

MIP MISSOURI PRESS NEWS

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Welcome to 2019, everyone!

This will be an important year for protecting local journalism

I'm looking forward to serving as your President for the Missouri Press Association this year.

While our industry certainly faces challenges ahead, I'm optimistic about the future of community newspapers. The vast majority of newspapers in the United States serve small communities with circulations less than 50,000. These newspapers are part of the glue that make up small and medium sized towns.

Local journalism isn't fake news. It's responsible reporting on the city council, county government, local sports and school board. It's a chronicle of the lives of everyday people, their triumphs and tragedies. No other medium does this better than newspapers and we should be proud of it.

There was a time when newspapers

were new media. While that certainly isn't the case today, we have adapted through radio, television and the internet. As newspapers continue their evolution, we find ourselves at an exciting crossroads as we build a platform for the future.

What will that look like? That's the exciting part. One thing that won't change though, newspapers will continue to provide a sense of place and togetherness in countless towns across the country.

As the Missouri Press Association enters its 153rd year, I pledge my best effort to fight legislation that seeks to diminish the public's right to know by taking legal notices away from newspapers and find solutions to help newspapers transition in the digital age and thrive.

If you would like to help with this fight, please mark your calendars

and plan to attend this year's Day at the Capitol on Jan. 31. This event gives you a chance to meet with your legislators in Jefferson City, work with your fellow MPA members to promote newspapers and learn more about the processes policymakers go through when proposing changes to the state's laws.

It's an informative day that gives you an opportunity to make a real difference for Missouri newspapers. I hope to see you there!

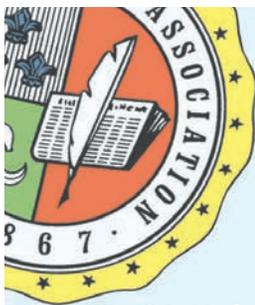
Til Next Time

J.M.W.



James White,
Benton County Enterprise, Warsaw
MPA President

“Local journalism isn't fake news. It's responsible reporting on the city council, county government, local sports and school board. It's a chronicle of the lives of everyday people, their triumphs and tragedies. No other medium does this better than newspapers and we should be proud of it.”



PRESIDENT: James White,
Benton County Enterprise, Warsaw
FIRST VICE PRESIDENT: Trevor Vernon,
Eldon Advertiser
SECOND VICE PRESIDENT: Liz Irwin,
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SECRETARY: Hannah Spaar, *The Odessan, Odessa*
TREASURER: Amos Bridges, *Springfield News-Leader*
PAST PRESIDENT: Carol Stark, *The Joplin Globe*
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EDITOR: Matthew Barba

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Bryan Jones, *Versailles Leader-Statesman*
Kevin Jones, *St. Louis American*
Beth Durreman, *Perry County Republic-Monitor, Perryville*
Tianna Brooks, *Mountain View Standard News*
NNA Representative: Sandy Nelson, *The Courier-Tribune, Liberty*

New officers, directors join MPA Board

A familiar face also returns for another round of service

By Missouri Press Staff

James White, publisher of *The Benton County Enterprise*, is the new president of the Missouri Press Association, effective Jan. 1, and he is joined by others who will help guide the Association into the future.

New for 2019 officers and directors for the MPA Board include Hannah Spaar, *The Odessan*, Odessa, serving as secretary; Amos Bridges, *The Springfield News-Leader* serving as treasurer; and Beth Durreman, *Perry County Republic-Monitor*, Perryville, serving as a director for a one-year term.

Also elected in September was Kevin Jones, *St. Louis American*. He returns to the board for another round of service and was previously President in 2010.

MPA's most recent Board of Directors election took place in September during the Association's 152nd Annual Convention in St. Louis.

White's family has been involved with newspapers for about 140 years and he has been president of Benton County Enterprise Co. for more than 10 years. He has served on the MPA Board of Directors since 2013. To learn more about White's history with newspapers, see the story on Page 4 of this edition of Missouri Press News.

White has used his time as a member of the MPA Board of Directors to advocate for newspapers at the state and na-

tional level. He has worked with Missouri's elected officials, including Senators and Representatives in Washington, D.C., to curtail legislation that would harm newspapers' ability to operate as a free and independent press.

White succeeds Carol Stark, editor of *The Joplin Globe*, as MPA president. She will continue on the MPA Board of Directors through 2019 as immediate past president.

Other 2019 MPA officers and directors elected in September include: First Vice President, Trevor Vernon, *Eldon Advertiser*; and Second Vice President, Liz Irwin, Missouri Lawyers Media, St. Louis.

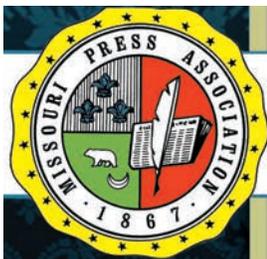
Julie Moreno, *Independence Examiner* returns to the board for another one-year director position.

Returning directors for three-year terms are Roger Dillon, *Shannon County Current Wave*, Eminence; and Bryan Jones, *Versailles Leader-Statesman*.

Continuing on the MPA Board in 2018 will be directors Mary Wilson, *Jackson County Advocate*, Grandview; Donna Bischoff, *St. Louis Post-Dispatch*; and Tianna Brooks, *Mountain View Standard News*.

Sandy Nelson, *Courier-Tribune*, Liberty was elected as the National Newspaper Association state chair.

Retiring were Jeff Schrag, *Springfield Daily Events*; and Steve Tinnen, *Clinton County Leader*, Plattsburg.



A \$99 room rate at the Capitol Plaza Hotel is being offered until January 18. Call 800-338-8088 for reservations.

~ Save the Date ~

29th annual

Missouri Press Association and the Associated Press Day at the Capitol

Thursday, January 31 • Jefferson City

Governor Parsons has confirmed that he will join us for the luncheon at the Governor's Mansion

Wednesday, January 30

The Missouri Press Foundation will hold its Board Meeting at 12 noon, followed by the Missouri Press Association and Missouri Press Service Board Meeting at 2 p.m. The meeting will be held in Jefferson City at the Capitol Plaza Hotel.



For more information please contact Kristie Williams at kwilliams@socket.net or 573-449-4167 ext. 301

White set to preside over MPA in 2019

Family's legacy includes 140 years in Benton County

By Missouri Press Staff
Missouri Press News

Everyone's journey to becoming a newspaperman is different. For James White, his journey started 140 years ago when his great-great-grandfather started Warsaw's Benton County Enterprise with the wood from a partially sunk steamboat.

White is the 2019 president of Missouri Press Association, having served on the Board of Directors for the last six years. He is passionate about the future of newspapers and the challenges they face, but he also appreciates the history that newspapers like his have developed over years of covering their communities.

In 2005, following the death of his father, Mahlon Kelly White, James became president of Benton County Enterprise Co. and publisher of the newspaper. He remains the latest in a long line of family newspapermen who have served the Osage Valley and maintain the abundance of faith the family has held in the community.

Thomas Benton White founded the Benton County Enterprise in 1879 after coming to Missouri from Denver with \$500 and a Washington Hand Press. He purchased The Osage Queen, a steamboat that had partially sunk, and used its wood to build the first newspaper office and a home for his family.

"Our current building [constructed in 1973] still stands on the same spot," White said. "You can still see that original press, as well as T.B. White's original composing stone on display here at the newspaper."

Generations of the family stayed in the newspaper business, with James' grandfather, Mahlon Neill White, also



James White, right, publisher of *The Benton County Enterprise* and 2019 Missouri Press Association President, meets with Warsaw Chamber of Commerce Director Marc Vorce and local businesswoman Liz Hollingsworth. The group is standing in front of a Linotype machine built in 1895 and on display in the *Enterprise* offices. (Submitted photo)

going on to found the Clinton Daily Democrat in 1952. That newspaper remains with the family and James is also vice president of Democrat Publishing Company.

Over the years, James and his family have given back to the community, a role he proudly embraces today through his involvement with a variety of organizations. He currently serves on the Board of Directors for the Benton County Community Foundation, Warsaw Parks and Recreation and is vice-president of the Bothwell Foundation.

"These organizations have a direct and positive impact on the lives of people here. Any organization that

directly supports the citizens in Benton County, I'm for," James said.

He added, "My dad instilled in me a sense of community and how important it is to support it. Benton County has been home to my family for 140 years and has been very good to us. I believe that comes with the responsibility to do what we can to give back."

Giving back is part of the reason why James got involved with Missouri Press Association. The other reason was thanks to a longtime friend and colleague, the late William "Bill" James, former publisher of the Warrensburg Daily-Star Journal.

Continued on Page 5

"My dad instilled in me a sense of community and how important it is to support it. I believe that comes with the responsibility to do what we can to give back."

Continued from Page 5: **Readers want what newspapers produce**

“Bill is the reason I became a board member and will have the honor to serve as president in 2019,” James said. “It was one of the nicest things he could have done for me.”

As a member of MPA’s Board, James has tried to keep himself informed of every type of issue that could affect newspapers, from legislation to tariffs to regulations of all kinds.

“MPA needs to focus on two key areas in 2019: defending newspapers from legislation that takes legal notices and public notices away and developing programs to help our member newspapers transform in the digital age and thrive.”

That transformation is key to the future of newspapers, James said, explaining that any newspaper that can’t or won’t adapt will ultimately be left behind.

“I do know that whether you’re a person or a newspaper, if you live in the past you’re never going to make it,” he said. “Yesterday is never going to come

around again, so we have to do better today. I do believe that newspapers will survive, not in spite of the internet, but because of it.”

More people are reading newspapers’ content than ever before, James said, but that growth in readership is coming from online readership. Collecting revenue from these readers who often expect free content will continue to be an important issue for the industry for the foreseeable future.

“How we monetize online readership is the question, but the appetite for what we produce is still very much alive,” James said. “I’m confident we will figure it out. There are newspapers who have figured it out in their markets and are highly successful. It can be done.”

White officially became MPA president starting Jan. 1. He encourages any member with questions or concerns to reach out to him or the other board members.

Just make sure you check your



James White stands with the Benton County Enterprise’s original Washington Handpress, brought to Warsaw from Denver in 1879 by Thomas Benton White . (Submitted photo)

caps lock key. James suffers from hoofdaphobia and he gets more than a little irritated at anything written in all capitals.

“Missouri Press is a remarkable organization full of great people who I consider friends,” James said. “It’s an incredible resource for anyone in the Missouri newspaper business. It’s been a pleasure to be a part of it all these years and I look forward to what 2019 brings for us all.”

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It Can Wait offering new opportunities to help stop texting and driving

By Missouri Press Staff
Missouri Press News

This spring, Missouri Press Association will launch a new initiative with member newspapers that will continue the tradition of the It Can Wait campaign but offer different ways for students to express themselves.

Missouri Press Association has partnered with AT&T for the It Can Wait campaign for the last five years, tasking students with writing an essay that explains why they feel drivers should never text and drive.

AT&T has long been a supporter of MPA, including helping to sponsor the Association's annual convention. At the 2018 convention, AT&T spokesman Matt Pritchard offered a glimpse of what the future of the It Can Wait campaign holds.

In addition to writing an essay, this year's It Can Wait participants may also create a short video (30-90 seconds) on why they feel drivers should never text while driving. As in years

past, these videos will also encourage others to take the pledge to not text and drive.

Members of Missouri Press have a very important part to play in this campaign by promoting it within your community and at the schools you cover. The more students who participate in the It Can Wait contest, the more this important message will spread.

"For several years, Missouri Press and our member newspapers have been vital to spreading the message that drivers should never text behind the wheel. The great thing about the It Can Wait campaign is it focuses on high school students who are learning good driving habits and this message is something they will remember as they get older," MPA Executive Director Mark Maassen said.

Students will have until April 30 to submit their entries (essay or video) to your newspaper for local judging. You will then choose entries to pass

on to MPA for statewide judging.

Statewide winners for both the essay and video contest will each receive a prize. This year's contest will only be open to high school students.

In addition to promoting It Can Wait in your newspaper through editorial coverage and/or display advertising, we also ask that you reach out to school administrators in your area to promote this contest. Consider adding a sheet explaining the It Can Wait contest to the Newspapers in Education bundles headed to your local high schools.

Promote the contest online, including on your website and/or Facebook or other social media pages. This will not only help spread the message that the contest is ongoing, but it will also make it easier on you to receive entries from students.

For more information on how to promote this campaign, please contact Matthew Barba at mbarba@socket.net

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Tri-City Tribune — Cozad, Nebraska — January 1, 2018 — Nancy Dorsey
NorthBay Biz — Santa Rosa, California — December 2017 — Norm Rosinski
West Plains Daily Quill — 2016 — Frank Martin, Owner

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In partnership with Missouri Press' member newspapers

What: It Can Wait campaign between AT&T, Missouri Press Association and Missouri newspapers

When: Spring 2019, with a local deadline of April 30

Who: Missouri high school-age students

What: Have students write an essay or produce a video with transcript about the dangers of texting while driving. Solicit local entries and choose an essay winner and a video winner from those individuals.

Local winners will then be passed on to Missouri Press Association for statewide judging.

Each statewide winner will receive a prize

For more information, contact Matthew Barba at mbarba@socket.net or 573-449-4167

Kansas City Here We Come!

~ Save the Date ~

September 26-28, 2019



153rd
Missouri Press Association
Annual Convention
& Trade Show

Harrah's North Kansas City



OBITUARIES



Lee's Summit

Ferrell Shuck

Wesley "Ferrell" Shuck, 86, former publisher of the *Lee's Summit Journal*, died Dec. 17, 2018, at his home from complications of Parkinson's Disease. He began his newspaper career as a boy delivering the *Omaha World Herald*. He worked for his hometown paper in college and eventually worked his way up through advertising positions at newspapers in Miles City, Mont. And Omaha, Neb.



He became publisher of the *Lee's Summit Journal* in 1965 and held that position until 2000. In honor of his decades of storytelling and community service, he was honored with a bench outside the Whistle Stop Coffee and Mercantile in downtown Lee's Summit. He is survived by his wife, Janice, and many more family and friends.

Olathe, Kan.

Roy Wilcox

Roy Norton Wilcox Jr, 86, of Olathe, Kan., died peacefully Dec. 11, 2018, with his wife and family by his side. He was a photo engraver for the *Kansas City Star* for 35 years, retiring in 1995. In addition to his wife, Pauline, he is survived by two daughters and two sons; and many more family and friends.

Montgomery City

Ben West

Benjamin Lee Grote West, 36, of Montgomery City and editor of the *Wellsville Optic-News*, died Dec. 8, 2018, at home from an apparent heart attack. West had been employed by the *Optic-News* as editor and assistant editor for the past seven years and as a reporter in high school. His mother, Tracy Park, purchased the *Optic-News* earlier this year.



In addition to his newspaper work, he was a U.S. Navy veteran, where he worked in intelligence. In addition to his mother, he is also survived by his adoptive father, Sidney West; his father, Ronald Grote; and more family and friends.

2019 Ozark Press Association Meeting



REGISTER TODAY to Attend!

Friday, February 22, 2019

Springfield-Greene County Botanical Center
2400 S. Scenic Ave., Springfield, MO

Register by Jan. 25: \$25 per person | Registration after early deadline is \$35 per person

Registration 8:30 a.m. | Program 9 a.m. — 3:30 p.m. | Lunch included

This year's convention will help you learn how to take the lead in your community, what you can do to maintain subscriptions, how to plan events that will have people talking and ways you can dream big for your newspaper. We hope these topics will help you kick-start your 2019. You also are encouraged to bring your ideas and share them during our Bright Ideas exchange!

Company: _____ Email Address: _____

Phone: _____ Names of Attendees: _____

Attendees: _____

Payment Information: Number of attendees: _____ X \$25 each = \$ _____

For each attendee registering after Jan. 25, please add \$10 per registration to the total

Make checks payable to Ozark Press Association | Send form and payment to Tricia Chapman, OPA Treasurer
Christian County Headliner-News, P.O. Box 490, Ozark, MO 65721; Phone 417-581-3541

Missouri Press Foundation

Thank You to Everyone

who gave to the Foundation's internship fundraiser this year. Because of you, we raised \$10,050 for Missouri newspapers to hire college interns this summer. We are so very grateful to Silver Dollar City and everyone who made a donation to this program.

Deborah Baker
Clyde Bentley
Dave Berry
Donna Bischoff
Marjorie Blosser
Brian Brooks
Laura T. Bryant
Janice Creamer &
Cheryl LaNore
Doug & Tricia Crews
Family of Thelma Blumberg
Linda Whelan Geist
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Ozark County Times
Karen Philp
Pulse Legal Publ.
Don Ranly
Paul Ratcliffe
David Rees
Lucas & Liz Riojas
Jim Robertson
Silver Dollar City
R.B. "Bob" &
Patricia Smith
Hannah Spaar
Wallace Vernon
Rob Viehman
Andy & Suzette Waters
Carlene Williams
Kristie Williams



BETTER NEWSPAPER CONTEST

The 2019 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, start collecting your entries for this year's contest now.

In response to members' needs, Missouri Press is extending the Contest deadline by one week. Entries **MUST** be uploaded by 11 p.m. Friday, April 5.

In anticipation of scheduling conflicts that might arise due to local elections the first week of April, please make plans to upload your entries **BEFORE** the election. No other extensions will be granted.

All categories for Missouri's 2019 Better Newspaper Contest now require digital entries. Missouri's BNC will no longer accept mailed-in entries for any categories.

If you need help entering any category, including those that previously required mailed-in entries, contact Matthew Barba (mbarba@socket.net) or Kristie Williams (kwilliams@socket.net) for assistance. You can also call 573-449-4167.

The Contest Committee also voted to add a new category: Best Health Story. This category (45) covers health-related stories that member newspapers have produced in 2018, as well as supplementing coverage such as sidebars.

We encourage members not to wait until the deadline to enter your entries in the template. If a significant number of people attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

All the information about the contest — rules, categories, entry instructions — is online at mopress.com/better-newspaper/

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>

IMPORTANT: It is important to remember BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>.

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Friday, April 5, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

ALERT: Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, there are options provided in the contest template. You cannot upload these large entries directly to the contest template because it has space limitations.

THREE TIPS TO MAKE UPLOADING EASY:

1. If you have entries that consist of more than one piece of content, combine them into one file. This will make uploading and judging much easier. This will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.
2. Make the category number the first element in the title of each entry.
3. Put all your entries into a "Contest Entries" folder on your desktop.

Please read the instructions and category listings carefully!

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If you need your password or email reset or feel your newspaper is not listed in the correct circulation category, contact Kristie Williams at
kwilliams@socket.net

Entry deadline: Monday, January 28, 2019 by 11PM.

[DETAILS]

Make plans now to attend the Missouri Advertising Managers' Meeting being held on April 11-12, 2019 at Holiday Inn Executive Center in Columbia. Winners will be recognized and awards presented Thursday, **April 11th, 2019**. Event Registration form will be available after January 10, 2019, at www.mopress.com under EVENTS.

To download this document and categories, go to: <http://mopress.com/mama-contest/>

ENTER ONLINE AT: betternewspapercontest.com, 2019 Missouri Advertising Best Ad Contest | Deadline Jan. 28, 2019

Bill filed for exemptions to Amendment 1

By Tyler Wornell
Joplin Globe

Missourians in November voted to open up legislative records with the passage of Amendment 1, but exceptions to those records were proposed even before the current legislative session started.

State Sen. Ed Emery, R-Lamar, pre-filed a bill to exempt some legislative records from the state's Sunshine Law, namely those that pertain to constituents or proposed legislation.

"We've already had to start putting a disclaimer on our emails to say 'don't send me anything that you don't want discovered, because it will be subject to Sunshine,'" Emery said. "We're concerned about people that relay health issues, criminal justice or civil justice issues, things of that nature that aren't intended to be public information."

The specific language in Amendment 1 says that legislative records "shall be public records and subject to generally applicable laws and ... the

'Sunshine Law,'" and covers records made by legislators' employees and staff. Emery's bill would revise the Sunshine Law to exclude "correspondence to or from a constituent of the member regarding assistance sought by the constituent from the member," as well as records between legislators and staff "regarding proposed legislation."

The Sunshine Law already has protections that allow for the redaction of some personal information, but Emery said the Legislature wants to do its due diligence.

"Basically, if this had come through as a legislative proposal, most of this would have been hashed out and discussed," Emery said. "What I'm trying to do is act as if that has happened ... and find out where that line should be drawn so that information that is personal and shouldn't be public is still preserved."

The Legislature has previously maintained that it is exempt from the state's open records law, but Jean

Maneke, an attorney for the Missouri Press Association, said she believes the General Assembly is a governmental entity that was already subject to the Sunshine Law. She said the status quo had always remained because nobody ever legally challenged the Legislature's argument.

"I kind of fail to understand the panic that there seems to be out there right now from legislators," Maneke said. "If the right case had come up, they would have found themselves in this exact situation before, and all this (amendment) does is clarify what the law says."

Emery reiterated that his bill is only an initial proposal and will be likely be changed during the session.

"We'll be going through a very open hearing process and floor debate, and if there are concerns about those provisions being too broad, I'm sure that discussion will happen," Emery said. "It was my intention to keep it broad, and how much revision takes place will be subject to the process."

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Department of Corrections settles journalist's execution-witness lawsuit

By Jessica Shumaker
Missouri Lawyers Media

Three media organizations in Missouri now will have a designated media witness for executions as a result of the settlement of a two year lawsuit brought by a BuzzFeed News reporter against the Missouri Department of Corrections.

Chris McDaniel, who reports on death penalty-related issues for the online news organization, brought the suit against the department's former director, George Lombardi, in 2016. McDaniel, a former reporter for St. Louis Public Radio, has written several articles that are critical of the department's execution practices, including one that examined the pharmacy that supplied the states execution drugs.

In his suit, McDaniel alleged Lombardi violated his due-process rights by denying his 2014 application to witness a Missouri execution. He alleged the department never responded to the request and did not invite him to

witness any of the 17 executions that followed his request.

McDaniel dismissed the suit Nov. 27 after the parties reached the settlement and the DOC implemented the new policy, according to his lawyer, Tony Rothert, legal director for the ACLU of Missouri.

As part of the settlement, the Department of Corrections will permit The Associated Press, the Missouri Press Association and the Missouri Broadcasters' Association to each designate a reporter to witness executions. Previously, media requests to witness executions were approved or denied at the sole discretion of the DOC director.

"We were seeking a way for members of the media to have a fair chance at the opportunity to be an execution witness without government officials deciding, based on the viewpoints of the reporter, who should be a witness," Rothert said.

He added that he believed two fac-

tors in his client's favor led to the settlement.

First, in July, McDaniel received a favorable ruling from the 8th U.S. Circuit Court of Appeals. A three-judge panel affirmed a lower-court ruling denying the department's motion to dismiss, which allowed McDaniel's case to proceed to trial.

Second, it helped the case to have a new DOC director who was amenable to changing the policy, Rothert said. Anne L. Precythe was confirmed as director of the department in February 2017.

"A free press is foundational to the public's right to have some oversight over the government, and we can't have government officials making decisions, based on a reporter's viewpoints, over who has access," he said.

A spokeswoman for the department did not respond to a request for comment.

The case is McDaniel v. Precythe, 2:16cv04243.



**Every Business Needs
an Online Presence.**

Contact Ted Lawrence
at Missouri Press.
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In memory of **Brenda Berry:**

Giana & Gerald Andrews, Tom & Betty Bruns,
Doug & Tricia Crews, William & Judith Kallenbach,
Ted Lawrence, Mark Maassen, Steve & Linda Oldfield,
R.B. "Bob" & Patricia Smith, Jean & Larry Snider,
Gary & Helen Sosniecki, Steve Trolinger,
David & Sandra Zimmerman

In memory of **Ken Cope:** Doug & Tricia Crews

In memory of **Ferrell Shuck:**

Doug & Tricia Crews, Gary & Helen Sosniecki

In memory of **Bill Williams:**

Doug & Tricia Crews, Gary & Helen Sosniecki

2019 Photojournalism Hall of Fame:

Duane Dailey

2019 Past President's Dinner:

S. Richard Gard Jr.

Missouri Press Association / Missouri Press Service

802 Locust St., Columbia, MO 65201-4888
(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

STAFF

Mark Maassen: Executive Director, mmaassen@socket.net
Matthew Barba: Editor, mbarba@socket.net
Ted Lawrence: Advertising Director, lawrencet@socket.net
Kristie Williams: Member Services, Meeting Planning, kwilliams@socket.net
Marcie Elfrink: Bookkeeping, melfrink@socket.net
Jeremy Patton: Advertising Placement, jpatton@socket.net
Keeley Dority: Part-time Media Coordinator, kdority@socket.net

Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com
Helen Headrick: NIE & Education Director, hheadrick@socket.net

Doug Crews: Legislative Director, dcrews@socket.net

CALENDAR

January

30 — MPA, MPS, MPF Boards of Director meetings, Jefferson City

31 — MPA Day at the Capitol, Jefferson City

February

22 — Ozark Press Association Meeting, Springfield

April

4 — Past President's and Spouses Dinner, St. Charles

11-12 — Missouri Advertising Managers' Association Meeting, Holiday Inn Executive Center, Columbia

June

13 — Porter Fisher Golf Tournament, Lake Ozark (Lodge of Four Seasons course TBA)

14 — Show-Me Press Association, Lodge of Four Seasons, Lake Ozark

July

11 — Southeast Missouri Press Association Meeting, Cape Girardeau

September

26-28 — MPA 153rd Annual Convention and Trade Show, Harrah's North Kansas City

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MORE ON ADVERTISING

Ted Lawrence,
Advertising Director
Missouri Press Service



Have you ever wondered what our digital competitors are saying when they are selling against us? Here's a glimpse (according to Marketo's 2018 Digital Advertising Guide), and some ideas of how we print folks can respond.



DIGITAL SALESPERSON

1. DIGITAL SALESPERON'S CLAIM:

"Mr. Advertiser, your buyers are constantly on digital channels. Gone are the days when newspapers and magazines dominated your buyers' attention. A Nielson study shows the average American spends more than 11 hours each day with electronic media: TV, radio, internet, smartphone, etc. They are constantly switching channels and devices. The average American is exposed to more than 5000 brands every day, and an average of 360+ ads. Twelve of these 360+ ads actually make an impression. To make an impression, they must be relevant, interesting, creative, and non-intrusive. Therefore, digital advertising is the best way for your message to be effective in all of this chaos."



PRINT SALESPERSON

PRINT'S REPLY:

"A relevant, interesting, creative print ad can help you stand out from this chaos. Newspaper ads are not an interruption, like ads on radio, tv, and smartphones are. In many cases, the print ads are the REASON your potential customer is reading the paper. Would you like me to put together an ad and show you how that works?" (Or better yet, "Here's a spec ad I made up for you. I can get it started in the paper next week, and you can see for yourself.")



DIGITAL SALESPERSON

2. DIGITAL SALESPERON'S CLAIM:

"Digital ads have greater targeting capabilities. With a print ad, you have very little control over who sees it and interacts with it. With today's advancements in digital advertising, you can now target the exact audience that's most likely to purchase your product. You can now avoid sending messages to people who are not a great fit for your product or service."



PRINT SALESPERSON

PRINT'S REPLY:

"By its very nature, the newspaper reaches the right people in your market. Newspaper readers are more educated, have more disposable income, and are far more likely to own their own homes. Does that describe the people you want to reach?"



DIGITAL SALESPERSON

3. DIGITAL SALESPERON'S CLAIM:

"Your digital ads can be based on the individual's behavior, demographics, and where your prospect is in the buying cycle. We can even base them on the content and offers that he or she has viewed recently."



PRINT SALESPERSON

PRINT'S REPLY:

"Your newspaper ad is consistently in front of the right people. It reaches your customers who care about quality, trustworthiness, and reliability. Your print ad is tangible, and can be referred back to as needed. Let me show you a few testimonials from local advertisers who have benefited from advertising with us."

No doubt this is an ongoing battle. But I hope we all agree that print can prevail in today's chaos. Thanks to each of you for being on the front lines.

And remember: you can sell those digital products too. Just email me at lawrencet@socket.net.

Request 2019 press cards, calendars, auto stickers

Submit requests for 2019 press cards and 2018-2019 MPA auto stickers today by going online or emailing staffers' names to Kristie Williams at kwilliams@socket.net.

There is no charge for press cards or auto stickers for MPA members; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper. Because staffing changes occur through-



out the year, MPA does not keep a list of cards previously issued.

Members can also request copies of

the 2019 MPA sticker calendar.

Email distribution list

Are all of your staff who should be receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone stays informed.

If your staff changes or we need to add someone, please send the names, job titles and email addresses to Matthew Barba at mbarba@socket.net.



Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, Phil Cobb, Maryville; Vice President, Amy Neal, Liberty; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President, Steve Tinnen, Plattsburg; Mike Farmer, Rock Port; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Adam Johnson, Mound City; and Kay Wilson, Maryville.

SHOW-ME PRESS ASSOCIATION: President, Hannah Spaar, Odessa; Vice President, vacant; Secretary-Treasurer, Sandy Nelson, Liberty. Directors: Ethan Colbert, Bowling Green; Mary Wilson, Grandview.

OZARK PRESS ASSOCIATION: President, Jamey Honeycutt, The Carthage Press; Vice President, Dan Wehmer, Webster County Citizen; Secretary-Treasurer Tricia Chapman, Christian County Headliner-News, Ozark. Directors: David Burton, University of Missouri Extension, Springfield; and Marie Lasater, Licking News; Past-President, Helen Sosniecki, Lebanon.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Toby Carrig, Ste. Genevieve; First Vice President, Beth Durreman, Perryville; Second Vice President, Lucas Presson, Cape Girardeau; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Historian, Peggy Scott, Festus; Past President, Scott Seal, Portageville. Directors: Kim Combs, Piedmont; Randy Pribble, Iron Mountain; Anne Hayes, Cape Girardeau; Matthew Dollard, Cape Girardeau; and Tamara Buck, Cape Girardeau.

MISSOURI ADVERTISING MANAGERS' ASSOCIATION: President, James White, Warsaw; First Vice President, Bryan Chester, Columbia; Second Vice President, Deborah Marshall, Columbia; Secretary-Treasurer, Kristie Williams, Columbia. Directors: Deb Baker, St. Louis; Kevin Jones, St. Louis; Whitney Livengood, Washington, Sandy Schnurbusch, Perryville; Past President, Jacob Warden, Owensville.

MISSOURI PRESS SERVICE: President, Jeff Schrag, Springfield; Vice President, Dennis Warden, Owensville; Secretary-Treasurer, Jim Robertson, Columbia. Directors: Phil Conger, Bethany; Joe May, Mexico.

MISSOURI PRESS FOUNDATION, INC.: President, Vicki Russell, Columbia; First Vice President, Wendell Lenhart, Trenton; Secretary-Treasurer, Doug Crews, Columbia. Directors: James Sterling, Columbia; John Spaar, Odessa; Dane Vernon, Eldon; Bill Miller, Sr., Washington; Jean Snider, Harrisonville; Dave Berry, Bolivar; Brian Brooks, Columbia; Kathy Conger, Bethany; Paul Stevens, Lenexa; Jim Robertson, Columbia; Dalton Wright, Lebanon; Steve Ahrens, Jefferson City; David Bradley, St. Joseph., James White, Warsaw. Directors Emeritus: R.B. "Bob" Smith III, Lebanon; Wallace Vernon, Eldon; Rogers Hewitt, Shelbyville.

MISSOURI COLLEGE MEDIA ASSOCIATION: President, Katelyn Mary Skaggs, Southeast Missouri State University; Vice President, Michelle Sproat, Lindenwood University; Secretary, Denise Elam, University of Central Missouri; 2018 Conference Coordinator, Susan Welch, Lindenwood University; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Robert Bergland, Missouri Western State University.

Making the public's information less public

Last month the journalistic icon, *The New York Times*, lovingly known to many of us as the "Gray Lady," showed us perhaps a bit of senility has crept in when she opined that "Home addresses should not be for sale without the knowledge of and the explicit, meaningful consent of those who live there."

Perhaps this is simply a sign of how times have changed, but such a statement comes as a shock to media attorneys who have been around issues of privacy law for many years. And it raises the issue of when a person in today's electronic environment has a legitimate expectation of privacy?

Long ago, when land-line phones were still new enough to interest the public, telephone directories listed all numbers of all local residents, including addresses where they lived. Those directories were mined by operations such as Dun & Bradstreet, which followed with directories of all residents of a certain street block, by house number. Such information was publicly available and nobody considered their home address "private" information. Seriously! How private could your address be when you were readily seen from the street entering your abode at night and departing from it in the morning?

Courts who considered the issue acknowledged this fact, and only after "unlisted" telephone service became an option did a few courts begin to distinguish between persons who might have attempted to keep secret their addresses by arranging for their phone listings to not be publicly available.

This one factor alone didn't change the well-established principle that information which is publicly made available can hardly be considered "private information." Citizens readily turn over to the government their home addresses in registering to vote, in registering cars and guns, and in a myriad of other instances. Records held by the government are generally considered public records and there is no expectation of privacy that attaches

to them because of state public record laws. Courts have focused on this principle numerous times in finding there is no expectation to privacy in your address.

But now the *New York Times* drops the bombshell that it believes publicly-available information should not be sold "without the knowledge of and the explicit meaningful consent" of the person whose information is being sold. It suggests that the public will feel "safer" and their privacy "more secure" if this public information which is on the Internet is less-publicly available. But it offers no suggestion how to accomplish this herculean task.

I realize that I am in the minority in saying the things I'm about to say here. It's very popular to rant about how we need more privacy and how there must be systems put in place to protect our private data.

Perhaps what we need to do is take control of our information. Don't post on Facebook information you would prefer not to circulate to the world. Assume that you can be found no matter where you live unless you refuse to give all government entities your home address. For sure don't frequent any public place or attend any public event, because you have no expectation of privacy when you appear in a public place, remember.

Spend all your free time searching all the dark corners of the Web to find and eradicate any mention of yourself, especially those tied to your home address. (At the same time, let me sug-

gest that you retire your own access to the Internet, because if you want nobody to have access to your home address online, then it's only fair that you not be searching for others' home addresses to send your holiday thank-you notes to because you failed to keep a record of their address in your personal address book.)

The arguments that arise here are much the same as the arguments that arise in the situation of accessing court records online or having cameras in the courtroom. It's good when only a few people can access the information. But once it becomes freely available to all, then access is bad and should be limited. And when someone determines there is a market for information, then all access is negative and should be shut down at all costs.

Perhaps, just perhaps, the world is getting smaller. Perhaps we are all "small town neighbors" like it used to be. Perhaps it's harder to be the anonymous critic who gets pleasure out of stirring up trouble and taking no responsibility for it. Perhaps when access to information causes you to be identifiable, some personal responsibility for your actions develops.

Perhaps that's not a bad thing ...

"Perhaps, just perhaps, the world is getting smaller. Perhaps we are all 'small town neighbors' like it used to be."



Mr. Eads' Bridge

Reading Across Missouri 2019

Teachers asked for STEM-related materials and the Missouri Press Foundation's Newspapers in Education answered. The 2019 serial story, Mr. Eads' Bridge, written by Duane Porter, combines STEM and history for an engaging time-travel tale.

An ordinary field trip to the Gateway Arch turns extraordinary when Becky is transported to the 1870s. The creature that sent her into the past wants one thing for her: to learn. She meets the man behind the Eads' Bridge, James Eads, and Laura Ascot, an architecture student. Between the two of them Becky learns a great deal about the science, technology, engineering and math of building a bridge across the Mississippi River.

Students will benefit by learning both from the engaging story and the associated teaching guide. Visit mo-nie.com and use the download code: **2019mreadsbridge** to access the rules for publication, the teacher's guide and all eight chapters.

This story is brought to you by the Missouri Press Foundation and the National Newspaper Association in an effort to engage young readers with their community newspapers in 2019.

We thank the National Newspaper Association Foundation for their generous support to help bring you this story.



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Each year, many Missouri newspapers unite to build a foundation for preserving the past, protecting the present, and focusing on the future of our industry. The generous support we receive from these newspapers is the backbone of the Missouri Press Foundation, allowing us to accomplish much more together than we ever could apart:

- Summer Internship Program Grants
- MO Photojournalism Hall of Fame
- MO Press Convention Trade Show
- Journalism College Scholarships
 - Better Newspaper Contest
 - Newspapers in Education
 - Young Journalist Awards

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