BBQ Enthusiasts

Baby Back Rib Cookoff

Ribs at the Ranch, Freeman Academy Campus

Saturday, June 25th

Contact Vermetta Waltner, 605-321-7351 or vwaltner@freemanacademy.org, or www.freemanacademy.org/ribsattheranch.html for complete rules and information

2011 Mount Marty College Choir & Jazz Band

Spring Tour

Home Tour Concert
Friday, April 29
Marian Auditorium
7:30 p.m.

MOUNT MARTY COLLEGE
1105 W. 8th Street | Yankton, SD
www.mmtc.com | 855-686-2789

Free and Open to the Public

Ohiya Casino

SATURDAY, APRIL 30TH

\$500 in Total Cash Drawings
\$25 Drawn Every 15 Minutes 7:15 to Midnight

FRIDAY'S IN MAY

Pick a Wallet Drawings ~ Every 1/2 Hr. from 9-11PM
Win \$200, \$150, \$100, \$75 or \$50

SATURDAY, MAY 7TH

\$2,000 in Total Cash Drawings
\$100 Drawn Every 15 Minutes 7:15 to Midnight

MOTHER'S DAY, MAY 8TH

FREE GIFT To First 30 Mother's! Match Play Buy \$10
Get \$10 Free ~ Starting at 1PM

OHIYA RESTAURANT
Mother's Day, All Day Buffet \$10
BBQ Ribs, Chicken & Roast Beef

OHIYA BINGO

May 6th, \$25 Pays \$150
May 7th, \$30 Pays \$250
\$500 Guaranteed Blackout
(Reminder, No Bingo May 13th)
Warm-Ups 6:00PM/Reg. Session 6:30PM

WEEKLY SPECIALS

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Sunday, May 1st: **Moose Legion Spring BBQ 5pm**

Moose Lodge
310 Walnut, Yankton

American Red Cross
Yankton County

Dining For Disaster

Enjoy a meal at one of the following restaurants and you can support the Yankton County Red Cross.

Thursday, April 28

Arbys, Burger King, Casey's, Charlie's Pizza House, Godfather's Pizza, Hy-Vee Kitchen, Magilly's Broadway Eatery, McDonald's, Minervas Grill & Bar, MoJo's, Murdos's Aten Resort, O'Malleys, Pizza Ranch, Quizno's, Starbucks, 7 Beer & Wine Bar or Yesterday's Cafe.

Celebrity Bartender Night at 7 Bar & Wine

Thursday, April 28th

5pm-10pm

Donations/Tips support the Yankton County Red Cross

We Know You've Been Waiting...

And We're Back, Starting May 3rd!

Kick Back With Good Friends, Good Food & Drink and a Great View of the Lake!

Hours Until Memorial Day:
Tuesday-Friday 5pm-Close
Saturday & Sunday 11am-Close

Keep Us In Mind for Mother's Day!

Hwy. 52 at the Marina!

Magilly's Lakeside Eatery

www.magillyslakesideeatery.com
668-5181

LEWIS & CLARK RECREATION AREA 605-665-2984
RESORT 605-665-2688 • MARINA 605-665-3111
www.lewisandclark.com

NO PARK PASS NEEDED FOR MAGILLY'S

APRIL 29, 30, 31

HOP

Fri. 7:30 PM • Sat. 7:30 PM • Sun. 4 PM

Students \$2.00 Adults \$5.00

Idle Hour Theatre
Tripp, SD

Attention Prom Attendees...

Make Your Reservations Today!...

We Have a Special Menu for Prom

The Argo
Open Thurs.-Fri.-Sat. at 5:30
1-402-388-2400
www.theargohotel.com
email: argo@poom.net CROFTON, NE

VFW Post 791
209 Cedar

OPEN TO THE PUBLIC

Thursday

5-7pm - Hamburger/
Pizzaburger & Fries \$5.00
6-7pm - Domestic Beers \$1.50

Friday

Beef Stroganoff or Menu
Serving 5:30-8:00

Saturday

No Band
Serving from
Menu 5:30-8:00

Bingo Wed. at 7:00pm
Sunday at 6:30pm
Happy Hour M-F 4:30-7:30

Chislic Served Last Wednesday of Each Month

Mothers Day Craft & Gift Show

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Joe's Substation

Rural Lesterville • 605-364-7414

Will Now Be CLOSED on Sundays

We will be featuring our **All-You-Can-Eat Broasted Chicken & Salad Bar**

Wednesdays 5 to 9pm
starting Wednesday, May 4th

Everyone Welcome!

Spring PRIME

FIXE*

***Pronounced "FREEE"**

Definition > a complete meal, of several courses, set at a fixed price

- FIRST COURSE** enjoy a starter or a glass of house wine
- SECOND COURSE** choose one entrée: *Cajun Chicken Linguine, 7oz Top Sirloin, Honey Pepper Pork Chop, Coriander Salmon, Chicken Oscar, Blackened Salmon Salad*
- THIRD COURSE** choose one petite dessert

Minervas Restaurant & Bar

\$15

1607 E Hwy 50 • Yankton, SD • 605/664-2244

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Spring Tour

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Join us on Friday, May 13, 2011, and KAMP FOR FREE on Saturday, May 14.

Donations will be accepted during the weekend to benefit KOA Care Camps, a network of 43 independent specialized camps for children under treatment or in recovery from cancer.

Call 1-800-562-7218 for reservations.

For online reservations go to www.koa.com

Yankton/Missouri River KOA
807 Bill Baggs Road, Yankton, SD
(605) 260-1010
manager@yanktonkoa.com


