

MIP

MISSOURI PRESS

NEWS

MPA members have fun *at Porter Fisher Golf*



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Ask what you can do for your association

*"We give because someone gave to us. We give because nobody gave to us.
We give because giving has changed us. We give because giving could have changed us.
We have been better for it, We have been wounded by it-
Giving has many faces: It is loud and quiet; Big, though small, diamond in wood-nails.
Its story is old, the plot worn and the pages too,
But we read this book, anyway, over and again:
Giving is, first and every time, hand to hand; Mine to yours, yours to mine."
— Alberto Rios*

I have always found the newspaper business to be wonderful. We are organizers of communities and often the beating heart of a town, county or region. We operate local businesses that folks like to rally around.

I opened with Rios' poem, "When Giving Is All We Have," because it reminds me of how much newspapers give back to their communities and newspaper people to our country. When I think of newspaper people, I think of our upcoming convention in Springfield in September and how I look forward to showing off my Downtown and my community to you all.

Also, I am tickled to be hosting the convention thrall in the Mother's Brewing Co. backyard for our annual Thursday night outing. It promises to be a big time and brave souls may even choose to walk the 12 blocks, straight west down Walnut Street, from University Plaza. I am equally proud of the renaissance that Downtown Springfield has enjoyed since

2004 when the last Missouri Press Convention was in town. Downtown has truly become the cultural capital of Southwest Missouri. I hope you can each find some time to enjoy our many amenities.

This edition of the magazine is chock full of information about the convention: when and where and what. Please take time to register now; a form is on the back cover. It is my hope to see you there.

All this thought of the annual convention has sparked many good memories for me: people I have met over the years, mentors cultivated, ideas expressed and suggestions noted.

I know I have consumed more than my fair share of the Missouri Press Association Kool-Aid. I also know that it has been a wonderful association for me: personally and professionally.

I lament the years I spent as publisher of a Missouri newspaper thinking I did not have the time nor money to participate in MPA activi-

ties.

I was wrong. If you are a hold out, then you likely are wrong too. Come and see what we have to offer. Come and commiserate with others just like you. Come and learn a new trick or share one of yours.

I firmly believe that we newspaper people do much better when we stick together and support our kind. I am humbled when I think of the support that I have received from this association, and from the people who make it possible. It makes me grateful to be a newspaper person.

It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself."

-Ralph Waldo Emerson



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AGENDA

THURSDAY, SEPTEMBER 28

Noon | MPF Board Lunch Meeting
 2PM | MPA/MPS Board Meeting
 7-10PM | Mother's Brewery with Twisted Mikes Food Truck

FRIDAY, SEPTEMBER 29

(Breakfast at hotel restaurant is included in sleeping room rate)

8AM-4:30PM | Trade Show / News Café / Better Newspaper Contest displays in the hotel lobby/registration area

8:30 AM | Welcome from a Springfield dignitary

General Session: Leading your Future Leaders, Chris Zervas. Strategizing and discuss hiring, assimilating and building relationships with your future leaders.

9:45AM | Business Meeting

10AM | Breakout Sessions

- Building Next Generation Loyalty through Sustaining Innovation, Zach Ahrens of the *Topeka Capital-Journal*. The Newspaper industry is experiencing tremendous disruption. But we also hold the vital components that will keep us relevant and thriving into the future. This presentation will discuss audience engagement, attracting/retaining/reaching millennials as employees and customers and innovative solutions that can be applied at the smallest weekly or the largest daily newspaper.
- 13 "Wow"erful Communication Tips to Springboard your Sales and Leadership, Chris Zervas Are you looking to build long-term relationships with your customers and avoid single transactions? Do you want to connect more with your team? Come learn how to communicate powerfully and uncover tips to be relaxed before stressful meetings, learn the number one question to ask in communication and discover skills to engage your audience.

11AM General Session: Three Surefire Revenue Ideas that Get Results, Zach Ahrens of *Topeka Capital-Journal*

11:45AM - 1PM | Luncheon Program

1PM | General session: Remarks from a statewide office holder

2PM | Public Notice Panel Discussion

3PM | General session: The rise of Regional Magazines Panel Discussion

John Fennell as Moderator, Panelists: Catherine Neville of *Feast Magazine*; Gary Whitaker of *417 Magazine*; Missy Pinkel of *LO Profile*; and Jennifer Hall of *Tom Foolery* and *Josephine Magazines*

5:30PM | Hall of Fame Reception

6:30PM | Hall of Fame Banquet and awards ceremony

Est. 8:30PM | Hospitality suite open

SATURDAY, SEPTEMBER 30

(Breakfast at hotel restaurant is included in sleeping room rate)

8:30-9:30AM | General Session: "Reporting by Storytelling" Jennifer Moore of Missouri State University

9AM | General Session: Taking Flight: Ethics, Liability and Best Practices of Drone Journalism, Prof. Leonard Horton of Missouri State University and Jason Preston of *417 Drone Imaging*

10:15AM | General Session: "Politics 101, the Insiders Game!"

11:45AM | Better Newspaper Contest Awards Lunch

2017 Porter Fisher Golf Tournament

By Missouri Press Staff

Close to 30 people gathered Thursday, June 15, at The Ridge in Lake Ozark for the 32nd annual Porter Fisher Golf Classic, helping to raise \$4,000 for the Missouri Press Foundation.

Included in this year's tournament was a longest drive contest sponsored by Vernon Publishing. Steve Dillon and Phyllis May were the respective winners of the longest drive contest for men and women.

May was also this year's recipient of the Porter Fisher tournament plaque. Her name will be added to the traveling trophy, and she will be able to put it on display for the next year.

Rather than give the tournament trophy out based on scores, the recipient each year is chosen based on how well they embody the spirit of camaraderie and sportsmanship represented in the tournament.

Continued on Page 5



Phyllis May reacts with surprise and incredulity to receiving this year's Porter Fisher Golf Classic plaque. May was chosen as she embodies the spirit of camaraderie and sportsmanship represented in the tournament. *Staff photos*



Mothers Lil' Saints team members Trevor, left, and Dane Vernon help Kevin Jones into the team's mascot for this year's Porter Fisher Golf Classic. **ON THE COVER:** The Saints' pink flamingo mascot rode atop Dane Vernon and Jeff Schrag's golf cart between holes.



John Spaar shows off his form in the tee box on hole 6 during this year's Porter Fisher Golf Classic held Thursday, June 15, at The Ridge at Lodge of the Four Seasons in Lake Ozark.

Continued from Page 4: Porter Fisher Golf

For the record

Teams and scores

Richard King, Gary Moore, Tom Rost, Bill Sheals	61
Dan Dillon, Barb Dillon-Squires, Roger Dillon, Steve Dillon	65
Kris Bezenek, Melody Bezenek, Jack Jensen, Mark Maassen	69
Dave Berry, Rick Duncan, Blanton Spaar, John Spaar	69
Kevin Jones, Jeff Schrag, Dane Vernon, Trevor Vernon	72
Tricia Crews, Doug Crews, Phyllis May, Joe May	73
Ron Wallace, Jeremy Patton, Mark Nienhueser, Mike Jensen	74

"I really want to thank all of the golfers, volunteers and sponsors who helped make this year's tournament possible," Foundation Director Melody Bezenek said. "Despite the heat, everyone had a really good time playing a fun but challenging course."

"Also, I want to extend a very special thank you to the Porter Fisher Golf Committee members, including Jim Sterling, Mark Nienhueser, Trevor Vernon, Doug Crews, and Phyllis and Joe May, who without their support this tournament would not be possible."

Sponsors for this year's tournament also included Mizzou Athletics; Witt Print Shop, which provided printing of the hole sponsor signs; the Missouri Propane Gas Association; and Mother's Brewery, which ensured beer was available throughout the day.

Money raised by the Foundation is used to further its mission, which includes providing education opportunities for member newspapers, including training workshops with industry experts, as well as scholarships and recognizing outstanding journalism.

Work on planning next year's tournament will begin soon. If you are interested in volunteering, contact Bezenek at 573-449-4167, ext. 303.



Clockwise from top: Steve Dillon places a marker on the green while brother Roger Dillon lines up his putt. Joe May and Doug Crews wave hello as they continue on to the next hole. Mike Jensen follows through with a putt while teammates Mark Nienhueser, center, and Ron Wallace look on.

Thank you to our major tournament sponsors



Thank you to our hole sponsors

Vicki Russell, James Mahlon White, *Benton County Enterprise*, Kevin Jones, Doug and Tricia Crews, *Sikeston Standard Democrat*, Larry and Jean Snider, Missouri Propane, Vernon Publishing, *Lebanon Daily Record*, David Zimmerman, Steven and Laura White Erdel, Joe May, and Jim Sterling.

Thank you to our prize sponsors

Doug and Tricia Crews, Kevin Jones, Dane Vernon, Mike Jensen, and Dave Berry

2017 Hall of Fame inductees named

Honorees include a former Missouri Press president

By Missouri Press Staff

Four newspaper people, including the former publisher of one of Missouri's longest family-owned dailies, will be inducted in September into Missouri Press Association's Newspaper Hall of Fame.

The induction reception and banquet are scheduled for 6 p.m. Friday, Sept. 29, during the 151st annual MPA Convention at University Plaza in downtown Springfield. This will be the 27th group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

This year's inductees are the late Kenneth G. Meuser, former publisher of the *Monett Times*; the late Arthur Aull, former publisher of the *Lamar Democrat*; Vicki Russell, past MPA president and former publisher of the *Columbia Daily Tribune*; and Bob Mitchell, former publisher of the *Cassville Democrat*.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities. Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.



**Meuser
believed in
the power
of the local
press to
make a
difference.**

— Kenneth Meuser —

Kenneth Meuser ran the *Monett Times* for 30 years, beginning in 1942, during which time he served as a voice for the community, includ-

ing calling for economic development and pushing for better schools, streets and all things that make a community good for the people who live there. Meuser's rural daily, which already served two counties and was located in the county seat of neither, became something of an oddity at the time he took over as he dropped its affiliation with the Associated Press and ran a totally local newspaper.

Meuser also bucked hiring trends of the time by hiring many women. At the *Times*, Meuser was known as an honorable man always striving for excellence, truth and integrity in all facets of the newspaper's operation, from advertising to the news. His exuberance for the life of the daily newspaper business was contagious, with his employees learning that community involvement was just as important to keeping a daily newspaper running as anything else.

Even when Monett's residents could not be home to read the newspaper, Meuser ensured they stayed abreast of the day's events by sending air mail copies of the *Times* (for free) to every local member of the Armed Forces serving in Vietnam. Even after his retirement, Meuser remained a positive force for the Monett community until his death in February 2000, at the age of 90.

— Arthur Aull —

Arthur Aull edited and published the *Lamar Democrat* from 1900 until his death in 1948, captivating the community with his all-the-news-is-fit-to-print style of journalism. The newspaper boasted a circulation of 4,000, substantially more than the population of Lamar, with readers in all 48 states, as well as in England and Canada. Publishing a daily newspaper in a town the size of Lamar meant that Aull included virtually every single happening, even some items that would not be con-

**To Aull,
every event
in the
community
was
news to
someone.**



sidered newsworthy or would be an invasion of privacy by today's standards.

Lamar was one of the nation's smallest towns to support a daily newspaper (let alone two, with the *Lamar Republican* being the other). Aull was the *Democrat's* only reporter, writing an estimated 5,000 words per day and publishing some 14,000 issues. Featured in stories by *Publisher's Auxiliary*, the *Chicago Daily News*, *Life*, *Time*, *American Magazine* and *Harper's*, Aull was praised and his reporting described as "straight-forward," "ripsnorting," and "ingenious."

With a keen interest in community affairs, Aull supported numerous projects he deemed worthy; served two terms on the Lamar school board; helped organize a chamber of commerce; and considered paving Lamar's massive square as his greatest civic achievement. During the Great Depression, he was appointed to the Barton County Relief Committee that was charged with relieving the stress and destitution caused by unemployment.

After Aull's death, his wife, Luanna, became publisher and their eldest daughter, Madeleine, became editor. She managed to keep the newspaper going in her father's style for another 24 years before selling the *Democrat* to Missouri Secretary of State James Kirkpatrick and his son, Don Kirkpatrick.

Continued on Page 7

Continued from Page 6: Plan to attend the Sept. 29 Hall of Fame induction

Russell has spent a lifetime working in and for Missouri's newspapers.



— Vicki Russell —

Vicki Russell served as associate publisher and then publisher of the *Columbia Daily Tribune* from 1990 until the newspaper was sold to GateHouse Media in 2016. A Missouri School of Journalism graduate, she worked as an assistant instructor at the J-school from 1974-76 and from 1976-77 she was an information specialist and ag editor for MU's College of Agriculture and Extension Division.

In 1977, Russell became publisher of *The Fulton Sun*, where she remained until 1989. In 1990, she became associate editor of the *Tribune*, while Hank Waters III served as publisher (the two would later marry in 1994). In 2010, she took over as publisher of the *Tribune* and when the Tribune was sold in 2016, the newspaper had been owned and operated by the Waters family for 115 years.

In the community, Russell has been involved heavily in areas of commerce and education, including serving on the boards of the Columbia Chamber of Commerce, the Boone County Agricultural and Mechanical Society (the local fair board), Stephens College and the Arrow Rock Lyceum Theatre.

Her career accomplishments include serving as a member of the MPA Board of Directors from 2002 until her presidency in 2009; and as founding president of the Missouri Society of Newspaper Editors in 1990-91. She is currently the Missouri Press Foundation Board president, a position she has held for three years.

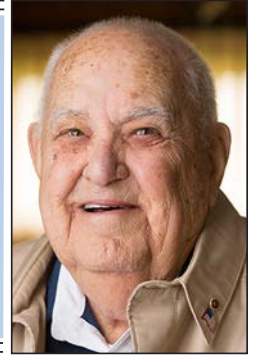
— Bob Mitchell —

Bob Mitchell is the former editor and publisher of the *Cassville Democrat*, starting as editor in the early 1950s, and the last in a long line of family owners for the weekly newspaper started in 1871. Even though Mitchell sold the *Democrat* in 1995, he remains actively involved, writing a weekly column, which is always widely read by the community.

At the time he was starting out, Mitchell's *Democrat* was in a cross-town war with the *Cassville Republican*, a rivalry that would continue until the *Republican* closed its doors in 1984. Many consider Mitchell's great work at the *Democrat* as a testament to why the formerly-Democratic (now non-partisan) *Democrat* was able to beat out the *Republican* in a part of the state that leans heavily to the political right.

Considered to be the consummate weekly newspaper publisher, Mitchell

Mitchell's support of the community continues even into retirement.



ell kept abreast of industry changes, such as making the switch to offset printing in the 1960s, as new processes became more widely adopted. He was also active in the Cassville community, including serving as chairman of the Industrial Development Corporation for 16 years when two major employers came to town.

Most recently for Mitchell, an April 2017 ceremony saw him inducted into the Regional Media Hall of Fame at Missouri Southern State University in Joplin.

Four to join Photojournalism Hall of Fame

By Missouri Press Staff

The Missouri Photojournalism Hall of Fame will host its 13th Annual Induction Ceremony on Thursday, Oct. 19, on the University of Missouri campus in Columbia.

Inductees for Photojournalism Hall of Fame's 2017 class include: Wilson Hicks, *The Kansas City Star*; Garland D. Fronabarger, *Southeast Missouri-*

an; Art Philips, UPI; and Rita Reed, University of Missouri photojournalism retired faculty.

The induction ceremony is free to attend. For more information about the Photojournalism Hall of Fame, visit www.photojournalismhalloffame.org.

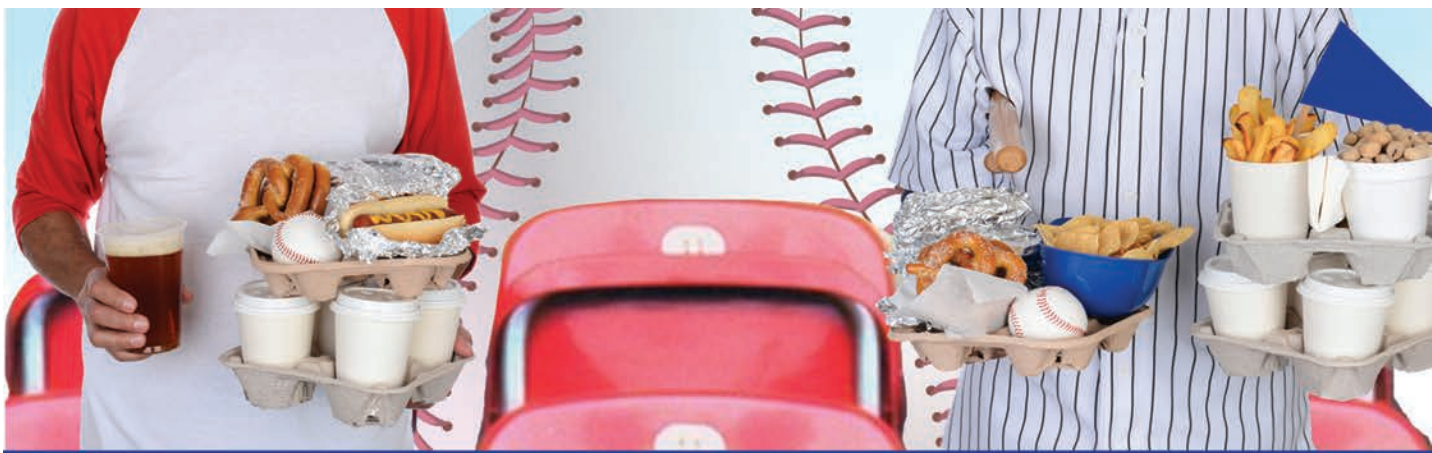
For nomination or donation information, contact Melody Bezenek at 573-449-4167, ext. 303.

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
Mark Nienhueser: Advertising Director, mdnienhueser@socket.net
Matthew Barba: Editor, mbarba@socket.net
Karen Philp: Receptionist, Bookkeeping, kphilp@socket.net
Kristie Williams: Member Services, Meeting Planning, kwilliams@socket.net
Jeremy Patton: Advertising Placement, jpatton@socket.net
Ted Lawrence: Marketing Consultant, lawrencet@socket.net
Melody Bezenek: Missouri Press Foundation Director, mbezenek@socket.net
Lauren Kliethermes: Digital Footprint, Social Media, laurenmariek@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



Be Treated Like *Royalty* In *St. Louis*

**You are invited to join the Missouri Press Foundation
for a night of baseball in a private party suite at
Busch Stadium.**

Cardinals vs. Royals

Busch Stadium Private Party Suite

Thursday, August 10

Game Time 6:15 p.m.

\$199 donation per person

**Unlimited buffet with Hunter hotdogs, brats, BBQ beef,
baked Italian chicken, pasta salad, nachos and cheese,
mixed greens salad, cookies and brownies.**

**In-suite bartender to serve Budweiser
and Coca-Cola products.**



Thanks to the *St. Louis Post-Dispatch*, the Foundation is able to offer a limited number of passes as a fundraiser for the Foundation. This is a first-come, first-served opportunity.

Contact Melody at mbezenek@socket.net or 573-449-4167 to reserve your spots today!

ST. LOUIS POST-DISPATCH

OBITUARIES



Olathe, Kan.

Claire Cox

Claire Gentry Weaver Cox, 89, a longtime resident of Rock Port, died May 27, 2017, at the Santa Marta retirement community. Co-owner of the *Atchison County Mail* with her husband John Henry, she was an active member of both the Missouri Press Association and Northwest Missouri Press Association. She participated in Missouri Press Study Missions and National Press Association trips to Europe and South America, dur-

ing which she wrote detailed travel logs published in the *Mail*. While also teaching physical education at Rock Port schools, she served the community for many years, including on the Rock Port Community Betterment Organization. In addition to her husband, she is survived by her children, John Charles, Claire Frances and James Michael; along with five grandchildren; and many other family and friends.

Charleston

Richard Scheffer

Richard M. Scheffer, 53, co-publisher and editor of the *Mississippi County Times*, died April 9, at St. Francis Medical Center in Cape Girardeau. He was a lifelong resident of Mississippi County, except to attend Southern Illinois Uni-

versity in Carbondale to earn degrees in English and journalism. In addition to his wife, Bonnie, he is survived by two special nieces he helped raise, Janica and Jamie; as well as many other family and friends.

Kansas City

Tom Eblen

Tom Eblen, 80, a former longtime *Kansas City Star* editor and University of Kansas journalism educator, died June 10, 2017, following a lengthy illness. Eblen graduated from the University of Missouri, where he worked at the *Columbia Missourian*, and following which he worked for the *Amarillo Daily News* before arriving at *The Star*. In Kansas City, he started as a reporter and worked up to copy editor, city editor and finally managing editor, before moving on to serve as the general manager of the *Fort Scott Tribune*. He then spent 15 years as the general manager and news adviser for *The University Daily Kansas*, KU's student newspaper. After retiring from KU, he served part-time as a news consultant for the Kansas Press Association, conducting training seminars. In addition to his wife, Jean, he is survived by two children, Courtney and Matt.



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

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

ON THE MOVE



• **Branson** – Keith Hansen has been named publisher of the *Branson Tri-Lakes News*, replacing outgoing publisher Michael Schuver. Hansen was introduced to the newspaper's staff in early June, and Branson marks the continuation of a long career in newspapers in which Hansen has been owner, publisher and editor. It was announced earlier this year that Schuver would be leaving the *Tri-Lakes News* due to a family health-related resignation.

• **Park Hills** – Eugene Jackson, formerly publisher of the *Daily Journal*, has been named regional publisher of the *Casper Star-Tribune* in Wyoming and the *Rapid City Journal* in South

Dakota. Jackson was also publisher of the *Farmington Press and Democrat*.

• **Buffalo** – Penny Warner recently joined the staff of the *Buffalo Reflex* as a general assignment and feature writer. She came from Tipton and Windsor newspapers working as general assignment reporter and photographer. Before that she worked as an editor, feature writer and photographer for the River Valley & Ozark Edition, which is a promotional section of the *Arkansas Democrat-Gazette* in Little Rock.



• **Columbia** – Charles Westmoreland has replaced as Jim Robertson as the first new managing editor of the *Columbia Daily Tribune* in almost 30 years. Westmoreland began working for *Tribune* in late June, previously working for the Alaska State Legislature as manager of information technology and teleconferencing. He previously worked as managing editor of the Juneau, Ala. *Empire*, and at the *Capital City Weekly*, also in Juneau. Westmoreland joins Publisher Rustan Burton, who also previously worked at the *Empire*, in leading the *Tribune* under the new ownership of GateHouse Media after more than 100 years of ownership by the Waters family.



Savannah hosts 127th Northwest Press meeting

Submitted to Missouri Press

The 127th annual meeting of the Northwest Missouri Press Association on June 8 featured the presentation of three awards for service to journalism and the state.

Richard Fordyce of Bethany received the James C. Kirkpatrick Award for statewide service. Fordyce recently completed three years as director of the Missouri Department of Agriculture. He was cited for supporting open government and being accessible to reporters to discuss agricultural issues.

Guy Speckman, columnist and co-owner of *The Savannah Reporter*, received the Merrill Chilcote Award for service to journalism in the region. Speckman's long-running column, "Ponder the Thought" – folksy, intensely local, at times questioning of government actions – was praised for engaging and informing the newspaper's readers about community affairs.

Melody Bezenek, director of the Missouri Press Foundation, received the Craig Watkins Friend of Northwest Press Award. Bezenek joined the foundation as its first full-time director in 2014. She was recognized as

instrumental in helping the regional press group through a leadership transition and supporting members in organizing their annual meetings.

The gathering at the Andrew County Museum in Savannah drew about 25 editors, publishers and advertising managers, members of the Missouri

Press Association staff and several experts invited to discuss efforts under way to foster regional vitality and economic growth important to the success of newspapers.

Leslie Speckman, editor of *The Savannah Reporter*, hosted and presided at this year's meeting as president.



Guy Speckman, left, receives the 2017 Merrill Chilcote Award for service to journalism during the Northwest Press Association's annual meeting held June 8 in Savannah. Speckman is co-owner of *The Savannah Reporter* and writes a long-running column for the newspaper. Dennis Ellsworth of the *St. Joseph News-Press* presented the award.



Richard Fordyce receives this year's James C. Kirkpatrick Award for statewide service. Presenting the award is Kathy Conger of the *Bethany Republican-Clipper*. Fordyce recently completed three years as director of the Missouri Department of Agriculture and was known for being accessible to reporters. (Staff photos/Melody Bezenek)

Teacher, colleague and friend

Newspapers' Jim Sterling retires from University of Missouri

By Matthew Barba
Missouri Press News

More than 50 years ago, Jim Sterling started on a path in Missouri newspapers that would see him working in every single aspect of the industry before retiring as a professor in the Missouri School of Journalism, the very place his journey began.

Each person reading this will know of Sterling a little bit differently, a testament to his longevity in the industry but also a callback to those different jobs he has performed in the service of Missouri newspapers.

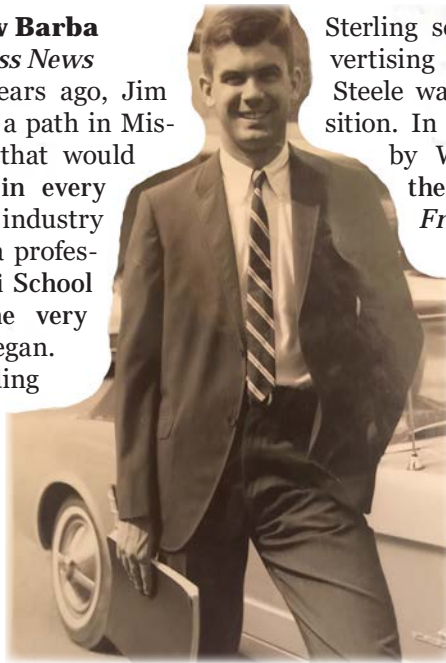
As a student at the University of Missouri, Sterling started his career

thanks in part to his roommate at the time: John Fisher, son of Porter and Sally Fisher, who were the publishers in New London. While he did not have the advantage of a newspaper-family background (his dad owned a print shop in hometown Bolivar), he benefited from getting early experience working in the Missouri Press Association offices, which used to be located on the MU campus.

"I've never been someone who has had friends who were all my age," Sterling said. "I remember going to the [Bill and Jo Anne] Brays, and it was this standing invitation that if you were in Columbia for a Tigers game, you went to their house, so it was this who's who of MPA history.

"Looking at the pictures of past presidents, I probably knew all of them going back to the '30s, because that's how the organization was at the time," he said.

For a brief period in the mid-1960s,



Jim Sterling on his way to work in the Missouri Press Association offices while he served as the advertising director. Sterling would later go on to serve as president of the Association in 1985. (Submitted)

Sterling served as MPA's advertising director before Ed Steele was hired for the position. In 1967, he was hired by Wayne Freeman as the ad manager for the *Franklin County Tribune* in Union.

Meanwhile, Sterling recalled getting a call from his dad that the hometown newspaper was for sale. Ralph Stuffebam had merged his own *Herald* with the *Free Press* and the *Polk County Times*, a weekly free shopper that was eventually killed off.

"Ralph Stuffebam asked me what I thought of the name, and

I suggested we switch it to the *Herald-Free Press* to sound more like a newspaper," Sterling said. "When you see newspapers with 'Herald' in the name, it almost always comes first, but Ralph had done it the other way around to appease the Republicans because he had owned the Democratic newspaper in town."

In November 1967, Sterling was named general manager of his hometown newspaper. In March of 1968, Jac and Rheba Zimmerman, who would prove to be long-time friends and business partners,

purchased the *Bolivar Free Press-Herald* from the Stuffebams.

In 1972, Zimmerman named Sterling associate publisher of the Bolivar newspaper. In October 1979, at the time of Zimmerman's death, Sterling bought the *BHFP* and the *Cedar County Republican* from the family. Earlier that same year, Sterling purchased the *Buffalo Reflex*.

"It took me a long time to figure this out, but there is a glorious side to newspapers where you do all the good you can for your community and I didn't want to fail my home town," Sterling said. "But it's still a business. It's a business you can have a lot of fun in, but it's a business and you have to figure out ways to make money."

By the 1990s, Sterling said, figuring out ways to make money was a lot easier because newspapers still enjoyed some of their highest circulation numbers.

"None of us expected the internet to come along and change everything," Sterling said. "I thought the same as just about every other newspaper publisher in the '90s, because things were going great and we always thought they would."

Continued on Page 12



Jim Sterling and wife Nancy smile during one of the many Missouri Press events they have attended together. The two met when he went to Columbia to teach at the University of Missouri. (Submitted)

SCRAPBOOK



• **Liberal** – The *Liberal News* returned to publishing in May, following a suspension of printing that ownership took when publisher Darvin Weaver broke his right leg. Weaver does most of the newspaper's production work, along with running the press, and was unable to have someone take his place producing the newspaper while he recovered. All present subscribers of the *News* will have their subscription extended for the number of weeks the paper was not published.

• **Sedalia** – Phillips Media Group closed in June on the purchase of the *Sedalia Democrat* from Civitas Media. The *Democrat*, which was begun as a weekly in 1868 and began daily publication in 1871, joins PMG's other

publications in Missouri, including newspapers in Bolivar, Buffalo, Stockton, Ozark and West Plains. Based in Harrison, Ark., PMG also operates two newspapers in Arkansas.

• **Caruthersville** – In Pemiscot County, the *Democrat-Argus* merged with *The Steele Enterprise* to form the new *Pemiscot Press*. Offices for both former newspapers were expected to remain open as part of the merger with staff at each continuing in their respective communities. The *Pemiscot Press* is a publication of Rust Communications.

• **St. Louis** – Ed Finkelstein, publisher of the *St. Louis and Southern Illinois Labor Tribune*, was recently

honored with the Hershel Walker Peace and Justice Award. The award is presented for activism in the Labor movement and to those who work to create a "more just and equitable society." Finkelstein has been with the *Labor Tribune* since the early 1970s, and the newspaper is celebrating its 80th anniversary this year.

• **Columbia** – In May, the *Columbia Daily Tribune* debuted the newspaper's new editorial board as the voice of the newspaper. Previously, former publisher Hank Waters wrote daily editorials for the *Tribune's* opinion pages. While Waters continues to write a column at least three times a week for the newspaper, the editorial board's opinions are derived from the newspaper's "top editors and the publisher." The board's mission is provoke discussion and shine a light on the happenings within the mid-Missouri community.

Continued from Page 11: Newspapers gave Sterling unique opportunities

Reading the news on the internet started as a novelty, Sterling said, but eventually people realized it was a viable distribution method. Unfortunately, a number of outlets had established an online model of giving away their news for free.

And while the widespread adoption of internet sites and services has changed how people get their news, there has been another fundamental transformation of the industry that Sterling has witnessed.

"When I started, most newspapers had local ownership. They might own one or two newspapers, and that was it," Sterling said. "It's not like today where we have these huge chains of corporate ownership."

Eventually, Sterling would sell his ownership of the Bolivar, Stockton and Buffalo newspapers to an Arkansas company, Community Publishers, Inc., which owned them and others around Springfield until 2015, when they were sold to Phillips Media Group.

No matter what changes he has witnessed and how people get their news delivered, Sterling said the core

tenants of journalism are still key to the important work that newspapers do in communities throughout the world every day. Those tenants, espoused in The Journalist's Creed, were part of what prompted him to apply for a new chair, funded in part by Missouri Press members, at the School of Journalism.

"I just love newspapers: loved to write; loved sports; loved to sell ads; to design ads," he said. "When I came to work at the Missouri School of Journalism, the state's school of journalism, I wanted to instill that love in the students."

"I wanted to teach it like I learned it."

Of course, Sterling received some help in his endeavors from the state's myriad publishers and editors, many of whom hosted his students at their newspapers (and sometimes in their homes) for annual field trips. Organizing those trips and learning about each student's experience proved to be one of his favorite parts of the job.

"I always appreciated the way people helped me with it," he said. "The

students that got into it and wanted to go, they came away with a real appreciation for newspapers. We had over 60 newspapers in Missouri host students over the past 17 years. Another 20 students or more visited newspapers outside Missouri."

While Sterling has amassed a collection of awards and honors during his career in the industry, including three consecutive Gold Cups Awards at the *BHFP*; serving as MPA president in 1985; being inducted into the MPA Hall of Fame in 2003; and an extended tenure on the University of Missouri Board of Curators, it was the people he met during his career that have affected him the most.

"I met a lot of great people, a lot of really great people, I wouldn't have had the chance to if not for newspapers," Sterling said. "Newspapers gave me the opportunity to meet a lot of people beyond newspapers that I don't think would have been possible for me without newspapers."

Visit Missouri Press Association's website, mopress.com, to read a special column by Jim Sterling on the "Golden Age" of newspapers.

Sources and resources for Missouri newspapers

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Renowned Adobe expert Russell Viers was the guest speaker at this year's Show-Me Press Association meeting. Among the riveting topics Viers covered for the approximately two dozen attendees were uses for Adobe Illustrator (there's a bunch, just ask Russell) and the undervalued but extremely valuable Adobe Bridge. He also talked about how the Adobe suite programs work in conjunction with each other. (Staff photo)

Show-Me Press meets in Lake Ozark

By Missouri Press Staff

More than 20 members of Show-Me Press Association attended this year's annual meeting at Lodge of Four Seasons in Lake Ozark.

Adobe training expert Russell Viers was this year's guest speaker. He presented on topics related to the Adobe

software suite, including how Bridge can make managing assets within the creative suite easier.

Viers also provided a bunch of handy tips on how to use Adobe Illustrator, including ways to make building spec ads faster and easier, and manipulating fonts to create new looks for clients.



Missouri Press Foundation

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

Society of 1867

Phil and Kathy Conger, Linda Geist, Charles Haney,
Brent and Sue Gierke

Photojournalism Hall of Fame

City of Columbia Convention and Visitors Bureau,
Miller's Professional Imaging, Richard Miller

Cardinals Vs. Royals Baseball Game Fundraiser

Gallagher Consultants, Heath Clarkston, Sean Roberts, Chloe Roberts

Upcoming Webinars

PubAux Live! Cyber Attack!

Thursday, July 6

Presenters

Steve Wyss, Affinity Group Underwriters

www.regonline.com/nnacybersecurity

Data Viz: Unsing Info.gram, Piktochart, Google Fusion, Plot.ly, Graphiq

Thursday, July 20

Presenters

Genette Brookshire, Stockton (CA) Record

Tim Schmitt, GateHouse Media

www.onlinemediacampus.com

Effective Prospecting: Five steps to more conversions

Friday, July 28

Presenters

Mike Centorani, Sales Transformation Now, Inc.

www.onlinemediacampus.com

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Part-time NIE director hired

By Missouri Press Staff

During its June meeting at Lake Ozark, the Missouri Press Foundation approved hiring Helen Headrick as a new part-time Newspapers in Education director.

Headrick replaces Dawn Kitchell as Missouri Press' NIE director and will work with member newspapers to coordinate features and stories.

With a background in education, Headrick said newspapers had an important role in her curriculum for gifted students.

"I've been involved with education most of my adult life. In my childhood too! We played school a lot and I may not have been the oldest sibling but I was always the teacher" Headrick said. "I taught for many years in a St. Louis-area Archdiocesan school. I wore a lot of hats; gifted teacher, technology and science fair coordinator. Newspapers in Education was a key part of my curriculum, as the gifted teacher."

She also worked as the education manager for a small television station



Helen Headrick

in St. Louis for more than 10 years. During her time there, one of the premier programs she worked on was a distance learning show, which was both a television program and a virtual fieldtrip.

"I got behind the camera, in front of it and developed content," Headrick said.

Recently, she retired from the *St. Louis Post-Dispatch* as the Newspapers in Education manager.

"Combining my love of education and newspapers put a smile on my face every day," Headrick said. "Education is in my blood and I can't wait to share with each of you!"

Headrick said the NIE plan for this school year is to begin updating content presently available, as well as providing several new pieces. Read Across America will be ready in January and features a popular polar bear, who currently resides at the St. Louis Zoo.

For more information about NIE content, features and ideas, contact Headrick at hheadrick@socket.net



CALENDAR

2017

July

13 — Southeast Missouri Press Association Annual Meeting

August

4 — Ozark Press Association Annual Meeting, Springfield

10 — MPF Baseball Fundraiser, St. Louis

September

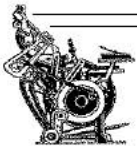
28-30 — MPA's 151st Annual Convention and Trade Show, University Plaza, Springfield

October

5-7 — National Newspaper Association Annual Convention, Tulsa

19 — Photojournalism Hall of Fame, Reynolds Journalism Institute, Columbia

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

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2017 Outstanding Young Journalists named

By Missouri Press Staff

Two newspaper journalists – one from the *Monett Times* and *Cassville Democrat*, and another from *The Salem News* -- have been selected to receive the 2017 William E. James/Missouri Outstanding Young Journalist awards from the Missouri Press Association.

Jeff Schrag, president of MPA, announced Kyle Troutman of Monett and Andrew Sheeley of Salem, will receive their awards on Sept. 30, in Springfield during MPA's 151st annual convention awards luncheon.

"This is the ninth year for these awards," said Schrag, publisher of the *Springfield Daily Events*. "And, this is the fifth year the awards are named in honor of our colleague, the late William E. James. The Missouri Press Association congratulates Kyle and Andrew for their excellent news reporting and editing skills in their communities."

Kyle Troutman has worked for the *Cassville Democrat* since 2014, currently serving as editor of both the *Democrat* and daily sister publication, the *Monett Times*. He became editor of the *Times* in July 2014 and has managed both publications since. Troutman's effect on the two publications has been proven in the three years he has been in southwest Missouri just in the number of page views their websites have experienced: after his first year, online readership increased by 36 percent, and it went up another 23 percent in 2015, according to Publisher Jacob Brower.

Brower said the *Cassville Democrat's* page views hit their highest yet with a total of 655,155 in 2016, an 87 percent increase from when Troutman started at the newspaper. The increase in internet traffic, Brower said, is attributable to Troutman's redesign of the website, use of social media and posting of breaking news at any time.

"Kyle's success in his three years in Missouri, coupled with the growing

success of the *Cassville Democrat* and *The Monett Times* publications, is a testament to his dedication, work ethic and passion to bring local news and sports to a county of 35,000 residents and beyond," Brower said.

Representing the state's weekly newspapers, Andrew Sheeley has worked for *The Salem News* since December 2014. A graduate of Salem High School, Sheeley came back to his hometown after receiving an undergraduate degree in history from the University of Missouri and graduate work in community development at Washington University, St. Louis.

Always a fan of writing, Sheeley wanted to give working at a community newspaper a try, satisfying his curiosity about a business his grandfather worked in many years ago, Salem Publisher Donald Dodd wrote in Sheeley's nomination letter. Dodd said Sheeley's work has been exemplary from his outset at the newspaper, and while they are fortunate to have him on staff in Salem, Dodd also believes Missouri newspapers are lucky to have Sheeley as an ambassador of the industry as a whole.

"I have been the publisher here for 21 years, and for 15 years before that I was a sports editor at major dailies in the South," Dodd said. "Never before have I seen a person with more natural news and feature writing ability. His investigative and news reporting abilities are exceptional for any age, but especially impressive considering how new he is to the business."

Winners of the William E. James/Outstanding Young Journalist Award have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed, written by Walter Williams, founding dean of the University of Missouri School of Journalism.

Editors or publishers submitted nominations for the awards, and the nominees must have been younger than 30 years old on Jan. 1, 2017.

The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

William E. "Bill" James, the namesake for this award, served as publisher of the *Warrensburg Daily Star-Journal* from November 2007 until his death in November 2013. He was publisher of the *Cass County Democrat-Missourian* in Harrisonville from 1985 to 2000.

During a career of 40 years, James served in a variety of leadership positions for the newspapers of Missouri, and he was a trusted mentor to many MPA members. He was president of the Missouri Press Association (1998), president of the Northwest Missouri Press Association (1990), president of the Missouri Advertising Managers' Association (1986), and president of the Democratic Editors of Missouri (1981). He served as a director of the National Newspaper Association (1999-2001). He was inducted into the MPA Newspaper Hall of Fame in 2001. His widow, Dorothy, lives in Olathe, Kansas.



Andrew Sheeley



Kyle Troutman

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Missouri Newspaper Organizations

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

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.

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

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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 Missouri Press Staff

The August 21 Great American Eclipse a total solar eclipse, will cross the country from west to east. Your newspaper can clue readers into knowing what to expect in your location or where they should go for the best view! It's a once-in-a-lifetime opportunity and your newspaper can help readers young – and older – learn about this scientific phenomenon with two Newspaper In Education features.

To access these features, visit mo-nie.com with download code: **eclipse**.

AUGUST

- Book Buzz & Novel Ideas – Book columns, one for children and one for adults, available monthly. (Download code changes monthly: **buzzaug17**, **novelaug17**)

- STEM inside the Newspaper Teacher Guide – Newspaper-based classroom activities that teach the skills of science, technology, engineering and mathematics. (Download code: **stemguide**)

SEPTEMBER

- International Literacy Day – Sept. 8 -- MPA has a half-page feature to promote reading during International Literacy Day. (Download code: **literacyday**)

- News Literacy – NEW! Kick off the school year with a five-week series to help students develop skills to avoid fake news. Thanks to the *St. Louis Post-Dispatch* for sharing this resource. (Download code: **newslit**)

- Constitution Day – Celebrate Constitution Day (Sept. 17) with any of MPA's six Constitution Day features. (Download code: **constitution**)

OCTOBER

National Newspaper Week – Oct. 1-7

- National Newspaper Week feature celebrating newspapers; includes timeline. (Download code: **npweek**)

- Famous Missouri Journalist series highlighting nine Missouri journalists and MPA. Use a few or all. (Download code: **mojournalists**)

- Missouri History through the Art in Our Capitol – 7-part series highlights the rich treasures inside our State Capitol, including: introduction to the art, Native Americans, mining, railroads, steamboats, capitols and Civil War. (Download code: **moart12**)

Sunshine Law still applies as tech changes

Missouri's Sunshine Law was officially adopted in 1973 – 44 years ago. You can imagine there have been many changes to the law since that time – originally it was very short. At that time, computer use wasn't prolific, public bodies met only in person and never in cyberspace, and law enforcement didn't wear cameras on their bodies.

The law has changed many times since then to address these changes.

And in the last year or so, it has become clear that there's another issue that may soon need to be looked at in the law. Back in 2004, a specific provision was added to the law addressing emails from members of public bodies (Section 610.025). The question today is whether that language is sufficient to address what we see happening today.

Rather than using email, more and more public officials are sending messages via their phone's text messaging capability, or using applications such as WhatsApp, Facebook Messenger, and Google Voice/Hangouts, among dozens of others. I imagine every single public body member who uses these apps sends them out without a second thought to the language in Section 610.025.

But I think there is a very strong argument that this statute covers such communications under certain circumstances. Let's

look at that language: "Any member of a public governmental body who transmits any message relating to public business by electronic means shall also concurrently transmit that message to either the member's public office computer or the custodian of records in the same format. The provisions of this section shall only apply to messages sent to two or more members of that body so that, when counting the sender, a majority of the body's members are copied...."

"More and more public officials are sending messages via their phone's text messaging capability, or using applications. I imagine every single public body member ... sends them out without a second thought to the language in Section 610.025."

Of course, when that section was written, it meant "by email." But this language certainly is broad enough to cover text messages, I would argue! Granted, this only applies to text messages sent to a quorum of the public body (and the sender counts as one). But the smaller the public body, the more likely this is to be an issue!

And this even becomes a bigger issue when you consider what happens if the public governmental body is supplying the telephone to the member for "official" use. Clearly, emails that go through a ".gov" email account are retained within the server as public records, just like any other record retained by that public body. But what happens to these text messages within the telephone?

The Sunshine Law doesn't address this issue at all, primarily because record retention issues are not a Sunshine Law issue but

are within the scope of the Secretary of State's office in its Record Retention area, which are contained in the State Regulations that can be found on the Secretary of State's website under Title 15-Elected Officials, Division 30-Secretary of State, chapter 45, section 15 CSR 30-45.020. Basically, that regulation tells us that there are massive amounts of rules relating to records retention for state and local government. There are links to find them, but reading them would take forever.

I did take a few minutes to glance at them and I cannot easily find information relating to local government record retention periods and/or whether the rules as they are written even encompass obtaining and/or retaining records relating to telephone text messages.

But if I were to guess, based on what I know about telephone text messages and the bills I get each month, I suspect most public bodies simply get a bill mailed to them for the service and I doubt, unless they go into a website and print out detail, they even have a record "retained" in their offices as to text messages sent and received. I don't even know if it is possible to obtain a printed copy from my cell phone service provider as to what messages were sent or received without making a special request of the provider.

So unless members of the public body are somehow sending those text messages to the custodian who is technically storing them in some fashion, I imagine there is no "transmitting" of those messages to the custodian and also no storing of those messages for records purposes under the Sunshine Law taking place today. And that strikes me as a major problem with the Sunshine Law in 2017!





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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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***Saturday only - skip registration fee and pay only \$50 total per person to attend Saturday sessions and lunch**

Convention Cancellations: cancellations received by Friday, August 18, 2017 WILL BE entitled to a refund. Cancellations may be faxed to 573-874-5894 or emailed to kwilliams@socket.net. Cancellations received after August 18, 2017 are NOT entitled to a refund.

Deuct \$75 Active/Friend/Associate Registration Fee or \$20 off Retired Member Registration if registration is post marked by August 18, 2017.
Pay base registration once per group.

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