

MIP

MISSOURI PRESS

NEWS

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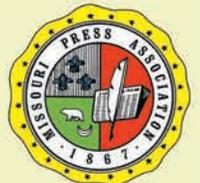
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Treat legislators like a neighbor; they often are

"No one needs to tell me about the importance of the free press in a democratic society or about the essential role a newspaper can play in its community." — Robert Kennedy

Our role with our state legislature is an interesting one. These are (by and large) affable folks with lots of interesting perspectives and knowledge.

They got into office based on a wide variety of skill sets and passions. Engaging them on any level is good for us. It is good for your community, good for Missouri and good for newspapers. We need them to know that we are people, and that our newspapers are small local businesses that provide local jobs. We are, for the most part, passionate local advocates who volunteer time and energy and money to grow our communities.

When they know us as people, when they know us as staples of our community, when they know us as drivers of jobs and commerce they are more likely to hear our words and take our concerns to

heart. This takes work on our part. Most of all, it takes time. One of my favorite affirmations is: Dig the well before you're thirsty. It is right up there with "as ye reap, so shall ye sow." It means that we must plan and prepare. It means that our first contact with a legislator should not be to ask them for a favor or to register a concern. We need to put ourselves in their shoes, whenever we can, and think how we would like to be treated were the tables turned.

I am not saying anything special or anything that past presidents have not penned to you in these pages. I am sending you this reminder that while we all get busy and get pressed with the business of life, we cannot forget that we are the local face

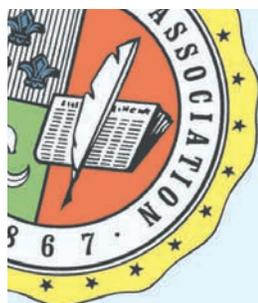
sibilities. One of them is to contact that freshman legislator, whom you have been meaning to call and meet for coffee. To contact him or her this week for no particular reason but to put a face to a name and be neighborly. To contact them with enough regularity that they know us for who we are: great people in the local community.

On another note, thanks to all who ventured to Jefferson City for the annual Day at the Capitol. I certainly appreciate your time and effort, as does the rest of the Missouri Press Association board.

Our next opportunity to convene will be the Missouri Advertising Managers' Association annual meeting April 6-7 in Columbia. You can register by calling the MPA office or by visiting our website. Always a good time and a great opportunity to learn and to network. A nice program is planned and you will not regret your time.

I leave you with this thought from Arthur Miller: "A good newspaper, I suppose, is a nation talking to itself."

"When they know us as people, when they know us as staples of our community, when they know us as drivers of jobs and commerce they are more likely to hear our words and take our concerns to heart."



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TIME IS RUNNING OUT MARCH DEADLINES APPROACHING



Nominations are being taken now for the top awards of the Missouri Press Association and Foundation:

- Missouri Newspaper Hall of Fame
- Missouri Photojournalism Hall of Fame
- Outstanding Young Journalist

Nominations must be in by March 31.

DOWNLOAD NOMINATION FORMS AT
mopress.com/current_forms.php.

Each of the nomination forms includes the criteria for selection. Contact Matthew Barba by phone at 573-4449-4167, ext. 302, or by email at mbarba@socket.net with questions.



Applications for the Internship Grants Program must be received on or before March 31.

If your newspaper is interested in hosting an intern, please go to mopress.com/current_forms.php to download the intern form.

If you have questions please contact Melody Bezenek at 573-449-4167 ext. 303.



Meet Missouri Press' newest board members

Jane Haslag takes seat as MPA's new secretary

Missouri Press Association Board of Directors' new secretary, Jane Haslag, has long had a history with the *Jefferson City News Tribune*, with it first being delivered to her family farm growing up and now as marketing director for the state's capital city newspaper.

Haslag remembers her mother reading the *News Tribune* to her as a child, which helped establish an appreciation for "having the world delivered to your door daily." Haslag's own love of English and the written word meant she knew someday she would work for the *News Tribune*.

While she eventually worked her way up through the newspaper's hierarchy, Haslag started with the *News Tribune* at the bottom: her first job was in the mailroom after school. That role was followed by stints in



Jane Haslag

the classified and then retail departments before finally become marketing director.

She credits Betty Weldon with pushing her to be her best but inspiring loyalty by supporting her employees when they needed it. Haslag said Weldon's guidance is the reason for much of her own success.

On Jan. 1, central Missouri native Haslag became secretary of MPA's Board of Directors, joining the board with the *Grandview Advocate's* Mary Wilson (see story below) as its newest members.

As Missouri Press Association moves into its 151st year of operations, we asked Haslag to tell us about her history with newspapers.

What is your favorite part about working in newspapers?

I always tell new employees that you

will love it or hate it, and you'll know right away which it is. One either thrives on the fast pace and deadlines or buckles under them.

I would be bored anywhere else. I enjoy that no two days have ever been alike and not knowing what that next challenge will be.

I absolutely love my newspaper family and the bonds we've formed. No one of us can put out a newspaper. It takes such amazing teamwork, not once a week or once a month, but every single day.

What do you see is the greatest challenge facing newspapers today?

Revenue generation continues to be at the forefront for me. I often tell the story of when I started at the *News Tribune*. At that time, there were three channels on my television, 12 radio stations in my car and one newspaper.

Continued on Page 15

Mary Wilson will serve as board's new treasurer

From young days of working with her English teacher mother on the high school yearbook, *Grandview Advocate* editor Mary Wilson has always known she wanted to tell stories.

At the beginning of 2017, the Kansas City-area native became treasurer of the Missouri Press Association Board of Directors, one of two new members to join the body that oversees the press association's operations.

Wilson grew up in Grandview, graduating from high school there and studying broadcast journalism at Northwest Missouri State University. After college, she was the managing editor of the *Raymore Journal* before family purchased the *Advocate* in 2012, where she has been the editor ever since.

She is a proud member of the Society of Professional Journalists and the Kansas City Press Club.

In addition to her work at the newspaper, Wilson is president of Grand-

view Main Street, Inc. and development coordinator for Grandview Education Foundation. She is also involved in the Grandview and South Kansas City chambers of commerce.

On top of everything else, Wilson says her 11-year-old son Michael also keeps her busy.

As Missouri Press Association moves into its 151st year of operations, we asked Wilson (and also new MPA board member Jane Haslag, see above) to tell us about her history with newspapers.

How did you get into newspapers? Was this something you always knew you wanted to do?

When I was a little girl, my mom, an English teacher, was also the high school yearbook sponsor. I remember helping her and her staff pore over photos of kids, write captions and

work on layouts using pica rulers and clip art books.

In second grade, I declared that I wanted to be Harris Faulkner (she was on Kansas City's WDAF-TV 4 at the time) when I grew up. Be it yearbook, television or whatever medium, I always knew I wanted to tell stories and writing has always been at the forefront

of those passions.

What is your favorite part about working in newspapers?

I love meeting the people in my community. I love telling the good stories, and the history, of the people and places I call home. I'm naturally nosy to a fault, so asking people questions or getting them to open up to me in ways they wouldn't otherwise, and sticking my nose in people's business, are what make this job fun.

Continued on Page 15



Mary Wilson

Ahrens: Journalism's future builds on its past

By Matthew Barba
Missouri Press News

Perhaps now more than at any other time in recent memory, scrutiny of the press is drawing many to wonder about the future of journalism in America and what form it will take.

Being a reporter is consistently ranked among the worst professions by publications such as *Forbes*, and the stress of the job, along with declining growth, are often cited as reasons the work ranks so poorly. But for many in the industry, there is a certain love of the job that transcends all the negativity and keeps people plugging away at stories day after day.

Finding future generations of journalists, and retaining existing ones, while cultivating in them that love for the work is key to the future survival of newspapers, according to Zach Ahrens, publisher of *Topeka Capital-Journal* and a presenter at Missouri Press Association's upcoming 151st Annual Convention and Trade Show. The theme of the convention is "Headlining Tomorrow" and will be held Sept. 28-30 at University Plaza in downtown Springfield.

Newspapers are a "niche product sent to the masses," Ahrens said, and it is important to think about how to package and present content in a way that today's society will consume.

"People used to read the newspaper cover to cover," he said. "Now there's more competition for people's time."

Ahrens' presentation will be "Building Next Generation Loyalty Through Sustaining Innovation," and while much of it will focus on the disruption the newspaper industry is going through, he will also cover how outlets can seek to retain journalists, what innovation at newspapers looks like and ways to build audience engagement using tools that did not exist five or more years ago.

"I grew up in the business on the sales side, so I'm a people and marketing guy, focusing on the audience," Ahrens said. "I'm not a journalist but I think there are five ingredients that when com-

bined provide the greatest value for our audience."

Those five basic ingredients include reach, frequency, audience, brand and content, and much like newsrooms cannot survive without advertising (and vice versa), each of Ahrens' ingredients works in tandem to build on the value that readers of a newspaper, its website and social media profiles receive.

"All of them are inter-related and you can jump in on any one, but they all build on what we can do to better engage our audience," Ahrens said.

Building on Ahrens' five ingredients is a different way of looking at hiring journalists. In the future, he said, emphasis will be placed more on personality, rather than on specific skillsets.

"For future journalists it will be more about how to communicate the message and celebritizing your byline so that people know there's credibility and a presence behind it," Ahrens said. That presence will also play out on

social media, providing a human element that goes beyond writing a story.

It is important to note that Ahrens' ingredients for audience engagement do not apply exclusively to young journalists.

"I think Bernie Sanders is a good example of what to consider because during his campaign, he attracted a younger audience and analyzed how Millennials responded to his message," Ahrens said. "You don't necessarily have to be 'digital people' to make this work, but it's about the attitude and the ability of an individual to attract an audience."

The "perfect combination" for the evolution of journalism, he said, is young journalists working with legacy writers to not only increase audience engagement through new tools but also exchanging knowledge to preserve what has made journalism one of society's most venerated professions.

Ahrens said by building on the foundation of journalism with tomorrow's tools, it is possible to present content in a manner that is consumable to vast

audiences on multiple platforms while maintaining the industry's utmost levels of integrity for investigating, informing and entertaining.

"A quick post to social media or an AI centerpiece require the same careful vetting, sourcing and factual reporting," Ahrens said. "The digital dissemination of content does not lessen our journalistic responsibility to produce factual and quality work."

Headlining Tomorrow

Kristie Williams, MPA's member services director, said that in addition to Ahrens, other speakers and demonstrations are being planned for this year's convention, with an emphasis on future journalists.

"The reason we went with this year's theme is that last year's theme with the 150th convention focused heavily on the past," Williams said. "We felt it was time to look toward tomorrow and what newspapers can do to address the next generation of journalism."

Williams said Ahrens comes with great references from other press associations that have used him and his message about marketing to and employing Millennials, which helped shape the convention.

Additionally, this year's convention will feature sessions that focus on the changing face of news gathering.

"We are hoping to have a breakout session on drone journalism," Williams said. "It's been a while since we've done anything regarding drones and a lot has changed since we last covered the subject."

Although speakers and sessions are great reasons to attend any convention, this year's event in Springfield will afford MPA members a unique opportunity as the Thursday night, Sept. 28, Missouri Press Foundation fundraiser will be hosted at the downtown Mother's Brewery.

"We're going to keep it light, keep it fun. There will be food trucks and the setting of the brewery we think is something people are really going to enjoy," Williams said. "After all, it's not every year a newspaper publisher who has a brewery becomes president of the press association!"



Zach Ahrens

Missouri Press hosts Day at the Capitol

By Missouri Press Staff

For the 27th year, Missouri Press Association, along with The Associated Press, hosted Day at the Capitol, which brought more than a hundred journalists to the Missouri Capitol for a chance to hear from statewide elected officials, including Governor Eric Greitens.

The meeting with Greitens, which took place in the Governor's Office, was one of the first opportunities Missouri journalists have had for an open question-and-answer session since he took office in January.

Questions ranged from the amounts of donations to Greitens' inauguration celebration to the administration's ideas for the prison system.

MPA members were also able to pose questions to Secretary of State John R. "Jay" Ashcroft, State Auditor Nicole Galloway and Lt. Governor Mike Parson.

Ashcroft spoke to the issue of public notices, including a fiscal note filed with pending legislation that says two state employees would be able to process all of Missouri's public notices, as well as initiative petitions and voter photo IDs.



Jay Ashcroft

Similar to last year's Day at the Capitol, Galloway took the opportunity to announce several new audits her office is undertaking, the results of which will be made available in the coming months. She also spoke briefly on steps that are being taken to give the audits her office produces more teeth when it comes to enacting change.

Lt. Governor Parson spoke about his recent office renovations and the need to maintain state buildings but a majority of his time was spent talking about veteran benefits. Parson said he thinks more can be done to keep veterans in their home communities, which means looking at the bureaucracy that prevents the state from working with the federal Veterans Administration.



Jeff Schrag, left, Missouri Press Association president and publisher of *The Daily Events* in Springfield, introduces Governor Eric Greitens during a question-and-answer session in the Governor's Office March 2 during MPA Day at the Capitol. At right, the governor took time to shake hands with each MPA member coming into his office for the session, including former MPA Executive Director Doug Crews and Jean Maneke. (Staff photos)



Membership Application For Consideration

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

Maries County Advocate, publisher Dennis Warden, Warden Publishing Co. Inc., 106 E. Washington, Owensville, MO 65066, dwarden@wardpub.com, 573-437-2323.

Maries County Advocate is published weekly (Wednesday) and has a circulation of 1,000.

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 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

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
 Dawn Kitchell: NIE & Education Director, dawn.kitchell@gmail.com
 Doug Crews: Legislative Director, dcrews@socket.net

More from Missouri Press' Day at the Capitol

In honor of many years of service



Millie Aulbur, left, director of citizenship education for The Missouri Bar, was recognized by the Missouri Press Foundation for her 15 years of helping Newspapers in Education to create more than 128 civic education features on the foundations of citizenship and American history. Missouri Press Education Director Dawn Kitchell presented a plaque to Aulbur March 2 during Day at the Capitol.



Lieutenant Governor Mike Parson, a former state senator from Bolivar, talks with former MPA Executive Director Doug Crews before addressing MPA members March 2 in Jefferson City for Day at the Capitol. Also pictured are Dave Berry, publisher of the *Bolivar Herald-Free Press*, and Jason Hancock, Capitol reporter for *The Kansas City Star*. (Staff photos)



Members of the Missouri Press Association and Service boards of directors met March 1 in Jefferson City for their first meeting of 2017. Those attending include Jacob Brower, Mike Jensen, Mary Wilson, Jane Haslag, Dennis Warden, James White, Mark Maassen, Trevor Vernon, Jeff Schrag, Tianna Brooks, Kevin Jones, Phil Conger, Donna Bischoff, Liz Irwin and Vicki Russell. The boards will next meet June 16 at Lake Ozark. At right, former MPA President Dennis Warden presents current President Jeff Schrag with a satchel, a long-standing tradition among the organization's leaders.



Gov. Eric Greitens met with about 100 journalists, mostly Missouri Press members but also some broadcasters, during the March 2 Day at the Capitol. He spent about 28 minutes with reporters, who asked a range of questions about economic development, prison reform, transportation and infrastructure improvements, and education.

BE A PAGE BUILDER



There is still time to sign up for the 2017 Page Builders Program!

Visit www.mopress.com/foundation to download the Page Builder form. Return the completed form to Missouri Press Foundation, 802 Locust Street, Columbia, MO 65201.

THANK YOU TO THE 2017 PAGE BUILDERS

THE ADVERTISER • ARNOLD IMPERIAL LEADER • BETHANY REPUBLICAN-CLIPPER • BOLIVAR HERALD-FREE PRESS
BOONE COUNTY JOURNAL • BUFFALO REFLEX • CALL NEWSPAPERS • CEDAR COUNTY REPUBLICAN
CHRISTIAN COUNTY HEADLINER-NEWS • COLUMBIA MISSOURIAN • CUBA FREE PRESS • THE DAILY EVENTS
FOCUS ON OAK GROVE • GASCONADE CO. REPUBLICAN • HOUSTON HERALD • THE INDEX • JEFFERSON COUNTY LEADER
THE JOPLIN GLOBE • THE KANSAS CITY STAR • LEBANON DAILY RECORD • THE MARSHFIELD MAIL
THE MOUNTAIN ECHO • NORTH MISSOURIAN • THE NORTHEAST NEWS • THE ODESSAN • OZARK COUNTY TIMES
SAINT JAMES PRESS • SLATER MAIN STREET NEWS • ST. LOUIS AMERICAN • ST. LOUIS POST-DISPATCH
STEEVILLE STAR-CRAWFORD MIRROR • THE TIPTON TIMES • TRENTON REPUBLICAN TIMES
VERSAILLES LEADER-STATESMAN • WASHINGTON MISSOURIAN

SCRAPBOOK



• **Fayette** — The *Fayette Advertiser* was burglarized in mid-January after a suspect who is believed to have broken into several businesses in the community entered the newspaper office and stole \$10 the first night. After the initial break-in, newspaper staff placed a trail camera in the offices and captured pictures of the suspect the following night; another \$3 was reported stolen the second night. Police were able to locate and arrest the suspect based on pictures taken by the newspaper office's camera.

• **Liberal** — The *Liberal News* has suspended publication due to an injury suffered by Darvin Weaver in 2016. Weaver told Missouri Press in January that until his leg is healed, he is unable to run the press and will not be able to produce a newspaper.

• **Dunklin** — In February, readers of the *Daily Dunklin Democrat* began receiving their newspapers on a new publication schedule, which includes

Tuesday, Thursday and Saturday. Subscribers continue to receive their newspapers via the U.S. mail, as well as being able to purchase them at various rack locations. The newspaper's website, www.dddnews.com, will be used to augment coverage and provide timely updates on breaking news.

• **St. Louis** — The *Post-Dispatch* began offering voluntary buyouts to up to 10 non-union employees at the end of January. The buyout is good for employees at least 55 years of age and with at least 10 years of employment by September 2017.

• **Versailles** — Pipistrelle Press, publishers of the *Versailles Leader Statesman* and *Morgan County Press*, gave away free pocket-sized copies of the U.S. Constitution to people in the community. Publisher Bryan Jones wrote in a column that every American should have a copy of the document and wanted to eliminate any excuses by making them available for free.

The booklets contain the full text of the Constitution, as well as important dates in America's formative years and quotes from the country's Founding Fathers.

• **St. Louis** — The *Labor Tribune* won four national labor journalism excellence awards, including a first place award in writing for Best Series for State/Local Publications. The labor newspaper also received two second place awards, one for writing with Best Series and another in visual communications for Best Front Page. A third place prize was also garnered in visual communications for Best Illustration.

• **Union** — Gregg Jones, managing editor of *The Missourian*, was named Outstanding Young Person at the Union Distinguished Service Awards. Before taking over as managing editor for *The Missourian*, Jones was editor of the *Union Missourian* for 12 years. He started his career with the newspaper group in the St. Clair office. Jones' work for the newspaper to keep the public informed and his service in the community were cited as reasons for his receiving the award.

OBITUARIES



California

Shelley Gabert

Shelley Gabert, 55, of California died unexpectedly Thursday, Jan. 12, 2017, in Jefferson City. A Missouri School of Journalism graduate, she worked in New York, St. Louis and Los Angeles before returning to California, Mo. To be closer to her family. While she had a strong passion for the film industry and wrote in many trade publications, most recently she was editor of *HER Magazine* and a contributing writer to the *Jefferson City News Tribune*. She is survived by her mother and stepfather, Judy and Nelson Bo-



chard; and many other family and friends.

Clinton

William Cason

Former Missouri State Senator William J. Cason, 92, of Clinton, died Jan. 4, 2017. He served 16 years in the Missouri State Senate, from 1960 to 1976, including as the Majority Floor Leader of the Senate and President Pro Tem. During his years of service, he introduced various legislation to improve the lives of Missouri citizens, including sponsoring the Open Meetings and Records Law. Commonly known as the "Sunshine Law" today, the bill requires governmental operations at every level to be open to the public.

Hutchinson, Kan.

Rick Alm

Raymond Rickey "Rick" Alm, 68, died Feb. 16, 2017. A reporter for *The Kansas City Star*, his life profession was journalism and he was described by colleagues as a "reporter's reporter." Among the awards and accolades he earned was a Pulitzer Prize. A U.S. Army veteran, he served for three years, including two years stationed in Germany. He is survived by four children, 10 grandchildren and many other family and friends.

Overland Park, Kan.

David Cox

David Michael Cox, 78, of Overland Park, Kan. died Feb. 16, 2017. He was a salesman for *The Kansas City Star*, where he retired from. He is survived by two children and several grandchildren.

ON THE MOVE



• **Springfield** — Paul Berry, former executive editor of the *Springfield News-Leader* and member of the Missouri Press Association Board of Directors, has taken a job with Swift Communications in Greeley, Colo. Berry will be audience engagement director for the company's 19 newspapers in Colorado. In addition to being an MPA Board member, Berry served on the Ozark Press Association Board.

• **Norborne** — Norma Jean Wagner, a staple at the *Carrollton Democrat* for 64 years, retired in January. Over the years, her duties included everything from reporting to typesetting to page layout to delivering papers. She began working at the newspaper in 1953 after high school.

• **Joplin** — Mike Beatty, publisher of *The Joplin Globe*, has been appointed senior vice president of operations by Community Newspaper Holdings Inc. In addition to remaining the publisher at Joplin, Beatty will oversee CNHI's 16 newspapers in Oklahoma.

• **Kansas City** — Bryan Lowry was hired as *The Star's* lead political reporter, which had previously been held by Dave Helling. Lowry was previously a correspondent for the *Wichita Eagle*, also a McClatchy publication, and his



reporting on the handling of the Kansas governor's budget led to a change in that state's open records law. Lowry will continue to cover political news and personalities in Kansas, as well as write about issues in Jefferson City, Washington, D.C. and across the country. He earned a master's degree from Northwestern University and previously taught English in California for three years. Helling was named to *The Star's* editorial board, opening the lead political reporter spot for Lowry.

• **Paris** — Paula Bichsel has been named publisher of the *Monroe County Appeal*, a Lewis County Press, LLC publication. *The Monroe County Appeal* will mark 150 years in business during 2017.

• **Columbia** — Rustan Burton has been named the new publisher of the *Columbia Daily Tribune*. Previously publisher of the Juneau, Alaska *Empire*, he succeeds Mark Hinueber, Columbia's interim publisher since the purchase by Gatehouse Media in October. Burton has been in the newspaper industry for nine years and his family will move from Alaska at the end of the school year.



• **Hannibal** — Dan Crockwell, a veteran newspaper executive, joined the *Courier-Post* as regional circulation director. Previously publisher of the *Monroe County Appeal* and *Ralls County Herald-Enterprise*, Crockwell will direct circulation, distribution and transportation functions for all properties in Gatehouse Media's North Central Missouri division, which also includes the *Mexico Ledger*, *Moberly Monitor-Index*, *Boonville Daily News*, *Chillicothe Constitution-Tribune*, *Kirksville Daily Express*, *Linn County Leader* and the *NEMO Trader*.

• **King City** — Brent Johnson has joined Pearl Publishing, Inc. as the group's newest full-time journalist as of January. In addition to being a sportswriter and photographer, including writing a weekly column, he will work as an advertising designer for the *Tri-County News* and will manage page layout for its sister publications, *The Albany Ledger* and *The Grant City Times-Tribune*. Johnson also operates his own independent graphic arts firm.

• **Neosho** — Dannie Oliveaux, managing editor of the *Neosho Daily News*,

has moved to Texas to become publisher of two weekly newspapers there. Oliveaux became editor of the *Daily News* in October after more than a year as sports editor of the Miami, Okla. *News-Record*.

• **Columbia** — Tom Warhover stepped down as executive editor of the *Columbia Missourian* in January after 15 years in the position. Warhover will teach full time and conduct research at the Donald W. Reynolds Journalism Institute. Warhover oversaw the *Missourian's* transition to an "online first" publication. Mike Jenner, Houston Harte Chair at the journalism school, was appointed interim executive editor until a replacement is found.

• **Kansas City** — Matt Keenan, columnist for *The Star*, announced in January he would no longer be writing for the newspaper, instead focusing on practicing law. Keenan had been a columnist for *The Star* since 1999.

• **Maryville** — Cody Thorn joined the staff of the *Maryville Daily Forum* as managing editor in late January. Formerly a member of the *St. Joseph News-Press* sports staff since 2010, he also spent five years at the *Neosho Daily News* and began his career as a sportswriter at *The Joplin Globe* in 2000. A native of Joplin, while working toward his communications degree from Missouri Southern State University, Thorn was also sports editor for the weekly newspapers in Sarcoxie, Pierce City and Carl Junction.



• **Edina** — Echo Menges has been promoted to editor of *The Edina Sentinel*. She started at the *Sentinel* as a freelance writer and joined the newspaper as a reporter in June 2010. She is described by publisher Mike Scott as the driving force behind the publication. In addition to her other duties, Menges' role at the newspaper was expanded to include layout and design of pages and mentoring staff at other NEMOnews Media Group publications.



Missouri Advertising Managers' Association Meeting

**Holiday Inn Executive Center
2200 I-70 Drive SW.
Columbia, MO 65203**

Call by March 4 for reservations!
Special \$99 Rate for Missouri Advertising Managers' Association
573.445.8531



Thursday, April 6

- 11AM** | MAMA Board Meeting in hotel restaurant
- 1-2:30PM** | What advertising agencies look for when placing advertising
True Media CEO Jack Miller
- 2:30PM** | Special! Special! Hear all About Special Section Ideas!
James Sterling, Journalism Professor at Missouri School of Journalism
- 3:15PM** | Break
- 3:30PM** | Best Ideas Session | Bring your best ad ideas and get a chance to win a CASH prize!
- Est. 4:30PM** | Day Program Adjourns
- 6PM** | Reception
- 6:30PM** | Awards Banquet
- 8 PM** | Paint the Town! Make artwork while networking with the group! An art instructor will walk you through creating your very own masterpiece while having a blast!

Friday, April 7

- 8:30AM** | Breakfast Buffet
- 9:30AM** | Great Content for Revenue Generation
Bill Church, GateHouse Senior Vice President of News
- 10:45AM** | Break
- 11AM** | Missouri Press, Your New Digital Advertising Agency | Mark Nienhueser & Ted Lawrence of Missouri Press Service | Jeremy Patton introduced as new advertising placement manager and gives overview of programs
- 11:15AM-12:15PM** | Round Table Discussions
 - Making the Most of Sales Opportunities with Metro
Lou Ann Sornson, Metro Creative Graphics
 - Engagement is More Than a Click | Kevin Jones | The St. Louis American
Successful community engagement comes in many flavors. While digital efforts are important and need to grow, news connections and loyalty. And no, you don't have to be a big metro paper with a large staff to produce successful events. The benefit is not just about connecting your news organization to the community, but creating an opportunity for the community to come together and have an experience among themselves and your operation. Kevin Jones of the weekly St. Louis American will tell you how.
 - Mystery Round Table Discussion!



Jack Miller

True Media's fearless leader and founder attended the University of Missouri and William Woods University where he studied business, finance and marketing. Prior to launching True Media, Jack worked as Director of Sales, General Manager, and was a minority partner in the Premier Marketing Group. He is a serial entrepreneur who has won numerous awards for his leadership at True Media, including recognition by the Small Business Administration as a regional business person of the year.

True Media rose from humble beginnings in 2005, staffed by a handful of people (with extra large brains) and founded on the premise of offering clients more than "a media buy." True Media is a truly multi-national strategic communications firm, with offices in Calgary, Alberta; Minneapolis, Minnesota; St. Louis, Missouri; and Columbia, Missouri. They hang their hats on a worldly representation of media strategy that goes beyond borders, languages and cultures.



Bill Church

In 2016, GateHouse Media named Bill Church as Senior Vice President of News.

Most recently, Church served as Executive Editor of the award-winning Sarasota Herald-Tribune, where he elevated the quality of both print and digital editions of the newspaper. In recognition of his talent and contributions, Church was given the additional responsibility of Southeast Regional Editor for GateHouse Media in June 2015.

Bill has extensive experience in strategic leadership roles; nationally recognized as a media executive, innovator, diversity leader and mentor; accomplished public speaker, recruiter, and facilitator/moderator; organizational change agent, trainer, social media enthusiast, columnist, editor and market analysis work. Church is the current President of Associated Press Media Editors, a 2016 Knight Visiting Nieman Fellow at Harvard and a two-time Pulitzer jurist. He has been a longtime member of the Asian American Journalists Association and received the national Robert G. McGruder Diversity Leadership award in 2010. Church was named a McCormick Fellow in 2006.

Sources and resources for Missouri newspapers



Every Business Needs an Online Presence.
Contact Mark Nienhueser at Missouri Press.
mdnienhueser@socket.net
573-449-4167



The Missouri Bar
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For information about agriculture or issues affecting rural Missouri, call 573-893-1468.





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Enter the Better Newspaper Contest by March 31

The 2017 Missouri Press Foundation Better Newspaper Contest template is open and members can begin submitting entries. If you haven't yet, start submitting your entries for this year's contest now.

Don't wait until the March 31 deadline to enter your entries in the template.

All of the information about the contest — rules, categories, entry instructions — is at <http://www.mopress.com/contests.php>.

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

IMPORTANT: It is important to

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

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Tuesday, March 31, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

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

THREE TIPS TO MAKE UPLOADING EASY:

1. If you have entries that consist of more than one piece of content, combine them into one file. This will make uploading and judging much easier. This will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.

2. Make the category number the first element in the title of each entry.

3. Put all of your entries into a "Contest Entries" folder on your desktop.

Please read the instructions and category listings carefully!

MPA's 151st Convention is Sept. 28-30 in Springfield

After celebrating Missouri Press Association's milestone 150th Annual Convention and Tradeshow, this year's convention will look toward the future of newspapers and journalism in Missouri.

MPA's 151st Convention is Sept. 28-30 at University Plaza in downtown Springfield. More details about specific activities for each day will be announced in the coming weeks.

The Hall of Fame banquet will be scheduled for Friday, Sept. 29, while the

What you need to know — MPA's 151st Annual Convention and Trade Show

Sept. 28-30 University Plaza,
Springfield

Better Newspaper Contest Awards luncheon will be Saturday, Sept. 30.

Nominations for MPA's Hall of Fame, Outstanding Young Journalists and Photojournalism Hall of Fame are cur-

rently being accepted and are due by March 31. Nomination forms are at mopress.com/current_forms.php or by contacting Matthew Barba by phone at 573-449-4167, ext. 302, or by email at mbarba@socket.net.

If you would like to be a sponsor or trade show exhibitor, contact MPF Director Melody Bezenek by phone at 573-449-4167, ext. 303, or by email at mbezenek@socket.net.

Convention information is also available at www.mopress.com/convention

Missouri Press Foundation

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

Society of 1867

Marjorie C. Blosser, Friends of Arrow Rock, Percy and Delma Pascoe, Dave Berry, Bill D. and Carlene Williams, Lila G. Gunn, Jeff Schrag, Gary and Helen Sosniecki, Tom and Marilyn Miller, Anne B. Ledbetter, Dennis Ellsworth, The Independent-Journal Inc., The Index Publishing Company, Shannon County Current Wave

In memory of Charlie Hedberg: Karen Philp, Doug and Tricia Crews, R.B. "Bob" and Patricia Smith, Dave Berry

Photojournalism Hall of Fame

Tom and Susan Strongman, Windhover Photo Journalism - William C. Hankins, Jean Shifrin Photography

Newspapers in Education

First State Community Bank, Homeyer Precision Manufacturing Co., National World War I Museum & Memorial

New Board Members: Continued from Page 4

Haslag says newspapers need to tell their stories

Today, I get 160 channels on my TV and I DVR everything I watch. I no longer listen to radio, as I am a fan of podcasts and Audible but would hate to guess how many stations I could receive in my car. However, there is still just one newspaper.

There is no other media I'd represent. While it isn't new or shiny, if I told you that we were going to have reporters covering your local city, county and state government, as well as your local courthouses, school boards, library boards and local events – then we'll review all the national news and share what we think is most relevant to people who live in our market – then assimilate that together and print it out to deliver it to your home every day – well that may not be new or shiny but it's still really amazing!

That being said, we have to tell our story and remind people the valuable

role we play in a community. We have to look for new ways to serve our local businesses. We must pay attention to the digital world and consider ways to grow and reach new audiences. We have the opportunity to look at what we do in new ways and reach people we couldn't have before.

It is not the time to sit still.

What made you want to serve on the MPA board?

I was honored to be asked and feel humbled to help represent an industry I am so passionate about.

What is something most people don't know about you?

I love the outdoors. My husband and I go camping when we can and my goal is to visit every national park in the country and hike in every one of them. We have identical twin daughters and five grandsons.

Oh yeah, and I still live on that family farm I was raised on.

Wilson thinks maintaining reader confidence is key

In a way, we become “experts” on whatever it is we are writing about, and I know a lot about the way our city, schools and businesses run.

What do you see is the greatest challenge facing newspapers today?

With social media, our society is bombarded with information all day long. I think our biggest challenge is to remain relevant in a world where people are getting their news immediately from a variety of sources.

We have to maintain the confidence of our readers, so that as they are getting information from all over, they continue to seek news from a trusted source.

What made you want to serve on the MPA board?

I think, now more than ever, it is important for our industry to come together and bring forth a message of trust and integrity to our society. I want to be a part of cultivating that message, and I believe in the

importance of what Missouri Press provides its member newspapers, be it through Jean [Maneke's] legal hotline, fighting for our legal rights, Newspaper in Education programs and, most importantly, the opportunity the organization provides to collaborate and contribute to the greater cause: maintaining the profession of journalism and newspapers as a whole.

What is something most people don't know about you?

I love visiting old cemeteries. When I was a junior in high school, we went to one on a field trip and I was absolutely fascinated with a few different graves.

One in particular became the inspiration for a book I'm writing (that I'll have finished one of these days).

I like to find the most interesting gravestones and then visit local libraries to research the people buried to find out their story.



CALENDAR

2017

March

31 — Nominations for Hall of Fame, Outstanding Young Journalist and Photojournalism Hall of Fame Due

31 — 2017 Newspaper Internship Program Application Packet Due

April

6-7 — Missouri Advertising Managers' Association Meeting, Holiday Inn Executive Center, Columbia

June

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

September

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

Happy Newspaper in Education Week!

The first national Newspaper In Education Week was celebrated in 1983, cosponsored by the ANPA Foundation and the International Reading Association. Lesson plans were distributed to teachers through local newspapers and reading councils.

The National Council for the Social Studies joined the project in 1988 and curriculum was created to represent all three partners. Through the years, many other groups endorsed Newspaper In Education Week, including the national associations of elementary, middle and secondary school principals and administrators and the National PTA. The ANPA Foundation became the Newspaper Association of America Foundation and provided significant support for Newspaper In Education programs until it merged into the American Press Institute in 2012.

Through the past 34 years, Newspaper In Education evolved into a weekly, and sometimes daily program, especially when research by NAAF showed the greater frequency a newspaper was used in the classroom, the higher the gains on standardized test scores.

For 16 years, Missouri Press has been providing its newspapers content to integrate a weekly Newspaper In Education model. We publish a calendar each summer suggesting resources to support educators and parents in their use of the newspaper at school and at home. Most of those resources are provided to newspapers at no cost.

The Missouri Press Newspapers In Education site, mo-nie.com, contains an archive of more than 332 newspaper features created by MPA, 41 serialized stories, two monthly book columns, 11 teacher guides and 44 a la carte features from the syndicated "For the Kid in You" series.

MPA archived content includes features on Missouri learning standards, careers, civic education, geography, Missouri history, science, reading and student success and newspapering. For a directory of all MPA archived content and passwords to access the files, visit mopress.com or email me.



•••

So far 71 Missouri newspapers have taken advantage of the Reading Across Missouri project to introduce readers to "Jim the Wonder Dog." For the seventh year, Missouri Press has partnered with the National Newspaper Association Foundation to promote a parallel reading project to its membership. So far, 77 newspapers from 30 states have downloaded the "Jim the Wonder Dog" files.

The 8-chapter story is available free to newspapers through June. To access the story files, visit mo-nie.com and use the download code: **readm017**.

•••

On April 6, the United States will commemorate its entry into World War I in 1917. Under the command of Major General John J. Pershing, a Missourian from Laclede, more than 2 million U.S. soldiers fought to "make the world safe for democracy."

Missouri Press has been working for several years to partner with the National World War I Memorial and Museum in Kansas City to create a series of Newspaper In Education features to tell the story of World War I. We finally secured the museum's support late last year.

So far, the museum has not provided content to create a series of four half-page features scheduled for release this month. We'll be keeping everyone updated through the MPA website, MPA Bulletin and direct emails about the status of the project.

•••

March is Women's History Month and we've added four new features to the First Ladies of America series. Now

young readers can learn about Betty Ford, Rosalyn Carter, Nancy Reagan and Barbara Bush – bringing us to 40 First Ladies in the series donated to MPF by The Joplin Globe. To access any of the features in this series, visit mo-nie.com and use download code: **ladies**.

•••

On Aug. 21, a Total Solar Eclipse will sweep across the continental U.S. For Missouri, this is the first total solar eclipse since 1869, and for some parts of the state, the first eclipse since 1442.

Missouri Press will release a feature on the Great American Eclipse in May to help newspapers across the state share this scientific, historical and cultural phenomenon with young readers before they break for the summer. A second version of the feature will be available to publish the week leading up to the eclipse on Aug. 21, that will include information on safely viewing the eclipse.

For information on the Great American Eclipse, including a list of planned eclipse events across the state, visit <http://missouri.edu/eclipse>. Dr. Angela Speck, Professor of Astrophysics and Director of Astronomy at the University of Missouri, has put together an educational video (#14) at <https://itunes.apple.com/us/itunes-u/Saturday-morning-science/id525505899>.



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 Prososki, Gainesville; Jody Porter, Ava; David Burton, Springfield; Sharon Vaughn, Summersville.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Scott Seal, Porageville; 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, Les Borgmeyer, Columbia; First Vice President, Jacob Warden, Owensville; Second Vice President, James White, Warsaw; Secretary Suzie Wilson, Milan; Treasurer, Kristie Williams, Columbia. Directors: Bryan Chester, Columbia; Deb Baker, St. Louis; Kevin Jones, St. Louis; Past President Jeanine York, Washington.

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, Jessica Kopp, Missouri Western State University; Vice President, James Henderson III, Northwest Missouri State University; Secretary, Matt Mormann, Southeast Missouri State University; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Robert Bergland, Missouri Western State University.



A portion of registration fees from Missouri newspapers participating in Online Media Campus webinars benefits Missouri Press Foundation.

Upcoming Webinars

Engaging Readers Through Your Editorial Page
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Presenter
Michael Smith,
Spartanburg (S.C.) Herald-Journal

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The legal costs for Sunshine requests

The problems of reporters seeking access to public records are many. You know them all. Your requests get ignored or the response is slow. The public body claims the records are closed, but no valid exception is named. Or, as is often the case, the cost to do the search and make copies of the records exceeds your budget. All of these diminish public access.

There are no easy solutions. Until real penalties for failure to respond exist, some public officials will not meet the law's time requirements. Costs for copies will continue to be an issue. Journalists have learned to request electronic copies rather than paper copies in an effort to keep down the cost of photocopies. Staff time to find records can be reduced if journalists work more closely with public bodies to narrow the search request terms. But at times, journalists fear being too specific in a request, thus tipping off the public body about the subject of the story being written.

And then there is one component of the cost that has been an uncharted issue for some time – the cost for attorneys to review requested records to determine if they are open to the public or if they are subject to closure under the exceptions in Section 610.021. With all apologies to my profession, the cost of having an attorney review anything is significant.

For some time, I've wished for a case with facts that would allow bringing the issue of who pays for that review before a judge. It can be hard to find the right case when you have a specific

issue. But a year ago, I realized I had a case with a set of facts where this was going to be an issue the court could be asked to address. And as I worked on a motion for summary judgment in that case, I added that issue to the ones on which I wanted a court ruling.

Some public bodies believe the cost to review these for closure was part of the "search" costs and thus chargeable to the public. But I have argued that the Sunshine Law language is clear – public bodies are required to make the determination at the time records are created whether they were closed or open – it is the duty of the public body to segregate what is closed from what is open. That language is set out in Section 610.024.1, where a public body, after voting to close records (see 610.022) must maintain those records which are closed separate from open records.

Yes, public bodies may charge for research time, but research is defined in dictionaries as searching and identifying records. Case law in Missouri previously had not clearly addressed this issue, although there are references in several cases that hinted that the public body had this obligation. But in my client's motion for summary judgment on this issue, we argued that the language in the Sunshine Law clearly said that this separation of open from closed records should have happened at the time the records were created, that the law says that records should be stored so that it is easy to separate the open records from the closed records and if they have all been stored together and

the separation doesn't occur until a request is made, then it is the public body that must bear the cost to separate open records from closed records.

We were in the St. Louis County Circuit Court and the judge (Judge Barbara W. Wallace, who has since retired) ruled in early January 2017. And her ruling was clear that we were correct in our argument about this issue. "Plaintiff is responsible for the costs of electronically searching the records to determine which may contain information relevant to Plaintiff's request. These costs can include the staff cost for time spent searching the records, the cost of any medium used for duplication of the records, and any programming costs to retrieve the records including the actual programming costs required beyond the customary and usual level to comply with a request for records or information. Defendant is responsible for the costs incurred in having an attorney review the records to determine if the records contain confidential or privileged communication or work product," the Judge held.

Now the sad news. The defendant has not chosen to appeal this judgment, and so no appellate court opinion will exist on this issue. Circuit court opinions are only of precedence in the county where they were rendered, as opposed to appellate decisions, which may be used in other counties in that district (or, even elsewhere throughout the state) as offering important precedence to other judges. So this decision has limited value.

But I continue to argue that the basis which caused this judge to side with this interpretation is correct and will be upheld in the future. That day will yet come!

"There are no easy solutions. Until real penalties exist, some public officials will not meet the [Sunshine Law's] time requirements."



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