

MIP MISSOURI PRESS NEWS

YOUR VOICES HEARD at *Day at the Capitol* Page 4



Newspapers' legacy will be protected in new SHSMO Center | P6

Register to attend the Missouri Advertising Managers' Association Meeting | P8

This spring marks the 200th birthday of the first 'wilderness newspaper' | P11

REGULAR FEATURES

President.....	2
Obituaries.....	9
Award Deadlines.....	10
Calendar.....	15
More on Advertising...	16
Jean Maneke.....	18



Stay vigilant to help protect newspapers

Many opportunities coming up to get involved with YOUR press association

We continue to battle legislation that seeks to eliminate public notices in Missouri newspapers. It's imperative that you connect with lawmakers in your district and voice your concern. Public notices belong in newspapers and in the public, not on an obscure website where no one can find them and certainly not on a government run website where they can be manipulated. Our grass roots effort to defeat this has been vital in the past and that remains true today.

Bill James who served as publisher of the *Warrensburg Daily Star Journal* gave a set of prints with il-

lustrated scenes of the county newspaper office to me shortly before he died. They're a constant reminder of the rich heritage newspapers have in our lives. April marks the 200th anniversary for "country newspapers" in Missouri. Everyone in our industry can take pride in this milestone.

As we head into spring please make plans to attend MAMA on Thursday April 11 and Friday April 12 in Columbia. These workshops are a great place to network and take away ideas to help your newspaper, and that in turn helps all of us.

In addition to attending MAMA,

take time to submit nominations for the Missouri Newspaper Hall of Fame and Photojournalism Hall of Fame. These awards are incredibly meaningful because they recognize those in the industry who have been influential to others.

It's time to wrap this up for another issue. I wish each of you a good spring and we'll see what's coming around the bend. As my friend Bill James used to tell me, "It ain't over 'til it's over."

Til Next Time:

J.M.W.



Missouri Press Association President James White chats with Missouri Lieutenant Governor Mike Kehoe during MPA's Day at the Capitol on Jan. 31. Kehoe, a former state senator from central Missouri, spoke to MPA members about some upcoming plans for the office, including veterans affairs, his office's future role with the Missouri Arts Council and possible tax credits for movies being made in Missouri. He also was asked if he will run for his current office, to which he was appointed last year, but he declined to confirm or deny those plans. (Submitted photo)



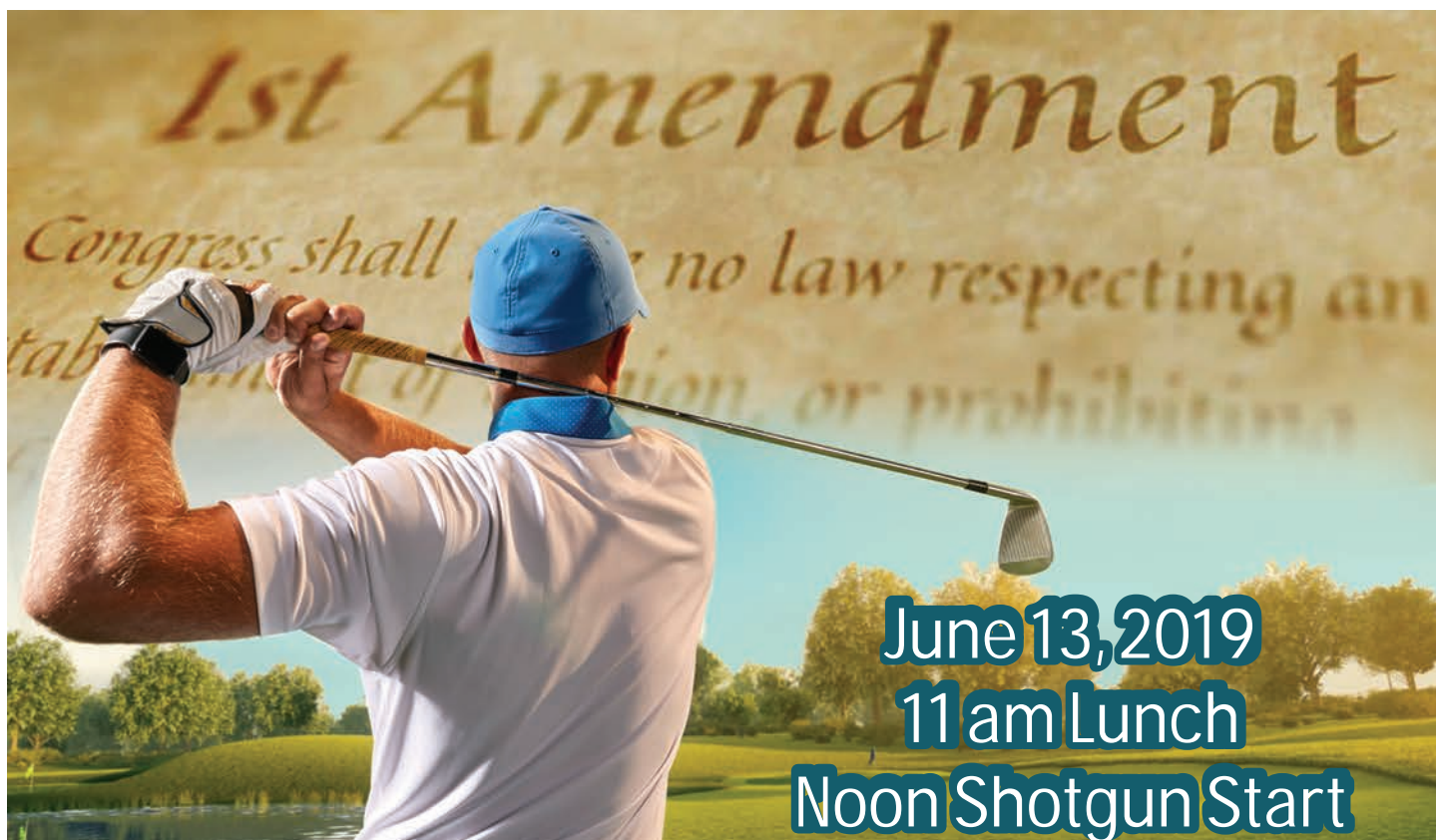
PRESIDENT: James White, *Benton County Enterprise, Warsaw*
FIRST VICE PRESIDENT: Trevor Vernon, *Eldon Advertiser*
SECOND VICE PRESIDENT: Liz Irwin, *Missouri Lawyers Media, St. Louis*
SECRETARY: Hannah Spaar, *The Odessan, Odessa*
TREASURER: Amos Bridges, *Springfield News-Leader*
PAST PRESIDENT: Carol Stark, *The Joplin Globe*
EXECUTIVE DIRECTOR: Mark Maassen
ADVERTISING DIRECTOR: Ted Lawrence

EDITOR: Matthew Barba

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.

DIRECTORS:

Mary Wilson, *Jackson County Advocate, Grandview*
Donna Bischoff, *St. Louis Post-Dispatch*
Roger Dillon, *Shannon County Current Wave, Eminence*
Julie Moreno, *Independence Examiner*
Bryan Jones, *Versailles Leader-Statesman*
Kevin Jones, *St. Louis American*
Beth Durreman, *Perry County Republic-Monitor, Perryville*
Tianna Brooks, *Mountain View Standard News*
NNA Representative: Sandy Nelson, *The Courier-Tribune, Liberty*



June 13, 2019
11 am Lunch
Noon Shotgun Start

2019 First Amendment Golf Classic

THE COVE • The Lodge of Four Seasons • Lake Ozark, MO

Name

Player #1

Co./Newspaper

Player #2

Address

Player #3

Email

Player #4

Phone

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

Mulligans may be
purchased at the
course before
teeing off.

Daily or Weekly Publication ☐ Daily ☐ Weekly

Golf = \$75 per golfer

\$

Mulligans \$10 Each

\$

(limit 1 per player per side)

Prizes will be awarded
after tournament

Method of Payment

☐ Check ☐ Visa ☐ Discover ☐ MasterCard ☐ American Express

Hole Sponsorship = \$50 each

\$

Prize Fund

\$

Credit Card #

Exp. Date

TOTAL: \$

Name on Card

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



Day at the Capitol brings dozens of MPA reporters to Jefferson City

By Missouri Press Staff

Missouri Press News

More than 80 journalists, representing dozens of newspapers, made the trip to Jefferson City in January for this year's Missouri Press Association and Associated Press Day at the Capitol.

Lunch was held at the Governor's Mansion and included a question-and-answer session with Gov. Mike Parson.

Among the issues that Parson addressed were concerns about public notices and how removing them from printed newspapers will affect citizens' access to that information.

Multiple pieces of legislation have been introduced this legislative session that would take public notices out of newspapers and put them online. Missouri Press has been working with legislators and other groups to introduce legislation that will protect public notices in printed newspapers, while addressing concerns about wider access to that information.

The early morning program included breakfast in the Capitol Building, followed by members meeting with their local legislators to discuss issues affecting newspapers, including this session's efforts to eliminate public notice publishing requirements.

Members also heard from Lt. Gov. Mike Kehoe and Attorney General Eric Schmitt, as well as had the opportunity to ask questions.



Above, Gov. Mike Parson spoke to Missouri Press Association members during lunch at Day at the Capitol, Jan. 31. Parson also answered a number of questions from members. At right, Geoff Tibbs of the *Perryville Republic-Monitor* takes in all the sights the Governor's Mansion in Jefferson City has to offer. Below, Mike Jenner of the *Columbia Missourian* takes the opportunity to get a selfie with the governor.



Monte Miller of the *Washington Missourian* asks a question of Lt. Gov. Mike Kehoe during Day at the Capitol. Kehoe and Eric Schmitt, who recently took office as Attorney General after Josh Hawley's election as U.S. Senator, spent several minutes talking to members and answering questions. (Staff photos)



In partnership with Missouri Press' member newspapers

What: It Can Wait campaign between AT&T, Missouri Press Association and Missouri newspapers

When: Spring 2019, with a local deadline of April 15

Who: Missouri high school-age students

What: Have students write an essay or produce a video with transcript about the dangers of distracted driving. Entries should answer the question, "What is the most persuasive argument to convince people not to drive distracted?"

Solicit local entries and choose an essay winner and a video winner from those individuals. Local winners will then be passed on to Missouri Press Association for statewide judging.

Prizes: The statewide essay winner will receive \$1,000; video winner will receive \$500

For more information, contact Matthew Barba at mbarba@socket.net or 573-449-4167

A desire to protect the legacy of Missouri's newspapers

By Missouri Press Staff

Missouri Press News

The tie between The State Historical Society of Missouri, the Missouri Press Association and the Missouri Photojournalism Hall of Fame will be linked into the future through the new Center for Missouri Studies building. And, the late Jack Hackethorn's legacy will be tied to the building, also.

The Hall of Fame, which had been headquartered for a decade in Washington, MO, and hosted by William L. Miller, Sr., since its founding in 2005, was moved to Columbia for the annual induction ceremonies each fall at the School of Journalism. Then came the construction of the new Center for Missouri Studies.

Hackethorn was a news photographer, a graduate of the Missouri School of Journalism, worked in Washington, DC, Detroit and at the *St. Louis Post-Dispatch* as a photographer. He died in 2006 at age 94. Hackethorn was inducted into the Photojournalism Hall of Fame in 2007. Later, his niece, Judith Streu of Liberty, donated a portion of her uncle's estate to the Missouri Press Foundation with the intent that the funds would be used to build a permanent home for the Hall of Fame.

Doug Crews, former MPA Executive Director, current Missouri Press Foundation Board member and current member of the State Historical Society of Missouri Board of Directors, contacted Streu in June 2017, about the Hackethorn Fund. He knew when she made the generous decision to contribute the fund to the Foundation, the fund was to be used for a new building to house the Photojournalism Hall of Fame.

"Unfortunately, that was not likely to happen," Crews said. "The Hall of Fame had been moved to Columbia from its original home in Washington. However, there was a new opportunity for the Hall of Fame to become part of a new building next to the University campus, and its location is just steps away from



The Center for Missouri Studies, the future home of the State Historical Society of Missouri, is nearing completion in downtown Columbia. The Center will contain a room for the organization's expansive microfilm newspaper archive, as well as be a home for the Photojournalism Hall of Fame. Support for the room came from many of Missouri's multi-generational newspaper families. (Submitted photo)

another building on South Seventh Street where Jack worked for the Missouri Farmers Association for 30 years. I recall visiting with Jack at his office there.

"I visited with Gary Kremer, the Society's Executive Director, about storing the Photojournalism Hall of Fame's archives in the new building. Photographers' plaques could be displayed on a rotating basis along with their photos. The annual induction ceremonies could be held in the new building's auditorium.

"The Society and the Hall of Fame, along with the Press Association, would be perfect partners in archiving historic photographs by Missouri newspaper photographers," Crews said.

Streu gave permission to use the Hackethorn Fund for the new building, amounting to more than \$40,000.

"I was thrilled (as were Missouri Press Association Executive Director Mark Maassen and The SHSMO's Gary Kremer) that the Jack Hackethorn Fund was redirected to the new Center

for Missouri Studies," Crews said.

The proposal is to use the Hackethorn Fund so that a room in the new building will be designated in honor of the Missouri Press Association, the Missouri Photojournalism Hall of Fame, Jack Hackethorn and the other supporters who have contributed to the project.

The Missouri Press room, located on the second floor of the new building, will house the Missouri newspaper microfilm archives, dating back to 1808. SHSMO currently holds more than 58,000 reels of microfilm of Missouri's newspapers, and the new room is designed to hold up to 100,000 reels.

Among the project's supporters is Wallace Vernon, retired publisher of the *Eldon Advertiser*. While many newspapers keep their own "libraries" with back issues, photo archives and other information, nothing compares to the centralized repository the State Historical Society maintains in Columbia, he said.

Continued on Page 17

Missouri Press Foundation

A HUGE THANK YOU!

**to the donors who funded
the MPA newspaper archive
in the new SHSMO facility.**

Jack & Betty Hackethorn

David Bradley

Brian Brooks

Larry Crader

Doug & Tricia Crews

Michael Harper

Bill Kuykendall

Michael Ledbetter

Mark Maassen

Bill & Jackie Miller

Marilyn Miller

Vicki Russell &

Hank Waters

Robert Steele

Judith Streu

The Vernon Family

Dalton Wright



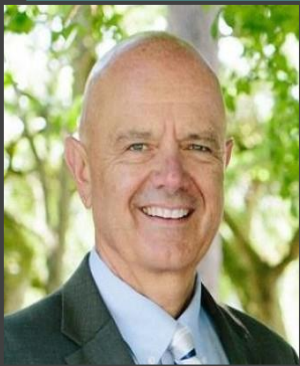
Missouri Advertising Managers' Association Meeting

April 11-12, 2019

Holiday Inn Executive Center | Columbia | Room Reservation Deadline March 8

Call 573.445.8531 and Ask for Our Special Rate of \$109.95

Meeting Agenda



Speaker
Norm Frain



Thursday, April 11

11:00 AM | MAMA Board meeting in The Sports Zone
1-2:30 PM | "Top 10 Things To Know Before You Go"
With St. Louis Post-Dispatch Trainer Norm Frain
2:30PM | Break
2:45PM | Best Ideas Session | Bring your Best Ad Ideas
for a Chance to Win CA\$H!
4:15PM | Meeting to adjourn for the day
6:00 PM | Reception
6:30 PM | Best Ad Contest Awards Banquet and Best
Ad Idea Session Winners Announced
8:00 PM | Thursday night fun event at the AXE HOUSE!
Transportation Provided

Friday, April 12

8:30AM | Breakfast
9:00AM | Professional Sales Training from St. Louis
Post-Dispatch Trainer Norm Frain
10:30AM | Refreshment Break
10:45AM | Amplified Digital will Outline New
Opportunities for Missouri Press

Go Online to Register at: <https://bit.ly/2TTrtEx>

OBITUARIES



Rock Port

John Henry Cox

John Henry Cox, former publisher of the *Atchison County Mail*, died Sunday, Dec. 30, 2018, at Santa Marta Retirement Community in Olathe, Kan. He was 93. In 1950, he purchased the Rock Port weekly and served as publisher, reporter, editor-in-chief, ad-man, photographer and business manager. Mostly, however, he was known for his dedication to the people of Atchison County, providing them with a truthful and accurate source for news.

In 1969, he served as president of the Northwest Missouri Press Association and 10 years later he was president of the Missouri Press Association. He also served on the MPA



Board of Directors for 12 years. For many years, Cox served as Missouri's representative to the National Newspaper Association. He and his wife, Claire, were known for their extensive travels, including on press association business, and sharing those experiences with the people of Atchison County through the newspaper.

His service to the community also included tenures on the boards of many civic groups, local businesses and other organizations. A U.S. Army veteran, he was part of the occupation forces in Japan during World War II. Cox is survived by two sons and a daughter; six grandchildren; and many more friends and family.

Kansas City

Rosemary Henderson

Rosemary Henderson, a longtime *Lawrence County Record* reporter,



died Jan. 4, 2019, after a battle with Parkinson's disease. She was 74. While her early professional career was that of a librarian, she spent the last 40 years of her career

delivering news to readers of the *Lawrence County Record* as a reporter. She retired from the newspaper in May 2016. Her service to the community included multiple terms on the Aurora City Council.

Linn

Paul Slater

Paul Slater, 71, longtime editor of the *Unterrified Democrat*, died Feb. 5, 2019, in Berkley, Calif., after a long illness. Slater worked 30 years as a reporter and editor at newspapers in Texas, North Carolina and Missouri, including 18 years at the *Unterrified Democrat* until 2003. He is survived by many family and friends.

Please help Missouri Press recognize those members of the newspaper industry no longer with us. Submit obituary information for Missouri newspaper men and women to mbarba@socket.net

Kansas City

Joe Popper

Joseph "Joe" Popper, 74, a former columnist for the *Kansas City Star* whose work spotlighted the ordinary American trying to find meaning in everyday life, died Jan. 10, 2019, at his home. An advocate of equality and societal fairness, Popper was involved with the civil rights struggle of the 1960s and served as a marshal during Dr. Martin Luther King Jr. Selma-to-Montgomery march in 1965. While he got his start as a freelancer, he found his professional home at the *Kansas City Star* in the 1980s, remaining there until his retirement in 1999. In addition to his wife, Judy, he is survived by three daughters; five grandchildren; and many more family and friends.



Liberty

Matthew Silber

Matthew Silber, 41, a longtime cartoonist for the *Platte County Landmark*, died unexpectedly Feb. 3, 2019. His editorial cartoons for the Landmark won many awards over the 10 years he worked for the newspaper. In addition to his wife, Dawn, he is survived by a son; his parents; and many more family and friends.

A contribution to the Missouri Press Foundation is a wonderful way to commemorate a special moment or remember a friend or relative.

TIME IS RUNNING OUT!

DEADLINES APPROACHING



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

Missouri Newspaper Hall of Fame

Outstanding Young Journalist

Nominations must be in by April 5

Missouri Photojournalism Hall of Fame

Nominations must be in by May 6

DOWNLOAD NOMINATION FORMS AT
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 with questions.



Applications for the Internship Grants Program must be received on or before April 15.

If your newspaper is interested in hosting an intern, please go to
bit.ly/MoPressForms to download the intern form.

If you have questions please call
573-449-4167



This spring will mark two centuries of Missouri's storied newspaper tradition

By Doug Crews

For Missouri Press News

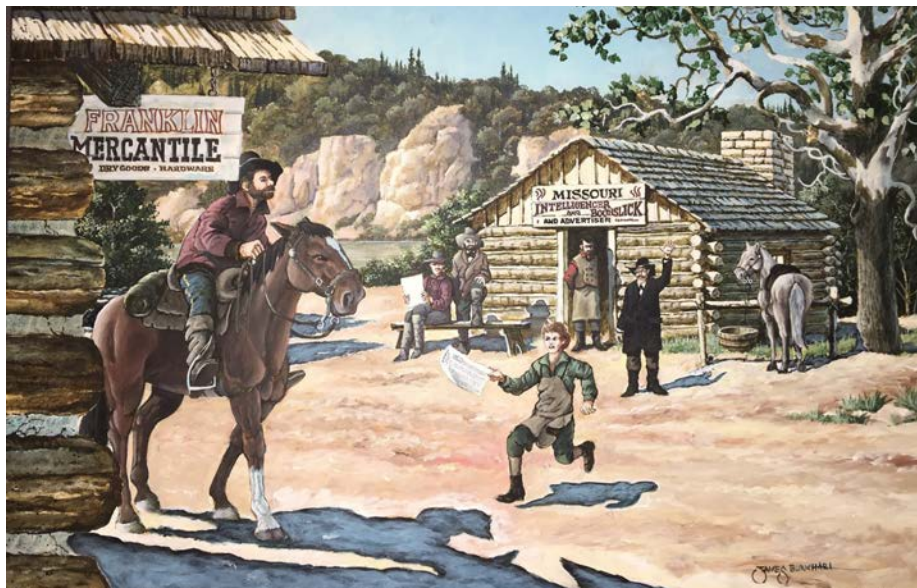
April 23, 2019 marks the 200th anniversary for “country newspapers” in Missouri and some firsts in the early history of our nation. It was on that date in 1819 when *The Missouri Intelligencer and Boon's Lick Advertiser* was first published in Franklin, Missouri.

The newspaper was the first to be published west of St. Louis and the Mississippi River, and it was known as The First Wilderness Newspaper. The town of Franklin served as a jumping off point for pioneers heading westward on the Santa Fe Trail.

Then, 100 years ago in 1919, a monument to the newspaper was erected at “Kingsbury Station,” near the tracks of the Missouri, Kansas & Texas Railroad, about 1,000 feet from the north end of the bridge across the Missouri River at Boonville. The monument was paid for by personal contributions of Missouri Press Association members. The architect was Egerton Swartwout of New York City, who happened to be the architect of the current Missouri state capitol in Jefferson City. Swartwout generously donated his architectural services in designing and preparing the plans and specifications for the monument.

The stone and mortar monument near Old Franklin was inscribed: “500 feet west of this spot is the site where stood the build'g in FRANKLIN in which was published THE MISSOURI INTELLIGENCER and BOON'S LICK ADVERTISER by Nathaniel Patten & Benjamin Holliday. The first number was issued April 23, 1819. It was the first newspaper printed in Missouri west of St. Louis and was Missouri's pioneer Country Newspaper. This monument was erected and dedicated by the MISSOURI PRESS ASSOCIATION, May 9, 1919.”

The monument stood on the west side of the tracks of the KATY Railroad for train passengers and others to view. When the KATY tracks were abandoned, the monument stood near the



A painting recreating life for the first “wilderness newspaper” west of St. Louis hangs in the Missouri Press Association offices. The piece depicts a boy hand delivering a copy of the *Missouri Intelligencer and Boon's Lick Advertiser* to a visitor of the town, while other people read their own copies. (Staff photo)

KATY Trail, today a 240-mile cross-state recreational trail.

By the late 1980s, the original monument was showing its age. The Missouri Press Association repaired the weather-worn monument, contracting to have the stonework cleaned and tuckpointed. On Sept. 21, 1991, the monument was rededicated by MPA members during the association's 125th anniversary convention. R. B. “Bob” Smith III of the *Lebanon Daily Record* was MPA president at the time.

The late Dr. William H. Taft in his 1992 book, *Missouri Newspapers*, wrote: During the rededication ceremony, *Fayette Advertiser* publisher and Howard County historian, the late H. Denny Davis, spoke about the background of this “beginning of newspapers” outside of St. Louis. Davis recalled how “Benjamin Holliday bought a wooden-framed Ramage press and less than 500 pounds of movable type . . . formed a partnership with Nathaniel Patten . . . (and) the first issue of the (newspaper) came out on April 23, 1819.

“As we rededicate this monument, let us rededicate ourselves and our newspapers to that same idea: That a news-

paper should stand for something, count for something; make a difference in a world of human frailties,” Davis concluded.

Like other pioneer editors and publishers who followed, Patten announced in that first issue: “Truth being the first principle of virtue, and virtue being the only basis upon which government can rest, it will be the first object of this newspaper to make truth its polar star.”

An article by E. W. Stephens in the 1919 edition of the *Missouri Historical Review*, published by The State Historical Society of Missouri, provides a detailed history of the Howard County newspaper. Stephens, president of the Missouri Press Association in 1890, was chairman of a special committee named by the association to arrange a 100th anniversary celebration at New Franklin on May 9, 1919, commemorating the pioneer newspaper.

The following excerpts are from Stephens' 1919 article:

The story of Franklin reads like fiction. By 1819 it had a population of from 1,200 to 1,500. It had a public square of two acres and streets 87 feet wide.

Continued on Page 17



BETTER NEWSPAPER CONTEST

The 2019 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, start collecting your entries for this year's contest now.

In response to members' needs, Missouri Press is extending the Contest deadline by one week. Entries **MUST** be uploaded by 11 p.m. Friday, April 5.

In anticipation of scheduling conflicts that might arise due to local elections the first week of April, please make plans to upload your entries **BEFORE** the election. No other extensions will be granted.

All categories for Missouri's 2019 Better Newspaper Contest now require digital entries. Missouri's BNC will no longer accept mailed-in entries for any categories.

If you need help entering any category, including those that previously required mailed-in entries, contact Matthew Barba (mbarba@socket.net) or Kristie Williams (kwilliams@socket.net) for assistance. You can also call 573-449-4167.

The Contest Committee also voted to add a new category: Best Health Story. This category (45) covers health-related stories that member newspapers have produced in 2018, as well as supplementing coverage such as sidebars.

We encourage members not to wait until the deadline to enter your entries in the template. If a significant number of people attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

All the information about the contest — rules, categories, entry instructions — is online at mopress.com/better-newspaper/

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. Friday, April 5, 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 your entries into a "Contest Entries" folder on your desktop.

Please read the instructions and category listings carefully!

Sources and resources for Missouri newspapers



**Every Business Needs
an Online Presence.**

**Contact Ted Lawrence
at Missouri Press.**

**lawrencet@socket.net
573-449-4167**



The Missouri Bar

Jefferson City • 573-635-4128
Find us on Twitter @mobarnews,
on Facebook.com/MissouriBar

**MISSOURI
FARM BUREAU**
www.mofb.org

For information
about agriculture
or issues affecting
rural Missouri call
573.893.1468.



For all things medical in Missouri,
turn to the experts at the
Missouri State Medical Association.

Lizabeth Fleenor
800-869-6762 • lfleenor@msma.org
www.msma.org

CIRCULATION SOFTWARE *for* NEWSPAPERS

SUBSCRIBER CARE DELIVERY MANAGEMENT BUSINESS REPORTING



Interlink

888-473-3103
sales@ilsw.com
www.ilsw.com

Create, Sell, Profit...**Instantly!**

A new revenue tool, MiAD Wizard generates targeted
print, online and mobile **spec ads in seconds** to
close more sales with every appointment.

MiAD *Wizard*

- ★ No training.
- ★ No time wasted.
- ★ No more tough sells.

METRO
CREATE. SELL. PROFIT.

800.223.1600
service@metro-email.com
metrocreativeconnection.com

Go to
miadwizard.com



ON THE MOVE



Bowling Green — Ethan Colbert announced his resignation from the *Bowling Green Times* effective Feb. 25, accepting a position with the *Quincy Herald-Whig*. Colbert will work as an investigative reporter covering local and county governments in Illinois and Missouri. He will also work as a features writer for the daily newspaper. Colbert served as editor of the *Times* since 2015 and was a longtime reporter for the newspaper.



A Pike County native, Colbert started his career as an intern with the *Times* in 2008. He has interned and worked at several of the state's newspapers, and in 2018 he was selected as one of Missouri Press Association's Outstanding Young Journalists.

Dexter — Josh Ayers was named the new editor of the *Dexter Statesman*



late last year. Ayers has been with the *Statesman* for 18 years and helped to ensure a smooth transitional period following former-editor Noreen Hyslop's retirement, according to Chris Pruett, publisher of Butler County Publishing, which operates the *Statesman*.

Festus — Katelynn Mary Skaggs has joined the family of Leader Publications newspapers as a full-time reporter. A recent Southeast Missouri State University graduate, Skaggs previously interned with Leader Publications, where she impressed the newsroom with her skill level and personality, according to *Leader* editor Peggy Bess.



Skaggs will cover various beats for the Leader Publications' family of newspapers, as well as use her photography and videography for print and online journalism. Her previous experience has included being news editor for the *Arrow*, SEMO's student newspaper, and a freelance contributor to *St. Louis Magazine*.

Vandalia — Ron Schott has announced his resignation as publisher of the *Vandalia Leader*, *Bowling Green Times* and *Louisiana Press-Journal* newspapers. Schott had been with the *Vandalia* newspaper as general manager and editor since October 2007 until his promotion to publisher in July 2018. He was chosen to lead the *Bowling Green* and *Louisiana* newspapers after former-publisher Linda Lubrecht resigned.

Schott said he spent a long time thinking about the decision to resign and that he sought spiritual guidance in the matter. He will be assisting Lakeway Publishers of Mo., Inc., owners of the newspapers, in the search for a replacement. His last day is scheduled for March 12.

Louisiana — Adam Thorp has joined the *Louisiana Press-Journal* as the newspaper's editor and reporter. Thorp is a recent graduate of the University of Chicago where he served as editor-in-chief of the *Chicago Maroon*, the university's student newspaper. He has also interned at the *Chicago Sun-Times* and written for PolitiFact.

Taylor Lockard, the previous reporter-editor at the *Press-Journal*, left to launch her own freelance writing company for small businesses and nonprofits. Thorp will work out of an office in the Press-Journal Printing plant.

Marble Hill — Mary Layton, a longtime community journalist, joined *The Banner Press* as news clerk and manager of the newspaper at the beginning of the year. Previously, Lay-

ton worked as a community news coordinator for Southern Illinois Local Media Group, editing and generating news for several communities. Prior to that, she worked on the community news desk at *The Southern Illinoisan* in Carbondale. In 1989 and 1990, she was editor of the *North Scott County News* in Chaffee.

Springfield — Three new reporters have joined the *News-Leader's* newsroom, covering state and local government and breaking news. Austin Huguelet will cover Missouri politics, including the legislature in Jefferson City. A 2016 University of Missouri School of Journalism graduate, Huguelet interned at both the *Kansas City Star* and the *Dallas Morning News*, covering for both citywide breaking news and crime.



Sara Karnes will cover breaking news for the *News-Leader*. Before



joining the Springfield paper in December, she was a reporter for the *Branson Tri-Lakes News*, where she had worked since 2012, two years before she graduated from College of the Ozarks.

Katie Kull began covering local government for the *News-Leader* in early February, coming to Missouri from the *Wyoming Tribune Eagle* where she covered criminal justice. Another MU J-school graduate, she also spent six months covering the Missouri legislature for the Associated Press and interned for a nonprofit education news service in Memphis.



You can plan for 365 days of NIE

From Helen Headrick

NIE Coordinator

Schools, teachers and students are beginning their mad rush to the end of the year. Snow and cold may have changed the planned end date but the 2018-19 school year will end soon. Standardized testing, Spring Break, finishing lessons and books in March and April and then it's May, and school is over.

Rest assured that Newspapers in Education is already planning for the coming 2019-20 school year. The annual committee meeting is in March. We review the successes of the past year and make our plans to support educators in the coming year. This year's serial story, Mr. Eads Bridge, was in response to teachers

requesting STEM material. The tale itself is chock full of STEM content and the accompanying Teaching Guide continues with activities across all disciplines. We're exploring ideas for a lead-in to the state's bicentennial for the 2020 serial story.

It's vitally important to provide teachers with a way of engaging students in their local newspapers regularly. We've created activities for every day of the school year. Some of these are appropriate for elementary grades, while others target middle and high school. If you haven't used the Read All About It series, take a few minute to check it out. The ads are available on our FTP site, mnie.com, with the download code of **readallaboutit**. It's been quite an effort, but one we feel is essential to teachers, students and newspapers. Teachers can use all or pick and choose to fulfill the needs of their students.

We would love to hear 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 are 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. We're here to help!

Watch our social media and check the NIE calendar, <http://mopress.com/nie-calendar>, for updates.

mnie.com and use the download code: 2019readallaboutit to access the rules for publication, the teacher's guide and all eight chapters.', 'This story is brought to you by the Missouri Press Foundation and the National Newspaper Association in an effort to engage young readers with their community newspapers in 2019.', 'We thank the National Newspaper Association Foundation for their generous support to help bring you this story.', 'Missouri Press Foundation', 'NATIONAL NEWSPAPER ASSOCIATION FOUNDATION'."/>

CALENDAR

April

4 — Past President's and Spouses Dinner, St. Charles

5 — Better Newspaper Contest, Newspaper Hall of Fame and Outstanding Young Journalist Nomination Deadline

11-12 — Missouri Advertising Managers' Association Meeting, Holiday Inn Executive Center, Columbia

15 — Local It Can Wait Contest Winners Due to MPA for Statewide Judging

May

6 — Photojournalism Hall of Fame Nomination Deadline

21 — Cardinals vs Royals Fundraiser Baseball Game for the Missouri Press Foundation

June

13 — First Amendment Golf Classic, The Cove, Lodge of Four Seasons, Lake Ozark

14 — Show-Me Press Association, Lodge of Four Seasons, Lake Ozark

July

11 — Southeast Missouri Press Association Meeting, Cape Girardeau

Missouri Press Association / Missouri Press Service

802 Locust St., Columbia, MO 65201-4888

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

STAFF

Mark Maassen: Executive Director, mmaassen@socket.net

Matthew Barba: Editor, mbarba@socket.net

Ted Lawrence: Advertising Director, lawrencet@socket.net

Kristie Williams: Member Services, Meeting Planning, kwilliams@socket.net

Marcie Elfrink: Bookkeeping, melfrink@socket.net

Jeremy Patton: Advertising Placement, jpatton@socket.net

Keeley Dority: Part-time Media Coordinator, kdority@socket.net

Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com

Helen Headrick: NIE & Education Director, hheadrick@socket.net

Doug Crews: Legislative Director, rdcrews@socket.net

**Always here to help
with your telecom and
technology stories.**

Socket®
VOICE • DATA • INTERNET

1-800-SOCKET-3 • www.socket.net

MORE ON ADVERTISING

Ted Lawrence,
Advertising Director
Missouri Press Service



The 2019 Pulse Research Survey hit my inbox last week, and I'll be sharing some nuggets with you throughout the year.

Here's a good one: 80% of newspaper readers in the Midwest say they are "very interested" in the local news in their paper. At the same time, 82% rate the local news in their newspaper as "good to excellent". That's a great combination of facts that we should be sharing with potential advertisers. People are reading our papers!

Pulse also breaks down our readers' shopping plans by category. Did you know that 28% of your readers are planning to buy a car or truck this year? Do the math according to your readership, and go share that with your local dealers. 28% of your readers purchasing a vehicle at an average price of \$10,000 adds up to a nice chunk of business for any auto dealer. They just may want to start talking to your readers who will soon enter the buying process, through an ad in your paper.

The same type of numbers are available for many other types of businesses, like tire stores, donut shops, ice cream parlors, bowling alleys, massage therapists, antique stores, and community theaters. Do you have any potential advertisers who would like to know what percent of your readers are planning to spend money at their type of businesses in 2019? Contact me, and I'll fill in the blanks, so you can go be an expert with your advertisers.

And speaking of the Pulse Survey, we fell just shy of having enough responses from Missouri to have our own state survey, so the numbers I am sharing come from the "Plains Region", which includes Missouri, Iowa, Kansas, Minnesota, Nebraska, North Dakota, and South Dakota. Next year, with just a few more papers participating, we'll have our own state results. Remember that it costs you nothing to participate. You'll just run some small (1x2) ads inviting readers to take the survey, and give them a chance to win \$3000 just for filling it out.



Continued from Page 6: *An invaluable repository of information*

"Many of Missouri's newspapers kept bound copies of each issue for future reference," Vernon said. "Many of those bound copies are stored in newspaper offices across the state. But a large number of them have disappeared as newspapers merged, folded, or as a result of fire or flood damage."

"This [Center for Missouri Studies] may be the most important source of historical information about Missouri communities and their citizens in the state," Vernon said. "I want to do my part to make sure the State Historical Society of Missouri continues to perform this important function for generations to come."

Vicki Russell, president of Missouri Press Foundation and former publisher of the *Columbia Daily Tribune*, added that the newspaper collection maintained by the historical society is one of the most complete in the country.

"SHSMO's new center will help Missourians in so many ways, not the least of which is their ability to harvest the wealth of information produced day by day, and page by page, in hundreds of Missouri newspapers over 200-plus years," Russell said. "What a treasure trove we are preserving and what a pleasure to be able to assist with such an important advancement."

Construction on the Center is proceeding as expected, with substantial completion of the building expected in late April, according to Executive Director Gary Kremer. The move into the new building is expected to begin in May, with a soft opening planned for mid-July. A grand opening for the building is scheduled for Aug. 10, in recognition of the 198th anniversary of Missouri statehood.

This year's Photojournalism Hall of Fame induction ceremony is also ex-

pected to be held in the new building in October.

"The MPA newspaper archive in the new Center for Missouri Studies is more than appropriate, it is vital to preserving Missouri history," Bill Miller Sr. said. "No other source chronicles state history to the extent that newspapers do. Newspapers are history books and invaluable sources of information for present and future generations."

Having the Center be the new home for the Photojournalism Hall of Fame will ensure those whose work has helped illustrate that history is seen by many future generations.

"The Photojournalism Hall of Fame not only recognizes outstanding photojournalists, but their photos give vivid life to what newspapers write about," Miller said. "Stories come alive with photos. These photos are the lasting memories of life in Missouri."

Continued from Page 11: *200 years of Missouri's country newspapers*

It contained between 200 and 300 buildings, among which were five stores, a tobacco factory, two academies, a carding machine, a market house, several churches, four warehouses, a jail and a public library.

Such was the town to which Benjamin Holliday brought a Ramage printing press from Kentucky and less than 500 pounds of type with which to start a newspaper in the spring of 1819. Holliday had come to the Boon's Lick country with the Coopers (also early settlers). Holliday erected a frame building and in it he installed his plant.

In 1818 Nathaniel Patten, age 25, a native of Roxbury, Mass., came to Franklin. He had some experience in the printing business and the newspaper business appealed to him. Patten entered into partnership with Holliday and together they issued the first copy in Franklin on April 23, 1819.

Patten and Holliday exchanged ownership of the newspaper until July 1822, when Patten bought the building and lot it occupied, becoming sole proprietor until suspension of the newspaper in 1835. The files of the newspaper,

from its first to its final number, may be found in the library of The State Historical Society of Missouri in Columbia.

"He is easily entitled to the honor of having been Missouri's pioneer country editor," Stephens wrote.

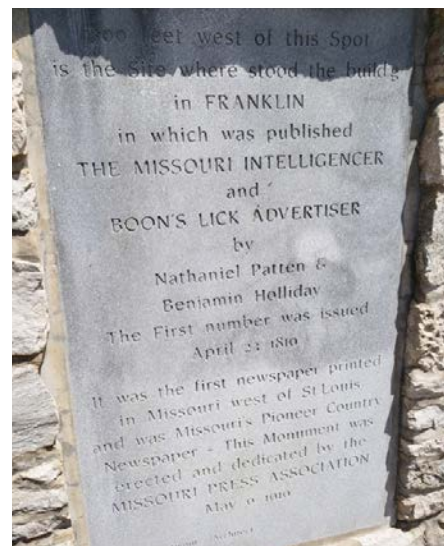
But there's one more twist to the story of the MPA monument, erected in 1919 to commemorate the pioneer newspaper. "Old" Franklin was a spot lost through the encroachment of the Missouri River. The town eventually was moved a few miles north where New Franklin now sits on higher ground, avoiding river flooding.

Soon after the monument had been repaired and rededicated in 1991, the mighty Missouri River unleashed its fury on the original MPA monument, washing it away during the Great Flood of 1993.

In 1996 and 1997, the Missouri Press Foundation, through the urging of Fayette publisher Denny Davis, commissioned the building of a new stone monument, located a few hundred feet north of the original. The inscription from the 1919 monument is reproduced on the front of the replica, and today's

monument can be seen by passersby in cars and trucks on Highway 87, and those hiking and biking on the KATY Trail.

Happy 200th birthday anniversary to The First Wilderness Newspaper.



A monument recognizing Missouri's first "wilderness newspaper," the *Missouri Intelligencer and Boon's Lick Advertiser* stands near Boonville on the north side of the Missouri River. (Submitted photo)

Good communities need informed citizens

We all have habits that help us with stress reduction. Some folks watch television. Some play video games. I'll confess my habit is reading entries on Next Door, an app on my phone that allows neighbors within a community to talk to each other about incidents of concern, pet peeves, things for sale and whatever someone is brave enough to post about.

The subjects are broad. Political discussions are the worst — everyone's worst side comes out. I don't do Facebook but imagine what I see on Next Door is akin to some discussions that take place on Facebook about politics. No winners come out from those battles.

But what bothers me most are the complaints on the app about the cost to renew subscriptions of the *Kansas City Star*. I happen to have paid my six-month renewal a few days ago. It wasn't cheap. But it is a product delivered to my door every day, rain or shine, snow or ice, that I depend on to keep me informed. The cost is about \$112/month — considerably less than I pay monthly for my cable bill and less than I pay for tickets to concerts or other entertainment.

Doesn't matter. The folks in my neighborhood seem to think it's ridiculous. I realize the paper is thinner than it used to be. The number of reporters down at the offices in the *Star* printing plant have diminished greatly — a group of well-seasoned ones took buyouts just in the last few

days and will be moving on. That will impact the scope of its coverage. Still, I would miss my paper if it weren't there every morning. For me, reading it online would be cheaper, but I like having that paper with my morning coffee (Love those MPA coffee mugs that talk about the "smell of newsprint in the morning!")

Neighbors who complain about the cost of the subscription also have lots of complaints about city government. Some are legitimate; some are not. But who do they think will be playing watchdog of city government if the newspaper doesn't have reporters down at city hall? Who will cover state government for them if the newspaper went away? These neighbors don't appear to regularly attend city council meetings themselves.

A few suggest that folks subscribe to national publications, like the *Wall Street Journal*, which are fine newspapers but seldom, if ever, darken the doors of Kansas City's city hall. Television stations and radio stations will suffice, some suggest. I am not accusing broadcast entities of doing what used to be called "rip and read" from the paper, but I suspect they determine where to send reporters at times on the basis of what's in that day's newspaper — mainly because their staffs are generally even smaller than the local paper, and they don't have "beat" reporters who check in on a regular basis to see what might be happening down at city hall. They

work hard but have only about 15 minutes daily to update you on what's happening in town. In-depth stories in those media are rare.

Last summer, the *Columbia Journalism Review* did an article about who suffers when local media disappears. Kyle Pope, the editor in chief who wrote the article, noted that not having a local paper can impact a town's residents in making life decisions.

"What does it mean not to have local news in your town? Would it change where you live, how you raise your kids, where they go to school? It would if a local coach were abusing kids and would have kept doing so if a newspaper hadn't reported it. It would if money that was supposed to be going to city services was instead going to higher financing costs for government bonds, since no one was paying attention to the deals the city was cutting. It would if there were a spike in health viruses, because there wasn't the news infrastructure to warn people to be safe."

We need to be sure we are getting the message out to our readers that their local newspaper is very important to them as citizens in their community. I confess this column isn't really about legal issues. But I've spent a lot of time in the last 30 days dealing with language in bills down in Jefferson City that threatens to significantly harm local newspapers.

While I fight the battles in terms of legal concerns, I also hope that readers of local papers out there are doing their part to support the role of their hometown paper in their community. Good government depends on input from informed and knowledgeable readers. Who depend on their daily or weekly paper to keep them that way.

"We need to be sure we are getting the message out to our readers that their local newspaper is very important to them as citizens in their community."



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



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

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

Cardinals vs. Royals
Tuesday, May 21
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.

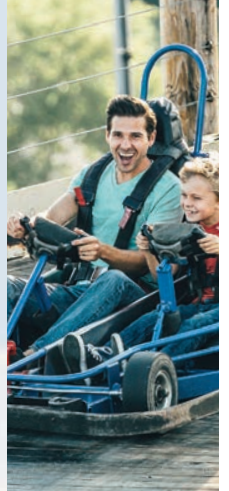
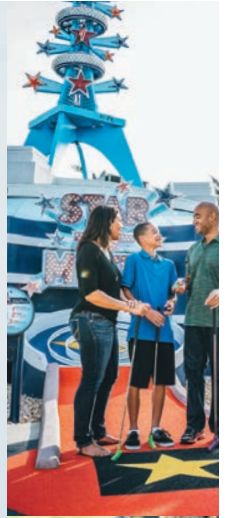


Thanks to the *St. Louis Post-Dispatch*, Missouri Press is able to offer a limited number of tickets as a fundraiser for the Foundation. This is a first-come, first-serve opportunity. Deadline for purchasing tickets is May 10. Call Foundation Director Michael Harper at (573) 449-4167 ext. 303 or email jmharper@socket.net to reserve your spot today.

ST. LOUIS POST-DISPATCH

We Believe
**A FAMILY THAT
SCREAMS TOGETHER
STAYS TOGETHER.**

In Branson, we believe in a few things.
And the only way to experience
an unbelievable vacation is to be here with us.
Branson. You won't believe it, until you do.



Branson
MISSOURI
★

ExploreBranson.com

877-BRANSON