

MP
MISSOURI PRESS
NEWS

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My 'dream' job was always in my own backyard

Supporting young journalists is important for the future of journalism

Even some 40 years into my career, I still have people come up to me and ask what my dream job might be.

I think they are still waiting for me to tell them I aspire to become an editor at the Times, the Post or the Boston Globe.

But they will have to keep waiting. You see, I'm doing exactly what I told my high school journalism teacher I wanted to do and that resolve has never changed. I'm the editor of The Joplin Globe and I get to work for readers who live in communities that I've always cared about.

Whether you're an editor, a photographer, a publisher, a reporter or you help pay the bills through ad sales, there is nothing easy about the newspaper business. Long hours, uncertain futures and a seemingly growing list of critics all squawking "fake news" give us every reason to turn and walk away.

Or do they?

I tell many of the younger journalists in my newsroom that today is indeed our opportunity. We are able to report more quickly and through so

many different ways. We are no longer limited by print schedules, however we do have print for meaty, long-form stories that I think our readers not only want but deserve.

I find college graduates who are turning to newspapers so they can learn "shoe-leather" journalism. I have two such reporters in my own newsroom who came from other parts of the country specifically so they could better their craft. I find that encouraging for our future.

I think we could do more to pave the way for young journalists. That's why I'm an advocate for putting support behind efforts to protect student journalists' right to exercise freedom

of speech and of the press in school-sponsored media.

Last year, Rep. Elijah Haahr, a

Republican, introduced the Walter Cronkite New Voices Act. The bill would prohibit school officials from exercising prior restraints over student media unless the reporters were about to publish libelous or slanderous material, invade privacy, violate the law or incite a disruption at school. The bill didn't pass, but I am in hopes it will be back before legislators during this session.

Preserving the publication of public notices in newspapers will be another challenge in 2018 and one in which we are more than prepared to defend. I view it as a transparency issue for our readers. Without publication, many residents and businesses would not be aware of this information.

Working with members of the Missouri Press Association has only made my "dream job" better. The vast experience and knowledge within our membership is impressive and reassures me that we can find new solutions to challenges within our industry.

I am honored to begin this year with you. It is just one more way of working for the readers.

"I tell many of the younger journalists in my newsroom that today is indeed our opportunity. We are able to report more quickly and through so many different ways."

Carol Stark,
The Joplin Globe
MPA President



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MISSOURI PRESS NEWS (ISSN 00266671) is published every other month for \$15 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; email mmaassen@socket.net; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.

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From newsroom 'kid' to newsroom chief

In times of trouble, Carol Stark has found her work therapeutic

By Matthew Barba

Missouri Press News

In experiencing life's greatest moments and most difficult struggles, Carol Stark's newspaper career has in many ways reflected the lives of the community she has spent her entire life covering.

More than a decade after being named the *Joplin Globe's* first female executive editor, Stark has seen her career go from the "new kid" in the newsroom in 1983 to today's tested veteran journalist training the newspaper's next generation of leaders.

"I love what I do; it's gotten me through some really bad times," Stark said. "Last year, on Dec. 16, [2016], I found out I had a tumor the size of a tennis ball in me. On Jan. 4, I learned that it was indeed cancerous, and it wasn't until Jan. 24, they decided to try and get it out of me.

"All that time passes, how do you get through that?"

Stark said she got through her second cancer treatment, as well as her first cancer treatment more than a decade ago, the same way she was able to get through the pain that came from losing her parents and the sadness of her divorce.

"The way I've always gotten through is in this newsroom," she said. "You come to work and you work. It's something bigger than me that I can do, and that's what I've told my people: work can be very helpful in times of trouble."

Reflecting on the discussion of the day when national media professionals are being accused of sexual harassment, misconduct and more, Stark says she was lucky to never have any bosses who offered such treatment. What she did endure, however, was institutional sexism many women in this industry



Carol Stark's office at *The Joplin Globe* includes several items from her four decades working in the newspaper industry. In a place of prominence among them is a picture, at left, of a lifelong reader of *The Globe*, who even when she became ill found comfort in the newspaper's familiarity. Stark became editor of the newspaper more than 10 years ago. The position, she says, is her dream job and she could not imagine working anywhere else. (Staff photo)

and others have been subjected to through the years.

"I was a woman and I was the 'kid', so it was like, I was good enough to write features, I was good enough for this assignment, but it was really a battle to finally get past that," Stark said. "Even once I was named editor, I know there was a lot of dismissal, people saying 'she won't be able to do this job.'"

Even today, Stark said, she receives phone calls from the public asking for the editor and thinking she is just an assistant.

Leadership training

Although she is the first female executive editor for the Joplin daily, Stark said she stands on the shoulders of many women who came before her. Those women laid the

ground work for her to be where she is today and helped her establish the principles she uses to guide a newsroom full of many young journalists.

"I've morphed from the new kid on the block to now I have a lot of new reporters, a lot of 25-30 year old reporters, who not in 20 or 25 years, but in five years, will be leading this establishment," Stark said. "So a big part of my role right now for the continuation of what we do and how we do it, is to get them up to speed to ensure that the legacy of this great newspaper continues through them."

Change is coming much more quickly than it did in the past, Stark said, partly because of the way the profile of her newsroom changed in recent years.

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"A lot of the middle-aged people have dropped out. They were worried about the future of the business, so they left," she said. "Now there's this big gap. We're going to have 30 and 35-year-old editors, rather than waiting until someone is 45 or 50 to put them into that role."

While the average age of the newsroom is younger and technological advancements seemingly come one right after another, Stark said the tenants of proper journalism remain the same.

"Several of my young reporters have come to me and said, 'Carol, I want to learn how to do shoe leather journalism,'" Stark said, explaining that she has run "beat workshops" to teach newer employees how to look for regular sources in the community.

Good journalism, Stark said, takes time because everyone has a story to tell, and sometimes getting those stories told takes more than just a single conversation.

"I told them how I ran a beat many years ago: I had different cafes, different places I would stop in," Stark said. "So many of them said they didn't see how it was possible to do it like that, but I told them once you start doing it that way, the stories will come pouring in."

"Social media is really important for giving you tips, but we've also found out that you cannot depend on it, don't depend on the Web," Stark said. "You cannot sit in this newsroom and do your job via computer. You also can't get caught up in the things you see on social media."

"Use it like you would any tip: you go and check it out," she said.

Media's new voices

While telling the stories of the community is one of newspapers' roles, watchdog journalism is becoming increasingly important when misin-



Carol Stark has worked at *The Joplin Globe* since 1983, much of that time side-by-side with Andy Ostmeier, the paper's current metro editor. Together, along with the newspaper's other staff, they were able to work through the aftermath of the 2011 tornado that devastated their community, while continuing to publish the newspaper. (Staff photo)

formation, or "fake news," is so widespread, rampant and damaging.

The role of watchdog has been especially important for Stark and the *Globe* in recent years as Joplin has recovered and rebuilt following the May 2011 tornado. Causing 158 deaths and the costliest tornado on record, it left the community and its citizens devastated.

For Stark, it was the biggest story of her career, and it tested the resolve of her newsroom staff. She praises the efforts her staff put forward at that time, even when some had lost their homes and all were shaken by the destruction.

"That first night was the test of people who had lost their homes," Stark said. "I have never, ever worked with a finer group of people. Nine people lost their homes, and we had one who lost their life."

But we did not say, in the face of disaster, that we are just a small newspaper and can't do everything."

A documentary, "Deadline in Disaster," produced by Missouri Press Association, focused on *The Globe*

newsroom's story following the tornado. Stark said many editors seek out her advice following natural disasters in their own towns, and the *Globe's* parent company, Community Newspaper Holdings, Inc., has sent her to other communities to help sister publications' newsrooms.

The Globe's work after the tornado, however, illustrates another point Stark thinks is becoming increasingly important as online news consumption becomes ever more prevalent. That is: the journalism a newspapers produces has value and costs that have to be covered.

"This notion of not paying for news is frustrating to me. You wouldn't fathom going to the grocery store and saying I want this milk for free," Stark said. "A lot of people think anything that's online should be free."

Even with a metered paywall offering up a limited number of free articles each month, Stark said some visitors to the *Globe's* website still want the information the newspaper produces without paying.

"What we do is valuable enough that it should still have a price," she said.

For Stark, bringing together traditional journalistic values and training future journalists has been a mainstay of her career since the beginning.

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A gift from one of her younger employees, Carol Stark received this mask as a symbol of her strength in the face of struggle, including being diagnosed twice with cancer.

After 19 years, Missouri Press says goodbye to Karen Philp

'Voice of MPA' retires after 19 years as bookkeeper, office manager

By Matthew Barba

Missouri Press News

When Karen Philp joined Missouri Press two decades ago, she had two loves: reading and math. Joining MPA, she remembers thinking at the time, would allow her to combine those two loves.

"I was floored when I first got the job, but then I was terrified," Philp said, explaining how the person who helped point her to the job left a few months after she started.

Still, she loved her position as the "voice of Missouri Press," keeping the company's books, answering phones and serving as the first person many visitors to MPA's downtown Columbia offices meet.

"I've never been bored in all this time, there's always been something interesting for me to see and do," Philp said. "I've loved watching all the cool cars drive by the front windows and all the strange and funny college kids who walk by."

"There's just so many great things in downtown Columbia, I'm going to miss the interactions I get with people and the general downtown atmosphere," she said.

Perhaps most of all, however, Philp said she will miss MPA's members, many of whom she first got to know by voice over the phone.

"I have always loved visiting with our members, I knew people by their voice long before I ever got to meet most of them," Philp said. "Some of them have tried to trick me. Bruce Wallace in Ashland, he tricked me once. Dave Berry, though, he can't disguise his voice."

Former MPA Executive Director Doug Crews said Philp's phone exchanges with members were something they would regularly tell him were appreciated.

"She became the voice of MPA, and I've had a number of members share



Karen Philp celebrates her retirement from Missouri Press during a gathering at the association's downtown Columbia offices on Friday, Dec. 22. Philp was recognized with a plaque commemorating her 19 years of service, as well as joined by several longtime co-workers, including fellow recent retirees Doug Crews and Kent Ford. Philp's plans for retirement include traveling and spending time with her grandchildren. (Staff photo)

with me their compliments about Karen's cheerful, helpful ways on the phone," Crews said. "When we installed an automatic answering system at the office, I knew many callers and I would miss Karen's cheerful personality on the other end of the phone line."

Crews added, "I know many MPA members join me in wishing Karen a happy retirement!"

In addition to changes to the telephone system, Philp said email and social media mark the biggest changes she has seen since being at MPA.

"I still have half-a-dozen of my business cards from when I first started that don't have an email address on them," she said.

Philp's plans for retirement include traveling for a couple years with her mother.

"As long as she's able, that's something we want to do together,"

Philp said. "After that, I might look for a part-time job eventually."

Maybe she will look downtown, and if she does, she muses, it will be interesting to see how everything has changed. Maybe, she adds with a smile, there will be even more places to eat.

"The changes to downtown have been continual since I started," she said. "But one thing has remained: there are some phenomenal places to eat within walking distance of this office."

A commemorative plaque recognizing Philp's service to Missouri Press was presented during her going away party in late December. Executive Director Mark Maassen said the plaque was a small token of the appreciation that countless individuals in Missouri's newspaper industry have felt toward Philp and the help she has given MPA's members.

Continued on Page 7

"We at Missouri Press are extremely grateful for the hard work that Karen has done over the last 19 years. She has been dedicated to this organization and our members," Maassen said. "While she has been diligently training her replacement, we won't ever forget the impact Karen has had on Missouri Press."

Missouri Press' new faces

Replacing Philp in keeping Missouri Press' books is Marcie Elfrink, who first came on board in October part-time to begin learning the ins and outs of MPA and its affiliates.

With eight years in public accounting, as well as a master's of science in home economics with an emphasis in family development, Elfrink has settled well into her role of keeping the Missouri Press offices running from day to day.

"Taking over this position is a lot of responsibility, but I look forward to

working for Missouri Press' members and with our clients," Elfrink said.

Originally from the Chicago suburbs, Elfrink and her husband have called Missouri home for the last 20 years. They have four children, the oldest of which attends Truman State University, while the younger siblings attend school in Columbia.

When she is not working, Elfrink can be found on the



Marcie Elfrink

sidelines of soccer fields and basketball courts, or in the stands of track and field meets cheering for her children. She also enjoys volunteering in numerous positions in Columbia.

Also new to Missouri Press is Keeley Dority, MPS' new media coordinator, who joined the organization in late November.

A southpaw from North Little Rock, Ark., Dority developed a

passion for writing and journalism through her high school newspaper, The Tiger, and in English courses.

Her passion helped with her decision to attend the University of Missouri and major in magazine journalism.

Dority graduated in spring 2017 and decided to stick around Columbia, allowing her to join MPS when Sean Roberts, MPS' former media coordinator,

took a reporting job with The Courier-Tribune, the successor to her hometown newspaper, the Liberty Tribune.

"I'm excited to join the Missouri Press team because I believe that local journalism is a vital part of our communities," Dority said.

Dority loves to travel and spend time with family, friends and her two cats.

To contact Elfrink by email, use melfrink@socket.net. Dority's email address is kdority@socket.net.



Keeley Dority

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Meet one of MPA's newest board members

'Rockin' Roger' wants to give back to association that helped him

By Matthew Barba
Missouri Press News

Roger Dillon, publisher and editor of the *Shannon County Current Wave* in Eminence, is one of Missouri Press Association's newest board members, a role he hopes will allow him to give back to an association that has helped him.

Other than part-time paperboy, Dillon's first paying job in the newspaper business was at the *Lake Sun*, when it was still a weekly in Osage Beach.

"Before that, I was a disc jockey, but as 'Rockin' Roger' I never went too far," Dillon said.

After his stint at the Lake of the Ozarks, Dillon took an editor's position at a newspaper in the Houston, Texas area.

"I started to miss the Ozarks real-

ly bad, so I got to looking at buying a small paper in the region," Dillon said.

A friend showed him some opportunities but nothing clicked until one day in late 1983 when she told him about a newspaper that was going through some personnel issues. Dillon took the chance and purchased the paper in early 1984.

Dillon said he has always loved taking photos and covering sports, but mostly he loves being a part of the community.

As a member of MPA's Board of Directors, Dillon

said he hopes to give back to the association that has always been helpful and inspiring to him.

"I think some of the greatest challenges facing newspapers are maintaining traditional credibility, while

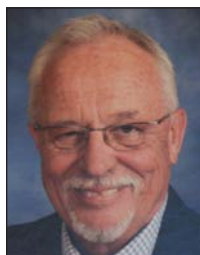
surviving the myth that newspapers are dead, as well as those who wish we were," Dillon said. "Rumors of our demise have been greatly exaggerated."

If you meet Dillon at one of MPA's numerous events in the coming year, he has offered a few interesting conversation starters about himself.

"Some people may find it interesting to know that I was the last caretaker and private resident of Ha Ha Tonka State Park, at Lake of the Ozarks," Dillon said. "Also, I still don't have any tattoos."

New members joining Dillon on the board in 2018 are Julie Moreno of the *Independence Examiner*; Sandy Nelson of *The Courier-Tribune*, Liberty, serving as treasurer; and Bryan Jones of the *Versailles Leader-Statesman*, serving as secretary.

A full list of the MPA Board of Directors can be found on page 2.



Roger Dillon

Ozark Press Association plans Feb. 23 meeting

For Missouri Press News

Missouri Press Association Hotline Attorney Jean Maneke will be the featured speaker for the Ozark Press Association's annual meeting Feb. 23 at the Springfield-Greene County Botanical Center in Springfield.

"We're excited to have Jean Maneke as our main speaker," OPA President Helen Sosniecki said. "She will be discussing hot issues of the day for journalists including ethics and social media, 'fake news' and the 24-hour news cycle, reporting on sexual abuse and harassment issues and other current topics. Plus, we plan a question-and-answer period at the end of her presentation."

The OPA board voted to hold the annual convention in February rather than the usual summer meeting to offer members the opportunity to pick up new ideas to help kick-start the new year.

"With the challenging publishing environment, we wanted to hold the convention earlier to provide attendees with new ideas and help energize them as they start 2018," Sosniecki said.

Besides Maneke, the program will include panels and presentations offering news, advertising and circulation ideas and information.

"We are taking advantage of the expertise of many of our members for panels and presentations on projects and ideas that work here in our region," Sosniecki said. "Our panelists

and presenters will be sharing ideas that they have successfully implemented in our region."

Missouri Press Service Advertising Director Ted Lawrence will present a session on selling your core product.

Other panelists and presenters include Missouri's 2018 National Newspaper Association state chair Jacob Brower, publisher at the *Cassville Democrat* and *Monett Times*; *Ozark County Times*' owner/publisher Norene Prososki; *Christian County Headliner-News* general manager Tricia Chapman; and *Carthage Press* publisher Jamey Honeycutt.

A new feature at the convention will be the Bright Ideas session which will wrap up the one-day convention. Those attending will be given the opportunity to share additional revenue-generating ideas in a roundtable format.

The OPA board encourages members in the region to attend not only for the sessions, but also for the networking opportunities. "This is a great time to reconnect and get to know fellow journalists in the region. OPA members can be a great support system and sounding board for one another," Sosniecki said.

Those who register early will receive an OPA T-shirt as part of their convention registration. (See the registration form on the next page.)

The annual meeting also will include the election of OPA officers.

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OBITUARIES



Metropolis, Ill.

Jody Bryant

Joe B. "Jody" Bryant, 78, of Metropolis, Ill. formerly of Bowling Green, died Sept. 20, 2017.

Following graduation from Southern Illinois University at Carbondale in 1961, Bryant became editor of *The Bowling Green Times*, where he was

also reporter, photographer and advertising manager until 1976. He served as president of the Northeast Missouri Press Association.

In addition to his wife, he is survived by three children, as well as many other friends and family.

OPA — Continued from Page 8

Current board members volunteered to serve until the next convention. Besides Sosniecki, board members are Vice President Matt Wright, *Lebanon Daily Record*; Secretary-Treasurer Tricia Chapman, *Christian County Headliner-News*, Ozark. Directors: Jacob Brower, *Cassville Democrat*; David Burton, University of Missouri Extension, Springfield; Jamey Honeycutt, *The Carthage Press*; Marie Lasater, *Licking News*; and Dan Wehmer, *Webster County Citizen*, Seymour.

2018 Ozark Press Association Meeting



REGISTER TODAY to Attend!

Friday, February 23, 2018

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

Free T-Shirt with Early Registration by January 26!

Registration 8:30 a.m. | Program 9 a.m. – 3 p.m. | Lunch Included

We're planning a winter convention this year! Missouri Press Association Hotline Attorney Jean Maneke will be our luncheon speaker. We also are finalizing panels, presentations and discussions to provide you news, advertising and circulation ideas to help kick-start 2018. Plus, we hope you bring ideas to share during our Bright Ideas exchange.

Company: _____ Email Address: _____

Phone: _____ Name(s) of Attendee(s): _____

For those registering by Jan. 26:

Early Registration T-Shirt Sizes: # Small _____ # Medium _____ # Large _____ # X-Large _____ # XX Large _____

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First Attendee Registration _____ = \$50

Number of additional attendees from same newspaper _____ X \$25 each = \$_____

TOTAL DUE \$_____

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



Addison Ganey, middle left, and Natalie Schaefer were the winners of the 2017 It Can Wait essay contest sponsored by AT&T. Ganey, an eighth-grade student at Trinity Lutheran School in Jefferson City, and Schaefer, a junior at Jefferson City High School, visited the Missouri Press offices in early December to receive their prizes and tour the Missouri School of Journalism. In addition to representatives of Missouri Press, the winners were joined by John Sondag, left, president of AT&T Missouri, and Gary Castor, editor of the Jefferson City News Tribune. (Staff photo)

‘It Can Wait’ winners visit Missouri Press

By Missouri Press Staff
Missouri Press News

Natalie Schaefer, 16, a junior at Jefferson City High School, and Addison Ganey, 13, an eighth-grade student at Trinity Lutheran School in Jefferson City, were the statewide winners of the fifth annual It Can Wait (no texting while driving) Essay Contest, sponsored by Missouri newspapers, the Missouri Press Association (MPA) and AT&T Missouri.

Natalie received \$1,000 first prize in the contest’s high school division, while Addison received \$500 in the middle school group. Their essays were submitted to the state contest after being submitted to the Jefferson City News Tribune’s local contest.

“Our goal is to share and reinforce this simple message - keep your eyes on the road, not on your phone. While many tragedies are out of our control, the ones caused by smartphone driving distractions

are completely preventable,” said John Sondag, president, AT&T Missouri. “I want to thank the Missouri Press Association for leading the way to help educate students and I want to thank all of those who took the time to participate in the contest. By working together, we can help change behavior and make our Missouri roadways safer for everyone.”

“On behalf of the Missouri Press Association and its member newspapers, I wish to thank AT&T for this partnership aimed at saving lives on our roadways,” said Jeff Schrag, president of MPA and publisher of The Daily Events in Springfield. “The essays are excellent and sobering, urging all drivers to avoid texting while driving.”

Newspapers are encouraged to publish the winning essays.

In addition to their cash prizes, Natalie, the daughter of Laura and Michael Schaefer, and Addison, daughter of David and Gina Hale-

Ganey, visited the MPA headquarters Dec. 7, in Columbia.

They also toured the University of Missouri School of Journalism and had dinner with representatives from the school, the News Tribune, AT&T Missouri and MPA.

Each day in the United States, more than nine people are killed and more than 1,153 people are injured in crashes that are reported to involve a distracted driver, John Sondag of AT&T said. Texting drivers are much more likely to be in an accident.

Despite knowing the risks of texting while driving, 43 percent of teens admit to texting while driving. However, there is an opportunity to change this behavior, Sondag said. Ninety percent of teen drivers say they would stop if a friend in the car asked them, and 78 percent say they are likely not to text and drive if friends tell them it is wrong.

The winning essays are printed on the following page.

Don't be a dead man driving, your texts can wait

By Natalie Schaefer

Texting and driving has caused many issues on the road. Though you may not notice it many problems can occur from just simply picking up your phone to look at it. Whether you're checking snapchat, texts, calls, or simply changing the music, anything can happen. According to National Safety Council, "1 out of every 4 car accidents in America is cause by texting and driving." Meaning that split second where your eyes are no longer on the road could be your last.

Imagine you are driving home. It's just like any other normal day, the sun is out, the weather is just right, and you managed not to hit one of those crazy suicidal squirrels. You're just cruising down the street almost home when you hear your phone go off. Of course the thing one thing you do is reach over and open your phone to see what caused the noise to happen. Little do

you know that in the blink of an eye you some how managed to go off road. Before you can gain control back you are already dead from the impact of your car hitting a mailbox and flipping over a few times.

To be completely honest this scenario is extremely realistic. My cousin, Brandon Higgins of Holts Summit, MO, was actually in an accident like this. After losing control of the car he was flung out the windshield with serious injuries. He was transported to the hospital and pronounced dead not to long after.

Brandon never got to know the son he was going to have. He never got to see his girlfriend or his mom to say his goodbyes. He never got to see the hurt that our family felt. We can only hope he is watching, watching his son run up to his grave with a smile and know that that's his dad. We hope he is watching his little brother grow up to be whatever crazy teens want to be now days. We

hope many things and so do others.

If only. That's the one phrase many people think. If only I tried, if only I helped, if only he waited. Why would anyone want to put their family in pain when you could have waited?

No mother wants to watch their child die before it's their time. No person should die because you thought that text message, snapchat, or facetime was more important than your life and others. Stop and think before you pick up your phone. Think of who you are hurting if something was to happen. Think for at least once in your life.

Don't be a dead man walking. Be smart and pull over. Be smart and wait. What's more important? Your life or that message? Don't get caught in your stubbornness and end up being one of the 1.6 million people in texting and driving accidents. Be smart and take the pledge to never drive distracted at ItCanWait.com. Safe Driving.

Educate yourself before taking texts on the road

By Addison Ganey

In the last decade, the practice of phones while driving has become a big concern. A study by Newsday stated that older teens have a higher tendency to use their phones while driving than younger teens.

It's hard to convince drivers, family, or friends to stop this habit. One way to help prevent this habit is to download one of the many driving safety apps like Text Arrest (compatible with Android) or Drivesafe.ly Pro (compatible with iPhone, Android, Blackberry, and Windows). Text arrest freezes the lock screen of a phone so that no texts or emails may be sent when driving. Drivesafe.ly Pro is an app that reads all the emails or texts sent while driving and allows you to respond without touching a button.

Another way to prevent cell use while driving is to tell everyone not to text while driving every time they do it while they are with you. This is not a reliable way to prevent the practice since you aren't always going to be with them. Another way to prevent

this begins years and years before they start driving, by setting a good example. Whenever you or your parents drive do or did they operate cell phones while driving? For most people the answer is probably "no" but for those who have a "yes" answer, that experience probably made you more likely to text and drive because you saw someone that you respect operating a cell phone while driving.

There are many consequences to texting, using social media, and taking picture while driving. You are more likely to not be paying attention to driving if you are operating a cell phone at the same time. You are mainly worried about texting your girlfriend about where you are going to meet for lunch, liking a friend's post on social media, or taking a picture of a cool billboard you see than your own safety while driving. You are also probably going to have to keep looking down or glancing over to see you phone, causing you to lose sight of what is happening around you. A study says that a typical crash can

happen as soon as three seconds after being distracted. Some consequence would be you could get a ticket, run off the road, run into someone else, and many other things that in all can lead to serious injury or even death! I don't know about you, but I prefer missing a text or tweet less than facing death!

A way to find out more about distracted driving and its risks is to go to the website ItCanWait.com. Take a look around. It as some pretty cool features such as a 360 view of how distracted driving effects everyone, and a 2017 VR tour of the dangers of driving distracted. The website also has videos that deal with distracted driving. It also has cool ways you can help out in your own city and town to help prevent distracted driving.

While you are at the website remember to take the pledge to care for others, share the message, and be aware you are never alone on the road.

And don't forget to follow them on social media. Just remember.... NOT WHILE YOU ARE DRIVING!

SCRAPBOOK



• **Maryville** — The Maryville Daily Forum has shifted to a weekly publication schedule in light of changing revenue opportunities, including the elimination of printed inserts from supermarket chain, Hy-Vee.

Publisher Phil Cobb, who purchased the Forum from Gatehouse Media in 2013, said the now-weekly newspaper will expand the printed edition with more sections, while staff will continue to keep the community up-to-date through the newspaper's digital outlets.

• **Festus** — Leader Publications was the recipient of the 2017 Jefferson County Growth Association's Jeffersonian award for small businesses.

The company was noted for its numerous awards for its news coverage, columns, photography, design and advertising from the Missouri Press Association, Missouri Ad Managers Association and the National Newspaper Association.

Also noted was the involvement of the company's employees in many community and civic organizations, as well as the community events the newspaper sponsors which draw thousands of attendees each year.

• **Joplin** — Lily, a search-and-rescue dog and subject of a 2014 Newspapers in Education serial story, died at the end of November. The 10-year-old Weimaraner rose to fame after the

Lily's story
By Carolyn Mueller

CHAPTER 1: Meet Lily and Tara

Tara Prosser is the lunch lady. She works at the Middle School.

Lily was born in Joplin, Missouri, a town of 50,000 squaring in the southwest corner of the state, in Jasper County. Joplin has a Walmart, a Home Depot and a Target. But there's also the quaint downtown strip of antique stores and soda fountains, vestiges of a time when the little city sat as a jewel on the long, winding belt of historic Route 66.

The people of Joplin are country music people, ball cap people. The handwriting tells that every citizen like Joplin on the map for nearly 150 years.

Some days she shops at the local EMT office to say a quick hello to her husband, Jeff, the Chief Paramedic Officer, a giant, friendly man.

They live here, in Joplin, Missouri, a town of 50,000 squaring in the southwest corner of the state, in Jasper County. Joplin has a Walmart, a Home Depot and a Target. But there's also the quaint downtown strip of antique stores and soda fountains, vestiges of a time when the little city sat as a jewel on the long, winding belt of historic Route 66.

The people of Joplin are country music people, ball cap people. The handwriting tells that every citizen like Joplin on the map for nearly 150 years.

She knew, though, that a family dog was not a decision to take lightly. As much as she had fallen for the little, grey pup's baby blues, she knew it was best to take an evening with the family to consider if this was the right thing to do. After all, humans are much less work and trouble than a wound up ball of fur.

The morning light brought assistance to Tara's gut feeling. She wanted that dog. She called the pet store and was shocked to learn that the Weimaraner pup was gone! The store chain was opening a new shop in Joplin.

Author Carolyn Mueller has written two children's books, "Buster the Dwarf" and "A Story about Finding a Home on the East Coast" and "The Rescue Dog: A Story of Courage and the Joplin Tornado." She has a book, "Lily's Story," about the Joplin Tornado. Learn more at carolynmueller.com.

Illustrator Nick Hayes does political cartoons for the Guardian and New Statesman newspapers and various graphic novels. His latest book is a study of the Dust Bowl in 1930s America. He lives alone in a flower market in East London. Learn more at nickyhayes.co.uk.

De A Little

2011 tornado devastated Joplin.

Lily was on her way home to Joplin from training when the tornado struck, pushing her into service, mainly as a human remains detective dog. Retiring about three years ago, Lily brought closure to many families, owner Tara Prosser told The Joplin Globe.

Let us toot the horn for you. Send your newspaper's news to MPA at mbarba@socket.net

28th Annual

Missouri Press Association and the Associated Press Day at the Capitol

Jefferson City February 8th, 2018

Tentative plans include lunch at the Governor's Mansion.

\$99 Sleeping rooms will be available at the Capitol Plaza by calling 573-635-1234.

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

Sources and resources for Missouri newspapers



*Every Business Needs
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Contact Ted Lawrence
at Missouri Press.

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Data needed for 'Digital Audit'

MPS project could help you sell digital better

From Ted Lawrence
Missouri Press Service

I'd like to make a quick mention of a program we are launching here at MPS that will, at no cost to members, likely lead to some significant new revenue. We also believe it will multiply (or at least solidify) some of your current print dollars.

To get started, I am hoping to collect from all of you any specific demographic information you may have on your readers. Nothing fancy: just the usual survey results, like age, gender, marital status, kids in the home, income, education, home ownership, etc. From the information you provide, we will create a "Digital Audit" of that same reader audience, and then provide some valuable market data and even some "one-sheets" designed for your salespeople to help start conversations with advertisers.

We are finding that it's oftentimes more effective and understandable to present digital ad programs as a way

to increase the frequency and reach of a print ad.

Advertisers can simply add a digital program to their print schedule and reach those same newspaper readers a second, third, and fourth time by having their ad appear on smart phones, iPads, computers, etc., throughout the week after the ad has been seen in your newspaper. (Great selling point for weeklies!)

Think of it as a pick-up ad that reaches customers on various platforms when they are away from their local newspaper.

Easy and free. Two good words in this day of digital confusion. Please email your reader demographic information to: lawrencet@socket.net.

Or, if you have any questions about this project, give me a call at 573-449-4167, ext. 312

This is solid digital marketing at no charge, compliments of your Missouri Press Service. Let's go. We're all in this together.



2018 Winning in Classified Revenue: Auto, Real Estate & Employment

Thursday, January 11

Presenter

Janet DeGeorge,

Classified Executive Training & Consulting
www.onlinemediacampus.com

Making Video Work in Your Newsroom

Friday, January 12

Presenter

Tim Schmitt,

GateHouse Media

www.onlinemediacampus.com

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Missouri Press Foundation

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

Society of 1867

Keith A. Myers, R.B. "Bob" and Patricia Smith, Steve Ahrens, Missouri Propane Gas Association, Doug and Tricia Crews, Edward Finkelstein, Karen Philp, Sage Information Services, Bill D. and Carlene Williams, Pam LaPlant, Patrick Martin, Leader Publications, Duane Dailey, Don and Jeannie Warden, William Greenblatt

In honor of **Karen Philp**: Doug and Tricia Crews

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Cole County Prosecutor fined for denying records request

From The Associated Press

In October, a judge fined a central Missouri prosecutor more than \$12,000 for failing to provide records to a man doing research for the marijuana activist group Show-Me Cannabis.

The *St. Louis Post-Dispatch* reported that the fine stemmed from records Aaron Malin sought from Cole County Prosecutor Mark Richardson in 2015 in an effort to show how the

drug war is fought in the state.

Cole County Circuit Judge Patricia Joyce ruled that Richardson “knowingly and purposefully” violated the state’s open-records laws by denying Malin’s requests. Malin asked for communication between Richardson and the area’s drug task force.

Malin told the *Post-Dispatch* he hopes the case sends a signal to other government officials about complying with the state’s Sunshine Law.



CALENDAR

2018

February

8 — Day at the Capitol, Jefferson City

23 — Ozark Press Association Meeting, Springfield-Greene County Botanical Center

April

19-20 — Missouri Advertising Managers' Association, Camden on the Lake, Lake Ozark

June

14 — Porter Fisher Golf Tournament, The Ridge at The Lodge of Four Seasons

15 — MPA/MPS/MPF Board meetings; Show Me Press Association Meeting, The Lodge of Four Seasons

July

12 — Southeast Missouri Press Association Meeting, Cape Girardeau

September

13-15 — MPA's 152nd Annual Convention and Trade Show, Sheraton Westport Chalet, St. Louis

Request your 2018 press cards

By Missouri Press Staff

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

There is no charge for press cards or auto stickers; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the 2018 MPA sticker calendar.

Email distribution list

Are all of your staff who should



be receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone is staying informed.

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

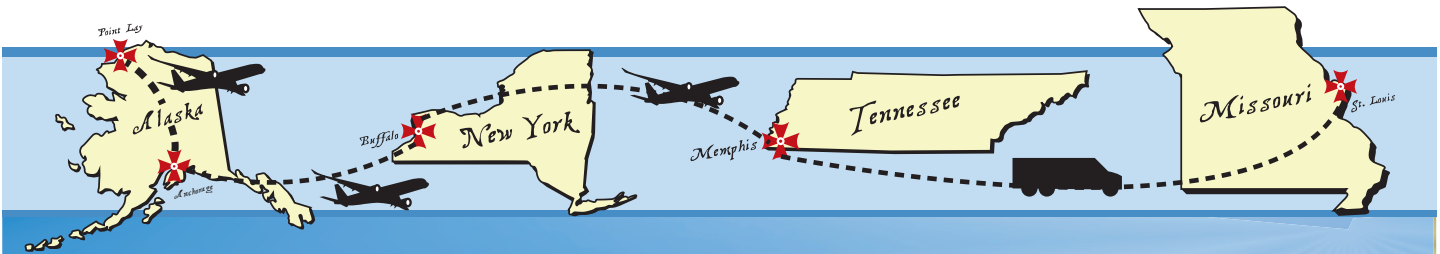
Missouri Press Association / Missouri Press Service

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Doug Crews: Legislative Director, dcrews@socket.net

KALI: A POLAR BEAR'S TALE

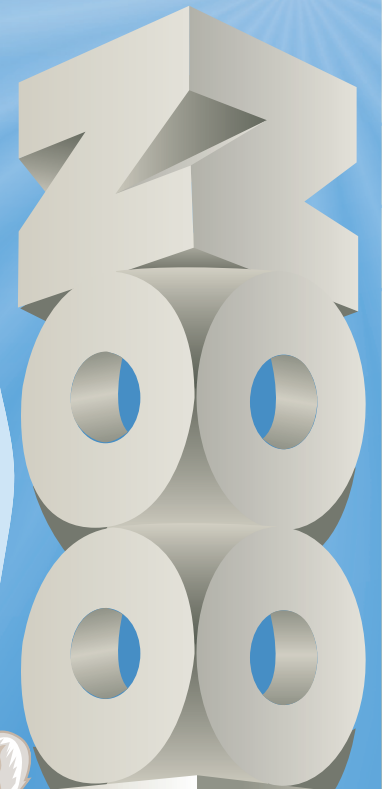


Reading Across Missouri 2018

Kali, an orphaned polar bear cub, made news across the country when he was just a few months old. Polar bears are known to regularly travel long distances, but Kali may take the record. He was born near Alaska's northwest coast, rode on an ATV to the town of Point Lay, and had three plane trips: to Anchorage, Alaska; Buffalo, New York; and Memphis, Tennessee. At 2 ½ years old, and 850 pounds, the last leg of his trip, to St. Louis, Missouri, was in a customized truck, sized and cooled to polar bear standards.

This heartwarming tale, written by Carolyn Mueller, takes this small cub from one adventure to another as he grows and learns how to be a polar bear. It is being brought to you by Missouri Press Foundation and National Newspaper Association Foundation in an effort to have young readers inside their community newspapers in 2018. Visit mo-nie.com and use the download code: **kali18** to access the rules for publication, promotional ad, and eight chapters.

The teacher's guide is available with the download code: **kaliteachersguide**.



From Page 5:

In addition to being an adviser to students at her alma mater, Missouri Southern State University's *The Chart*, she works with Joplin High School students on their newspaper, *The Spyglass*, and has helped run an annual journalism workshop for high school students for 31 years.

"I worry about a day when student journalism programs don't exist," she said. "I think the way student journalists in Missouri are treated is

demeaning and wrong."

Working with student journalists, particularly high school journalists, is something Stark would like to see Missouri Press Association and its members do more of in the future. She also believes legislation, such as last year's Cronkite New Voices Act, is necessary to protect student journalists who try to cover their communities, including high schools.

"I think we're short-changing students. If students really want to be journalists, we need to let them,"

Stark said. "A lot of their schools don't give them the trust to have websites or Facebook pages, and to me we need to allow student journalists those things that we take for granted."

Stark took office as MPA president on Jan. 1, after being elected at the Association's convention in September 2017 in Springfield. MPA's 152nd Annual Convention and Trade Show is Sept. 13-15, 2018, in St. Louis, and Stark hopes to see all of the Association's members there.



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, Helen Sosniecki, Lebanon; Vice President Matt Wright, Lebanon Daily Record; Secretary-Treasurer Tricia Chapman, Christian County Headliner-News, Ozark. Directors: Jacob Brower, Cassville Democrat; David Burton, University of Missouri Extension, Springfield; Jamey Honeycutt, The Carthage Press; Marie Lasater, Licking News; Dan Wehmer, Webster County Citizen, Seymour.

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

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

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: 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: Betty Spaar, Odessa; R.B. "Bob" Smith III, Lebanon; Wallace Vernon, Eldon; Rogers Hewitt, Shelbyville.

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

The curious case of the disappearing texts

By the time this column reaches print, the New Year will have begun and that means the Missouri General Assembly has convened. This is going to be an interesting year, and at this point, there are suggestions it will be a year that may bring a lot of attention to Missouri's Sunshine Law.

In the last month of 2017, much attention was focused on Gov. Eric Greitens, his aides and their use of the disappearing text application called "Confide". Apparently the Governor and members of his senior staff are using this app on their cell phones. News reports said those using the app include his chief of staff and deputy chief of staff, legislative director, press secretary, policy advisor, director of cabinet affairs and other senior staff members. The Governor's staff say they are not using the app on state-issued cell phones but only on personal phones.

This, of course, raises questions about whether there is discussion of public business happening among these individuals and whether records that should be retained under the state Sunshine Law are being deleted with no opportunity for public review or retention.

You've read all these stories, including the follow-up at the end of the month that Attorney General Josh Hawley has appointed special investigators to look into the issue and see if further action is required. And state legislators have begun speaking about the need to look at Sunshine Law language to see if changes are needed to address such issues.

It's been some time since there was a significant change to the law. Major changes were made in 2004. Additional significant changes were made in 2016 when language governing the use of video from mobile video recorders ("body-cams") was added to the law. Perhaps the time is right to consider this subject.

The Missouri Press Association is interested in working with legislators to consider what changes in the law are needed. More and more govern-

ment officials use their telephones to search the Internet and to handle both emails and text messages. The use of text messages, in and of themselves, has skyrocketed. According to the Pew Research Center, in 2016, 81 percent of Americans texted regularly. One research group noted that over 6 billion texts were sent every day in 2016.

Years ago, everyone received in their monthly telephone bill a list of all numbers called made during the month. Now that's gone. And no doubt it requires special effort by local government officials to capture and retain the text messages sent on government-issued phones in order to meet state Sunshine

Law requirements, because those don't come automatically with your bill. But clearly there needs to be access to this information because it's the way we all communicate today.

And if a government official chooses to not use a government-issued phone, but chooses instead to discuss matters with a personal phone, that means they have made a mental decision that what they are discussing is not something they can justify using the government-issued phone to use. It's a purposeful decision to choose which phone to use. So if Sunshine Law requesters discover that government business is being discussed on personal phones, persons who are doing this should not be allowed to avoid maximum penalties and fines by claiming it's not a "purposeful" violation of the law.

Plus, another issue involves when the person doing the texting is a

governmental body of one. Case law in the state has made it clear that a county sheriff is a public governmental body of one. Based upon that holding, it would seem clear that a Governor, too, is a public governmental body of one. Such a figure cannot have "public meetings" but clearly does have "public records." Therefore, every record created by the Governor is arguably a "public record" unless it is exempted by present language in the state regulations which govern what records must be maintained by any governmental entity. Every record the Governor creates is about his job as Governor, unless it's personal. It needs to be retained, subject to the requirements

imposed in state regulations by the State Records Commission.

Does the present Sunshine Law, and these state regulations, cover all these situations? It looks like it's time for a closer look at that issue. The Association looks forward to working with legislators and the state Attorney General's office, to find language that will clarify these issues. Every state official supports transparency in government when they are running for office. Missouri Press looks forward to seeing these advocates put action behind their words as we work to address these issues.

"Every record the Governor creates is about his job as Governor, unless it's personal. It needs to be retained, subject to the requirements imposed in state regulations."



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

ARE WE KEEPING UP WITH CONSUMER CHANGES?

The normal timeline of gaining a customer used to be 1-Awareness, 2-Consideration, 3-Preference, and finally 4-Purchase. But now, because of their propensity to research a product or store online before entering the fray, potential customers can join that timeline at practically any step along the way. In fact, 70-80 percent of people research a company online before making a decision. And what's more, nearly 75 percent of all internet use today is mobile, compared to about 25 percent on a desktop computer.

I hope you agree that the local newspaper is still the most effective advertising tool of all. But we are missing something if we don't at least offer the most basic of digital products. That's why Missouri Press Service has made Amplified Digital of St. Louis our exclusive technology partner. With Amplified as our digital "back end," we (newspapers) don't need to hire, train and implement an entirely new digital department. Amplified builds company websites, administers state-of-the-art Programmatic ad campaigns, Social Media ad programs, and more. And the sales can all be done under the umbrella of your newspaper. As we all know, your local relationships are vital!

Your advertisers' websites are their storefronts on the internet. Amplified can help them build

new, or update existing, sites. And in this day and age, if businesses aren't targeting their prime markets on the internet, they simply won't keep up.

We in the print industry still hold the key to our own success. Our products still carry the most trust and reliability of any medium. We're local. We're part of the community. And now we can enhance that advantage by adding the digital expertise of one of the leading agencies in the Midwest.



Missouri Press has partnered with you for more than 150 years, and we want to encourage you to come into partnership through us with Amplified Digital. Your newspaper brings the relationships; Amplified brings the expertise. We're all in this together.

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Ted Lawrence,
Advertising Director
Missouri Press Service





Missouri Advertising Managers' Association Meeting

**April 19-20, 2018
Camden on the Lake Resort,
Lake Ozark**

**\$109 Room Rate, call hotel at 573.365.5620 | Sleeping room deadline March 19
Meeting registration deadline April 5**



Vince Coultis

Thursday, April 19

11:00 AM | MAMA Board meeting in H. Toads Restaurant

1-2:00 PM | Co-op Advertising | Marc Radosevic, National Sales Director at Local Search Association will share information on what Co-Op Advertising is and tell you how you can facilitate agreements between manufacturers and local retailers to share advertising costs to create brand name awareness with consumers to drive revenue for all parties.

2:00PM | Break

2:15PM | How YOU sell is as important as WHAT you sell | Vince Coultis

- Use DiSC to understand your own behavior
- Understand how OTHERS like to be communicated with
- Adapt your style to become more persuasive in your sales communications

4:15PM | Best Ad Ideas Session | Bring your best ad ideas and get a chance to win a CASH prize!

6:00 PM | Reception

6:30 PM | Best Ad Contest Awards Banquet and announcement of Best Ad Idea session winners

8:00 PM | Live Music in H. Toads

Friday, April 20

8:15AM | Breakfast | Outlined proposed changes to Missouri Advertising Managers' Association to better serve our members | Kevin Jones of the St. Louis American and former MAMA President and Dee Hamilton Sales Pro of the year winner in 2007.

8:45AM | Amplified Digital | Meet Sean Oliver and Jolene Sherman to hear about new services they are offering to Missouri Press Association members and how those products can lead to new revenue sources for your newspaper.

9:30AM | Prospecting Business the Easy Way | Vince Coultis

- Reviewing the sales process that focuses on customer results
- Introduce solution based prospecting

10:20AM | Refreshment Break

10:30AM | Prospecting Business the Easy Way (continued) | Vince Coultis

- Creating media solutions that achieve results
- Effectively anticipate and overcome objections

Noon Meeting Adjourns

Vince Coultis, Training and Development Consultant at Propel Coaching and Consulting, works with leaders on developing their skills to achieve greater performance from their teams.

Prior to Propel, Coultis was the Sales Training and Development Manager for The McClatchy Company, delivering his enthusiasm and passion for the advertising/marketing business for more than 25 years.

With a varied background as a consultant to the newspaper industry at the Sunflower Group and ProMax training as well as senior-level newspaper advertising and training executive experience, Coultis will deliver impactful and instantly applicable sessions on increasing your sales success in your market.

Find registration information at www.mopress.com