

MP MISSOURI PRESS NEWS

MAMA Attendees *take home awards from Columbia | P4*



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Missouri's newspapers need each other

"No one can whistle a symphony. It takes a whole orchestra to play it." — H.E. Luccock

Everyone should want their local community newspapers to be doing well.

Here is an idea to consider and a notion to ponder: How do we grow the Porter Fisher Golf Tournament from the 50 people who regularly attend, to 150 people who are there to celebrate the newspaper industry? We do it by inviting someone, or some group of our friends and neighbors and fellow community leaders, to join us for a day of golf in the early summer sun.

We all know people in our communities, lawyers and doctors, principals and teachers, business people and bankers, people who recognize the benefits that having a strong newspaper offers for the community.

When it's just newspaper people coming to Porter Fisher, we're preaching to the choir about how great our industry is. We should be reaching out to other people in other professions and bringing them into the fold.

A lot of people like playing golf,

so this tournament is a natural way to invite them in and see a different side to our industry. But they can also learn about all the things that make community newspapers great.

I also suggest you consider bringing a ringer, so you can take home a trophy and bragging rights. Don't forget the prizes.

Welcome one and welcome all on June 15 for the 32nd annual Porter Fisher Golf Tournament at The Lodge of Four Seasons.

On another note: The Missouri legislature is winding down its 2017 session and will end its session at 6 p.m. Friday, May 12.

This has been a tough year for newspapers in Jefferson City. The toughest I have seen. How much of this has flowed from national politics, I cannot say. As an industry we have

withstood tough times from radio and television and the internet. We continue to prevail. As an industry we have always endured the attacks of politicians and special interests. We

continue to prevail.

I wish I could say with certainty that we have again prevailed in the Missouri legislature. As of this writing, I feel good and I feel optimistic. However, we need to think more like an industry and less like individual businesses. That which hurts one or a few, hurts us all.

We each need to take it upon ourselves to have personal relationships with our legislators. We will not always agree nor will our beliefs always line up. Nevertheless, we need to be doing the work of getting to know each one by name and developing a positive relationship wherever and whenever possible. Like us, these folks seek to better their communities and better their state. Honestly, they do. This is a wonderful place to start and a wonderful thing to remind them about.

I leave you with this:

"The only bulwark of continuing liberty is a government strong enough to protect the interest of its people, and a people strong enough and well informed enough, to maintain it's sovereign control over it's government." -Franklin D. Roosevelt

Jeff Schrag,
The Daily Events,
Springfield
MPA President



"I wish I could say with certainty that we have again prevailed in the Missouri legislature. As of this writing, I feel good and I feel optimistic."



PRESIDENT: Jeff Schrag, *Springfield Daily Events*

FIRST VICE PRESIDENT: Carol Stark, *The Joplin Globe*

SECOND VICE PRESIDENT: James White,
Benton County Enterprise, Warsaw

SECRETARY: Jane Haslag,
Jefferson City News Tribune

TREASURER: Mary Wilson,
Jackson County Advocate, Grandview

EXECUTIVE DIRECTOR: Mark Maassen

LEGISLATIVE DIRECTOR: Doug Crews

ADVERTISING DIRECTOR: Mark Nienhueser

DIRECTORS:

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Dennis Ellsworth, *St. Joseph News-Press*

Donna Bischoff, *St. Louis Post-Dispatch*

Jacob Brower, *Monett Times/Cassville Democrat*

Steve Tinnen, *Clinton County Leader*, Plattsburg

Liz Irwin, *Missouri Lawyers Media*, St. Louis

Michael Jensen, *Sikeston Standard-Democrat*

Trevor Vernon, *Eldon Advertiser*

NNA REPRESENTATIVE: Tianna Brooks, *Mountain View Standard News*

EDITOR: Matthew Barba

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2017

PORTER FISHER GOLF CLASSIC

DATE
Thursday
June 15, 2017

FEE
\$75 Per Player
\$300 Per Foursome



THE RIDGE
The Lodge of Four Seasons
Lake Ozark, MO



11am Lunch • Shotgun start at Noon

Name _____

Player #1 _____

Co./Newspaper _____

Player #2 _____

Address _____

Player #3 _____

Email _____

Player #4 _____

Phone _____

**Single and partial teams are welcome
and will be grouped into teams by MPF.**

Method of Payment

☐ Check ☐ Visa ☐ Discover ☐ MasterCard ☐ American Express

Golf = \$75 per golfer \$ _____

Mulligans may be
purchased at the course
before teeing off.

Mulligans \$10 Each \$ _____

(limit 1 per player per side)

Hole Sponsorship = \$50 each \$ _____

Prizes will be awarded after
tournament

Credit Card # _____

Exp. Date _____

Prize Fund \$ _____

TOTAL: \$ _____

Name on Card _____

Send registration form & check to Missouri Press Foundation,
802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.
Make checks payable to Missouri Press Foundation



MAMA attendees take home awards

2018 conference is April 19-20 at Camden on the Lake

From Missouri Press Staff

More than 60 people came to Columbia for this year's Missouri Advertising Managers Association meeting.

Included in this year's conference were presentations on what advertising agencies look for when placing advertising and what kinds of great content can help generate revenue. Also presented were some ideas for special sections.

Following the annual awards contest presentation, attendees had a chance to participate in a special "paint the town" event. The event involved following along with an art instructor while each person put an individual flair on their own work.

This year's Best in Show winners included *The Joplin Globe* for its "Making Headlines" special section on the newspaper's history; and the *Richmond News* for its "Show Me Ray County" visitors guide.

Continued on Page 5



Jane Haslag, advertising director for the *Jefferson City News Tribune*, was the recipient of this year's Dee Hamilton Memorial Sales Pro Award. The award is presented to advertising professionals who have shown a dedication to the Missouri newspaper industry. Pictured, from left, are Mike Vivion and Terri Leifeste of the *News Tribune*, Haslag, and 2017 MAMA President Les Borgmeyer of the *Columbia Daily Tribune*. Submitted Photo/Dennis Warden



Members of Missouri Advertising Managers Association met April 6-7 in Columbia for this year's conference, which included a special "paint the town" event in which attendees got to make their own unique works of art. Also during the conference, new officers were seated, including 2018 president Jacob Warden of the *Gasconade County Republican*; James White of the *Benton County Enterprise* as 1st Vice President; Bryan Chester as second vice president; Suzie Wilson of the *Milan Standard* as secretary; and directors Deb Baker, *St. Louis Call Newspapers*; Kevin Jones, *St. Louis American*; Whitney Livengood, *Washington Missourian*; Deborah Marshall, *Columbia Daily Tribune*; Past President Les Borgmeyer, *Columbia Daily Tribune*. Submitted Photo

Continued from Page 4: More from MAMA



Peggy Scott (Jefferson County Leader) offers some advice to Stephanie Vandeven and Kim Allen of the *Perryville Republic-Monitor* during the Thursday night painting event. (Submitted/Jacob Warden)

Pictured on the cover of this month's Missouri Press News are Regina Langston, accepting the *Globe's* award, and Karen Payne accepting for the *News*. The photo is provided courtesy of Dennis Warden of the *Gasconade County Republican* in Owensville.



The Joplin *Globe's* Courtney Adams, Regina Langston and Kayla Rinker act a little goofy for a photo before getting down to the very serious business of painting. Submitted Photo/Jacob Warden

The 2018 MAMA Convention will be held April 19-20 at Camden on the Lake in Lake Ozark.

For more information about MAMA, including how to get involved, contact Kristie Williams, MPA member services director, at 573-449-4167 or kwilliams@socket.net



Whitney Livengood, Kevin Jones and Jacob Warden share a laugh during the Thursday night painting event at this year's MAMA conference. (Submitted Photo/Jana Todd/Warren County Record)



Show-Me Press Meeting and Missouri Press Events

June 15-16, 2017 | Lodge of Four Seasons | Room Rate: \$119.00 | 888-265-5500

Schedule of Events

Thursday, June 15

Noon Porter Fisher Golf Tournament | The Ridge at Lodge of Four Seasons | See Separate Form for More Details
7:30 p.m. MPA/MPS/MPF Board Dinner | Baxter's Restaurant, shuttle from hotel provided

Friday, June 16 | All Events Held at Lodge of Four Seasons, Lake Ozark

8-11:30 a.m. MPA/MPS Board Meeting
11:45 a.m. Missouri Press Foundation Board Lunch and Meeting
12-1 p.m. Show-Me Press Lunch
1-5 p.m. Speaker Russell Viers | Tell us what you want to hear from Russell!!!

Russell would like to know what you want to learn from him! Email kwilliams@socket.net and let MPA know and we'll let you know the exact topic(s) he will cover soon!!!

If you didn't already know, Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after speaker/trainer worldwide, due to his extensive knowledge and entertaining style. His methods for modern PDF creation, editing and output have streamlined production for many in the industry. He helps publishers automate workflows, save time and cut overhead.

Registration Fee \$40.00/person including lunch **prior to June 7** | \$50.00/person after June 7 deadline

Company: _____ Address: _____

Phone _____ email: _____

Name(s) of Attendee(s): _____

Please send registration and payment to Show-Me Press Treasurer Sandy Nelson | sandy.nelson@npgco.com

The Courier-Tribune | 104 N Main | Liberty MO 66071 | Office: 816-454-9660 Fax: 816-414-3340

Print Shop Museum ready for visitors

Missouri Press members' donations made renovations possible

By Matthew Barba
Missouri Press News

Two years ago, members and friends of Missouri Press Association participated in a special evening, helping to raise money for the Print Shop Museum in Arrow Rock, and now, thanks to that generosity, the newly renovated museum will soon be re-opening to the public.

Work on the Arrow Rock renovations, which includes three other buildings in addition to the Print Shop Museum, began in June 2016. For those who supported the Foundation's fundraising efforts for the project, most will probably never see just what their money went toward.

They will, however, feel it in the extra support under the Print Shop Museum's floor and in the ground source air conditioning system. The structural improvements were particularly necessary as much of the printing equipment donated to the museum over the years

is extremely heavy. The new heating and ventilation system will help the building maintain a more constant temperature throughout the year and help to preserve the items inside.

Thanks to the generous support of MPA's members and friends, a \$56,000 pledge for the museum's improvements was met, including approximately \$15,000 donated in Doug and Tricia Crews' name in recognition of his retirement as the association's executive director.

Melody Bezenek, director of Missouri Press Foundation, said the project was only made possible by the generous nature of MPA's members.

"So many people want to see this



Marty Selby with Friends of Arrow Rock shows the work that was done to reinforce the floor of Missouri Press Association's Print Shop Museum. The supports now rest on secure concrete footings. (Staff photo)

part of our industry preserved for years to come that they came together and made this project possible," Bezenek said. "Their generous donations helped us match a grant from the Jeffris Family Foundation that will ensure this museum remains a part of Missouri's rich history for generations to come."

Continued on Page 7

Southeast Missouri

Annual Meeting July 13, 2017
Networking, Registration Starts at 2 p.m.



Press Association

University Center
Southeast Missouri State University, Cape Girardeau

- | | | | |
|-----------|--|-----------|--|
| 2 p.m. | Registration and networking | 4:30 p.m. | Using Facebook to boost business |
| 2:15 p.m. | Business meeting, introductions and announcements | 5 p.m. | Cookie Break |
| 2:30 p.m. | Public Notice Session by MPA Director Mark Maassen | 5:15 p.m. | Load bus for tour of Southeast's Rust Center for Media |
| 3 p.m. | Join weekly and daily editors for a News Workshop | 6:30 p.m. | Bus returns, meeting adjourned |
| 3:45 p.m. | Postal and circulation workshop | | |

Attendance is free to SEMO Press members. SEMO Press membership is \$100 per newspaper.

Please send dues with this form to Michelle Friedrich, Treasurer

Daily American Republic • 208 Poplar Street • P.O. Box 7 • Poplar Bluff, MO 63901 • 573-785-1414 • Fax 573-785-2706

Newspaper: _____
Contact Name _____
Street Address: _____
City: _____ State: _____ Zip: _____
Email Address: _____ Phone: _____
Meeting Attendee(s): _____

Continued from Page 6: *MPA members helped raised \$56,000 for renovations*

Beginning in May, the fruits of that generosity will be put on display for everyone to enjoy, as the Print Shop Museum is scheduled to open in time for the summer tourism season.

According to Sandy Selby, executive director of Friends of Arrow Rock, the museum will be ready in time for the Friends' First Saturday lecture on May 6. The event will begin at 10 a.m. at the Arrow Rock State Historic Site Visitor Center with a question-and-answer session with members of the restoration team and will be followed by a walking tour of the construction sites.

The public is also invited to tour the buildings involved in the renovations after the Friends' June 4 annual meeting. Site tours that day are expected to begin around 3 p.m.

With MPA's 151st Annual Convention and Trade Show approaching (Sept. 28-30, Springfield) this fall, Bezenek said she hopes members will travel to Arrow Rock this summer to see what their donations have wrought not just for newspaper people, but for the entire public to enjoy.

In doing so, Bezenek also hopes people realize the effect of their donations and continue to support projects such as summer internships and training workshops. While donations are always helpful, she said events such as the Convention's Thursday night fundraiser go a long way toward helping the Foundation meet its funding goals. "This year's Thursday night social will be held at Mother's Brewing Company in Springfield," Bezenek said. "Mother's has been a longtime support of the Missouri Press Foundation. With the Convention being held in Springfield this year, we couldn't think of a better place to hold our Thursday night social event and fundraiser."

As with year's past, Bezenek said attendees of the Thursday night event will have a great time with their industry friends and family.

"We're pleased to be able to offer our guests a night of socializing in the backyard of Mother's Brewery," she said. "Guests can expect good food, a relaxed atmosphere and, of course,



Marty Selby with Friends of Arrow Rock explains how the massive weight of equipment on display in the Missouri Press Association Print Shop Museum was putting stress on supports in the building's basement that had been intended to be temporary. The support jacks, Selby said, did their job admirably for many years but were simply not meant to be permanent supports for the building. (Staff photo)

Mother's beer. Help support the mission of the Missouri Press Foundation and enjoy a fun evening with friends." Tickets for this year's Thursday night social are \$65 each and can be purchased at time of convention registra-

tion or by calling Bezenek at 573-449-4167, ext. 303.

More information about Arrow Rock is available by contacting Selby at 660-837-3231 or by visiting their website, www.friendsofarrowrock.org

Membership Application For Consideration

The Missouri Press Association has received a "Friend of Missouri Press" Membership application from:

New Haven Independent News, publishers James B. Bartle and Jennifer Manion, PO Box 268, Sullivan, MO 63080, nuz4u@fidnet.com, 573-468-6511.

New Haven Independent News is published weekly (Wednesday) and has a circulation of 1,500.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin, eBulletin or magazine. The next meeting of the MPA Board is scheduled for June 15, 2017, in Lake Ozark.

Anyone with comments about this application should email them to MPA Executive Director Mark Maassen at mmaassen@socket.net.

Missouri Press Association / Missouri Press Service

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(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

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Lethal injection drug source can remain private

The Kansas City Star

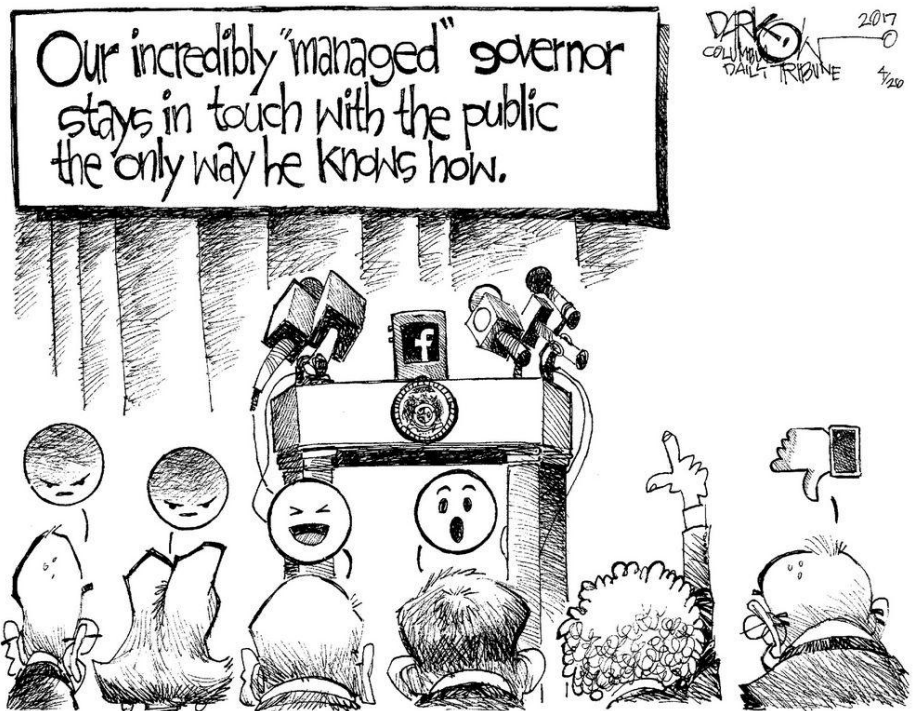
Missouri prison officials are not obligated to publicly reveal the source of the state's lethal injection drugs, a Missouri appellate court ruled in February.

The decision by the Missouri Court of Appeals, Western District, overturned a trial court ruling from March 2016 that said the state violated the Sunshine Law by withholding documents that would identify pharmacists who supplied the prison system with the drugs used in executions.

At issue is whether the law that protects the identity of the state's execution team applies to those who supply the drugs. The appeals court found it did.

February's decision is the latest development in an ongoing legal battle that has drawn in several news organizations and civil liberties groups that have sought information about how the state carries out lethal injections.

See Jean Maneke's law column on Page 18 for more information.



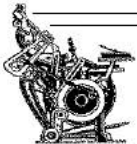
All Missouri newspapers attending October's NNA convention can get member rate

National Newspaper Association is offering convention registration at the NNA member price to non-NNA member newspapers in Missouri.

This year's convention is Oct. 5-7, in Tulsa.

For more convention information, go to www.nnaweb.org/convention

2017 Ozark Press Association Meeting



Friday, August 4th, 2017 | 10 a.m. – 2 p.m.

Springfield Botanical Gardens | 2400 S. Scenic Avenue | Springfield, MO

Reg. Deadline July 26 | \$25/per attendee or \$99/per Company, unlimited attendance

10 a.m.-Noon Speaker Russell Viers | Tell us what you want to hear from Russell!!!

If you didn't already know, Russell Viers is an Adobe Certified Instructor in InDesign, Photoshop and Illustrator. He is a highly sought-after technical speaker/trainer worldwide, due to his extensive knowledge and entertaining style. His methods for modern PDF creation, editing and output have streamlined production for many in the industry. He helps publishers automate workflows, save time and cut overhead.

Russell would like to know what you want to learn from him! Email kwilliams@socket.net and let MPA know and we'll let you know the exact topic(s) he will cover soon!!!

Noon: Lunch

1-2 p.m. Speaker Russell Viers

7:10 p.m. Springfield Cardinals Game \$16* | Limited Tickets Available at Missouri Press Rate

Call Jake Buckner (417) 832-3042 with Springfield Cardinals by July 21 to reserve tickets

**Tickets are for patio group seating and come with a free souvenir and Missouri Press Foundation will host snacks. Tickets will be mailed.*

Company: _____ Email Address: _____ Phone: _____

Name(s) of Attendee(s): _____

Payment Information

☐ Check Included ☐ Credit Card | Total attending: _____ \$25/attendee **OR** \$99 per company with unlimited attendees

Total amount \$ _____ Card Number _____ Exp. Date: _____

Name on Card: _____ Signature: _____

OBITUARIES



West Plains

Beverly Keck

Beverly Jean Keck, 91, of West Plains, formerly of Palmyra, died March 6, 2017, at West Vue Nursing Center. In addition to teaching home economics in public schools in Kansas, Oklahoma and Missouri, she and her husband, Lee Keck, owned and operated weekly newspapers and commercial printing businesses in Nebraska, Oklahoma and Palmyra and Ralls County, Missouri. She is survived by three daughters, Marsha Jean, Elizabeth Ellen and Rebecca Lee; several grandchildren and great-grandchildren; and more family and friends.



Belton

Dodie Maurer

Dodie LeVee Maurer, 89, of Belton died March 8, 2017. After her husband, Joseph Maurer, graduated from the Missouri School of Journalism, the family moved to Belton where he became managing editor of the Belton Star-Herald. They became major owners of the newspaper in 1965, and she continued running the newspaper until 1987, two years after her husband's death. She served as secretary of the Missouri Press Association. She is survived by her children, Michele M. White, Kathy Muder and husband Mark, Mary-Jo Brackett and husband Mark, Ed Maurer and wife Debbie, and Patti Ledford and husband Joe; several grandchildren; and many other relatives and friends.

Lee's Summit

Aggie Turnbaugh

Agnes Annie "Aggie" (Simpson) Turnbaugh, 89, died April 2, 2017, at her home in Lee's Summit. She is the former editor and co-publisher of the Jackson County Advocate in Grandview, where she wrote weekly columns. She also co-published a pictorial history book on the 1957 tornado that devastated South Jackson County. Survivors include a daughter, Annette; a son, Joseph; several grandchildren; and many nieces and nephews, as well as other relatives.



Joplin

Harlan Snow

Harlan Snow, 88, died April 18, 2017. He worked for nearly 30 years at the Joplin Globe, covering government, politics, courts, education and business. Following retirement, he served from 1995 to 1997 as the first chairman of the Jasper County Emergency Services Board, including overseeing construction of a headquarters building. Prior to joining the Globe, he was a teacher briefly and worked as a radio announcer. In addition to his wife, Carolyn, he is survived by two children, Beth Ann Snow and Brice Andrew Snow.

Sikeston

Miller Moll

Miller Gene Moll, 90, of Sikeston died Feb. 15, 2017, at Missouri Delta Medical Center in Sikeston. As a young boy, he sold newspapers for the Blantons at the Sikeston Standard, which started him on his path to becoming a newspaperman. He attended Linotype School at the Missouri School of Journalism and at Southeast Missouri State University, after which he worked for the Sikeston

Daily Standard before becoming editor of the Scott County Democrat in Benton. In 1953, he became co-publisher of the Malden Press-Merit, where he worked until the newspaper was sold in 1986. He is survived by three sons, Mark Moll and wife Mary, Michael Moll and wife Janet, and William Moll and wife Gisele; several grandchildren; and many other relatives and friends.

Two Missouri newspapers receive international staff through fellowship program

Missouri newspapers will host two international reporters from a group of eight in the Alfred Friendly Fellowship Program.

The 2017 Fellows will train at the Missouri School of Journalism and work for five months for a diverse group of media outlets across the country getting the hands-on experience and leadership skills they'll need to become more effective journalists and to make a profound impact in their home newsrooms.

Yuliana Romanynshyn, who will work

at the *Columbia Missourian* and the *Chicago Tribune*, was inspired by the EuroMaidan Revolution and the war in eastern Ukraine to become a reporter for the Kyiv Post, where she has written stories about the impact of the fighting.

Ashley Lime, the editor in charge of foreign news for The Standard newspaper in Kenya, said journalists in her country also need more training, and she intends to use the skills and experience from the fellowship to improve her newsroom.

Lime, who will work at the *St. Louis Post-Dispatch*, oversaw coverage of the U.S. presidential race last year and was named the Standard Group's best sub-editor the year before. As a reporter, she covered a variety of significant topics, including activities of the al Shabaab terrorist group, refugee problems and deadly diseases.

The journalists chosen for the fellowship administered by Alfred Friendly Press Partners come from countries where watchdog journalism is widely censured and sometimes dangerous.

ON THE MOVE



• **Columbia** – Jim Robertson has announced his retirement from the *Columbia Daily Tribune* at the end of May. He started at the *Tribune* in 1981 and took on the role of managing editor in 1987. Robertson's 40-year professional journalism career began fresh out of the Missouri School of Journalism as a reporter and editor at the *Chariton Courier* in Keytesville and the *Kingdom Daily News* in Fulton. Robertson told the *Tribune* he had been considering retirement since before the newspaper was sold to GateHouse Media in October 2016 but agreed to stay on through the ownership transition. Robertson said his plans for retirement include playing with his grandson. Robertson was president of the Missouri Press Association in 2015. He was also the founding chairman of the Sunshine Coalition Board of Directors.



• **Cameron** – Tina Svoboda has been named publisher of the *Cameron Citizen-Observer* as of mid-March, replacing Wally Gallain. Svoboda has extensive experience in journalism and began her career at the *Citizen-Observer* in 1993 when she took a position in sales, eventually becoming director of advertising. In 2008, she took a publishing position with the *Lexington News* but returned to the *Citizen-Observer* as general manager of newspaper operations in 2015. Gallain will become the new publisher for *The Clinton Chronicle* in Clinton, S.C. beginning June 1.



• **Neosho** – Todd G. Higdon, reporter with the *Daily News* for more than 13 years, has been named the news-

paper's new managing editor. Higdon started as a reporter and photographer in 2003, and he later took on paginator responsibilities. He graduated from Crowder College before earning a bachelor's in journalism from Missouri Southern State University.

• **Jefferson City** – Todd Frantz is the new president and general manager of Central Missouri Newspapers, Inc., which publishes the *News Tribune*, *Fulton Sun* and *California Democrat*. With more than 30 years of experience in newspapers,



Frantz said he is eager to take over the group's management from Terri Leifeste. Most recently, he served as general manager of the Hot Springs, Ark. *Sentinel Record*, another publication of Palmer Newspapers, which owns CMNI. Leifeste, who has been general manager of CMNI for four years and is president of Palmer Newspapers, has been named general manager of the *Texarkana Gazette*, another of the group's publications. She will also remain president of Palmer Newspapers and will continue to oversee CMNI.

• **Perryville** – Robert Cox has joined the *Republic-Monitor* staff as the managing editor. He will oversee the newsroom, as well as the newspaper's online presence, including the website and social media presence. He has more than 25 years of newspaper experience, starting as a sports writer and later editor at Sikeston's *Standard-Democrat*. He has worked the past 17 years as a writer, copy editor and graphic designer at the *Arkansas Gazette-Democrat* in Little Rock. Believing community



news is the backbone of any newspaper, Cox said he is excited to be part of a team focused solely in that direction again.

• **Lebanon** – Fines Massey, formerly assistant editor for the *Daily Record*, has been promoted to editor of the newspaper. He has worked at the newspaper since 2010, when he was hired as a reporter. Massey earned a degree in print journalism from Missouri State University, where he worked at *The Standard*. Massey said readers can look forward to a greater focus on digital content, a goal echoed by publisher Matt Wright.



• **Branson** – Michael Schuver announced at the end of March he will be resigning this spring as publisher of the *Tri-Lakes News*. The resignation is due to family health concerns. Following the naming of a new publisher, Schuver is expected to remain involved with the newspaper from his new home in Mississippi.

• **Lebanon** – Matt Wright was officially named publisher of the *Lebanon Daily Record* in February, succeeding father Dalton Wright in the role. Wright said his goal going forward is to have a "100 percent" local newspaper, which would include the impact of national issues on local readers. While he worked at the family-owned daily newspaper sporadically as a youth, his true start with the newspaper was in production, where he worked a number of positions, including as a pressman. He has also been involved in the company's weekly newspapers and radio stations.

• **Kansas City** – Tony Berg has taken over publishing of the *The Witchita Eagle*, a little more than a year after becoming publisher of *The Kansas City Star*. Both newspapers are owned by The McClatchy Co. The additional role comes as McClatchy moves toward a new regional publishing structure.

FEATURED PRODUCT



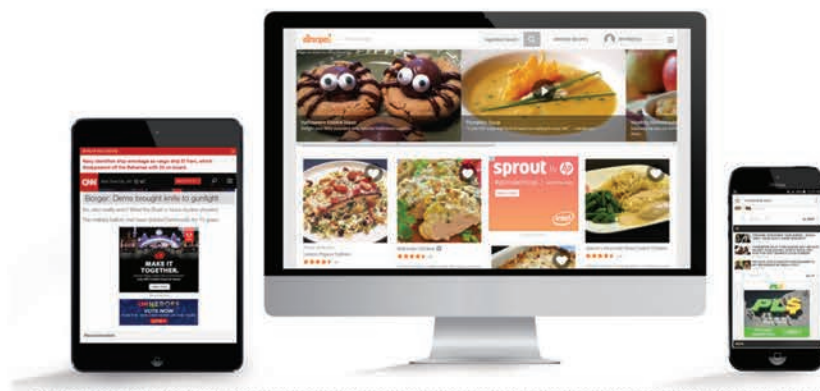
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Our platform leverages data from publishers and readers, and pairs it with data from third-party websites across a massive network to target your message to the best possible audience. Your campaign is optimized in real-time, and can be modified at any time to suit your company's changing needs.



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- Maximize exposure by targeting your best audience
- Drive market share growth
- Increase brand awareness to your target audience
- Gain a competitive advantage
- Complete your branding circle
- Encourage repeat business
- Build a new customer base
- Track ad campaign conversions
- Drive engagement and traffic to your website
- Take advantage of A/B split testing
- Reconnect with your website visitors

ATTENTION NEWSPAPERS

If you are looking to expand your sales portfolio with more online and digital products please contact Mark Nienhueser at 573.449.4167 for more information



When 3 become 1

From The Courier-Tribune Staff

Feb. 23 was the start of something new and the continuation of a tradition stretching back more than 170 years.

That Thursday was the debut of the *Courier-Tribune*, Clay County's newest weekly newspaper and a consolidated effort of three long-time newspapers in Kansas City's Northland: *The Kearney Courier*, *Liberty Tribune* and *The Smithville Herald*.

After collaborating for several years under the ownership of St. Joseph-based News-Press & Gazette Co., these three individual publications merged into one larger newspaper serving the same core communities in an effort to better serve readers and advertisers, as well as maximize efficiency.

Staff has taken a fresh look at the paper's design, as well as their approach to storytelling and how information is presented — in print and online.

Among the changes is a new flag that departs from the traditional horizontal nameplates found on many front pages. Instead, a large "CT" is found on the upper left corner of A1, with the paper name below in smaller type.

This consolidation — and the ensuing name change, updated design, new website and rebranding efforts — was not a decision that was taken lightly.

The Courier, *Tribune* and *Herald* were household names in their respective communities, and each of the newspapers was entrenched in the local history.

The first issue of what most recently has been the *Liberty Tribune* was published by 19-year-old Robert Miller on April 4, 1846. The *Smithville Herald* traces its roots back to Nov. 22, 1888, when *The New Era* debuted under the direction of Editor E.R.A. Messemer. The *Kearney Courier* published its first edition on April 7, 1932.

To make the transition to the merged newspaper as easy as possible for customers, subscribers of *The Kearney Courier*, *Liberty Tribune* or *The Smithville Herald* automatically began receiving the *Courier-Tribune* for the duration of their subscriptions at no additional cost. Additionally, subscription rates remain unchanged in 2017.

• **Cape Girardeau** — Gary Rust received the Tough Tusk Award, given in recognition of a lifetime of achievement for the conservative Republican cause, during a local Lincoln Days celebration. Rust is chairman of the board of Rust Communications, which owns the Southeast Missourian, among other media.

• **Springfield** — In response to reader feedback, the *News-Leader's* editorial board announced in March the newspaper would be doing "far fewer" political endorsements, marking what the board called "a shift in philosophy." The board said the newspaper would still make endorsements on issues, such as school bond measures. Also to help keep readers informed, the newspaper hosted a series of public forums, labeled its Hometown Election Series, which focused on the mayoral and council races.

• **St. Robert** — The *Pulaski County Mirror* announced it would cease publication near the end of February. It was announced in the newspaper that a run of public notices would be completed before operations ceased.

• **Neosho** — Starting in April, the *Daily News* moved to a two-day publication schedule, down from previously being published five days a week. Publisher Jamey Honeycutt said the newspaper wants to focus on being local first and eliminate state and national coverage that readers can readily find elsewhere. While the number of print days has been reduced, the newspaper's staff will remain committed to updating the website daily with current local news. New publication days will include Tuesdays, focusing exclusively on local news, sports and advertising, and a Friday morning "weekend edition." Due to the daily updates being posted to the newspaper's website, the Daily News' name will not change.

• **Butler** — *The Messenger*, along with its total market publication, The Hub, ceased publishing in mid-April. An email message to individuals attempting to contact the newspaper said that the newspaper's employees appreciated each of the clients and subscribers who placed "faith and trust" in the company. The Messenger was owned by Lee Anna Schowengerdt.

Mitchell inducted to regional media hall of fame

From Missouri Southern State

Bob Mitchell, former editor and publisher of the *Cassville Democrat*, was inducted into Missouri Southern State University's Regional Hall of Fame during an annual banquet held in early April.

Mitchell has been involved in the newspaper business for more than 50 years. He served as owner, editor and publisher of the *Cassville Democrat*, and in his retirement continues to write a weekly column, according to the announcement for this year's inductees.

His journalism career began while in the U.S. Navy, attending Navy jour-

nalism and public relations schools. After his military service, he returned to southwest Missouri to help with his family's newspaper, started in 1871.

Although he sold the newspaper in 1995, he remains active with writing and in the community.

Mitchell's work stressed the importance of community newspapers and he was active in the Missouri Press Association. Additionally, his community involvement included the Cassville Industrial Development Corporation, Rotary and Chamber of Commerce.

Also inducted this year were Bob Capps and Ron Robson Sr.



Bob Mitchell

Sources and resources for Missouri newspapers

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MPA launches new website

A new website for Missouri Press Association and Foundation officially launched last month. The new mopress.com website offers a much-improved design and easier access to MPA's most commonly used services and resources.

While the new website remains functionally similar to the old site, several things have changed. The entire process represents a complete revamp of MPA's online presence.

With this in mind, we ask members to be on the lookout for missing and dead links, as well as any other abnormalities

you might encounter in this new virtual space.

If you find something on the new mopress.com that does not appear to be working, please contact Kristie Williams, member services director, at 573-449-4167 or kwilliams@socket.net

Ultimately, this new website should represent a greater level of utility for our members to access the information they need most frequently. As with any project of this magnitude, however, it might take some time for all the dust to fully settle.

Northwest Press plans 2017 convention for Savannah

From Northwest Missouri Press

The 2017 Northwest Missouri Press Association convention will be Thursday, June 8, at the Andrew County Museum in Savannah.

This will be the 127th annual meeting of the region's newspaper publishers, editors and staff members.

Leslie Speckman, editor and publisher of *The Savannah Reporter*, is the association president and host for this year's meeting. A registration form and details will be available soon.

A featured part of this year's program is a presentation from the Community Foundation of Northwest Missouri on regional vitality – what is required to sustain and grow the region's smaller communities on which newspapers depend for readers and advertisers.

The foundation will report on an in-depth study it commissioned of population and economic trends, and on a pilot program in Maryville and in Brookfield-Marceline focused on sparking new economic growth. The presenters will be Lowell Kruse, a foundation board member and former president and CEO of Heartland Health, and Mary Hinde, foundation president and CEO.

The program also includes updates on Missouri Press Association activities and legislative issues. The annual luncheon will feature presentation of the Craig Watkins Friend of Northwest Press Award, the Merrill Chilcote Award for service to journalism in the region and the James Kirkpatrick Award for service to the state.

Missouri Press Foundation

These individuals and/or organizations made recent contributions to Missouri Press Foundation.

Society of 1867

Brian and Anne Brooks, Doug and Tricia Crews, *Clinton County Leader*

Photojournalism Hall of Fame

Jim and Debbie Forbes

Newspapers in Education

Kohl's



PubAux Live! As a partner, what can facebook do for news publishers?

Friday, May 12

Presenters

Chris Threw & Jason White, Facebook
www.regonline.com/FacebookForNewspapers

Rural Journalism: Tracking Agriculture

Thursday, May 18

Presenter

Al Cross, Institute for Rural Journalism and Community Issues

What Would Sammy Do? Top Priorities For Sales Today

Thursday, May 25

Presenter

Sammy Papert, Wormhole

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Follow the MPA on Facebook and Twitter to get recent updates about issues that affect newspapers



A gathering of presidents

Past Missouri Press Association presidents and their spouses were in Columbia April 27 for the group's annual dinner. Those attending included, from left, front row, Joe May, Jim Sterling, Vicki Russell, Jack Whitaker, Wallace Vernon, Kirk Powell, former MPA Executive Director Doug Crews, Steve Oldfield, Betty Spaar; back row, Mark Maassen, Dave Berry, Phil Conger, 2017 President Jeff Schrag, Kevin Jones, Donald Warden, Dane Vernon, Dennis Warden and John Spaar. (Staff Photo/Kristie Williams)

State Historical Society breaks ground on new Center for Missouri Studies

By Missouri Press Staff

The culmination of more than a decade's worth of work by the State Historical Society of Missouri is finally here as representatives and supporters of the society gathered in Columbia Wednesday, April 19, for a ceremonial groundbreaking for the new Center for Missouri Studies.

While currently located in Ellis Library on the University of Missouri campus in Columbia, the \$35 million Center for Missouri Studies will be the society's new home when construction is completed sometime in 2019. In addition to more office space, the building will feature multiple art galleries and meeting space for the community.

Expanded research areas will also provide better access to newspapers, document collections and images.

The new Center will be located in what is now a parking lot at Sixth and Elm streets, about two blocks from



Officials and State Historical Society members ceremoniously break ground April 19 on the Center for Missouri Studies. Those participating include, from left, President Bob Priddy, former state Rep. Dwight Scharhorst, society Executive Director Gary Kremer, U.S. Sen. Roy Blunt, former state Sen. Kurt Schaefer, state Rep. Gary Kolkmeier, R-Odessa, and trustee Beatrice B. Litherland Smith. (Submitted Photo/Sarah Bell/Columbia Daily Tribune)

Missouri Press Association's offices. MPA and the State Historical Society have long had an intertwined history as MPA members were responsible for helping start the historical society in 1898.

Do you know any Missouri drone journalists?

During Missouri Press Association's 151st Annual Convention and Trade Show (Sept. 28-30, Springfield), members will look at how some technology changes are affecting journalism.

One of the topics planned for the convention is drone journalism, in-

cluding how these devices can be used by newspapers.

If you would be willing to share some of your thoughts on being a drone journalist, please contact Matthew Barba, MPA editor, at 573-449-4167 or mbarba@socket.net

CALENDAR

2017

June

8 — Northwest Missouri Press Association Annual Meeting, Savannah

15 — Porter Fisher Golf Classic, The Lodge of Four Seasons, The Ridge, Lake Ozark

16 — MPA/MPS/MPF Board Meetings, The Lodge of Four Seasons, Lake Ozark

16 — Show-Me Press Association Meeting, The Lodge of Four Seasons, Lake Ozark

July

13 — Southeast Missouri Press Association Annual Meeting

August

4 — Ozark Press Association Annual Meeting, Springfield

September

28-30 — MPA's 151st Annual Convention and Trade Show, University Plaza, Springfield

October

5-7 — National Newspaper Association Annual Convention, Tulsa

15 years of helping chickens become eagles

In his 2002 Missouri Press News magazine column, then-MPA president Dane Vernon passed along a challenge to Missouri's community newspaper editors through a story he'd heard about an eagle who thought he was a chicken:

"One day the eagle saw a beautiful golden eagle flying through the sky. He asked the chicken next to him what kind of bird that was, flying so gracefully. The chicken said, 'That's an eagle. We could never fly like that.' The eagle wistfully agreed. The eagle lived and died thinking like a chicken. Nobody ever told him he could fly.

"The chickens in this story represent people who can't read, while the eagles represent the near-limitless possibilities for people who can read. The speaker challenged the audience to help chickens in our communities become eagles."

"He went on to say literacy is a gift," Dane wrote. "I would add that we, as newspaper editors and publishers, are in a unique position to give that gift. If you don't have a community literacy program, start one. If you don't have an NIE program, start one. Teach a chicken to be an eagle."

That column was just one of many Dane wrote, as did those who followed him, encouraging Missouri's newspaper publishers and editors to reach out to young readers in their communities and promote reading.

With leaders like Dane, Bill Miller Sr., Dave Berry, Wendell Lenhart and Steve Oldfield and MPA's Doug Crews and Kent Ford, championing Newspaper In Education, it's easy to see how Missouri grew to become a world-leader.

Over the years, I've reflected on different milestones in this column, including that more than 70 percent of Missouri newspapers have been involved in MPA's Newspaper In Education efforts. After five years, I shared the success of our serialized story project, reporting "the publication of more than 600 Missouri Press stories in hundreds of newspapers across the United States and abroad."



Newspaper In Education director, Dawn Kitchell, facilitated her final MPA state NIE committee meeting in Columbia on Friday, April 21. Renee Spaar, with *The Odessan*, gave Kitchell with a gift to hang in the bookstore, Neighborhood Reads, she will open in Washington, Mo., this summer. Pictured with Spaar and Kitchell are committee members Rob Viehman, *Cuba Free Press*, Trevor Vernor, *Eldon Advertiser* and Cathy Sewell, *St. Louis American*. (Staff photo)

We lost count in 2007, but we had surpassed 800 stories to newspapers in 34 states at that point.

On the 10th anniversary of Missouri Newspapers In Education in 2011, I reported our NIE grant program had "returned close to \$800,000 to Missouri's newspapers to help support their educational efforts."

At that milestone, I also shared that our FTP site held "more than 600 serial story files and roughly 1,000 more files in categories ranging from civics to career education."

After a decade of working with Missouri's newspapers, I asked: Where do we go from here?

I'm still working toward Dane's challenge to teach chickens to become eagles. In fact, I believe in the mission of literacy so strongly, that I am embarking on a new project and will pass the torch for Missouri Newspapers In Education in May onto someone new.

Led by my local newspaper, Washington, Missouri, is a community of readers. *The Missourian* has a strong Newspaper In Education program with significant emphasis on reading and books. *The Missourian* hosts several literacy events and has facilitated the donation of more than 15,000

new hardback books to school libraries. *The Missourian* publishes three book columns in print each month and a daily book blog on its website. But one thing has been missing from our community, a bookstore.

This summer I am going to open a bookstore in Washington called Neighborhood Reads. The name will be our mission. I believe reading is as vital to the health and well-being of a child as proper nutrition. I believe adults must model reading print if they wish to raise strong readers. I believe readers are better citizens. I believe Neighborhood Reads has a role in the health of my community.

It's a new challenge that I'm excited to take on. But I will miss you all. I am so proud of what we have accomplished. I have loved working for you, the newspapers of Missouri.

See page 17 of this edition of *Missouri Press News* for a calendar of upcoming NIE features.



Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, open; Vice President, Leslie Speckman, Savannah; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President, Mike Farmer, Rock Port; Dennis Ellsworth, St. Joseph; Jim McPherson, Weston; Chuck Haney, Chillicothe; Steve Tinnen, Plattsburg; Kay Wilson, Maryville; Steve Booher, St. Joseph.

SHOW-ME PRESS ASSOCIATION: President, Buck Collier, Hermann; Vice President, vacant; Secretary-Treasurer, Sandy Nelson, Liberty. Directors: Dennis Warden, Owensville; Carolyn Trower, New London; John Spaar, Odessa; and Bruce Wallace, Ashland.

OZARKPRESS ASSOCIATION: President-Secretary-Treasurer, Emily Letterman, Springfield; Vice President, vacant; Directors: Norene Prosofski, Gainesville; Jody Porter, Ava; David Burton, Springfield; Sharon Vaughn, Summersville.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Scott Seal, Potosi; First Vice President, Toby Carrig, Ste. Genevieve; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Historian-Past President, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; Ed Thomason, New Madrid; Gary Rust, Cape Girardeau; Tamara Buck, Cape Girardeau; Anne Hayes, Cape Girardeau; Crystal Lyerla, Perryville Republic-Monitor; Dolores Smith, Perryville Republic-Monitor.

MISSOURI CIRCULATION MANAGEMENT ASSOCIATION: President, Brenda Carney, Harrisonville; First Vice President, Jack Kaminsky, Joplin; Second Vice President, Steve Edwards, St. Joseph; Treasurer, Mark Maassen, Columbia. Directors: Jim Kennedy, Bolivar; Michael Johns, Jefferson City.

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

MISSOURI PROFESSIONAL COMMUNICATORS: Co-Presidents, Linda Jarrett and Linda Briggs-Harty; Secretary, Peggy Koch, Barnhart; Online Editor, Fran Mannino, Kirkwood; Contest Director, Janice Denham, Kirkwood; Archivist, Dee Rabey, Granite City, Ill.; Past President, Colene McEntee, St. Charles.

MISSOURI PRESS SERVICE: President, Jim Robertson, Columbia; Vice President, Phil Conger, Bethany; Secretary-Treasurer, Joe May, Mexico. Directors: Kevin Jones, St. Louis; Vicki Russell, Columbia.

MISSOURI PRESS FOUNDATION, INC.: President, Vicki Russell, Columbia; First Vice President, Wendell Lenhart, Trenton; Second Vice President, Kirk Powell, Pleasant Hill; Secretary-Treasurer, Doug Crews, Columbia. Directors: Betty Spaar, Odessa; James Sterling, Columbia; Dane Vernon, Eldon; Bill Miller, Sr., Washington; Jean Snider, Harrisonville; Chuck Haney, Chillicothe; Dave Berry, Bolivar; Brian Brooks, Columbia; Kathy Conger, Bethany; Paul Stevens, Lenexa; Dalton Wright, Lebanon; Steve Ahrens, Jefferson City; David Bradley, St. Joseph; Carol Stark, Joplin. Directors Emeritus: R.B. "Bob" Smith III, Lebanon; Wallace Vernon, Eldon; Rogers Hewitt, Shelbyville; Tom Miller, Washington.

MISSOURI-KANSAS AP PUBLISHERS AND EDITORS: Chairman, Susan Lynn, Iola, Kan. Missouri AP Managing Editors: Chairman, vacant; Past Chairman, Carol Stark, Joplin.

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.

NIE Calendar

From Dawn Kitchell

There are still opportunities to use MPA's Newspaper In Education content to reach young readers before they break for the summer months. All of the features may be accessed at mo-nie.com using the download code.

A feature with information on the first total solar eclipse in the Continental United States in nearly four decades will be available in early May. Share the science behind this phenomenon with students before they leave for school. A second version available for use in August.

The final two features in the much-anticipated World War I series have been delayed due to circumstances beyond MPA's control. Two features are available (worldwarone). We hope to finish the series for use this fall and for the commemoration of the end of the war in November 2018.

Here are other suggested features from the annual MPA NIE Calendar.

MAY

- Law Day, May 1: Feature on why the U.S. celebrates Law Day (lawday1)
- Judges: Umpires of the Law – three-part series on Missouri judicial (judge3)
- Missouri Non Partisan Court Plan – feature on Missouri model (MOPlan)
- Outdoors and Vacationing in Missouri – two-part series (travelmo)
- Memorial Day – feature on history of the commemoration (decoration)
- Missouri Road Trip – 11 features on heroes and hometowns (moroadtrip)

JUNE

- Flag Day – June 14
- Flag Etiquette – History, proper care and display of the U.S. flag (usflag)
- Magna Carta Anniversary, June 15 – History of the document outlining representative government (magna)

JULY

- Independence Day, July 4
- Declaration of Independence – history of one of America's founding documents (declaration)

AUGUST

- Great American Eclipse, Aug. 21 – NEW! First time since 1918 that the moon's shadow will sweep across the nation from one coast to another in a 167-mile coverage (eclipse)

Government transparency, even in death

In the 150 years that Missouri Press Association has stood for journalists in the state, it has provided many services for its members. Many of these are “internal” services – help with advertising and marketing, training for your reporters, the Hotline (a personal favorite), and a multitude of other programs and materials to make your newspaper better.

But another important function of the association is that it stands for journalists and First Amendment principles in our state. Once again, Missouri Press has staked a position in regard to an issue that is already at the forefront of the national news in the last month and is going to come up again in this state in the coming month.

As you have read, the Arkansas governor recently scheduled eight executions in that state within an 11 day period. Immediately, litigation arose to block those actions and this issue continues to lead headlines as this column is going to press. One of the points being raised in the appeals relates to the lethal injection drug being used for those executions and the pharmacy which is its source, which allegedly was told “the drug would only be used in prison health clinics for its proper medicinal use, as opposed to putting prisoners to death,” according to a statement from McKesson Corp., quoted by National Public Radio.

In Missouri, a large group of plaintiffs, including the Reporters Committee for Freedom of the Press, the American Civil Liberties Union, a reporter for Buzz Feed and others from the Guardian News and Media, have been pursuing information on the source of the execution drugs used here for several years. The Department of Corrections has repeatedly refused to identify the source of those drugs, arguing that a state statute adopted 10 years ago prohibits disclosure of those who “provide direct support for the administration of lethal gas or lethal chemicals.”

Multiple cases have been filed against the Department of Corrections (the DOC), beginning in November

2013, seeking a court ruling on this issue, some in state court and at least one in federal court. Disparate rulings have been issued by judges on this issue, including one most recently by the Western District Court of Appeals, which allowed the DOC to protect the identity of its source of lethal chemicals. The plaintiffs in several of these cases, which eventually were consolidated at the Court of Appeals, have now filed a request for the Missouri Supreme Court to accept transfer of these matters and to rule on the language in the statute that is being used to close this information.

Your association is a strong believer in transparency in government, as you well know. There are good reasons to make the source of these drugs known. Legislators argued, back when this statute was created, that its intent was to keep confidential the identity of the actual “executioner,” given that many doctors who were being asked to serve this function were hesitant to do so if their identities were known to the public. Of course, the administration of justice to persons who have been convicted of the most heinous crimes is an unfortunate but necessary function of government. And the argument over the death penalty versus life in prison continues in our state. Unfortunately, human beings sometimes seem unable to disagree in principal about their beliefs without finding it necessary to take direct action to achieve their philosophical goals.

There is a point where government

accountability versus safety of an individual intersect. One important issue can be whether an individual is involved or a large corporate entity. Individual personal safety is easier to understand than protection of nationally-known drug companies.

And so, your Association has taken the step of joining these media entities in asking the Missouri Supreme Court to hear this case and decide the issue. A group of former Missouri legislators, including Rita Davis, Jeanne Kirkton, Margo McNeil, Jeanette Mott Oxford, Mike Schilling, Don Calloway and Wayne Goode, have similarly asked the Supreme Court to accept this appeal. Shortly we should begin to hear if this is an issue that body will address. We’ll keep our members informed about what is happening and welcome questions you might have about this issue.

The Association’s position stems from its belief that the best government is

a government that operates within the perimeters of the Sunshine Law. “Sunlight is the best disinfectant,” said William O. Douglas. Certainly, he would stand with Missouri Press, the former legislators, and the other journalists on this issue, too.

“There is a point where government accountability versus safety of an individual intersect. Individual personal safety is easier to understand than protection of nationally-known drug companies.”



Jean Maneke,
is MPA's Legal Hotline attorney.
Contact her at (816) 753-9000;
jmaneke@manekelaw.com.



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Lately, not all news about diesel vehicles has been good news. But soon, MO fleets will be eligible for funds from the VW Environmental Mitigation Trust Fund. These funds may help offset reductions in the state's school transportation funding while protecting student health and local budgets. Cleaner-burning, quieter operating American propane could have more than just school kids and their parents breathing easier.

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