

MIP

MISSOURI PRESS

NEWS

John Spaar
named MAMA
Sales Pro | P4



Meet MPA's new for 2019 directors | P6

Sign up for Show-Me Press | P8

Get your best get-up on for Gangsters and Flappers Night | P11

REGULAR FEATURES

President.....	2
Obituaries.....	9
Scrapbook.....	10
On the Move.....	14
Calendar.....	15
More On Advertising.....	26
Jean Maneke.....	18



Build relationships with your legislators and within the industry

Summer will open its door soon and this legislative session will close its door. As I write this column, it appears we've successfully navigated this year to keep legal notices in newspapers, where they belong! Let's face it, when the government decides to take over anything, the end result usually isn't very effective. Three hundred-dollar pencils for the Defense Department come to mind.

Building our relationships both on the state and national level is vital to our industry. The personal interactions and phone calls each of you make to your representatives have made a tremendous, positive impact.

In March, Mark Maassen, Liz Irwin, Sandy Nelson and I spent two days in Washington D.C. meeting with Sena-

tors and Congressman, including U.S. Sen. Roy Blunt, who has been a major booster of Missouri newspapers. Please take time to visit with your representatives when they're in town.

It does make a difference!

This year's Missouri Advertising Managers Association conference was indicative of what is best about the Missouri Press Association. Though some of us compete directly, as an industry we're all in this together and sharing ideas for advertising promotions and learning about new digital marketing is something that benefits everyone. MAMA, as with each Missouri Press conference, wouldn't be possible without the dedication from folks like Kristie Williams, who makes staging these

events look effortless, but they're not.

Speaking of conferences, make plans to attend the First Amendment Golf Classic, formerly the Porter Fisher Golf Tournament, on June 13 at The Cove in Lake Ozark, and the Show Me Press Association conference on June 14. These are always celebratory events, filled with PIZAZZ by longtime members that include Joe May and Bill Miller ... and lots of others too. Then it's on to Kansas City!

It's time wrap this up for another edition. In the meantime, "Lord Save Us From James C. Davis."

'Til Next Time:

J.M.W.



MPA President James White, center, presents staff of the *Columbia Missourian* with the Best of Show award for dailies in the 2019 Best Ad Contest. Pictured with White are Melody Cook, ad designer, and Bryan Chester, ad director. Chester will also succeed White as the 2020 MAMA president. *McDonald County Press*, Pineville, won Best of Show for weeklies, however they were not in attendance. (Staff 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

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NNA Representative: Sandy Nelson, *The Courier-Tribune*, Liberty

We bet you won't want to miss this!

~ Save the Date ~
September 26-28, 2019



153rd
Missouri Press Association
Annual Convention
& Trade Show

Harrah's North Kansas City



John Spaar named 2019 Sales Pro at MAMA meeting in Columbia

By Missouri Press Staff

Missouri Press News

The Missouri Advertising Managers Association held its annual meeting April 11-12, in Columbia, giving out awards for its Best Ad Contest and recognizing the accomplishments of newspapers ad staffs around the state.

John Spaar, co-publisher of Odesa's *The Odessan* and *Focus on Oak Grove* and advertising director for both, was this year's recipient of the Dee Hamilton Memorial Sales Pro Award.

The Sales Pro Award is given to advertising professionals who have shown a dedication to the Missouri newspaper industry.

Spaar was nominated by long-time friend Kevin Jones of the *St. Louis American*, who recognized not only the former's commitment to his own newspapers but to other advertising directors and sales people throughout the state.

Continued on Page 5



John Spaar, left, accepts a first place award his newspaper, *The Odessan*, took home in the Missouri Advertising Managers Association's 2019 Best Ad Contest. Later during the awards banquet, Spaar would also be recognized with this year's Dee Hamilton Memorial Sales Pro Award, for which he requested "at least 50 pictures from the evening" be taken. MAMA President James White, however, might have felt that request was a bit much. (Staff photos)



Above, Sandy Nelson, publisher of the *Courier-Tribune in Liberty*, recaps the day's training by Norm Frain, sales trainer for the *St. Louis Post-Dispatch*, before the Missouri Advertising Managers Association's awards banquet. At right, the good times continued into the evening with Bryan Chester, advertising director for the *Columbia Missourian* and 2020 MAMA president, sharing a laugh with James White, 2019 MAMA president and publisher of the *Benton County Enterprise* in Warsaw. Chester presented White with a plaque commemorating the latter's service to the MAMA Board of Directors.



Continued from Page 4: Spaar is 'the epitome of an Old Pro'

"[John] is the epitome of an Old Pro when it comes to advertising, and someone I consider a leader, a stalwart and a visionary among ALL Missouri newspaper ad folks," Jones wrote in his nomination.

"He's been attending MAMA meetings for longer than anyone in attendance, and never hesitates to share his ideas for special sections and the like," Jones said. "At the same time, he has been extremely complimentary to others in attendance, always saying 'that's a good idea' or 'I like that' or 'way to go!'"

Spaar, who for his part was also recognizing the one year anniversary

of the death of his mother, former Missouri Press Association president and publisher Betty Spaar, told the MAMA crowd that he was extremely humbled and proud to be honored with the Sales Pro Award.

Also at this year's MAMA meeting, the group spent some time with Norm Frain, sales trainer for the *St. Louis Post-Dispatch*.

Putting a fun twist on his training, Frain covered what things a sales person should do before meeting a client and how to apply that information to a sales call.

The 2020 MAMA Board of Directors includes: President Bryan Chester, Co-

lumbia; First Vice President, Whitney Livengood, Washington; Secretary-Treasurer, Kristie Williams, Columbia. Directors include: Kevin Jones, St. Louis, Sandy Schnurbusch, Perryville; Brittney Cady, Jefferson City; Gina Langston, Greenfield; Past President, James White, Warsaw.

A date for the 2020 MAMA meeting has not yet been scheduled. Information will be sent via email when it becomes available.

For more information about MAMA, including how to get involved, contact Kristie Williams at kwilliams@socket.net or 573-449-4167.

At right, Trevor Vernon of Vernon Publishing, center, chats with Janet Conner and Bryan Jones, both of the *Versailles Leader-Statesman*, during the Missouri Advertising Managers Association awards banquet. Below, Tara Alumbaugh of the *Eldon Advertiser* and Dennis Warden of the *Owensville Gasconade County Republican* take a selfie during a game of giant Jenga at the Thursday night fun event held at The Axe House in Columbia. Below right, Jeanine York, center, practices the correct stance before throwing axes during the Thursday night fun event. In the background, Bryan Chester has already started throwing axes and in the foreground, Michael Harper checks his grip before nailing several bullseyes.



Meet Missouri Press' newest board members (and a familiar face, too)

By Missouri Press Staff

Missouri Press News

Every year Missouri Press Association elects new members of the Board of Directors, drawing from the rich variety of people who make up the state's newspaper industry. Each of these new members is asked to share some background about how they got into newspapers and where they see

the industry going in the future.

New Board of Director members for 2019 include Beth Durreman of the *Perryville Republic-Monitor*; Amos Bridges of the *Springfield News-Leader* and Hannah Spaar of *The Odessan* in Odessa. Kevin Jones of the *St. Louis American* was also elected to the Board for 2019, however he previously served on the MPA Board

culminating in his term as president in 2010.

Each of the new board members brings with them a unique set of skills and viewpoints to better help newspapers in their fight to stay healthy and relevant in the face of mounting opposition from various entities and increasingly-varied sources of information.

Beth Durreman

It was an accident that started Beth Durreman working at the *Lebanon Daily Record* in July 1987.

"I was unhappy with the job I had and went to the unemployment office to see what opportunities they might have," she said. "They sent me to an interview that day with Beth Chism, who was the general manager at that time. She and I visited, and she offered me a job in the classified department."

Durreman never thought she would be working for a newspaper growing up, but she thinks there might have been an early sign of things to come. "My first crush was our paperboy, Jack Parks, in junior high. Maybe that should have been a clue."

Throughout her career, Durreman has held a number of positions with the newspapers she has worked for, including her current role as publisher of the *Perryville Republic-Monitor*. All those jobs have allowed her to do what she enjoys most, however, which is meet many different people from the community.

"Everyone from business folks who run multimillion-dollar businesses to mom-and-pop businesses, educators, politicians, local city and county leaders and employees, students, volunteers, bankers, lawyers," Durreman said. "I even had the opportunity to meet the vice president of the Potawatomi Nation in Oklahoma. We sat at the board table and discussed newspaper advertising. It's easy to say I love my job."

As newspapers continue, making sure they stay "relevant, timely and profitable" remains the biggest hurdle each must overcome, Durreman said.



Beth Durreman

"Our staff is embracing technology as best as we can, but we are still struggling with finding ways to monetize the new technology. And if we have an idea, finding the way to implement it is a whole group of other challenges," she explained.

Last year, the *Republic-Monitor* had an intern from the University of Missouri through a Reynolds Journalism Institute program. Durreman said the intern helped tremendously in training staff and reinforcing the importance of technology at the newspaper, but she is still looking for ways to make all of the technology profitable.

She cites her work with former MPA Board members, including presidents Dalton Wright, Robert "Bob" Smith, Gary and Helen Sosniecki, and Bill Miller Sr., as well as her service on the Missouri

Advertising Managers Association and Newspapers in Education boards as reasons for joining the Association Board of Directors.

"I have learned so much from them over the years and I hope that I can learn from the current board members as well," Durreman said. "I believe I bring experience because I haven't worked at just one paper my whole career; I have been exposed to many different papers, all sizes and all with different needs and advantages and I hope to bring my perspective to the table. Right now, I want to do all I can to keep the legal/public notices in our papers."

When she's not working hard to keep the community informed about what's going on, Durreman likes attending shows and concerts. "I have lots of stories and I love to share," she said. "Just ask me!"

Amos Bridges

Currently serving as treasurer of the MPA Board, Amos Bridges is the Watchdog Content Coach at the *Springfield News-Leader*. A high school newspaper journalist and journalism school master's graduate, he admits he "begged" his way into an internship at his hometown newspaper and has never left.

"Every time I've gotten bored or had another job offer, [the News-Leader] put something new and interesting in front of me," he said.

Bridges has a lot to like about his job, which he describes as "being paid to be curious and to share that knowledge with others."

Continued on Page 7

Continued from Page 6: New faces join Missouri Press Board

"I like working alongside smart/smartass people every day, illuminating injustices and documenting the humanity in our community," he said.

But journalists have their work cut out for them, Bridges said, as people have increased access to information, they seem less willing to seek out knowledge.

"I think people's curiosity is dying, as a defense mechanism, to being so overloaded with information every minute of the day," he said. "They only seek out info and entertainment that makes them feel better, instead of making them better informed. It's our job as journalists, then, to provide enough quality that they are willing and compelled to wade through all of the trash to find it."

Serving on the MPA Board of Directors will help him connect with other journalists in Missouri and, hopefully,



Amos Bridges

share knowledge about how to reach audiences through new and different methods.

"I'm continually struck by how different the industry can be for other news organizations depending on geography, size, demographics," Bridges said. "Lessons and best practices may not always translate directly, but I think there's great value in sharing."

Like many journalists, Bridges said he doesn't take anything from sources of stories (except water and black coffee, his "necessities" for survival), but he did make one exception to his

rule.

"The only time I broke my personal rule not to accept anything was when [famous former Springfield resident] Bob Barker insisted I take a big cookie from a basket provided by his hotel," Bridges said. "When Bob Barker tells you to take a cookie, you take a damn cookie."

Hannah Spaar

While she is new to the MPA Board, Hannah Spaar is a name many in the state's newspaper industry will recognize. Her family has been publishing the *Odessa* newspaper for decades and her grandmother, Betty Spaar, who died in 2018, was a hallmark of Missouri Press history, including serving as president of the Association in 1988.

Spaar's father, Joe, co-publisher of the newspapers with his brother, John, have been regularly involved with MPA for years. Her great-grandfather, Les Simpson, is another former MPA president and Hall of Fame member who influenced her at an early age.

"As the oldest of four great-grandchildren, I was 7 when he died and therefore the only one with real memories of him. He made sure I could read and sing the Mizzou fight song by the age of 3," Spaar said. "I spent a lot of time with him while he was alive, and I think that's a foundation Granny and I shared. I can't be exactly sure why out of all four of her grandchildren I'm the one to go into journalism, but I think that early connection, as well as natural inclination, led me that way."

As a fifth-generation newspaper person, Hannah Spaar's greater family history affecting her decision to get into newspapers is perhaps obvious, but how and when that influence came, is the story she enjoys telling.

"When I was in second grade, I had a conversation with Granny about a book I read on Eleanor Roosevelt, and how she wrote in the newspaper for My Day. Granny told me I could be like Eleanor Roosevelt and have a column, too," Spaar said. "The idea bounced around for a few years with no pressure, though at one point my mom told me Granny had already told all her friends I would write a column."

"So, one week, I did. I wrote my first column on a piece of loose-leaf paper the week before I started fifth grade, at age 10," she continued. "I put it out for my parents to find, and the family went ahead and put it in the paper. So, 'School Rules' began and continued until my college graduation in 2013 when it was renamed Hannah's Happenings."

She received her first MPA Press Card in 2002. "Granny made a point of making sure everyone at the MPA and Show-Me conventions knew I wasn't just one of the kids, I was a member."

Since then she worked her way up through the newspaper's ranks, working after school and as an "intern" to now being editor of both the *Odessa* and its sister publication, *Focus on Oak Grove*. Being involved from such a young age has afforded her a unique perspective on the future of the



Hannah Spaar

newspaper industry, specifically much needs to be done to develop and retain talented people, ensure newspapers as a career is a viable path and there are opportunities for family ownership.

Odessa is home to an intern program that teaches high school students about the industry and then releases them into the world. "It's going to

take all of us to seek out youth and give them the opportunity to see newspapers as a viable career path for the industry to continue," Spaar said.

And while keeping newspapers open in their communities is vital, Spaar said, "We need to make sure people are able to own newspapers, because local ownership means greater local involvement, resulting in healthier newspapers and an overall stronger industry."

A stronger industry will also mean being more inviting to younger members, Spaar said, lamenting that at 28 she still often finds herself to be the youngest person at MPA events.

"Young members should know they are not just welcome, but we would love to have them at our 'kids table' at convention, or wherever," she said. "Older members are welcome, too, but only if they accept that we're all texting each other under the table."

Concluded on Page 9

Show-Me Press Annual Meeting & Missouri Press Board Meetings

June 13-14, 2019 | Lodge of Four Seasons | Lake Ozark
Room Rate \$131 | Call: 888-265-5500 by May 10 for Reservations



Schedule of Events

Thursday, June 13

11 AM Lunch for Missouri Press Foundation First Amendment Golf Tournament
The Cove | See separate form to sign up and more details
7:30 PM MPA/MPS/MPF Board Dinner at Bentley's

Friday, June 14 | All Events Held at the Lodge of Four Seasons

8-11:30 AM MPA/MPS Board Meeting

11:45 AM Missouri Press Foundation Board Lunch and Meeting

Show-Me Press Association Annual Meeting Schedule

10:30 AM Legal Issues and Q & A with MPA Attorney, Jean Maneke

11 AM-Noon Missouri Press-Bar Commission, Open Records for Court Room Reporters

Noon-1 PM Lunch Program | Ruby Bailey, MU Community Newspaper Mgmt. Chair

1-2 PM | Prison & Jailhouse Reporting Panel Discussion with Moderator Gary Castor,
Editor of the Jefferson City News Tribune and Panelists: Karen Pojmann,
Communications Director of MO Dept. of Corrections; Jean Maneke, MPA Attorney; Joe
Gamm of the News Tribune; Ethan Colbert of the Quincy Herald-Whig and Mike
Hendricks of the Kansas City Star

2-2:15 PM Break

2:15-3 PM Say What???!!! Bring your Crazy Stories and Headlines for the Chance to **Win \$100!!!**

3 PM Legislative Roundup | Missouri Press Executive Director Mark Maassen

5:30 PM Celebration Dinner Cruise – Departs at 6PM from 1006 Bagnell Dam Blvd.

To register and pay online go to: <http://bit.ly/showmepress>

We're Covering the Hard Stuff!

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- Legal Issues with Jean Maneke
- Community Journalism with Ruby Bailey
- Prison/Jail Reporting

Plus the Fun Stuff!

- **WIN \$100!**
- **Dinner Cruise!**
- **MPF Golf Tournament**

Registration for Meeting \$40 per person until June 3 + Dinner Cruise on the Celebration \$55 | Meeting \$50 after June 3

Company: _____ Address: _____

Phone: _____ Email: _____

Meeting Attendees: _____

Dinner Cruise: _____

_____ # of Meeting Attendees X \$40 + _____ # of Cruise Attendees X \$55 = \$ _____ Total

Make Check to Show-Me Press Association and Send Registrations Missouri Press at 802 Locust Street Columbia, MO 65201

Continued from Page 7: A familiar face returns to MPA Board

Kevin Jones

A little infamous for his antics but always loyal to newspapers, Kevin Jones, advertising director for the *St. Louis American*, has been a staple of Missouri Press Association for many years, first serving on the MPA Board of Directors [2010 President] and then doing a stint on the Missouri Press Service Board. In 2018, he made the decision to seek out another round of service to the Association, both to continue giving back and to keep introducing ideas he hopes will ensure MPA continues for many years in the future.

"I feel like I still have a lot of energy and can continue to bring fresh ideas to the table," Jones said. "I hope to unveil one of these ideas, which has gained a lot of support



Kevin Jones

and momentum, at the [153rd Annual Convention and Trade Show] in Kansas City this year. It has truly been an honor to serve on the Board all these years, and it is a position I do not take lightly."

To his point, Jones has had perfect attendance for the 46 meetings held during his 15-plus years on either the Association or Service boards. He also regularly attends Missouri Advertising Managers Association meetings and other Missouri Press events.

"I now serve on several other boards in St. Louis and am able to share things I've learned in those meetings in our MPA board meetings, and I look forward to seeing how Missouri Press' members embrace these new ideas," Jones said.

OBITUARIES



Oakville

Marvin Proffer

Marvin E. Proffer, 88, former publisher of the *Cape County Cash-Book* and the *Cash-Book Journal*, died March 27, 2019, at his home in Oakville. A U.S. Army veteran, Proffer settled in Jackson after his service to run the family newspaper, theater, printing and insurance businesses.

His *Cash-Book* newspaper was merged with Gerald Jones' *Jackson Journal* in 1977, and the two operated the resulting newspaper, the *Cash-Book Journal*, as partners until 1984.

Known as a true public servant, he



was an alderman for the city of Jackson at age 25 and a member of the Missouri House of Representatives for 26 years. He was considered instrumental in helping bring a number of high-profile projects to Southeast Missouri and championing legislation important to the entire state, including the bill for Unclaimed Property.

He is survived by his wife, Donna; children, Kirk, Marian and Kent; stepson, Michael; many grandchildren and great-grandchildren; as well as many more family and friends.

Kansas City

Bill Hunter

William "Bill" Hunter, 71, of Overland Park, Kan., died April 1, 2019, at St. Joseph Medical Center. He spent 18 years in the pressroom at *The Kansas City Star*, retiring in 2016. He is survived by his wife, Rose; and 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

Lee's Summit

Jo Hoffman

Mary Josephine "Jo" Hoffman, 97, of Lee's Summit died Jan. 28, 2019. As a teen, she worked at the *Trenton Republican-Times*, where she developed her passion to become a newspaper reporter.

During college at the University of Missouri School of Journalism, she became a stringer for United Press and went to work for that company in Kansas City after graduation. In a return to Trenton, she became city editor for the *Republican-Times*. She and her husband, Al Hewitt, purchased the *Grundy County Gazette* in 1946 and published it for seven years before selling.

In 1955, she became the first female copy editor hired by *The Kansas City Star*. In between stints with other organizations, Hoffman spent a total of 15 years with *The Star*, eventually becoming city editor and then special projects editor. Among her legacies was working to convert Star reporters from manual typewriters to computers.

She was inducted into the Missouri Press Association Hall of Fame in 2010. She is survived by several cousins, and many more family and friends.



Do you want to be on the Missouri Press Board?

The Missouri Press Association nominating committee will meet soon to decide on candidates for 2020 MPA Second Vice President, Secretary, Treasurer, three Directors and National Newspaper Association Representative.

The terms of current directors Tianna Brooks, *Mountain View Standard News*; Beth Durreman, *Perry County Republic-Monitor*, Perryville; and Julie Moreno, *Independence Examiner* are expiring Dec. 31, 2019.

MPA Secretary Hannah Spaar, *The Odessan*, and MPA Treasurer Amos Bridges, *Springfield News Leader*, are serving one-year terms, also expiring Dec. 31, 2019.

Sandy Nelson, *Courier-Tribune*, Liberty, is serving the second year of the NNA Representative position. According to MPA Bylaws, "the representative may not serve

more than three years in succession at one time." If elected, she is eligible to serve until Dec. 31, 2020.

Persons who wish to be considered for any of the positions, including those persons whose terms are expiring, must complete a nomination form and return it to Missouri Press Association by July 1. Nominations are open to any staff of MPA member publications.

A copy of the nomination form is available online or by contacting members of the Missouri Press Staff.

Carol Stark, Joplin Globe, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Sept. 27, in North Kansas City during MPA's 153rd Annual Convention.

SCRAPBOOK



St. Louis — Tony Messenger, metro columnist for the *St. Louis Post-Dispatch*, is one of the 2019 Pulitzer Prize winners announced in April. He won the top award for Commentary.

Messenger wrote about poor people being thrown in jail in Missouri because they couldn't afford to pay the costs of a previous stint behind bars. He found defendants across Missouri who owed thousands of dollars in "board bills" for time spent in jail even though they had fulfilled their sentences or served out parole.

As a result of his work, the Missouri Supreme Court ruled that judges can't use courts to threaten indigent defendants with jail time, nor can they collect debts as court costs.

Messenger previously was a colum-



Tony Messenger raises a champagne toast after learning he won the 2019 Pulitzer Prize for Commentary. (Submitted Photo/David Carson/St. Louis Post-Dispatch)

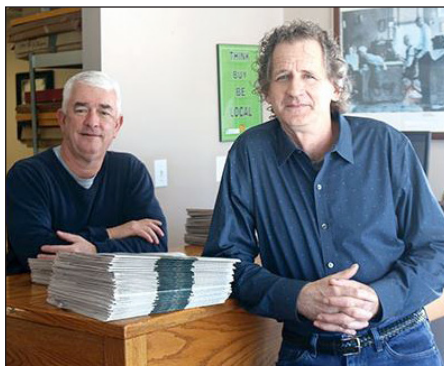
nist and city editor for the *Columbia Daily Tribune* and worked at the *Springfield News-Leader*.

direction to the newspaper's existing staff, Carson Blake and Briley Eilers (Stacy Phillips continues her role of coordinating production) and focus on running the business side of the newspaper. Rhorer plans his first focus to be the *Journal's* online presence.

The sale marks the end of 18 years of ownership by Bruce and Susan Wallace, the longest ownership in the newspaper's 50-year history. They plan to travel in their retirement and spoil their grandchildren.

Cape Girardeau — The *Southeast Missourian* is one of 10 newspapers chosen by the Local Media Association to participate in the Google News Initiative Digital Subscriptions Lab. The lab includes an aggressive six-month study working with Google, LMA and a Cape Girardeau-based consulting firm. The focus of the lab is to build a sustainable strategy around digital subscribers and other reader revenue.

Doniphan — The *Prospect-News* has joined the digital age with a new website launched in early March. Readers can now find the newspaper online at www.theprospectnews.com, with paid subscribers receiving unlimited access. Publisher Chris Pruett said the new website is exciting because it offers new ways to serve the community. The Prospect-News will continue to be published every Wednesday.



Gene Rhorer, right, is the new owner of the Boone County Journal in Ashland. (Submitted Photo)

Ashland — The *Boone County Journal* changed ownership in March, with the sale of the newspaper to Gene Rhorer, a local businessman and current mayor of Ashland. Former owners Bruce and Susan Wallace had been looking for someone to purchase the newspaper for several months, while Rhorer told the newspaper he wanted the *Journal* to "remain open and viable — and a locally-owned newspaper." Addressing any conflicts of interest about his roles of both mayor and publisher, Rhorer said he plans to leave editorial

Calling all units, be on the lookout for MPA's 'Gangsters and Flappers'

By Missouri Press Staff

Missouri Press News

We're going to Kansas City, Kansas City here we come!

Missouri Press Association is KC-bound for our annual Convention in September, and we hope all of our members will join in the fun planned for Harrah's North Kansas City Hotel and Casino.

In keeping with tradition, MPA will again host its annual Thursday night social event, Sept. 26, prior to the full kick-off of the Convention and Trade Show on Friday, Sept. 27. Supporting the Missouri Press Foundation, this year's social event takes inspiration from Kansas City's history to give Association members the party of a lifetime.

Harrah's Voodoo Lounge will host MPF's Gangsters' and Flappers' Night at the Speakeasy, tickets for which are open to anyone who wants to join in the revelry, according to MPF Director Michael Harper.

"We were looking for a fun event that spoke to the history of Kansas City but also gives our members a chance to have some fun by dressing up for the theme," Harper said. "The evening will also include a casino night in the Voodoo Lounge, which is this cool place inside the casino."

Harper says anyone wishing to join in the Thursday night fun need not worry about getting taken to the cleaners. The "casino" isn't real [games will be operated by Jacks and Aces Events, which hosts casino-themed parties] and even though the house might win, all proceeds from the evening go to support the Missouri Press Foundation.

"People are really going to have a lot of fun because this is so unlike anything we've had a chance to do in recent years," Harper said. "We have a great location in Kansas City and a great venue with the Voodoo Room, and our mem-



Missouri Press Foundation's Thursday night fundraiser will be run by professional dealers, but attendees won't have to worry about losing too much skin — none of the games will require out-of-pocket bets. (Submitted Photo)

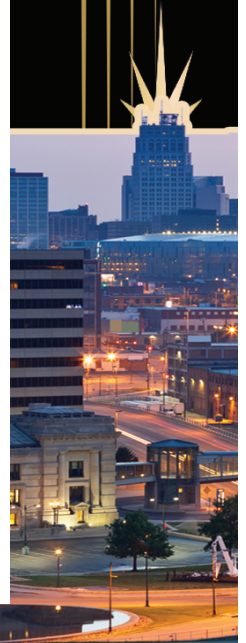
bers know how to have a good time."

Games that Jacks and Aces Events will be running for MPA members include two blackjack tables, a craps table and roulette. The games will all be run by professional dealers, as well.

So mark your calendars for Sept. 26 and make plans to grab yourself a glass of giggle water, or a pop if that's your preferred drink, and get yourself all hotsy-totsy for Gangsters' and Flappers' Night at the Speakeasy during MPA's 153rd Annual Convention and Tradeshow at Harrah's North Kansas City Hotel and Casino.

Tickets for the event are \$59 per person and include hors d'oeuvres and drinks. There will be door prizes given away throughout the night, including a prize for the best dressed gangsters and flappers.

For more information about attending the Thursday night social, or to learn how you can sponsor the event, contact MPF Director Michael Harper at 573-449-4167, jmharper@socket.net



SEEKING NOMINATIONS

Missouri Photojournalism Hall of Fame



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism and to provide an exhibit venue to showcase these visual reporting pioneers and the work of current photojournalists. The nomination process is now open.



Extended Deadline! Nominations needed by May 20.

Inductees will be recognized at a ceremony Oct. 17 in Columbia, Mo., and examples of their work will be displayed at the Missouri Press Photojournalism Hall of Fame exhibit.

**To download the nomination form,
visit www.photojournalismhalloffame.org**

Sources and resources for Missouri newspapers



**Every Business Needs
an Online Presence.**

Contact Ted Lawrence
at Missouri Press.
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573-449-4167



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Missouri Press' Past Presidents take it on the road

Past Presidents of Missouri Press Association pose for an April 4 picture at Tony's on Main in St. Charles, a change of venue from their usual annual meeting spot in Columbia. The dinner was hosted by 2014 MPA President Richard Gard. Pictured, from left, seated, Jack Whitaker, former Columbia Tribune publisher Hank Waters, Gard, Jim Sterling, Bill Miller; and standing, Donald Warden, Dennis Warden, Joe May, Jim Robertson, Vicki Russel, Mark Maassen, Phil Conger, Gary Sosniecki, former MPA Executive Director Doug Crews. (Staff photo/Kristie Williams)

ON THE MOVE



Joplin — Bill Caldwell retired from the *Joplin Globe* on April 12 after more than 36 years with the newspaper. He was the newspaper's longtime librarian, photo tech, columnist and perennial spelling bee judge. In addition to his regular duties for the newspaper, he was instrumental in providing materials for and editing of the *Globe's* many history books and special projects.



Bill Caldwell with *Globe* editor Carol Stark.

Ozark — Tricia Chapman, former general manager of the *Christian County Headliner-News*, has left the newspaper for a position with Nixa Public Schools. Chapman had been with the newspaper for 25 years and helped it champion a number of causes and issues within the community. Through her leadership, she also helped the newspaper to secure several Gold Cup awards from the Missouri Press Foundation's Better Newspaper Contest. A permanent replacement had not been

hired as of publication.

Glasgow — Kathleen Thies said goodbye to the *Missourian* in April, marking the end of 20 years with the newspaper. She started as a type setter and did blue line paste-up. Throughout her years at the newspaper, which included a change in ownership to Main Street Media, she also reported local news and was the office bookkeeper. She also took care of subscriptions, bank deposits and was responsible for billing. Newspaper owner Frank Mercer said of Thies, "You'll be able to replace her, but I doubt you'll be able to equal her." Thies is looking forward to spending more time with her husband, who still farms east of Glasgow.



Columbia — Aaron Consalvi has joined the *Tribune* as the new director of advertising. He comes to Columbia from the *Omaha World-Herald*, where he served as the recruitment and clas-

sified sales manager. At the *Tribune* he will oversee the advertising department and be responsible for expanding digital advertising offerings at the newspaper and its sister publications.

Sedalia — Emily Walton joined the *Sedalia Democrat* as its new city reporter in March. She is a recent graduate of Evangel University in Springfield and was a staff writer for *The Lance*, the university's student newspaper. She also has experience working for a magazine and a creative media company.

Walton replaces Nuria Martinez-Keel, who left the *Democrat* for a job in her home state of Oklahoma.

Columbia — Charles Westmoreland announced he is leaving the *Tribune* after two years and returning to Alaska this summer. He was hired in 2017 to replace Jim Robertson following the newspaper's sale by the Waters family to GateHouse Media. Westmoreland's wife is continuing her schooling in Alaska, where they came to Columbia from, and he said he plans to pursue a career as an author, in addition to spending more time with his children.



Missouri Press Foundation

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

**In memory of Brenda Berry, Burney Fishback,
Ken Cope, Ferrell Shuck and Bill Williams:**
Jim Sterling

In memory of John Henry Cox:
Jim Sterling, Doug and Tricia Crews

Society of 1867:
Brian Brooks, Dennis Ellsworth, Dan Zimmerman

Cardinals vs. Royals Foundation Fundraiser:
Doug and Tricia Crews, Brent Simpson, Don Ranly,
Mark Maassen and Lisa Dresner,
Michael Harper and Amber Stewart, Lathrop Gage

Internship Grant Program:
Anne B. Ledbetter, Jim and Sue Mayo, Sandra Smith,
Dennis and Connie Warden, Silver Dollar City

Photojournalism Hall of Fame Ceremony:
Central Bank of Boone County



CALENDAR

May

10 — Cardinals vs Royals Fundraiser
Ticket 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

September

26-28 — MPA 153rd Annual
Convention and Trade Show, Harrah's
North Kansas City

October

3-5 — National Newspaper Association
Convention, Milwaukee

17 — Photojournalism Hall of Fame
Induction Ceremony, Columbia

Missouri Press Association / Missouri Press Service

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MORE ON ADVERTISING

Ted Lawrence,
Advertising Director
Missouri Press Service



In their recently-released 2019 Benchmarking Report, Borrell Associates fills us in on the status of digital revenues for newspapers, radio and TV stations, cable TV, Yellow Pages, and Internet companies.

We need to know these trends. Take the quiz. Answers are below.

1. In the past 5 years, spending on digital advertising in America has:

- ☐ A. Decreased by 10%
- ☐ B. Doubled
- ☐ C. Tripled

2. In the past 5 years, digital's share of all local advertising has:

- ☐ A. Remained flat
- ☐ B. Grown by 30%
- ☐ C. Doubled

3. What percent of all local media salespeople are now selling digital products?

- ☐ A. 30%
- ☐ B. 50%
- ☐ C. 80%

4. Digital advertising adds how much money to traditional media's advertising revenue?

- ☐ A. One million dollars
- ☐ B. Five million dollars
- ☐ C. More than ten billion dollars

5. What medium is now the largest revenue-generator of all traditional types of media?

- ☐ A. Television
- ☐ B. Yellow Pages
- ☐ C. Newspaper

6. Internet speeds have increased by how much in the past 5 years?

- ☐ A. Two times.
- ☐ B. Three times.
- ☐ C. Six times.

7. Because of those increased internet speeds, the next victim of digital disruption is likely to be:

- ☐ A. Yellow Pages
- ☐ B. Newspaper
- ☐ C. Broadcast Media

8. What has become the most popular marketing channel for local advertisers?

- ☐ A. Yellow Pages
- ☐ B. Facebook
- ☐ C. Cable TV

9. What percent of newspaper's overall ad revenue is from digital?

- ☐ A. Less than 10%
- ☐ B. 18%
- ☐ C. 36%

10. What is your prize for answering all these questions correctly?

- ☐ A. New Ford F-150
- ☐ B. Two weeks in Hawaii
- ☐ C. A hearty handshake

ANSWERS: 1. C 2. C 3. C 4. C 5. A 6. C 7. C 8. B 9. C 10. C



Missouri Newspaper Organizations

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

SHOW-ME PRESS ASSOCIATION: President, Hannah Spaar, Odessa; Vice President, vacant; Secretary-Treasurer, Sandy Nelson, Liberty. Directors: Ethan Colbert, Bowling Green; Mary Wilson, Grandview.

OZARK PRESS ASSOCIATION: President, Dan Wehmer, Webster County Citizen; Secretary-Treasurer, Norene Proski, Ozark County Times, Gainesville. Directors: David Burton, University of Missouri Extension, Springfield; Allison Wilson, West Plains Daily Quill; and Kyle Troutman, Monett Times; Past-President, Jamey Honeycutt, Phillips Media.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Toby Carrig, Ste. Genevieve; First Vice President, Beth Durreman, Perryville; Second Vice President, Lucas Presson, Cape Girardeau; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Historian, Peggy Scott, Festus; Past President, Scott Seal, Portageville. Directors: Kim Combs, Piedmont; Randy Pribble, Iron Mountain; Anne Hayes, Cape Girardeau; Matthew Dollard, Cape Girardeau; and Tamara Buck, Cape Girardeau.

MISSOURI ADVERTISING MANAGERS' ASSOCIATION: President Bryan Chester, Columbia; First Vice President, Whitney Livengood, Washington; Secretary-Treasurer, Kristie Williams, Columbia. Directors include: Kevin Jones, St. Louis, Sandy Schnurbusch, Perryville; Brittney Cady, Jefferson City; Gina Langston, Greenfield; Past President, James White, Warsaw.

MISSOURI PRESS SERVICE: President, Jeff Schrag, Springfield; Vice President, Dennis Warden, Owensville; Secretary-Treasurer, Jim Robertson, Columbia. Directors: Phil Conger, Bethany; Joe May, Mexico.

MISSOURI PRESS FOUNDATION, INC.: President, Vicki Russell, Columbia; First Vice President, Wendell Lenhart, Trenton; Secretary-Treasurer, Doug Crews, Columbia. Directors: James Sterling, Columbia; John Spaar, Odessa; Dane Vernon, Eldon; Bill Miller, Sr., Washington; Jean Snider, Harrisonville; Dave Berry, Bolivar; Brian Brooks, Columbia; Kathy Conger, Bethany; Paul Stevens, Lenexa; Jim Robertson, Columbia; Dalton Wright, Lebanon; Steve Ahrens, Jefferson City; Trevor Vernon, Eldon. Directors Emeritus: R.B. "Bob" Smith III, Lebanon; Wallace Vernon, Eldon; Rogers Hewitt, Shelbyville.

MISSOURI COLLEGE MEDIA ASSOCIATION: President, Zach Tate, Southeast Missouri State University; Vice President, Ryan Pivoney, Truman State University; Secretary, Garrett Fuller, University of Central Missouri; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Tamara Zellars Buck, Southeast Missouri State University.

Splintered Sunshine is not good for Missouri

This magazine will hit many of your in-boxes a little after May 1, May Day. When I was a child (my age may be showing here), it was a day for leaving baskets of flowers on neighbors' doors. When my son was in school, it was the day for the school's traditional springtime celebration, with dancing, singing, and the winding of a Maypole by girls in colorful springtime dresses.

On the other side of the globe on which we live, Communists celebrate International Workers' Day on this date. Other countries celebrate other festivals on that date, many involving spring, summer and the bounty of nature.

Meanwhile, the American Bar Association has designated May 1 as "Law Day." This year, rather than focus solely on the rule of law in society, the group has decided to focus its attention on what it calls "Fundamental First Amendment Freedoms." This year's theme is "Free Speech, Free Press, Free Society." The group has created a series of slides on 12 cases which are "moments in legal history that defined our understanding of these rights" that you can review on the ABA Journal's website <https://bit.ly/2IK1tJA>.

Actually, it's funny to see all the references that are arising over the First Amendment and freedom of speech in the last few days. In an interview with Yahoo Finance, I was disappointed

to hear Warren Buffett declare newspapers as "toast." His investment in newspapers, particularly the *Buffalo News* and *Omaha World-Herald*, gave me strong hope that print had a future, as further evidenced by Jeff Bezos' investment in the *Washington Post*.

With friends like that, who needs enemies?

But wait, our Governor and our state

legislature have suddenly become strong supporters of the First Amendment. They are supporting it with their headlines in these last few days of April. Governor Parson joined the ranks of those believing in the First Amendment when his office began redacting information such as phone numbers, addresses and email addresses from correspondence from private citizens that is being released by the Governor's office in response to requests under the Sunshine Law. "A taxpayer's free dialog to government without retribution must be preserved — which is, without a doubt, protected under the First Amendment," Shippy said in a story written by Jason Hancock of the *Kansas City Star*. "The consequence

of not doing this would be that every person that reaches out to us with a complaint will be subject to public scrutiny."

David Roland, director of litigation for the libertarian nonprofit Missouri Freedom Center, was quoted in the

same story as noting, "I don't think I've ever seen the First Amendment cited in this way, and I'm clueless as to why they think it might apply to prevent disclosure of otherwise open public records."

But wait, there's more! Now our state legislature wants to close all correspondence all members of public governmental bodies receive because of those same First Amendment rights. Bills moving through the House and Senate this session asserts those same arguments.

The article in the *Kansas City Star* continued, "The public should 'absolutely be concerned,' Roland said, because it appears all three branches of Missouri's government are 'trying to whittle away citizens' rights to transparent and accountable government.'" Perhaps "whittle" isn't the correct word for what's happening in Missouri at this moment. There's a new entertainment center in Kansas City where one can go "throw" hatchets into a wall for fun and for target "throwing." Piles of splinters grow under the boards where the hatchets are impaled. Maybe that's more akin to what is happening in Missouri state government at the moment.

It's just discouraging to hear the words "Free Speech" and "First Amendment" used together and know that those shouting those phrases are totally working to block access to information. The argument addressing censorship has always been that the answer to Negative Speech has always been More Speech, not censorship. Strength can be found in the sunshine of ideas and discourse. Good government comes from more access to information, not less. Corruption hides in the shadows. Happy May Day, all!

"Governor Parson joined the ranks of those believing in the First Amendment when his office began redacting information such as phone numbers, addresses and email addresses ... in response to requests under the Sunshine Law."





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