

# MIP

MISSOURI PRESS

# NEWS

## MPA hosts members for *Day at the Capitol* P4



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# 'The Post' reminds us of the real drama

*Decision to publish Pentagon Papers should inspire journalists of all ilk*

A group of 12 of us from the newsroom ventured out on an icy night, ignoring the weather so we could watch the historic storms of 1971. Joplin Globe movie night featuring "The Post" did not let us down in the drama and acting categories.

"The Post" evoked some cheers and even a few tears as the filmmakers showed The Washington Post's presses rolling after its publisher Katharine Graham made the decision to publish sections of the Pentagon Papers — the internal communications about the Vietnam War that had been stolen and copied by military analyst Daniel Ellsberg. At the core of those reports was the realization that it was known as early as 1965 that America could not win the war, yet soldiers continued to be sent to Southeast Asia.

And, in case you haven't seen the film, Meryl Streep as Graham and Tom Hanks as the paper's executive editor, Ben Bradlee, were excellent in this film directed and produced by Stephen Spielberg. "The Post" is certainly a must-see movie, if for no other reason than it's another reminder of the guarantees of a free press as spelled out by the Constitution.

Of those attending from our newsroom, only four were even alive in 1971. It made for interesting conversation after the movie as a few of the 20-somethings in my newsroom started firing off questions about the Vietnam War and the damning

report. I reminded them that I was only 13 at the time and it wasn't the Pentagon Papers that I remembered as much as the somber conversations between my parents and their friends who either had sons in Vietnam or whose sons had returned — very much changed.

I told them "The Post" made me yearn for the days of the newsrooms I cut my teeth on. But, I soon realized they weren't going to let me get away with a "back in the day" speech. One 24-year-old quickly looked at me and asked what it was exactly that was done then, that we couldn't do today? In fact, he pointed out all the things that we could accomplish all the while capturing a broad and sweeping audience.

Later, I started wondering just how much my nostalgia and those of many of my peers — those who grew up in newsrooms 30 and 40 years ago — has stood in the way. It's a question you all might ask yourself, because I've been doing some deep soul-searching about how we move our newsrooms forward. After all, it's a brave new world and has been for quite some time. Yet, the Constitution still gives us the freedom to do our work, shoot our photos, take our videos, post online and print on newsprint. We need no license. We have the First Amendment.

The outing was also a reminder that no film director or script writer adequately captures the heart-pounding

drama of the real deal. Sit down and re-read *The New York Times Co. v. United States* in which the Supreme Court overturned the Nixon administration's effort to restrain the Times and the Post from publishing the Pentagon Papers. It made for some of the best reading I've done in a long time.

## **From Justice Arthur Goldberg:**

The theory of our Constitution is that every citizen may speak his mind and every newspaper express its view on matters of public concern and may not be barred from speaking or publishing because those in control of government think that what is said or written is unwise, unfair, false, or malicious. In a democratic society, one who assumes to act for the citizens in an executive, legislative, or judicial capacity must expect that his official acts will be commented upon and criticized. Such criticism cannot, in my opinion, be muzzled or deterred by the courts at the instance of public officials under the label of libel.

## **From Justice Hugo Black:**

Only a free and unrestrained press can effectively expose deception in government.

**Continued on Page 17**

Carol Stark,  
The Joplin Globe  
MPA President



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

**FIRST VICE PRESIDENT:** James White,  
*Benton County Enterprise, Warsaw*

**SECOND VICE PRESIDENT:** Trevor Vernon,  
*Eldon Advertiser*

**SECRETARY:** Bryan Jones, *Versailles Leader-Statesman*

**TREASURER:** Sandy Nelson,  
*The Courier-Tribune, Liberty*

**PAST PRESIDENT:** Jeff Schrag, *Springfield Daily Events*

**EXECUTIVE DIRECTOR:** Mark Maassen

**ADVERTISING DIRECTOR:** Ted Lawrence

**EDITOR:** Matthew Barba

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Mary Wilson, *Jackson County Advocate, Grandview*

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Roger Dillon, *Shannon County Current Wave, Eminence*

Julie Moreno, *Independence Examiner*

Steve Tinnen, *Clinton County Leader, Plattsburg*

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

Tianna Brooks, *Mountain View Standard News*

**NNA REPRESENTATIVE:** Jacob Brower, *Monett Times/Cassville Democrat*



# *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**  
**[bit.ly/MoPressForms](http://bit.ly/MoPressForms)**



Each of the nomination forms includes the criteria for selection.  
Contact Matthew Barba by phone at 573-449-4167, ext. 302,  
or by email at [mbarba@socket.net](mailto: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  
**[bit.ly/MoPressForms](http://bit.ly/MoPressForms)** to download the intern form.

**If you have questions please call**  
**573-449-4167**





Gov. Eric Greitens poses for pictures with members of Missouri Press Association Feb. 8 during the 28th Annual MPA/AP Day at the Capitol. After addressing attendees with prepared remarks, Greitens participated in a question-and-answer session. (Staff photos)

# Missouri Press hosts more than 80 attendees for Day at the Capitol

**By Matthew Barba**  
*Missouri Press News*

Along with others, more than 80 members from dozens of publications participated in this year's MPA/AP Day at the Capitol activities.

Association members who traveled Feb. 8 to Jefferson City were treated to lunch at the Governor's Mansion before having the opportunity to ask him questions directly. Gov. Eric Greitens also provided his own comments, such

as his proposal for tax reform.

While questions during the session with Greitens ran the gamut of political issues facing Missouri in 2018, the first inquiry was an obvious if unwelcome query to the governor regarding his then-recent announcement of an extra-marital affair.

Greitens refused to comment any further than he had about the affair. Two weeks later, he would be indicted for felony invasion of privacy in connection with the affair for allegedly taking a picture of the other party without consent.

MPA members at Day at the Capitol also met with their local legislators to discuss issues that are important to the newspaper industry, including the need to keep public notices in printed newspapers.

Several individuals expressed their appreciation for the event, as it gave them a chance to meet legislators in a different setting while discussing topics that are important to their business and their readers.

**Continued on Page 5**



Missouri Press Association President Carol Stark and Gov. Eric Greitens discuss plans for his speech to attendees of the 28th Annual MPA/AP Day at the Capitol held Feb. 8 in the Governor's Mansion. While he declined to discuss allegations surrounding his extra-marital affair, Greitens answered reporters' questions about a variety of other topics.



## *Continued from Page 4: MPA members spend day at the Capitol*

Beth Durreman, publisher of the Perryville Republic-Monitor, initially did not plan to attend Day at the Capitol. After meeting with her local legislators, she said she is glad she changed her mind.

"I feel good about what we talked about," Durreman said. "We got a lot of feedback that our business is important to the community, that our role is important to readers and our legislators don't want to do anything that will intentionally jeopardize our ability to keep publishing."

Day at the Capitol is held each year

early in the legislative session to give MPA members a chance to travel to the Capitol building in Jefferson City. There they can meet with lawmakers and hear from statewide

office holders about issues affecting newspapers and journalism, including audits, the Sunshine Law and publication of Public Notices.



Beth Durreman, right, publisher of the Perryville Republic-Monitor discusses with her reporter, Heather Cook, their plan of action for talking with local legislators during Day at the Capitol Feb. 8.



Also addressing Day at the Capitol attendees was State Treasurer Eric Schmitt, who spoke about his philosophy behind public service and the importance of programs, such as MOST 529 savings plans, the state offers to help families afford higher education. Speaking to his audience, and in the spirit of the philosophy behind public service, Schmitt also talked about how certain jobs, such as newspaper editor, are changing and how society perceives their value.



At left, Missouri Press Executive Director Mark Maassen talks with members attending the Feb. 8 MPA/AP Day at the Capitol about plans to meet with legislators that morning. Members were encouraged to meet their local legislators in their own offices and discuss issues affecting newspapers. During a later session, members were able to share the feedback they got from their local legislators, much of which was positive.



# About 50 attend Ozark Press' winter meeting



Top, More than 50 people attended Ozark Press Association's 2018 annual meeting Feb. 23, at the Springfield Botanical Gardens. Staff from dozens of newspapers came out to learn from presenters such as publisher Jamey Honeycutt, Jean Maneke and Ted Lawrence, as well as a panel of local minds on how to better connect with readers and the community. The OPA Board of Directors voted to move the board to February to give attendees ideas about how to better approach the coming year. Above, members of the panel included, from left, Kyle Troutman, *Monett Times/Cass County Democrat*; Tricia Chapman, *Christian County Headliner*; Norene Prososki, *Ozark County Times*; and Carol Stark, *The Joplin Globe*. (Staff photos)



Top, Jamey Honeycutt, publisher of *The Carthage Press* and current Ozark Press Association president prepares a presentation during the group's Feb. 23 meeting. Assisting Honeycutt's preparations is outgoing OPA President Helen Sosniecki, who helped organize this year's meeting. Below, Dan Wehmer, publisher of the *Webster County Citizen*, Seymour, offers his "bright idea" during a session at this year's OPA meeting.



## Enter the Better Newspaper Contest by March 31

The 2018 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!**



# *Missouri Advertising Managers' Association Meeting*

**April 19-20, 2018**

**Camden on the Lake Resort,  
2325 Bittersweet Rd, Lake Ozark, MO**

**\$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**

**Find registration information at [www.mopress.com](http://www.mopress.com)**

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.



# Meet one of MPA's newest board members

## *Julie Moreno wants to help protect the public's right to know*

By Matthew Barba

Missouri Press News

Julie Moreno, publisher of the Independence Examiner, is one of Missouri Press Association's newest board members, where she hopes to help improve the newspaper industry for members and ensure the public's continued access to information.

As a child, Moreno says, she was a voracious reader, and her parents had multiple newspaper subscriptions. Those papers provided her younger self with access to a wider world.

"Growing up on a farm, I would read basically everything I could get my hands on," Moreno said. "I was actually headed for an internship in television during college."

Her fortunes changed and the internship fell through, Moreno said, leaving her wondering what would come next. Inspiration came one day while she was staying at her sister-in-law's house in South Texas.

"When the afternoon paper was delivered, I grabbed it and started reading," Moreno said. "Then I thought, 'hey, I should call the newspaper and see if they are hiring interns this summer.'"

By the end of the day, Moreno had an internship lined up with a newspaper in Brownsville, Texas. Once she started working there, she says she never looked back.

Like many in the industry, Moreno said it is the people that keep her in love with her choice of career.

"People in the communities that we serve are engaged with their local newspaper, and it's a relationship that is unlike any other business out there," she said. "They look to us to tell their stories, help drive conversa-



Julie Moreno, new member of the Missouri Press Association Board of Directors and publisher of the Independence Examiner, speaks with Eric Dundon, editor of the Hannibal Courier-Post during the 2018 MPA/AP Day at the Capitol in February. Moreno was elected to her first term on the MPA Board at last year's convention.

tions in the community, and regard the newspaper as an institution that can help make change happen.

"No two days are the same," she said.

To continue serving those communities, Moreno said it is becoming increasingly important for newspapers to diversify their revenue model. Doing so allows for investments in production and the delivery of compelling content that will keep readers coming back.

Moreno said her service on the MPA Board of Directors is the continuation of work she has done with other state press associations.

"In every state where I've served as a newspaper publisher, I have also been involved in the state's press association," she said. "A strong association can help member newspapers address issues facing the industry much more effectively."

In particular, Moreno said she believes strongly in information being readily accessible by the public.

"It is critical we work to help ensure the public's right to access information through public notice, to ensure open records remain open and for protections that keep public business in the public eye are not threatened.

"There is more pressure than ever on eroding press freedom, and the public depends on us to protect access to information on their behalf," she said.

New members joining Moreno on the board in 2018 are Roger Dillon, Shannon County Current Wave, Eminence; 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.

## There is still time to register for MAMA April 19-20

Mark your calendars to attend the 2018 Missouri Advertising Managers' Meeting at Camden on the Lake Resort in Lake Ozark on April 19-20. We will honor all Best Ad Contest Awards Dinner at this event, so don't miss it!

Reserve your room today by calling 573-365-5620 and ask for the Missouri Advertising Managers' Association rate of \$109. The discounted rate is only available until March 19.

See page 7 for details of this year's MAMA meeting.



# OBITUARIES



Kansas City

## Mike McGraw

Mike “Mick” McGraw, 69, a longtime reporter for *The Star* on an insatiable quest to expose wrongdoing spanning four decades, died of cancer Jan. 6, 2018. McGraw’s work was known for prompting congressional investigations and prodding changes in government policies. He is considered one of the best reporters to have ever worked at *The Star*, from where McGraw retired in 2014 after 30 years spent mostly as an investigative reporter. His work garnered him a shared Pulitzer Prize for national reporting and two George Polk awards.

In 2016, his investigative work on a south Kansas City explosion that killed six firefighters was adapted for a stage play, “Justice in the Embers.” McGraw taught investigative reporting at the University of Missouri and as a professor in residence at Princeton University. Following his time at *The Star*, he joined KCPT as a project reporter for the Hale Center for Journalism. His projects and columns also continued to appear in the newspaper. In addition to his wife, Ruth, he is survived by two sons, Andy and John, and four grandsons.

Joplin

## Kris McCulley

Kristine K. McCulley, 58, of Joplin died Feb. 9, 2018, at Mercy Hospital in Joplin. Following her retirement from a career as an educator, McCulley served as coordinator of the Newspapers in Education program for *The Joplin Globe* since 2014.

She served on the boards of several community organizations and was a proponent of music education. In addition to her husband, David, she is survived by a son, Spencer; her parents; several siblings and many other family and friends.

Weston

## Carolyn Larsen

Carolyn Ann Bless Larsen, 77, of Weston, died Feb. 6, 2018, peacefully at her home among family. Following her husband’s retirement from the military, the couple returned to Weston where she took over from her parents as editor and publisher of *The Weston Chronicle*. Larsen also authored several

books on Weston history. A four-time cancer survivor, she was known in the community for counseling other women struggling with the disease to help them through treatments. She is survived by four sons; three daughters; several siblings; and many other family and friends.

Independence

## Paul Francis

Paul Williams Francis, 84, of Independence, died Jan. 3, 2018. Francis was a former reporter, editor and Associate Sunday Editor for *The Kansas City Star* from 1959 to 1973. He retired as director of communications

for Kansas City Public Television in 1995. He was a U.S. Army veteran and served during the Korean War. He is survived by a daughter, Gail, and her husband; a grandson; and other family and friends.

Milan

## Mary Ann Clark

Mary Ann Wilson Clark, 88, of Milan, died Jan. 6, 2018, at Boone Hospital Center, Columbia. The daughter of newspaper owners, she was a lifelong, and as her obituary notes: sometimes unwilling, newspaperwoman.



As a child, Mary Ann’s role at the paper included proofing it before printing. After college, where she trained to become a nurse, she worked in the field briefly, eventually meeting her first husband, Frank Cowgill, who was in the Air Force at the time.

The couple returned to Missouri and eventually Frank went to work for the *Jackson County Advocate*, before Mary Ann’s father, Bob, invited them back to Milan, where he owned *The Standard*. Frank was made production manager of Mary Ann’s family newspaper, and in turn, she worked as a copy setter. Despite a brief hiatus from the newspaper, she returned to manage the front office until her retirement in 2014. While she lost her first husband in 1994, Mary Ann married childhood friend Charley Clark in 2003, and he continues to write a weekly historical column for *The Standard*, as well as take photographs and perform other duties.

One of the life lessons imparted from her father, Mary Ann believed newspaper people derived their livelihood from the community and it was their responsibility to give back when possible. In addition to serving as treasurer of the Missouri Press Association, she was president of Northwest Missouri Press Association and editor of the *Business and Professional Women/USA* publication for the state of Missouri.

In addition to her second husband, Charley, Mary Ann is survived by her children and step-children; many grandchildren; other family and friends; and a sister-in-law, Suzi Wilson.



St. Louis

**Cardinals**

-vs-

Chicago

**Cubs**

*It doesn't get much bigger than this!*

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

**Cardinals vs. Cubs  
Busch Stadium Private Party Suite  
Friday, July 27  
Game Time 7:15 p.m.**

**\$199 donation per person**

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

**In-suite bartender to serve Bud, Bud Light and Coca-Cola products.**



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

Call 573-449-4167 to reserve your spots today!

**ST. LOUIS POST-DISPATCH**



# SCRAPBOOK



The Webster Groves-Shrewsbury-Rock Hill Chamber of Commerce presented the "Business of the Year" Award in February to the Webster Kirkwood Times. Representing the Chamber is Dr. Joe Grimaud presenting the award to Don Corrigan and Dwight Bitikofer (center) co-owners of the Webster Kirkwood Times. (Submitted Photo)

**St. Louis** — The Webster Groves-Shrewsbury-Rock Hill Chamber of Commerce presented the "Business of the Year" Award in February to the *Webster Kirkwood Times*. Beginning as the *Webster Times* in July 1978, the *Webster-Kirkwood Times* also publishes the *South County Times*

and the twice-monthly *West End Word*. Two of the five original owners, Dwight Bitikofer and Don Corrigan, remain owners to this day. The *Webster-Kirkwood Times* covers news and feature stories, city hall and school district news for eight municipalities.

**Columbia** — A new residence hall at the University of Missouri has been named for famous Kansas City journalist Lucile Bluford, former publisher of the *Kansas City Call*. Bluford, who died in 2003 at the age of 91, was accepted to the Missouri School of Journalism to do graduate work but was turned away because of her race. Her name was chosen, according to the Board of Curators for the university, because she exemplified the university's values of respect, responsibility, discovery and excellence.

**St. Louis** — Ed Finkelstein, publisher of the *St. Louis Labor Tribune*, is being honored by the Missouri Alliance of Retired American's as this year's Robert O. Kortkamp Humanitarian Award recipient. Finkelstein was chosen for his years of service to the working men and women of Missouri and southern Illinois.

**California** — Michelle Brooks was named Central Missouri Newspapers' Employee of the Year for 2017. Brooks is the editor of the *California Democrat*, a sister newspaper to the *Jefferson City News Tribune* and the *Fulton Sun*. She began work at the *Jefferson City News Tribune* in 2000 as a reporter. During the course of her reporting, she covered community and school news, as well as subjects of faith, military/veterans and history. Her dedication to reporting the news earned her numerous press association awards, as well as recognition from community groups.

Brooks' contributions to Central Missouri Newspapers go beyond the scope of reporter. In 2017, she accepted a role as interim editor at



the *California Democrat*, coordinating the weekly newspaper's staff and contributing to its weekly editions with stories. In mid-2017, she accepted the role permanently as editor.

**Kansas City** — The *Kansas City Star* held a town hall in January featuring a panel with several lawmakers focusing on open records laws to discuss transparency in government. The town hall on the search for openness was instituted after The Star ran a series on secrecy in Kansas government.

**Joplin** — The *Joplin Globe* was among nearly two dozen honorees recognized in February at the 15th Annual Friends of National Service Awards in Washington, D.C. The 20 award winners in government, business and journalism were selected based on recognition and support for national service as a solution to some of the nation's most pressing challenges, according to Voices for National Service. Each award winner has helped to raise public awareness of national service and elevate service as a national priority, officials said.

Carol Stark, *Joplin Globe* editor, said the newspaper's coverage of the May 2011 tornado included the impact of national service organizations focused on disaster recovery. After the tornado, organizations such as AmeriCorps logged countless hours in Joplin. She and Emily Younker, *Globe* assistant metro editor, accepted the award on behalf of the newspaper.

**St. Louis** — The city of St. Louis has launched a web portal through which citizens may request public records. Requesters are expected to receive an official response from the city within three days of submitting their request. In a similar move, the University of Missouri recently launched its own online public information portal.

*Let us toot the horn for you. Send your newspaper's news to MPA at [mbarba@socket.net](mailto:mbarba@socket.net)*

# ON THE MOVE



**Sedalia** — Zana Meek is the new Advertising Manager for the *Sedalia Democrat*, where she has been a sales consultant since November 2014. In addition to the *Democrat*, Meek will also lead the sales team for sister publications the *Plainsman* and the *Whiteman Warrior*. Meek is replacing longtime *Democrat* employee Eddie Crouch, who will continue with the newspaper on a part-time basis.

**Quincy, Ill.** — Ron Wallace has been named publisher of the *Herald-Whig*, previously serving as general manager. Wallace's work in expanding the newspaper's regional coverage, which includes portions of northeastern Missouri, was cited as one reason he was being chosen to lead the newspaper. In addition to supporting Missouri Press activities, Wallace is also vice president of the Illinois Press Association and active in several other industry groups. He joined the Quincy newspaper in 2013 after 10 years as a publisher in Florida with previous experience Michigan.



**Buffalo** — Britta Anderson has joined the *Buffalo Reflex* as a reporter. A December 2017 graduate of Missouri State University with a degree in agricultural communications, Anderson has some preparation for covering the rural community in southwest Missouri.



**Jefferson City** — Jane Haslag, marketing manager of Central Missouri Newspapers, which includes the *Jefferson City News Tribune*, *California Democrat* and *Fulton Sun*, announced her retirement for early February after 37 years at the *News Tribune*. During her career, she worked as an

assistant in the marketing department, classified manager and then marketing manager. In 2016, she was honored with the Missouri Advertising Managers' Association's Sales Pro Award, and in 2017 she was secretary of the Missouri Press Association Board of Directors.

**Columbia** — Terri Leifeste has been chosen as the new publisher of the *Columbia Daily Tribune*, replacing Rustan Burton who was hired in January 2016 after GateHouse Media purchased the newspaper. As a GateHouse publisher, Leifeste will also oversee the operation of eight other publications, including the *Hannibal Courier-Post*, the *Chillicothe News*, the *Kirkville Daily Express*, the *Linn County Leader*, the *Mexico Ledger*, the *Moberly Monitor-Index* and the *Boonville Daily News*. Leifeste was previously general manager of the *Jefferson City News Tribune*, *Fulton Sun* and *California Democrat*. After being promoted to president of WEHCO Media's Palmer Newspaper Group, which included the three Missouri newspapers and five more in Arkansas, she was also named general manager of the *Texarkana Gazette*. Her other previous experience includes newspapers in Oklahoma and Illinois.

**Kansas City** — Maria Torres is *The Kansas City Star's* new Royals baseball reporter. A University of Georgia graduate, Torres has helped cover the Royals among other duties at the newspaper since joining the staff in 2016. She replaces Rustin Dodd, who has left *The Star*.

**Jefferson City** — Zach Ahrens is the new general manager of Central Missouri Newspapers, replacing Todd Frantz. Ahrens most recently served as president and publisher of the *Topeka Capital-Journal* in Kansas since 2015, and he was a speaker at Missouri Press Association's 151st Annual Convention in Springfield last year. Previously, Ahrens was president and

publisher of *The Log Cabin* in Conway, Ark.

**Versailles** — Mignon Dureka is the new editor of the *Morgan County Press*, taking over for R.D. Fish. Until recently, Dureka was office manager at the Versailles Area Chamber of Commerce and since February 2016 has been city



clerk for Syracuse, Mo. Raised in Kansas City, Dureka has a bachelor's degree in speech, English and Theatre, and a master's degree in management and human relations.

**Lee's Summit** — *The Tribune* has added two new staffers, including award-winning journalist Leilani Haywood whose work has previously been published in *The Kansas City Star*, *Mid-Missouri Business Journal*, *The Orlando Sun* and the *Honolulu Star Bulletin*. Also joining the *Tribune's* staff is Diane Krizek, who previously launched the *Raytown-Brooking Eagle* as publisher, editor and reporter, and has experience in marketing for her global motorcycle parts retailer. Krizek also previously had a career as a programmer with Kansas City Power and Light.

**Platte City** — Cody Thorn was recently hired as the managing editor of the *Platte County Citizen*. Previously, he worked for the *Maryville Daily Forum*, *St. Joseph News-Press* and the *Neosho Daily News*. He started his career as a reporter at *The Joplin Globe* in 2000. Former editor Ross Martin has left the newspaper to pursue an opportunity outside of journalism, according to the story announcing Thorn's hiring.

**Ozark** — Charles Goodin was chosen to replace Amelia Wigton as editor of the *Christian County Headliner News*, who resigned after 11 years with the newspaper for a position with a local school district. Goodin most recently managed the graphic design department for Phillips Media Group and previously has been editor of multiple newspapers in Arkansas.



# Sources and resources for Missouri newspapers



*Every Business Needs  
an Online Presence.*

Contact Ted Lawrence  
at Missouri Press.

lawrencet@socket.net  
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# Are you participating in MPS' statewide networks?

**From Ted Lawrence**

*Missouri Press Service*

Is your newspaper among the 80+ Missouri Press members that are part of the Online Ad Network?

If not, please take a close look at this exciting program, exclusively for MPA members.

The Online Ad Network operates much like the Statewide Classified Network and the Display Ad Networks.

These Networks are vital to the operation of the Missouri Press Association. The revenues from the Networks help provide services to our members. The revenues help pay for the MPA legal hotline, and they help support MPA's lobbying efforts defending our industry in the state capital.

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- Additional revenue streams.
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- Save time and money.

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ads in various sizes, place the ads on your site, and take them down when expired. Your reps can sell onto the network, and earn high commissions for your paper.

Missouri Press receives requests from industries such as hospitals, trucking, employment, real estate, internet and cable, and many others. We would appreciate your support of our Online Ad Network.

If you have questions, or would like to sign up, please contact Ted Lawrence, Advertising Director, or one of our Technical Advisors, Tate Mattson or Keeley Dority, at 573-449-4167.



**Missouri Press  
Foundation**

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

## **Society of 1867**

Gary and Helen Sosniecki, Dave Berry, Dennis Ellsworth

In memory of **Jack and Etta Jean Watters:** Dave Berry, Cindy Shannon, Laura Wolfe, Virginia R. Ahrens, Robert Ahrens, Doug and Tricia Crews

**Missouri Photojournalism Hall of Fame:** Bill Hankins

**Summer Internship Program:** Silver Dollar City



## **Flipping Objections on the Spot!**

**Friday, March 2**

*Presenter*

*Ryan Dohrn,*

*Brain Swell Media*

[www.onlinemediacampus.com](http://www.onlinemediacampus.com)

## **Understanding Analytics**

**Thursday, March 22**

*Presenter*

*Sherri Horton,*

*GateHouse Media*

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# What do you expect from Newspapers in Education?

**From Helen Headrick**  
*NIE Coordinator*

Winter is releasing its hold on Missouri. It's hard to believe the end of winter heralds the end of another school year. Spring breaks and standardized testing mean a rush of activity in March and April and then the calendar flips to May and school is over.

Amid this flurry of activity is planning for the coming 2018-19 school year. Newspapers In Education's annual committee planning meeting is in March. We review the successes of the past year and discuss content to support educators in the coming year. Obviously last year's Eclipse ads were a huge hit, covering so many STEM disciplines. Our serial story, Kali: A Polar Bear's Tale, has also been very well received, both here at home and across the country. We intend to build on these successes.

One over arching goal is to provide teachers with a way of engaging students by using newspapers regularly. To this end, we intend to provide a calendar of newspaper activities for each day of the school year, from mid-August to mid-May. Math, social studies, science, language arts and general newspaper use will be covered. Teachers can use all or pick and choose to fulfill the needs of their students. Look for those ads to be available in mid to



**Helen Headrick**

late July.

We partner with the Missouri Bar every year on a Constitution Day ad and general civics education. We recently met with Tony Simones, the new Director of Citizenship Education, and have sketched out a four-part series on the Separation of Powers. Look for that to begin in May. Through our partnership with the National Newspaper Association Foundation, which is the educational arm of the National Newspaper Association, we will offer another serial story next January.

We would love to hear how and what you need, in your own community. Do teachers ask for specific types of content? Do they want more current events or science? Do you see a community need, beyond K-12 education? Lifelong learners are as important to serve as school-age children. How about ideas or topics for the next serial story? Comments, suggestions or questions are always welcome. Send these to [hheadrick@socket.net](mailto:hheadrick@socket.net). Watch our social media and check the NIE calendar, [mopress.com/nie-calendar](http://mopress.com/nie-calendar), for updates.

Newspapers In Education may not start the coming school year again with a celestial event sweeping across our state, but we do expect many more exciting topics for you to share with your readers of all ages!

## Missouri Press Association / Missouri Press Service

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Doug Crews: Legislative Director, [dcrews@socket.net](mailto:dcrews@socket.net)



## CALENDAR

### 2018

#### March

**31** — Deadline for MPA Award Nominations: Hall of Fame, Outstanding Young Journalist, Photojournalism Hall of Fame.

#### April

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

**26** — MPA Past President and Spouse's Dinner, Grand Cru, Columbia

#### 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

**27** — Cardinals vs. Cubs Missouri Press Foundation Fundraiser Baseball Game, St. Louis

#### September

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

# ONE DAY, ONE SALES CALL



The appointment was set by the newspaper sales guy. We met with the owner of a small women's boutique, in a Missouri town of about 5300.

The store's marketing efforts currently include some print ads, and multiple Facebook posts each time she has a special sale or event. The reason we were able to sit down with her was because of the service Missouri Press offers of helping with business Facebook posts, so she wouldn't need to spend so much time away from running the store. (Note: The newspaper profits around \$70/month for selling that service, while Missouri Press/Amplified Digital does all the Facebook work.)

That Facebook service turned out to be just the door-opener. We conversed about how her business had changed; who her real customers were; what their habits and interests are; and what those customers are doing online, on their smart phones, etc.

When I pulled out a one-sheet flyer entitled: "Upscale Woman Network", she was intrigued. We explained that she could have her ad appear on the smart phones, tablets, laptops, and desktop computers of women who live in her market area, who are interested in fashion trends, health, home decor, and luxury items. Her ad could appear, we explained, on nationally and regionally based websites, but only on the devices of the women who fit the description of, and lived in, her target market. In other words, I could be sitting right next to one of her prospects, we could go to the same website, and the boutique ad would show up on her phone, but not on mine. Her ad wouldn't be wasted on someone who isn't a prospect.

This "Upscale Woman Network" (which all Missouri newspapers can now offer to their advertisers) includes premium websites such as foodchannel.com, hgtv.com, style.com, wellness.com, and marthastewart.com. Our boutique owner agreed that a small store like hers could make quite a powerful impact when her ad shows up on one of these sites.

The bottom line: this boutique owner is a believer. She is currently planning her spring advertising budget, which she says will include a digital buy like the one described here. The newspaper will receive more than \$400 profit per month, on an \$850 buy. They will likely offer a nice discount, as long as there is a print schedule to go along with the digital ads. Sounds like a win-win.

If there's a boutique in your town (or a body shop, or a shoe store, or a restaurant, or a bike shop, or an attorney, or a pool/spa store, etc.), make an appointment to go talk about their business. I'll meet you there, and let's see what happens.

**Ted Lawrence,**  
Advertising Director  
Missouri Press Service





## *Continued from Page 2: America better for newspapers' actions*

And paramount among the responsibilities of a free press is the duty to prevent any part of the government from deceiving the people and sending them off to distant lands to die of foreign fevers and foreign shot and shell.

In my view, far from deserving condemnation for their courageous reporting, the New York Times, the Washington Post, and other newspa-

pers should be commended for serving the purpose that the Founding Fathers saw so clearly. In revealing the workings of government that led to the Vietnam war, the newspapers nobly did precisely that which the Founders hoped and trusted they would do.

And finally, there was the press conference held by Arthur Ochs Sulzberger, president and publisher of The New York Times, as printed in that paper

following the court decision.

When asked, "Knowing what you know about what happened, would you do this again if someone came to you with what you considered to be an equally important discovery?"

Sulzberger replied that he would.

And that is about as perfect of an ending as any Hollywood movie could imagine. Thankfully for all Americans, it really happened.



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

**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.

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**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.

# Closed coroner's reports only make people think the worst

**I**t started with a suicide. A young man, 17 years old, who was bullied in high school couldn't escape the atmosphere when he went to his job at Dairy Queen, where the bullying continued. And so, in December 2016, he took a way out that should never happen.

But the story of Kenneth Suttner didn't end there. The Howard County coroner decided to convene a coroner's jury to determine whether the facts surrounding the death constituted a crime.

Those who search online can find dozens of stories covering this tragedy, from local coverage to the nation's largest publications. But to make a long story short, ultimately the coroner's jury held that the school district was negligent in preventing bullying from occurring on school grounds. And the jury recommended charges be brought against a young woman who was Suttner's supervisor at the fast food job, because she had engaged in a number of actions meant to humiliate him, despite her assertion that it was done in fun. Charges in her case will play out in coming months.

But this is where the story becomes especially interesting for those of us in the journalism industry. How many times have we been told that coroner's reports

are "investigative reports," and are closed to the public until the criminal investigation and prosecution are "inactive" and that we cannot have them?

Well, the school district wanted access to those records. And the prosecutor, not surprisingly, said no.

So the district went to court. Tom Mickes, who generally stands with school district officials denying voraciously any request from us for access to closed school district records, found himself trying to convince a judge that the district could not defend itself without getting access to those records. For the district, admittedly, it was not really a Sunshine Law argument as much as a legal discovery argument. And a judge held that the district had a right to those records, so he ordered they be released to the district, but at the same time, the judge placed a protective order on them, limiting the district's ability to further distribute those records.

Meanwhile, the *Columbia Missourian* made a request for those records from the coroner's office. And it got the same response most of us get — they are investigative records and would not

be released. However, it's interesting to note that when the coroner issued a press release about the coroner's in-

quest, he noted that the inquest process was open to the public and the records would be open to the public. A crowd attended the hearings. A transcript was kept of the proceedings, as required by state law.

And so, the *Missourian* has filed a lawsuit against the Howard County Coroner's office, seeking the court to declare that the records sought are public records, focusing in part on the fact that the public records law (Chapter 109 in the Revised Statutes of Missouri) mandates those records be kept and that they therefore are public records, subject to the Sunshine Law.

There is a history of courts recognizing the existing case law that holds coroner's records are subject to closure while the investigation continues. But Sandy Davidson, who is representing the *Missourian*, has made an interesting argument. And, beyond that, this case makes it very clear that when a community is faced with a situation where there appears to be strong injustice on the table, public officials holding their "cards" close to their "chests" simply encourages citizens to think the worst. Rumors grow. "Fake news" develops. Suspensions fester.

It's an interesting case. Add to it all that's happening in the state in other forums involving the Sunshine Law — legislative activity generated by Attorney General Josh Hawley hoping to create an Office of Transparency, and a number of Sunshine Law suits pending in other circuits in the state that focus more closely on political efforts by one group or another to discredit a state elected official, and it's quite a time to be following developments involving our favorite group of statutes.

Stay tuned — there's more to come!

*"This is where the story becomes especially interesting for those of us in the journalism industry. How many times have we been told that coroner's reports are 'investigative reports,' and are closed to the public until the criminal investigation and prosecution are 'inactive' and that we cannot have them?"*







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