

MIP MISSOURI PRESS NEWS

FIRST AMENDMENT GOLF CLASSIC *debut continues trophy tradition | P4*



Get your gansters and flappers costumes ready for the Convention | P3

It Can Wait winners visit Columbia | P6

Learn how your newspaper can become a millennial talent magnet | P11

REGULAR FEATURES

President.....	2
Obituaries.....	9
Scrapbook.....	9
On The Move.....	9
NIE Report.....	10
Calendar.....	15
More On Advertising.....	16
Jean Maneke.....	18



Meeting between Secretary of State, MPA Board shows promise

Summer is well under way and the Missouri Press Association board met on June 14 for our annual meeting in Osage Beach. Secretary of State Jay Ashcroft met with us to address issues with legal notices, particularly amendments.

As many of you are aware, Secretary Ashcroft feels that the State could save money by moving notices online and that many newspapers overcharge for their notices.

However, the Secretary is open to working with newspapers and finding a solution that keeps notices in print as well as online and that saves the State money.

While we continue our dialogue with Secretary Ashcroft, it's critical that each newspaper is uploading their legal notices to Missouri Press' website, mopublicnotices.com.

This year's Missouri Press Hall of Fame inductees were recently announced. They are Phil and Kathy Conger, Carol Stark, Thomas Benton White and Francis Stuffelbam. I'm very proud to have my great-great-grandfather included in this group. Each of them are newspaper pioneers in their own right and examples of how resilient our industry is.

Speaking of Hall of Fame induct-

ees, make plans to attend the MPA's 153rd Annual Convention from Sept. 26-28, at Harrah's in Kansas City. A "Gangsters and Flappers" party will kick things off on Thursday evening and benefit the Missouri Press Foundation, an organization dedicated to preserving Missouri's newspaper heritage and securing its future.

You can find more information on page 3 of this edition of Missouri Press News.

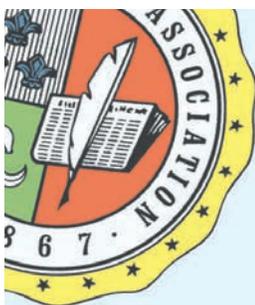
Have a safe and interesting summer.

'Til Next Time:

J.M.W.



Missouri Secretary of State Jay Ashcroft, left, listens to MPA President James White following a presentation by Ashcroft during the Association's annual Board of Directors meeting held June 14 in Lake Ozark. Ashcroft visited with the Board and other Association leadership to discuss how the state can work with newspapers to meet the Constitutional requirements for noticing election amendments and other public notices, while continuing to keep the public informed and have notices appear in printed publications. (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

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*

Missouri Press Foundation

Gangsters' and Flappers' Night at the Speakeasy

Sept. 26 * VooDoo Lounge * 7:30 pm

Harrah's North Kansas City

Casino Night

FOOD * DRINKS * MUSIC

Support the Foundation
& win prizes

Best Dressed Costume Contest

\$59 per person register online @
mopress.com/convention



First Amendment Golf Classic continues Porter Fisher tradition

By Missouri Press Staff
Missouri Press News

While significantly high temperatures have plagued the Porter Fisher Golf Classic in recent years, a change in name (now dubbed the First Amendment Golf Classic) seems to have brought with it relief from the heat.

The heat at the 2018 tournament seemed to be just about anyone could remember from what should have been a memorable tour of The Cove's 18 holes at Lake Ozark. The weather for 2019, on the same course, was as close to its opposite as you can get in mid-June in Missouri and it showed in the improved spirits of players coming off the course at the end of the day.

The 2019 tournament marked the 34th continuous year for the Porter Fisher classic, originally sponsored by Northeast Missouri Press Association, and while it is sporting a new name this year, some traditions continue.

Among those is presentation of a traveling trophy. Rather than be based on scores, the recipient each year is chosen based on how well they embody the spirit of camaraderie and sportsmanship represented in the tournament.

The 2019 trophy winner was Jim Robertson, who has participated in the tournament for many years and often acts as an ambassador, getting non-newspapers people from within the Columbia community to play on his team.

Continued on Page 5



Hoisting his prize high over the heads of other players, Jim Robertson celebrates receiving this year's traveling trophy at the First Amendment Golf Classic held June 13 at The Cove in Lake Ozark. Robertson, formerly managing editor of the Columbia Daily Tribune and the 2015 Missouri Press Association president, has been a participant in the tournament, formerly the Porter Fisher Golf Classic, for many years. (Staff photos)



Above, the winning team in this year's First Amendment Golf Classic at The Cove in Lake Ozark included, from left, Jim Squires, Dan Dillon, Roger Dillon and Barb Squires. Above right, Phyllis May goes for the birdie on hole 11 at The Cove. May's team also included, from left, former Doug Crews, Joe May and Tricia Crews (behind Phyllis May). At right, Jacob Warden, left, and Blanton Spaar joined their dads, Dennis Warden and John Spaar, on the golf course for this year's First Amendment Golf Classic.



Continued from Page 4: *Players enjoy Foundation golf classic*



Above, Dane Vernon fielded a team of fellow businessmen from the Eldon area, including Earl Reuter, Jim Boyd and Charlie Jenkins. At right, Jeff Hedberg, left, and Jim Robertson share a laugh and some memories about the newspaper industry. Hedberg is the son of the late Charlie Hedberg, former publisher of the *Centralia Fireside Guard* and MPA President in 1987. (Staff photos)



Upon presentation of the trophy by Missouri Press Association Executive Director Mark Maassen, Robertson seemed genuinely surprised by his inclusion on the long list of names of prior trophy recipients.

"I think players in this year's tournament had a lot of fun, and honestly, we couldn't have asked for better weather," Missouri Press Foundation Director Michael Harper said. "This course is so beautiful, but I also think people really enjoy getting to see their newspaper friends while engaging in a little good-natured rivalry."

Sponsors for this year's tournament included Mizzou Athletics; Witt Print Shop, which provided printing of the hole sponsor signs; and Mother's Brewery, which ensured beer was available to players throughout the day.

The tournament raised almost \$2,500 to aid the Foundation's mission.

Work on planning next year's tournament will begin soon. If you are interested in volunteering, please contact Harper at 573-449-4167.




Missouri Press Foundation First Amendment Golf Classic

HOLE SPONSORS: Doug & Tricia Crews, Laura White Erdel, Jean Snider, Kevin Jones, Joe May, Jeff Hedberg, James Mahlon White, John Spaar, Jim Sterling, David Zimmerman, Central Bank & Central Trust, Moresource, Missouri Propane Gas Association, and Wassman CPA Services

PRIZE SPONSORS: Dave Berry, Kent Ford, Roger Dillon, Jim Robertson, Dane Vernon, Doug & Tricia Crews, Central Bank & Central Trust, and Wassman CPA Services

TOURNAMENT SPONSORS







Abigail Chaney and Kate Freitag were the statewide winners of this year's It Can Wait (distracted driving) Essay and Video Contest. Chaney received \$1,000 for her essay, which is printed on page 7, while Freitag received \$500 for her video, which can be viewed at mopress.com. Pictured, from left, are Missouri Press Association Executive Director Mark Maassen, Freitag, Chaney, and AT&T Missouri President Craig Unruh. (Staff photo)

'It Can Wait' winners visit Columbia

By Missouri Press Staff
Missouri Press News

Abigail Chaney, 18, a senior at Light-house Preparatory Academy in Jefferson City, Mo., and Kate Freitag, 18, a senior at Washington High School in Washington, Mo., were the statewide winners of the It Can Wait (distracted driving) Essay and Video Contest, sponsored by Missouri newspapers, the Missouri Press Association (MPA) and AT&T Missouri.

Abigail was the winner of the essay portion of the contest and received \$1,000, while Kate won the video contest and received \$500 as prizes in the statewide competition. Their entries were submitted to the state contest after being submitted to local contests sponsored by the *Jefferson City News-Tribune* and *Washington Missourian*.

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

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

This is the sixth time Missouri newspapers, MPA and AT&T have teamed up for the contest.

"On behalf of the Missouri Press Association and its member newspapers, I wish to thank AT&T for this partnership aimed at saving lives on our roadways," said James White, president of MPA and publisher of the *Benton County Enterprise*, Warsaw. "Abigail's essay and Kate's video are excellent and sobering, urging all drivers to avoid texting while driving."

Newspapers are encouraged to publish the winning essay and promote the video online, either by hosting a link on your website or posting it to social media. The essay can be found

on page 7, while the video can be seen at mopress.com.

Abigail, the daughter of JoDonn and Kirsten Chaney, and Kate, daughter of John and Lorie, visited the MPA central offices in Columbia on June 11. They had lunch with Craig Unruh, president of AT&T Missouri, and then toured the Missouri School of Journalism on the University of Missouri campus.

Each year in the United States, hundreds of people are killed and tens of thousands are injured due to smartphone distracted driving, Unruh said.

Despite knowing the risks of texting while driving, one in three teens who text say they have done so while driving, according to the National Highway Traffic Safety Association. However, there is an opportunity to change this behavior, Unruh said. 57 percent of drivers say they would stop if a friend in the car asked them, and 74 percent of those who have taken the pledge to not drive distracted are keeping their commitment to not use their smartphones behind the wheel.

It Can Wait: You have a responsibility to not drive distracted

By **Abigail Chaney**

“When you are issued a driver’s license, you are also issued a great deal of responsibilities” (Drivers Ed). On July 25, 2009, 19-year-old Eric Okerblom, a marathon cyclist, was struck while on his bike traveling on a road near his home in Santa Maria, California, according to *businessinsider.com*. The teen responsible for this accident was traveling in her truck at a speed of 60 miles per hour and did not swerve or brake before hitting and killing Eric. She was distracted, texting on her phone instead of watching the road.

According to the National Safety Council, 6 million accidents annually are the consequence of cellphone use while driving. But even with this statistic, 660,000 drivers, at any given moment in the United States, are driving while on their phones. Why, every day, do we continue to place ourselves and others in these fatal positions when we choose to pull out our phones, instead of putting them away? One reason may be due to laws governing driving.

Missouri is one of three states to have no-full-texting-while-driving ban, according to Tom Dempsey with *ksbh.com*. While Missouri’s teens may be prohibited from texting while driving, most adults are not. At this time, representatives and senators are working to get bills passed to ban texting for all drivers in Missouri. Wayne Wallingford, a Missouri state senator, is active in getting his Senate Bill 15 passed, banning texting while driving with a

\$50 fine for those who don’t comply and a \$100 fine when in a work/school zone. Another to fight for a ban on texting while driving is Greg Razer, a Missouri representative with House Bill 211, similar to Wallingford’s. When speaking of texting while driving, Razer states, “We’re all guilty of it. It’s a habit we’ve all learned. We need to unlearn it.”

Another possible reason for the continuation of texting while driving may be due to the fact that many drivers are misguided by the illusion that they are “good” at texting while driving; but this assumption is similar to saying, “I am good at driving blind folded.” It just isn’t true, and it should never become our excuse for pulling out our phones and allowing ourselves to become distracted from the colossal responsibility we hold when we turn the keys and take the wheel. No circumstance should be so great to allow our eyes to leave the road, subjecting our lives and those of others to the lethal fate that texting while driving holds.

Like so many have said, “It can wait.” No text message is worth the risk of a death. Listen to the cries of those who have been caught up in a texting-while-driving situation and, because of it, have found their lives turned upside-down. Don’t place yourself in that same position. Join with me, today, by taking the pledge to drive distraction free. Go to <https://www.itcanwait.com/pledge> and become an advocate. As drivers, we are issued a great deal of responsibilities. Don’t let your next message be your last.



Missouri Press
Foundation

SAVE THE DATE

2019 Induction Ceremony

Center for Missouri Studies Columbia, Mo. October 17, 4 p.m.

Sponsored by

MILLER'S
PROFESSIONAL IMAGING



Central Bank
of Boone County

Missourian
media group

KANSAS CITY CHIEFS

TICKET FUNDRAISER



MONSTER JAM
JUNE 15

INT'L. CHAMPIONS CUP
JULY 23

CINCINNATI BENGALS
AUGUST 10

SAN FRANCISCO 49ERS
AUGUST 24

BALTIMORE RAVENS
SEPTEMBER 22

INDIANAPOLIS COLTS
OCTOBER 6

HOUSTON TEXANS
OCTOBER 13

GREEN BAY PACKERS
OCTOBER 27

MINNESOTA VIKINGS
NOVEMBER 3

OAKLAND RAIDERS
DECEMBER 1

DENVER BRONCOS
DECEMBER 15

LOS ANGELES CHARGERS
DECEMBER 29

*PRESEASON TICKETS AVAILABLE AT \$30 & REGULAR SEASON AT \$65 & UP

PURCHASE YOUR TICKETS AT
WWW.CHIEFS.COM/TICKETS/TICKETFUNDRAISER

PROMO CODE: MOPRESS (ALL CAPS)

\$10

**DONATION MADE TO MISSOURI
PRESS FOUNDATION FOR EVERY
TICKET PURCHASED WITH CODE.**

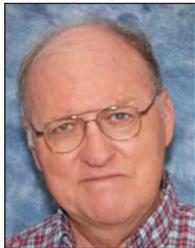
THE MISSOURI PRESS FOUNDATION IS A 501(C)(3) NON-PROFIT ORGANIZATION. OUR MISSION IS TO HONOR THE PAST, PROTECT THE PRESENT AND BUILD THE FUTURE OF JOURNALISM IN GENERAL AND MISSOURI NEWSPAPERS IN PARTICULAR AS A VIBRANT FORCE IN A DEMOCRATIC SOCIETY. YOUR DONATION WILL PROVIDE TRAINING OPPORTUNITIES, INTERNSHIPS, SCHOLARSHIPS AND AWARDS FOR OUTSTANDING JOURNALISM.



ON THE MOVE



Buffalo — Paul Campbell's career in journalism isn't over but he is slowing down following his May 31 retirement as general manager and editor of the *Buffalo Reflex*. So far he has spent 52 years in journalism and that number will climb as he continues covering sports for area high schools on a part-time basis.



A Tennessee native, Campbell graduated from the University of Missouri with a journalism degree. He spent time working in Kansas before purchasing the *Platte County Citizen* with his wife Rebecca, which they operated from 1985 to 1998. Campbell began working at the *Reflex* in 2004. He is also the author of two books, "More Than a Game: The Story of Platte

City and Weston Football" and "Always a Raven: The Story of Coffeyville Community College Football."

Liberty — Justin Quick has joined the staff of the *Courier-Tribune* as a sports writer. A recent Northwest Missouri State University graduate, Quick earned his bachelor's in sports media. Having grown up playing lots of sports, he told readers of the newspaper that he pursued sports journalism to report on the thing that brought him so much joy growing up and to help others feel the same joy.

Vandalia — Robert Leininger was named publisher of the *Vandalia Leader* following Ron Schott's resignation from that role and the newspaper which he had worked at for many years. Leininger will also take over publishing duties for two other

Lakeway publications: *Bowling Green* and *Louisiana*.

West Plains — Abby Hess was named the *West Plains Daily Quill's* news editor in May. She previously was a staff writer for the Howell County newspaper, which she joined in January 2015.



Her first foray into news reporting came at 13 when she was a reporter for her junior high school newspaper. Her first paid role in the industry was as assistant online news editor for the Emporia, Kan. State University News Bulletin. In her new role at the *Quill*, she will help reporters and the community emphasize local news coverage in print and on the newspaper's website.

SCRAPBOOK



Willow Springs — *Howell County News* announced at the end of June it would cease publication after almost 18 years. Publisher Kim Rich said doing business was becoming too difficult as revenues continued to decline. Rich said the *West Plains Daily Quill* will honor most of the *News'* subscriptions.

Milwaukee, Wisc. — Three Missouri newspapers are among the winners of the 2019 National Newspaper Association Better Newspaper Contest. Honorees will be recognized during NNA's 133rd Annual Convention and Trade Show in Milwaukee, Wisc.

The *Eldon Advertiser* took first in the Newspapers in Education - Educational Support and Civic Literacy category.

In the editorial contest, the *St. Louis American* received first and third place awards for Best Special News, Sports of Feature Special Section or Edition; and first place for Video Journalism.

The *American* took second in the NIE - Educational Support and Civic

Literacy category. The newspaper also won third place for Best Special Section. An honorable mention was awarded to the newspaper for Best Local News Coverage.

In the advertising contest, the *American* took first place for Best Multiple Advertiser Section, and second place for Best Advertising Idea.

The *Washington Missourian* took first, second, third and honorable mention awards for Best Sports Photo. The newspaper also took first for Best Serious Column.

Third place awards will also be presented to the newspaper for Best Sports Section or Page; Video Journalism; and Best Feature Story.

Edina — David Sharp, sports writer for the *Edina Sentinel*, received the Northeast Missouri Officials Association's 2019 Deny Clatt Sportsmanship Award during the Association's All Star Basketball games held in June.

OBITUARIES

New Hampton

Maudine Bennum

Maudine Bennum, a longtime columnist for the *Bethany Republican-Clipper* and *Albany Ledger*, died May 18, 2019, following a long illness. She was 82. Bennum began her career with the newspapers after the death of her mother, becoming part of a long line of country correspondents writing about the events, both big and small, happening in their hometowns.



Following the onset of her illness several months prior to her passing, she attempted to continue her column with assistance from her daughter and other members of the community. She is survived by her daughter, Patricia Lambert; a granddaughter and grandson; several great-grandchildren; and many more family and friends.

Hall of Fame inductees announced

By Missouri Press Staff
Missouri Press News

A group of five newspaper people, which includes one couple and two former Missouri Press Association presidents, will be inducted in September into the Association's Newspaper Hall of Fame.

The induction reception and banquet are scheduled for 6 p.m. Friday, Sept. 27, during MPA's 153rd Annual Convention and Trade Show at Harrah's North Kansas City Hotel. This will be the 29th group to be inducted into the Newspaper Hall of Fame, which was established by MPA in 1991.

This year's inductees are the late

Thomas Benton White, founder and publisher of the *Benton County Enterprise*; the late Frank Stufflebam, editor and publisher of the *Bolivar Herald*; former MPA President Phil and Kathy Conger, owners and publishers of the *Bethany Republican-Clipper*; and Carol Stark, long-time editor of the *Joplin Globe* and former MPA president.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities.

Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the

student lounge in Lee Hills Hall at the Missouri School of Journalism.

If you would like to attend this year's Convention and Trade Show, as well as be present at the induction ceremony to acknowledge these individuals or their families, and their contributions to Missouri newspapers, you can register by filling out the form on the back of this issue of Missouri Press News.

Those who are only wanting to attend the Hall of Fame dinner can contact Kristie Fortier at kfortier@mopress.com for more information.

For information about being a Convention sponsor, contact Michael Harper at mharper@mopress.com

Have you started NIE plans for next school year?

It's time to start planning for the new school year. It feels like summer barely gets started and, bam, it's time to get organized for school again. Since it is still summer though, think about running a serial story. Readers love our serial stories and students can keep their reading and comprehension skills sharp. Visit NIE Serial Stories, <http://mopress.com/nie-serial-stories>, to see our catalogue of tales.

Then, it's on to the NIE Calendar, <http://mopress.com/nie-serial-stories>, to scope out what's going to be available for the coming months. Start the school year off right with Tips to Help Your Student Succeed, provided by our partner, the Missouri State Teachers Association. This six-chapter set begins with how to make starting the school year a positive experience, then moves to family involvement, helping improve math and science skills, helping with homework, after school advice and how to make the most of a Parent-Teacher conference. (Download code for all: **achieve**)

Don't miss the updated Read All About It series. This series is a calendar of newspaper activities for each day of the school year, starting in mid-August and ending in mid-May. We all want and need students to engage regularly with their local papers and these activities are designed just for that purpose. Engaging them in their local newspapers now will engage them for life. Each week has activities for math, social studies, science, language arts and general newspaper use. Teachers can use all or pick and choose to meet their students' needs. These ads will be available in mid to late July and cover two weeks at a time. (Download code: **readallaboutit**)

Book Buzz and Novel Ideas are monthly book reviews

for children and adults, which run the entire year. The July Book Buzz is out of this world, by the way. This is the 50th anniversary of the Neil Armstrong's and Buzz Aldrin's lunar walk, and Book Buzz celebrates by featuring "Moon! Earth's Best Friend," "Look Up With Me: Neil

DeGrasse Tyson: A Life Among the Stars," and "When We Walked on the Moon." Readers will learn or remember so much through these books. (Download code changes monthly: **buzzjul19, noveljul19**)

Another upcoming anniversary is the fall of the Berlin Wall. Official demolition of the Berlin Wall started on June 13, 1990, but parts began to be chipped away for souvenirs beginning on Nov. 9, 1989. Use this two-part series either in November or next June to honor the 30th anniversary. (Download code: **wall89**)

We have several projects in planning. The Missouri Press Foundation has received a grant from the National Newspaper Association Foundation for the 2020 serial story. The story is still in development but know that it will serve as a lead-in into the 2021 Bicentennial. Did you know that Stars and Stripes, the newspaper of the American Armed Forces around the world, has its roots here in Missouri? Whether you did or not, readers will have the opportunity to learn more in a feature we're developing with the Stars and Stripes Museum and Library in Bloomfield, MO.

We're looking forward to another great school year, join us!

MPA Convention speaker can help you be a millennial talent magnet

By Missouri Press Staff
Missouri Press News

While every newspaper is unique, the industry as a whole is facing the same problems: how to get and keep younger readers interested in the product of news and how to get some of those same people into positions to ensure newspapers continue into the future.

Jeff Butler, a millennial generation expert and technology speaker, will help the state's newspapers address these issues when he speaks at Missouri Press Association's Annual Convention and Trade Show Sept. 26-28, at Harrah's North Kansas City. He is also the author of two books, "The Authentic Workplace" and "The Key to the New You."

Butler will be presenting two sessions on Friday, Sept. 27, including: Authentic Marketing and How to Attract Millennials and Younger Generations to Newspapers; and Be a Millennial Talent Magnet.

In the first session, Butler will provide strategic methods to build an enticing message that will help newspapers reach their target audience with a strong call to action, while also learning how to build rapport with millennial readers through social media. He will also discuss how newspapers as a brand can differentiate from other digital marketers and avoid exploitative marketing.

The second session will have Butler discussing the three phases of millennial recruitment — attention, interest and commitment — and the best practices for managing and retaining employees who are impatient, unmotivated and entitled. He will also talk about strategies for managing remote teams.

MPA Executive Director Mark Maassen said Butler's presentations are in answer to a number of concerns that member newspapers have brought up in the past, namely what the future of newspaper readership will look like and

who will carry on the legacy of newspaper journalism into the future.

"Millennials as a generation really encompass a wide swath of people, from fresh college graduates to older members that have some workplace experience already," Maassen said. "The most important thing for our members is understanding that what motivates this generation isn't necessarily the same as an older worker. They still want to make a living from their work, but a lot of the research shows a greater desire to have a positive impact in the community."

Maassen said that by bringing a speaker such as Butler, who has spoken at several Fortune 500 companies and presented multiple TEDx talks, member newspapers can hopefully better understand how to bridge the generational gap between millennials and newspapers.

"Newspapers have something that millennials want: information," Maassen said. "Information about their community, information about their friends and family, but we need to do a better job getting younger readers actually invested in how the product, whether it's printed or online, can help them. If we can get them invested that way, they'll keep coming back."

MPA will hold its 153rd Annual Convention and Trade Show from Sept. 26-28, at Harrah's North Kansas City. The Sept. 26 Thursday night social event will be Gangsters' and Flappers' Night at the Speakeasy and will feature a fun casino night to benefit the Missouri Press Foundation. This year's Annual Convention will conclude with the Better Newspaper Contest Awards luncheon, which begins at 11:30 a.m. Saturday, Sept. 28.

For more information about the Convention and Trade Show, contact the MPA staff at 573-449-4167; or by email at kfortier@mopress.com or mharper@mopress.com



Jeff Butler





Northwest Missouri Press Association's 129th Annual Meeting

Friday, July 26, 2019

Hughes Field House | Northwest Missouri State University | Maryville, MO

Schedule of events

Morning

- > **9:30 to 10 a.m.** – Registration and fellowship
- > **10 a.m. to 12 noon** – Members of the Press-Bar Commission will discuss some changes that are being considered pertaining to courtroom coverage.

TOPICS to include:

- Updated reporter's handbook
- Recent videos produced to outline courtroom protocol for reporters
- Updates and work on cameras in the courtroom rules
- Updates on case.net status and broader accessibility

Luncheon

- > **12:15 to 1:15 p.m.** – Annual Luncheon and Awards Program
 - ◆ **Merrill Chilcote Award** recognizing service to journalism in Northwest Missouri

- ◆ **James C. Kirkpatrick Award** recognizing service to the state of Missouri
- ◆ **Craig Watkins Friends of Northwest Press Award**

Afternoon

- > **1:15 to 2:45 p.m.** – **Russell Viers, Speaker,** Trainer & digital handyman, will discuss transitioning to Cloud-based software and storage, as well as various other topics geared toward improving productivity and efficiency.
- > **2:45 to 3:00** – *BREAK*
- > **3:00 to 3:30 p.m.** – *Missouri Press Association Updates* by **Mark Maassen,** Missouri Press Executive Director
- > **3:30 p.m.** – *Northwest Missouri Press Association Business Meeting*
 - ◆ Future Meetings
 - ◆ Treasurer's Report
 - ◆ Election of Officer

2019 Annual Meeting Registration

Northwest Missouri Press Association requests a \$30 membership fee per newspaper.

Additional donations are welcomed. All funds beyond expenses of the meeting will go towards the scholarship fund.

> **ALL PROGRAMS PLUS LUNCHEON \$20 per person**

> **PLEASE SEND PAYMENT FOR DUES AND THE MEETING FEES TO:**

Northwest Missouri Press Association
c/o **W.C. Farmer,** Treasurer, Atchison County Mail
P.O. Box 40, Rock Port, MO 64482
Phone: **660-744-6245**

Newspaper or organization _____

Contact name _____ Street address _____

City _____ State _____ ZIP _____

Email address _____ Phone _____

NAMES OF MEETING ATTENDEE(S) – Please add \$20 for each person listed

> _____ > _____

> _____ > _____

> _____ > _____

Add \$30 per newspaper for membership fee

TOTAL DUE TO NORTHWEST MISSOURI PRESS ASSOCIATION

Registration needed by Friday, July 19, for planning purposes

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



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



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

grow **Local Engagement...**
connect with **New Business...**
produce **Game-Changing Revenue...**

With **Automated Print & Online Event Calendars**
From **Evnt & Metro**



ONE

Attract Event Marketers & Readers With Free Online Calendar Posting

Event marketers send and syndicate their events to your online calendar for free with the Evvnt online marketing platform.

TWO

Create Revenue With Ready-to-Upsell Add-Ons

Approach online event advertisers with a variety of ready-to-implement upsell opportunities like print calendar advertising, "featured" placement or "editor's pick" status, voice marketing and more valuable add-ons.

THREE

Reverse-Publish to a Print Calendar Instantly

Turn your online calendar into a ready-to-publish print calendar with the click of a button.

Ready to revolutionize your local event and entertainment advertising to produce profits of \$50K+ in the first year? Contact partners@evvnt.com now!



CREATE. SELL. PROFIT.

2019 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

To: MPA Publishers
From: Mark Maassen

Deadline: Aug. 16, 2019

For the **29th** consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **August 16, 2019.**

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **Troy Trojans** on Saturday, **Oct. 5.** Game time is to be determined.

You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) by mail or fax or email to the Missouri Press office by August 16, 2019. MPA will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email mopressads@socket.net, fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 16, 2019.

Ticket Details: The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a minimum of 6, maximum of 20, reserved seat tickets to the **Troy—Mizzou** game at a maximum total value of \$45 per ticket (total maximum value of \$900). These tickets will be outside the 20-yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$900 in display advertising. The total minimum is 6 tickets and total maximum is 20 per publication. This is a first come, first served opportunity. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

Due to the sale of Missouri Press’ parking lot, there will not be a pre-game tailgate.

COMPLETE THIS FORM TODAY!

Newspaper Name: _____ **City:** _____

_____ Number of tickets you are requesting; # of tickets x \$45 = Your commitment

Please consider donating tickets to MPA. Missouri Press may have _____ tickets.
(Donated tickets will be deducted from the number of tickets you are requesting.)

Address to mail tickets: _____

Signature _____ **Email address:** _____



Missouri Press Foundation

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

In memory of **Carmen Crews:**
R.B. "Bob" & Patricia Smith, Larry & Jean Snider,
Jim Sterling

Society of 1867:
Vicki Russell

Newspapers in Education:
National Newspaper Association Foundation

Photojournalism Hall of Fame Ceremony:
Richard Miller

A contribution to the Missouri Press Foundation is a wonderful way to honor the memory of a loved one.

Contact Foundation Director Michael Harper at 573-449-4167 or mharper@mopress.com to learn more.

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@mopress.com
Matthew Barba: Editor, mbarba@mopress.com
Ted Lawrence: Advertising Director, tlawrence@mopress.com
Kristie Fortier: Member Services, Meeting Planning, kwilliams@mopress.com
Marcie Elfrink: Bookkeeping, melfrink@mopress.com
Jeremy Patton: Advertising Placement, jpatton@mopress.com

Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com
Helen Headrick: NIE & Education Director, hheadrick@mopress.com

Doug Crews: Legislative Director, rdcrews@socket.net

CALENDAR

July

11 — Southeast Missouri Press Association Meeting, Cape Girardeau

26 — Northwest Missouri Press Association Meeting, Maryville

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

FOR SALE

WEEKLY NEWSPAPER FOR SALE: The 132-year-old, award-winning Pleasant Hill Times is for sale. This weekly newspaper is profitable with revenues of more than \$250,000. This great opportunity is made possible due to the pending retirement of the owner. Call 660.672.9354. 6-21

NEWSPAPER FOR SALE: Small town weekly for sale in northwest Missouri, good subscription list (about 1,500); extremely popular with town businesses and citizens, needs equipment update. Print elsewhere. *The Lawson Review*, Asking \$40,000. Call 816-296-3412. 6-10

Always here to help with your telecom and technology stories.



1-800-SOCKET-3 ▪ www.socket.net

MORE ON ADVERTISING

Ted Lawrence,
Advertising Director
Missouri Press Service



I received this from Pulse Research, and wanted to forward it to all of you. If Utah, South Dakota, and more than 35 other states can produce this kind of helpful information for their advertisers, so can we! Please tell me you want to be a part of this!

Pulse Research conducts an annual national purchasing survey that would be a wonderful tool for your advertisers, and for your advertising staff. The Pulse of America survey captures shopping and purchasing intentions and spans 550+ business types, as well as several thousand products and services.

From Utah Press Association:

“Now the Utah Press Association and all member publications have the facts to tell our story and overcome the misperception that print is dead.”

From South Dakota:

Pulse Research released a statewide survey for South Dakota and documented similar net penetration results:

“70% net reach last 30 days, 68% net reach last week, and 64% net reach in the last 24 hours.”

From Missouri Press Service:

If we can recruit just a few more newspapers to participate this year compared to last year, we'll receive our own state results. Remember: 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. The results are game-changing for your advertising sales efforts.

Please contact me to learn more, at
mopressads@mopress.com or
tlawrence@mopress.com





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.

Do your research before covering courts

As we head into summer, it's a time that newspapers have young interns in the office learning to be journalists, as well as new, young staff members, fresh out of college, who are similarly putting to use their "book learning." And, of course, any time of the year you may have new employees who have never worked for a newspaper before in their lives. And it's your job to train these folks to do their job, do it well, not make mistakes and do the best they can to represent your publication in your local community.

When you are looking for resources relating to Missouri courts and covering Missouri government, you should remember the materials made available to you through your membership in Missouri Press Association and all the other resources made available to you through various entities. I've talked about these before, but this is just a reminder to you that these fabulous materials are at your fingertips via your computer. These lists should be kept where your reporters can review them periodically because they will help your staff do the best job possible.

Obviously, one of the best resources for reporters covering public bodies is the Sunshine Law section of the Attorney General's website at ago.mo.gov/missouri-law/sunshine-law.

Besides containing a ready reference to the law, it also contains some frequently-asked questions and an-

swers relating to a basic understanding of the law.

That page also contains a link to the site where citizens (including reporters) can file their Sunshine Law complaints. A few reporters have indicated that these complaints have been noted and action taken in response. Never hesitate to make a formal complaint to the Attorney General's office.

The Missouri Bar also is a resource of significant helpful material to young reporters, all compiled at its resource center at <http://www.mobar.org/mediacenter/>. Three key media resource books can be found there. The News Reporters Handbook, published by the Missouri Press-Bar Commission, is a compendium of information on the court system in Missouri, including chapters on criminal courts, civil courts and juvenile courts. It outlines information on special kinds of lawsuits, discusses how opinions are issued, and contains special chapters relating to libel and invasion of privacy litigation. A related glossary defined a number of terms used in the courts and legal pleadings

so journalists can better explain to their readers what has happened in court.

And a third book, the Media Law Handbook, published by the Missouri Bar Media Law Committee, not only covers using cameras in the courtroom, libel and privacy issues and sunshine law issues, but also addresses the reporter's privilege to protect

sources in the gathering of information, internet publishing and other technical media issues. All of these books are tools a new reporter will need to refer to regularly when covering the court process.

Young reporters covering court proceedings not only need to know the "language" of the courts but also understand proper behavior in the courtroom. Two new videos are available to reporters from the Press-Bar Commission to help in this training process. They can be found on the Missouri Press' website at the bottom of the Links page at <http://mopress.com/links/>.

A wealth of information is also available in a series of podcasts made by Missouri Press which are posted at <http://mopress.com/podcasts/> under the Services and Programs tab. Information on legal notice publication issues is located in the Guide to Public Notices which is found on the page tabbed Public Notices <http://mopress.com/public-notices/> at the top of the Missouri Press website.

Materials on the national level can be found at the National Freedom of Information Center's website at <https://www.nfoic.org/foi-center>.

Other special interest websites of importance to Missouri journalists are the websites of the Missouri House of Representatives <https://house.mo.gov/>, the Missouri Senate at <https://www.senate.mo.gov/>, the State Secretary of State's website at <https://www.sos.mo.gov/> and the State Treasurer's website at <https://treasurer.mo.gov/>. All of these contain information a young reporter will find helpful on a daily basis.

Thanks for all you do to train the young reporters in our state for the future of our industry!

Young reporters covering court proceedings not only need to know the 'language' of the courts, but also understand proper behavior in the courtroom."



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

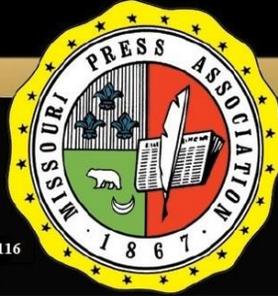
Online Registration Available! Got To: bit.ly/MPAconvention

Kansas City Here We Come! September 26-28, 2019

153rd Annual Missouri Press Convention & Trade Show

Harrah's
North Kansas City
Hotel and Casino

Location: 1 Riverboat Dr. N. Kansas City, MO 64116



For Room Reservations
Call 816.472.7777
and ask for

\$89 Room Rate
+ \$12 Amenity Fee, includes
Valet Parking 1 Vehicle/Day
Call by Aug. 21 for Rooms

Tentative Schedule

Thursday, September 26

11AM Registration Open
Noon MPF Board Meeting
2PM MPA/MPS Board Meeting
2PM-6PM Trade Show Exhibitors Setup Time
7:30-9:30PM Missouri Press Foundation's Gangsters' and Flappers' Night at the Speakeasy!

Friday, September 27

7:30AM-6:30PM Registration and Better Newspaper Contest Displays Open
8AM-3:45PM **Trade Show Open**
8:30AM | Breakfast Program and Welcome
9:00AM | General Session - Amalie Nash, Vice President/Local news and audience development, USA Today Network
9:45AM | Business Meeting
10:00AM Trade Show Break
10:15AM | General Session - Jeff Butler, "Authentic Marketing and How to Attract Millennials and Younger Generations to Newspapers"
11:15AM | General Session - Jean Maneke, "Think Green! The High Income of Cannabis Advertising Done Legally"
Noon | Lunch Program - Bob Kendrick, President of the Negro Leagues Baseball Museum
1:15PM | **Trade Show Break**
1:30PM | General Session with Senator Roy Blunt (Tentative)
2:00PM | General Session - Jeff Butler "Be a Millennial Talent Magnet"
3:00PM | General Session - Updated Reporters Handbook, Courtroom Protocol, Cameras, and case.net Accessibility with Judge Mary R. Russell, Supreme Court of Missouri
3:45-4:15PM **Get social in the hospitality room - enjoy a beverage and snacks with our trade show vendors!**
6:00PM | Hall of Fame Reception
6:20PM | Silent Auction Ends, Last Call for Bids!
6:30 PM | Hall of Fame Dinner | Hospitality Room Open Following Dinner

Saturday, September 28

8:00AM-11:30AM Registration Open
8:30AM Breakfast Program on National WWI Museum and Memorial Presentation with Dr. Matthew Naylor
9:15AM General Session - Subscription Management Solutions with Andrew Morris of Pelcro, Inc.
10AM **Break**
10:15AM "News in a Box", Digital Solutions Simplified with Lewis County Press
11AM "What's Your KC Q?", Reader Engagement and Transparency Project with Kansas City Star Editor Mike Fannin
11:30AM Better Newspaper Contest Awards Luncheon

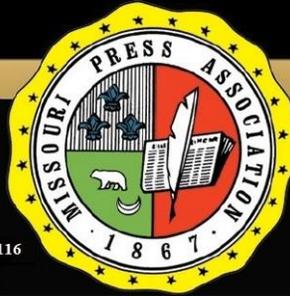
Online Registration Available! Got To: bit.ly/MPAconvention

Kansas City Here We Come!

September 26-28, 2019

153rd Annual Missouri Press Convention & Trade Show

Registration Form



**Harrah's
North Kansas City
Hotel and Casino**

Location: 1 Riverboat Dr. N. Kansas City, MO 64116

For Room Reservations
Call 816.472.7777
and ask for
\$89 Room Rate
+ \$12 Amenity Fee, includes
Valet Parking 1 Vehicle/Day
Call by Aug. 21 for Rooms

Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

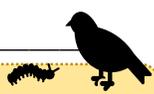
Phone _____ Email _____

Visa Mastercard Discover Check

Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

Printed Name of Card Holder _____



Register Today! Bring Your Staff! Early Birds, Reg. by Aug. 21 and Save Up To \$75 on Base Reg.
STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID BASE REGISTRATION FEE!

Base Registration Fee:	Active Member	Associate/Friend	Retired	Reg. Fee Total
Choose One – Only pay 1 time/group	\$175	\$185	\$50	\$ <input type="text"/>
*Are You ONLY Attending Saturday Awards Lunch and Sessions? Skip Base Registration and Sign Up in Special Box Below				

Attendee Name Please Include All Names	Thurs. Recept. Gangsters & Flappers \$59	Friday Breakfast \$35	Friday Lunch \$40	Friday Banquet \$75	Saturday Breakfast \$35	Saturday Luncheon \$40	*Saturday ONLY Reg. Sessions & Luncheon \$50	Total Per Person

Convention Cancellations received by Sept. 13 WILL be refunded.
Cancellations received after Friday, Sept. 13 will not be refunded.
Cancellations may be emailed to kfortier@mopress.com.

Deduct \$75 from Active or Associate/Friend or \$20 on retired member base registration fee if you are registering by Aug. 21

Send form to: Missouri Press at 802 Locust St.
Columbia, MO 65201 • Questions? Call 573.449.4167 ext. 301

Grand Total Due: \$