

# MP MISSOURI PRESS NEWS

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# 2020 brings new opportunities for MPA

I will echo my father in 2002 (who was quoting Wendall Lenhart from 2001), saying, "It is with a great sense of honor and humbleness that I write my (first) column as president of your association."

I am honored to follow so many great newspaper minds. Some of my most fond memories are with newspaper people. I will never forget Rogers Hewitt chanting his school's (Shelbyville) cheer in the back of a bus, Chuck Haney telling jokes at the bar, Dalton Wright telling me after I decided to come back to the family business- "You have some good blood in you kid, don't screw it up." I wrote that down in 2002 and put it in my desk. Occasionally, I bring it out as a reminder of Dalton's sage advice.

I learned, while in a meeting you should just sit back and observe until you need to speak, from Dave Berry. If you stand up and slowly take a sip of your coffee it adds a bit more believability to what you say. Doug Crews showed me how to be diplomatic and still get a point across. Don Ginnings taught me not to advertise a price increase. "The grocery store doesn't tell you a month in advance that milk prices are going to increase."

My grandfather told me after a trying day, "Have you listened to them?" I said yes. "Are they right?" I said no. "Are you sure?" I said yes. "Well then, he said, "sometimes you have to tell them to go to hell."

I learned many things from my favorite mentors, my mom and dad.

Dad taught me that editorial content is what makes a person pick up a newspaper, but advertising allows it to exist. He taught me kids are future readers. Newspapers in Education is still a huge part of our newspaper because of him. He taught me not to get greedy. "Take only what you need and take care of your employees."

Then there is my mom. Thank goodness for her. She is always the voice of reason when my dad and I have a disagreement at work. Some of our disagreements can seem like an episode of the American Chopper reality TV show (minus the flying wrenches). She is always calm, collected and great at compromising. She sets a great example for me, and I try hard to emulate her.

*"I learned many things from my favorite mentors, my mom and dad. Dad taught me that editorial content is what makes a person pick up a newspaper, but advertising allows it to exist. He taught me kids are future newspaper readers."*

I have visited many places with Missouri newspaper families through the years. Michael Crews and I may have tormented more than one of the Seven Dwarves at the grand opening of Disney World's Tower of Terror. At Nye's Polonaise Room in Minnesota, I witnessed the world's most dangerous polka band, and along with Jeff Schrag and my dad, got a behind the scene tour of the place. In this instance I learned if you don't get back to the group's assigned meeting place at the scheduled time, the bus will leave without you. You might be forced

to climb a locked gate and hope to find a taxi. I vaguely remember Jeff talking a bartender out of a beer as we waited for that taxi.

**Continued on Page 3**



**PRESIDENT:** Trevor Vernon, *The Advertiser*, Eldon  
**FIRST VICE PRESIDENT:** Liz Irwin, Missouri Lawyers Media, St. Louis  
**SECOND VICE PRESIDENT:** Roger Dillon, *Shannon County Current Wave*, Eminence  
**SECRETARY:** Ruby Bailey, *Columbia Missourian*  
**TREASURER:** Peggy Scott, Leader Publications, Festus  
**PAST PRESIDENT:** James White, *Benton County Enterprise*, Warsaw  
**EXECUTIVE DIRECTOR:** Mark Maassen  
**ADVERTISING DIRECTOR:** Ted Lawrence

**EDITOR:** Matthew Barba

## **DIRECTORS:**

Mary Wilson, *Jackson County Advocate*, Grandview  
 Donna Bischoff, *St. Louis Post-Dispatch*  
 Julie Moreno, *Independence Examiner*  
 Bryan Jones, *Versailles Leader-Statesman*  
 Kevin Jones, *St. Louis American*  
 Beth Durreman, *Perry County Republic-Monitor*, Perryville  
 Amos Bridges, *Springfield News-Leader*  
 Hannah Spaar, *The Odessan*, Odessa  
**NNA Representative:** Sandy Nelson, *The Courier-Tribune*, Liberty

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# Continued: Reaching out to MPA members will be priority

On a lobbying trip to Washington D.C., Bill Miller (a Korean War veteran) received a standing ovation and salute from a group of South Koreans in the Truman room at the Occidental Bar and Grill. It was a sight I will never forget. Ask for Mike if you ever find yourself at the bar in the Occidental. Mike has served three generations of Vernons and many other Missouri Press Association members.

Many of my best friends are Missouri newspaper people. I call Kevin Jones my friend, but I still get nervous when a package from Kevin arrives around my wife's birthday.

I am thankful for you all, and for growing up in the newspaper business. I look forward to giving back to an Association that has made such a huge impact in my life. My wife Molly and I hope to attend all of the newspaper regional meetings and look forward to seeing old friends and making new ones. Watch the magazine and Bulletin for meeting dates.

As I was preparing to write this column, I read my father's and grandfather's first columns as MPA president. My dad wrote, "Missouri newspapers and the press association are facing a myriad of challenges in 2002. Once again there will be attempts in the Legislature to weaken the state's Sunshine Law. Postal delivery problems, proposed postal rate increases and an



Trevor Vernon, right, represents the third generation of his family to be president of the Missouri Press Association. His dad, Dane was president in 2002, and his grandfather, Wallace, is the oldest living MPA past president, having served in 1973. Learn more about Trevor's goals for MPA in 2020 on Page 4. (File photo)

attempt to regulate vending machines threaten timely delivery of our products. Online public notices keep surfacing, and the economic slowdown is forcing us to tighten our belts."

Some things haven't changed. We need your help to talk to legislators about issues related to newspapers. Day at the Capitol is approaching. Please plan to attend. Your voice and personal relationship with your legislators at home make a difference.

The MPA Board has been talking about having a different newspaper

representative meet our lobbying team each Wednesday to make calls in Jefferson City. I hope to make this a reality in 2020. I will be calling on publishers, editors and other newspaper people to achieve this goal. If you are interested in a specific date, let us know and we will get it set up.

Finally, I end with my dad's plea from 2002: "Stay in touch. Offer advice. Attend meetings. Volunteer for a committee. We have a much better chance of getting through these trying times if we work together."

## New Missouri Press directors taking office in 2020

**By Missouri Press Staff**

*Missouri Press News*

In addition to President Trevor Vernon, publisher of *The Advertiser* in Eldon, several other officers and directors were elected at Missouri Press Association's 153rd Annual Convention in Kansas City. All took office Jan. 1.

2020 MPA officers and directors elected in September 2019 include: First Vice President, Liz Irwin, Missouri Lawyers Media, St. Louis; Second Vice President, Roger Dillon, *Shannon County Current Wave*,

*Eminence*; Secretary, Ruby Bailey, *Columbia Missourian*; Treasurer, Peggy Scott, Leader Publications, Festus.

Director for two-year terms: Julie Moreno, *Independence Examiner*.

Directors for three-year terms: Hannah Spaar, *The Odessan*, Odessa; Amos Bridges, *Springfield News-Leader*, and Beth Durreman, *Perry County Republic-Monitor*, Perryville.

Sandy Nelson, *Courier Tribune*, Liberty, is again serving as the National Newspaper Association state chair.

Continuing on the MPA Board in 2020 will be directors: Donna Bischoff, *St. Louis Post-Dispatch*; Mary Wilson, *Jackson County Advocate*, Grandview; Bryan Jones, *Versailles Leader-Statesman*; and Kevin Jones, *St. Louis American*.

James White, publisher of *Benton County Enterprise*, will continue on the MPA Board of Directors through 2020 as immediate past president.

Stepping down from the MPA Board in December 2019 is Tianna Brooks, *Mountain View Standard News*.

# Three generations of presidents

## *Like his father (and grandfather) before him, 2020 MPA President Trevor Vernon takes office*

By Missouri Press Staff

*Missouri Press News*

On the same day he was being visited by representatives from Missouri Press, Trevor Vernon had a much more distinguished guest roaming the halls of *The Advertiser*: Santa Claus. It was also the day after he had decided to file to run for mayor of Eldon, not content to just editorialize his frustration with the direction of city leadership and resolving himself to do something.

Trevor, publisher since 2007, represents the third generation of family ownership of Vernon Publishing Co., which is headquartered in Eldon but also operates the *Tipton Times* and *Hermitage Index* newspapers. They continue to run their own printing plant, adjacent to the *Advertiser*, which also prints the *Missouri Press News*.

Having served on the Missouri Press Association Board of Directors since 2013, he is also the third generation of his family to be president of the Association. His dad, Dane was president in 2002, and his grandfather, Wallace, is the oldest living MPA past president, having served in 1973.

Inside Trevor's office, on the second floor of a building that has had MANY uses over its history, he doesn't have much in the way of equipment. A laptop occupies his desk but stays close for the duration of our mid-December conversation about what he anticipates 2020 will bring for the Association and the newspaper industry in general.

"I'm hoping it's going to be a quiet year, legislatively speaking," Trevor said. "Between filing the bill [SB730] that we filed and the steps we're taking as an Association, I think it will quiet some critics."

SB730, pre-filed in December before the start of the legislative session by Sen. David Sater, R-Cassville, states that all public advertisements to



Trevor Vernon, publisher of *The Advertiser* in Eldon, as well as the *Tipton Times* and *Hermitage Index*, is Missouri Press Association's 2020 president. Vernon took office on Jan. 1 and plans to spend his term as president working with other newspapers to increase MPA's presence in Jefferson City. On the cover, middle left, the *Advertiser's* creed lays the groundwork for how the newspaper can help make a better community; bottom left, Trevor, with his grandfather, Wallace and dad, Dane, share a drink at the National Press Club in Washington, DC. (Staff and submitted photos)

be published in a newspaper, shall additionally be posted on a website established and maintained by at least a majority of the newspapers. It also provides that when a notice is required to be published more than once, the newspaper may not charge for the second and successive insertions of the notice a rate greater than 85 percent of the newspaper's regular local classified advertising rate.

While he feels cautiously optimistic, Trevor said he doesn't want to take anything for granted and plans to spend his time as president of the Press Association pushing for other newspaper operators to get involved

in Jefferson City.

"What I would like to see is more publishers going up to the Capitol, say on a Wednesday, and meeting with lawmakers to represent our industry's interests," he said. "I know it can be tough for small newspapers to get away from their offices, even for one day, but I really feel like the future of our industry is at stake."

What makes Trevor's impassioned pleas even more intriguing is that they come from someone who never planned to be a newspaper man, despite coming from a newspaper-owning family.

**Continued on Page 5**





**Trevor Vernon discusses the pros and cons of continuing to operate a newspaper printing press with Missouri Press Association Executive Director Mark Maassen. He can always guarantee a spot to get printed when he does it himself, Trevor said, but costs are increasing, making the printing plant an important consideration of his bottom line. (Staff photo)**

"This was never my plan, it wasn't something I ever envisioned doing," Trevor said. "Dad would send me to a volleyball game with a camera because he needed a picture and wouldn't be able to go. But me, I just wanted to be a normal kid."

Trevor studied finance while in college and even though he had job offers in places like Miami and Denver, he wasn't sure either (and the required uprooting of his life to go there) were right for him.

"While I was trying to figure out where I wanted to go, and this was at a time [2002] when the finance industry wasn't doing great, my dad told me he had a job for me," Trevor explained. "Dad said, 'If you're going to be staying in my house while you go to school, then you can come work at the office until you're done.'"

"So they started me back on the press and when the semester was over, and with the way things were going in the finance industry, I decided to stay," Trevor explained. "Now I wouldn't be able to do anything else, and I don't really think I would want to."

His decision to stay on after school meant Trevor would be better suited to

other tasks within Vernon Publishing, so he was moved to handling the finances for the entire newspaper company. The change of job also gave him a head for all of the aspects of the company, including the various newspapers and the printing plant.

"I love what I do, because it's a big puzzle every day and the solution is almost always something different," he said. "I also love the people that a job like this gets you in contact with. I tell people when they come work here, you don't work for me, but we all work for our readers and advertisers."

Trevor said he has looked for people to work for the newspaper that bring a unique perspective to their jobs.

"Take Benne [Myers] down there, she doesn't come from a newspaper background, so her approach to helping our advertisers is completely different from even my own and she helps me see a different side to how we might help people," Trevor explained.

And, ultimately, helping people is what running a newspaper is all about, either by helping their business grow, getting pictures of their kids in the newspaper or keeping the citizenry informed about what is really going on

at City Hall.

"We're refrigerator journalists, yeah, but really, it doesn't matter the medium, as a business we're here to help people solve their problems," Trevor said.

That philosophy is why changing technology doesn't have him as worried as some about the future of the industry. It is also why he feels so passionately about getting newspaper owners and operators to the Capitol to tell their stories directly to legislators and other statewide elected officials.

"The internet is what it is, and yeah, business isn't what it was, but we're still here to help people and as an industry we're still in a really good position to help our communities in ways that no one else can," he said. "By working together, within our industry and with lawmakers in Jefferson City, I know we can help Missouri newspapers continue doing great things for the state for another three generations."

Trevor Vernon is MPA's 2020 President. He took office on Jan. 1 after being elected president during MPA's 153rd Annual Convention. He and his wife Molly have two children, Lilli and Owen.

# Missouri Press Foundation

## Thank You to Everyone

who gave to the Foundation's summer internship fundraiser. Because of you, we've raised more than \$10,000 for Missouri newspapers to hire college interns in 2020. We are so very grateful to Silver Dollar City and everyone below who made a donation to this program in 2019.

Linda Ahern  
Steve Ahrens  
Clyde Bentley  
Dave Berry  
Brian Brooks  
Doug & Tricia Crews  
Beth Durreman  
Michael Harper  
Elizabeth Irwin

Sarah Kent  
Joe & Phyllis May  
Jim & Sue Mayo  
Donald & Norma Means  
Marilyn Miller  
Daryl Moen  
Keith & Kathleen Myers  
Jim & Debbie Robertson  
Gary W. Rust

Sage Information Services  
Silver Dollar City Attractions  
Jean & Larry Snider  
Gary & Helen Sosniecki  
Paul & Linda Stevens  
Dane & Sharene Vernon  
Donald & Jeannie Warden  
Spencer Wiley

To apply for a 2020 Missouri Press Foundation summer internship grant, learn more about this year's interns, view total donations to program, or to make a gift visit:  
[mopress.com/missouri-press-foundation-internships](http://mopress.com/missouri-press-foundation-internships)



# Make plans to visit your legislators in Jefferson City this session

By Missouri Press Staff

*Missouri Press News*

As the new year gets going, Missouri Press members can expect to see some old fights return in the state's Capitol as efforts continue to keep public notices in newspapers. While the Association does have some new tactics to try, leaders are also encouraging member newspapers to utilize the oldest trick in the book: face-to-face meetings.

Missouri Press' 2020 President Trevor Vernon said meeting with legislators and other community leaders is important to reminding them not just about newspapers as local businesses, but also that you are all working toward the same goal of a better community.

"I hope people take time to meet with their legislators this year, not just in Jefferson City at Day at the Capitol but in their home districts," Vernon said. "It's a chance to remind them that you're a small business too, and that you have the best interests of your community when it comes to the coverage your newspaper provides."

Part of having the public's best interest at heart is making sure they have access to information that affects their lives and livelihoods, Vernon said, which means it is important to reiterate the importance of public notice access through newspapers.

To that end, Missouri Press Association is working this legislative session with Sen. David Sater, R-Cassville, who has sponsored legislation that helps further newspapers' goal of keeping public notices in a printed and permanent format.

MPA Executive Director Mark Maassen said the bill, pre-filed in December before the legislative session started, states that all public advertisements to be published in a newspaper, shall additionally be posted on a website established and maintained by at least a majority of



Gov. Mike Parson speaks to members of Missouri Press Association during lunch at 2019's Day at the Capitol. MPA and the Associated Press will host Day at the Capitol Thursday, Jan. 30, in Jefferson City. The day will again conclude with lunch at the Governor's Mansion. (File photo)

the newspapers.

In this case, the website would be [mopublicnotices.com](http://mopublicnotices.com), MPA's own site that member newspapers have been uploading their notices to for the last year.

Maassen said the bill includes another aspect of public notice publishing that was approved by the MPA Board of Directors in 2019. The bill states that when a notice is required to be published more than once, the newspaper may not charge for the second and successive insertions of the notice a rate greater than 85 percent of the newspaper's regular local classified advertising rate.

"In recent years, we have faced some tough fights from people who have wanted to entirely remove public notice advertising from newspapers," Maassen said. "We want to be preemptive in how we deal with this, which is why the [MPA Board of Directors] unanimously approved a solution that appears to have approval from office holders in Jefferson City

and worked with Sen. Sater to pre-file this bill before the legislative session even began."

## Day at the Capitol

While Vernon hopes MPA's members will make time to meet with their local elected officials outside of asking for their support on newspaper issues, he stresses that it is also important to make your newspaper's stance known clearly and firmly. He also encourages all newspaper people to attend MPA's Day at the Capitol in Jefferson City, scheduled for Thursday, Jan. 30.

In addition to meeting with legislators and hearing from statewide elected officials, lunch will be hosted at the Governor's Mansion. Gov. Mike Parson is scheduled to speak to the MPA membership during lunch.

There is no charge for members of Missouri Press Association to attend Day at the Capitol.

More information about Day at the Capitol can be found on the back cover of this edition of Missouri Press News.



## **In partnership with Missouri Press' member newspapers**

**What:** It Can Wait campaign between AT&T, Missouri newspapers

**When:** Spring 2020, with a local deadline of February 17

**Who:** Missouri high school-age students

**What:** Have students write an essay or produce a 60-90 second video with transcript about the dangers of distracted driving. Entries should answer the question, "What is the most persuasive argument to convince people not to drive distracted?"

Students must also create a Twitter campaign message of up to 280 characters

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

**Prizes:** Each statewide winner, essay and video, will receive \$750  
For more information, contact Matthew Barba  
at [mbarba@mopress.com](mailto:mbarba@mopress.com) or 573-449-4167



# OBITUARIES



Adrian

## Steve Oldfield

Stephen M. Oldfield, 64, of Adrian died Tuesday, Dec. 31, 2019, at Research Medical Center in Kansas City.

With his wife Linda, he was publisher of *The Adrian Journal* and *The Drexel Star* for many years. He was president of the Missouri Press Association in 2006 and president of Central Missouri Press Association in 1989-90. Locally, he served on the board of education for 12 years and was active in the chamber of commerce and Lions Club.

Steve joined the *Journal* staff in 1982, when it was being published by



Linda's parents, Lila and Bob Gunn. As a newspaper publishing team, Steve and Linda were described as having

a dogged reliability that ensured they would put out their newspaper no matter what.

Among Steve's many legacies, he designed the MPA President's Gavel in 2006, which is continued to be used by the Association's new president each year.

In addition to his wife, Steve is survived by two daughters, Chara and Jill; several grandchildren; mother-in-law Lila; and many more family and friends.

Clinton

## Dan Miles

Dan Miles Jr., 69, of Clinton died Wednesday, Jan. 1, 2020, at his home in Clinton.

As publisher and editor, Dan was the third generation of his family to run the *Clinton Daily Democrat* and the fifth generation of his family to operate a small-town newspaper. His belief in operating a newspaper came down to putting the community before profits.

He is survived by his wife, Katherine; and many more family and friends.



# Mo. Supreme Court hears case on DNR land purchase notices

From Doug Crews

MPA Legislative Director

The Missouri Supreme Court heard arguments Dec. 10, regarding the constitutional validity of a state senate bill that places public notice and hearing prerequisites on Department of Natural Resources (DNR) land purchases. Senate Bill 35, sponsored by Sen. Mike Cunningham (R-Marshfield), amended Chapt. 34.030, RSMo, was passed and signed into law in 2017.

SB 35 requires when the DNR or the Commissioner of Administration contracts to purchase land of 60 acres or more or with a cost of more than \$250,000 in a single transaction, the respective department is required to take certain actions, including providing public notice on its website, notice to elected officials, and notice in a local newspaper, holding a public hearing in affected counties, and providing public notice of the hearing.

Appellants in the case are the Missouri Coalition for the Environment

and Thomas Sager. The case was appealed to the Supreme Court with several questions regarding the bill's validity under the state's constitution, including whether the bill contained more than one subject or lacked a clear title; deviated from its original purpose; followed proper drafting requirements; or constituted an invalid special law.

The Missouri Press Association, whose attorney Jean Maneke filed an amicus brief in the case, argued the bill's original purpose was to promote transparency in government and to allow Missourians to be informed in advance before state agencies purchase larger tracts of land. The amicus brief said this purpose did not change during the legislative process, therefore, the bill should be ruled as valid.

During arguments, Henry Robertson, attorney for the appellants, asked the court why the DNR needs more transparency than other agencies such as when land purchases are made by the Department of Conservation

or the Missouri Department of Transportation. Robertson argued that adding DNR to the Office of Administration's statute (34.030) violated the "single subject" or "special" law prohibition in article III of the state's constitution.

Jason Lewis, respondent attorney for the State of Missouri, countered that SB 35 was enacted to promote public awareness of land purchases by the state and DNR. He said SB 35 was not passed by the General Assembly as a "special law." He said the "single subject" argument should be dismissed because Chapt. 34.030 was the only state statute amended in SB 35.

It was also noted that differences between DNR, the Department of Conservation (DC) and the Missouri Department of Transportation (MoDOT) include that DC and MoDOT are overseen by respective commissions, while DNR is not.

A decision by the Supreme Court is not expected for several weeks.

# MPS and NewzGroup are working together to lower member costs

**By Missouri Press Staff**

*Missouri Press News*

You might have heard Missouri Press and NewzGroup are working together to help save the Association's members money and get them paid for advertising even quicker.

The savings, faster payments from Missouri Press and other benefits are coming as a result of the Missouri Press Association archive, a service offered by NewzGroup that allows you to upload digital copies of your newspaper that will also be searchable.

Participating in NewzGroup's archive system has several benefits, according to Missouri Press Service Advertising Director Ted Lawrence, in addition to the previously mentioned cost savings and faster return on payments from Missouri Press. The service is completely free and will

allow you to easily recover your entire archive, at no cost, in the event of hardware failure, property damage or natural disasters.

"By using NewzGroup's archive system, you won't have to send in as many copies of your newspaper to the Association because we will be able to pull digital tearsheets from the archive as proof for our advertising clients," Lawrence said. "And because we will be able to collect tearsheets more quickly, we can get payment from the client sooner and distributed out to MPA's members."

Lawrence said it will also eliminate the current system of payment's reliance on the U.S. Postal Service, which can result in delays (or ultimately non-payment from an advertiser) if all the necessary tearsheets are not collected for an

advertising campaign.

"We believe this will be a real help to our newspapers, while solving a potential problem for all of us," Lawrence said. "A number of advertising agencies that place ads in your newspapers via Missouri Press have threatened to withhold payment for entire campaigns if we are missing only one tearsheet by a set date following the campaign."

Taking advantage of this new service is easy, Lawrence said, and many of Missouri Press' members are already doing it. Specific instructions are available for those wanting to participate, he added.

To learn more about this free service to Missouri Press members, please contact Ted Lawrence at 573-449-4167 or [tlawrence@mopress.com](mailto:tlawrence@mopress.com) for more information.

## Newspaper editor named poet laureate

**From Missouri Arts Council**

Governor Michael L. Parson has appointed Springfield poet and journalist Karen Craig as Missouri's fifth Poet Laureate, for 2019-2021.

The Missouri Poet Laureate enriches Missourians' lives throughout the state by fostering the reading and writing of poetry, through public appearances, readings, workshops, and digital and social media. "As Poet Laureate," Ms. Craig says, "I am making it my mission to bring out the poetry of everyday life in our beautiful state."

"Craig's poems are disarmingly witty and wise," says Tom Noyes, professor of English and creative writing at Penn State Behrend in Erie, Pennsylvania. "Even her most provocative work is warm and inviting."

"There's a wonderful intimacy to her poems, a melding of tenderness and humor that hints at something

deeper," says poet Michael Meyerhofer, editor of *Atticus Review*, which has featured many of Ms. Craig's works. "Maybe that's why Craig has so firmly established herself as one of the most vital and generous poetic voices in America."

Karen Craig has published two full-length collections of her works via Sundress Publications, *Passing Through Humansville* (2018) and *No More Milk* (2016). She is also the author of three chapbooks, the mini-collections *Escaped Housewife Tries Hard to Blend In* (Hermeneutic Chaos Press, 2017), *Stone For an Eye* (Kent State University Press, 2014), and *Someone Could Build Something Here* (Winged City Press, 2013). Her work has appeared in numerous journals, including *Atticus Review*, *Poetry*, *Indiana Review*, *Prairie Schooner*, *Puerto del Sol*, and *The*



**Karen Craig**

*MacGuffin*.

Ms. Craig explores writing, publishing, and creativity on her blog, *Better View of the Moon*.

Ms. Craig is the poetry series editor for the Missouri State University-based *Moon City Press* and the nonfiction editor for the literary journal *Mid-American Review*. As a journalist, she is editor and general manager of *The Marshfield Mail*, a 128-year-old weekly newspaper based in the Webster County seat. She also works on occasion as an instructor of writing and a freelance literary editor.

With her husband, Michael Czyniewski, Ms. Craig is the mother of two sons, Ernie, 13, and Keats, 6. "Although I'm usually writing or chasing down a story," she says, "in my spare time I love to travel, hike, and curl up with a good mystery novel."



Missouri Press Advertising and Marketing Executives



## 2020 Best Ad Contest

Your readers have been responding to your ads all year.  
Now it's time to let the contest judges have their turn.  
Enter TODAY and be RECOGNIZED by your peers.

The contest will be judged by South Carolina Press Association.

Enter online at: [Betternewspapercontest.com](https://betternewspapercontest.com); find the  
**2020 Missouri Best Ad Contest** and find your newspaper  
listed by city name first. The deadline to enter is **Feb. 3,**  
**2020.**

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association. All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad(s) is/are to be judged.

**Note:** For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and display purposes. For smaller files, you can use PDF or Word Documents.

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300. Entries submitted that do not conform to the rules or category descriptions will not be judged, and entry fees will not be refunded.

If you have any questions, need your password or email reset for [betterbnc.com](https://betterbnc.com) OR feel your newspaper is in the wrong class, please contact Kristie Fortier at [kfortier@mopress.com](mailto:kfortier@mopress.com) or call 573.449.4167 ext. 301



# BETTER NEWSPAPER CONTEST

The 2020 Missouri Press Foundation Better Newspaper Contest template is now open and members can begin submitting entries. If you haven't yet, start collecting your entries for this year's contest now.

Entries **MUST** be uploaded by 11 p.m. Tuesday, March 31. No extensions will be granted.

All categories for Missouri's 2020 Better Newspaper Contest now require digital entries. Missouri's BNC will no longer accept mailed-in entries for any categories.

If you need help entering any category, including those that previously required mailed-in entries, contact Matthew Barba ([mbarba@mopress.com](mailto:mbarba@mopress.com)) or Kristie Williams ([kfortier@mopress.com](mailto:kfortier@mopress.com)) for assistance. You can also call 573-449-4167.

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

All the information about the contest — rules, categories, entry instructions — is online at [mopress.com/better-newspaper/](http://mopress.com/better-newspaper/)

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>

**IMPORTANT:** It is important to remember BetterBNC is optimized for Google Chrome. If you do not have Google Chrome, download it at <http://www.google.com/chrome>.

**DEADLINE:** There is no need to wait until the deadline to upload your entries! The contest template will close 11 p.m. Tuesday, March 31, and will not accept entries after that -- no exceptions. You may begin uploading your entries now.

**ALERT:** Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, options include Dropbox, Google Drive, Scribd or Issuu. Please make sure the file is public or a password is provided and that it can be printed. You cannot upload these large entries directly to the contest template because it has space limitations. If a file cannot be accessed for printing, it will not be displayed with other Better Newspaper Contest entries at the Annual Convention.

## THREE TIPS TO MAKE UPLOADING EASY:

1. If you have entries that consist of more than one piece of content, combine them into one file. This will make uploading and judging much easier. This will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.
2. Make the category number the first element in the title of each entry.
3. Put all your entries into a "Contest Entries" folder on your desktop.

**Please read the instructions and category listings carefully!**



# Sources and resources for Missouri newspapers



**Every Business Needs an Online Presence.**

Contact Ted Lawrence  
at Missouri Press.  
tlawrence@mopress.com  
573-449-4167



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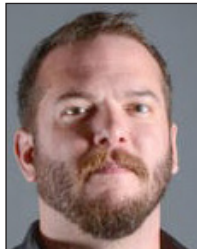
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## ON THE MOVE



**Springfield** — Amos Bridges has been named editor of the *News-Leader*. Bridges, a Springfield native and 16-year veteran at the newspaper, replaces Cheryl Whitsitt, who departed on Dec. 20 after a 32-year career.

Bridges started as an intern at the *News-Leader* in 2004, covering various assignments, before joining the newspaper to cover city hall for many years. He also wrote a column about watchdog issues and became the newspaper's investigative editor and watchdog coach in 2016. He currently serves on the Missouri Press Association Board of Directors and the Missouri Sunshine Coalition.



Whitsitt started at the *News-Leader* in 1987 as a copy editor. She rose up the ranks and in 2002 became managing editor. In 2017, she was named

executive editor. In her departure from the newspaper, Whitsitt said she is looking forward to using the knowledge she gleaned from being a journalist to participate more in the community in different ways.



**Centralia** — James Smith, editor of the *Centralia Fireside Guard*, was promoted to general manager in October, in addition to his duties as editor. Smith attended Centralia High School and worked as a sports editor for the *Guard* during graduate school. He also has worked at the *Mexico Ledger*, the *Maryville Daily Forum* and other places where his journalism background has proven useful.

**Moberly** — Nancy Bartolacci, who served as the classified advertising

manager and front office clerk of the *Moberly Monitor-Index* for 38 years, said her goodbyes in late October. She took a job with a local public water supply district, and her final day was celebrated with food and fun shared by family and friends at the newspaper. Bartolacci said she will miss interacting with the people who came into the newspaper most of all.

**Kansas City** — Mike Fannin was named president of *The Kansas City Star* in October, as the newspaper entered its 140th year. In the new role, Fannin leads *The Star's* overall operations while continuing to oversee an award-winning newsroom.



He was named editor of the newspaper in 2008, having previously served as managing editor and sports editor since joining the staff in 1997.

## SCRAPBOOK



**Buffalo** — In October, the *Buffalo Re-flex* celebrated its 150th anniversary by inviting the community to the newspaper to for fun, treats and lots of entertainment, including live music, games and activities especially for kids. The event was also a chance for employees current and former to visit with each other and reflect on the history of the publication.

**Vandalia** — Lakeway Publishers Inc. announced in October that it would be restructuring management of its newspaper properties in Missouri into two groups: Lakeway North and Lakeway South. The North group consists of the *Vandalia Leader*, *The Lake Gazette*, *Louisiana Press-Journal* and *The Bowling Green Times*. This group will be headed by Tom Latos, who joined Lakeway last year.

The South group consists of *The Cen-*

*tralia Fireside Guard*, *The Hermann Advertiser-Courier*, *The Lincoln County Journal*, *The Troy Free Press*, *Newstime* and *The Elsberry Democrat*. The group publishers are Cathi Utley, who has been in sales at the Hermann newspaper for 13 years, and Michael Short, who has been the general manager and publisher in Elsberry since 2005. They

will continue with their existing duties while taking on these new roles.

**Kansas City** — *The Star* announced late last year it will be discontinuing publishing its Saturday edition in mid-March 2020.. The move is part of a company-wide decision by owner McClatchy Co.

### Make Your Voice Heard!

Show-Me Press Association would like your input on future events!

Go to: <http://bit.ly/showmesurvey>

### Save the Date!

2020 Show-Me Press Meeting

June 12 at Lodge of Four Seasons, Lake Ozark



# Share 'Marvelous Missouri' with your readers in 2020

From Helen Headrick

*Newspapers in Education Director*

The National Newspaper Association Foundation and the Missouri Press Foundation have been teaming together to produce an annual free serial story for years. This year's eight installment offering, *Tales of Marvelous Missouri*, is a lead-in to our state's 2021 bicentennial. Using Silver Dollar City as an example, our tale shows how towns and cities begin with one or two families and grow as more people come together for a common purpose.

When Molly and her family go to Silver Dollar City, she expects roller coasters, rides, lemonade and fun. She gets all of that and something unexpected. From an encounter with an older employee, Molly comes away with a deeper love of the area's history and an insight into how Missouri came to be settled. Accompanied by a multi-discipline Teaching Guide, "*Tales of Marvelous Missouri*" is sure to engage your readers at home and students at school.

You know there are blacksmiths, candlemakers, glass blowers, roller coasters and more at the theme park. But, have you ever heard of Homestead Ridge? Visiting this section of the park is like stepping through a time warp. There are authentic log cabins, an old schoolhouse, a farmstead with animals commonly found on 19th century homesteads. Homestead Ridge pays homage to the pioneers who settled the Ozarks and allows you a look into their lives. Follow the evolution of Silver Dollar City from its beginnings with Marvel Cave to its present incarnation and notice how the story reflects the growth of all towns.

"*Tales of Marvelous Missouri*" was produced by the Missouri Press Foundation and available to newspapers at no cost through a special partnership between NNAF and MPF through June 30, 2020. The story must be printed and distributed within 12 weeks of the final licensing date of June 30, 2020 and applies only to use of the materials in the print issue of the newspaper, its archived edition of the same date or on its secure website, not available to the general public for free. Newspapers may not make changes in the text, title or appropriate credit lines accompanying each installment without the prior written approval of Missouri Press Foundation. Newspapers may add local sponsorship information.

This license authorizes one-time publication rights for one newspaper. Additional newspapers owned by the same corporation must contract for their use rights independently by registering the newspaper name at login. The newspaper shall not transfer its license to any other newspaper or entity without the express permission of Missouri Press Foundation.

If your newspaper is interested in publishing "*Tales of Marvelous Missouri*," visit the FTP site, [mo-nie.com](http://mo-nie.com), and use the download codes **marvelousmo20** for the ads and Teaching Guide.

## Missouri Press Association / Missouri Press Service

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## CALENDAR

### January

29 — MPA/MPS/MPF Board Meetings, Jefferson City  
30 — Day at the Capitol, Jefferson City

### February

3 — Best Ad Contest Deadline  
17 — It Can Wait Local Deadline

### March

31 — Better Newspaper Contest Deadline/MPA Newspaper Hall of Fame Nomination Deadline

### April

16 — MPA Past President Presidents Dinner, Arrow Rock  
23-24 — Missouri Press Advertising and Marketing Executives, Lake Ozark

### June

11 — First Amendment Golf Classic, Lake Ozark  
12 — Show-Me Press Association meeting, Lake Ozark

### September

24-26 — 154th Annual Convention and Trade Show, Jefferson City

### October

15 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

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# MORE ON ADVERTISING

If we had a competitor who was able to make the claims that will follow in this column, our industry would be facing an even tougher battle than we are already facing.

If this competitor had the following facts behind them, would we be helpless to combat them?

According to a recent survey by Susquehanna Polling and Research:

- 1- 85% of the people who use this mystery medium said they are "very likely" to vote.
- 2- In addition, respondents named this medium as the most trusted source of information about candidates running for public office.
- 3- When respondents rated how much they trusted a source's information, this medium topped all other media.

We're not talking about Facebook or Direct Mail. In fact, according to the survey, those two media that many believe are eating our collective lunches have far less impact than the advertising "experts" insist, especially on the *trustworthy* scale.

The medium I'm talking about was given an '8' on a scale of one-to-ten on the importance of having access to public notices from local governments.

According to the survey, this medium is also the leading source for shopping decisions and advertising content. In fact, 79% of respondents agree that this mystery medium "provides valuable local shopping and advertising information."

Further, 24% of respondents rate this media as their go-to source for local purchasing decisions, beating out all other media.

If you've read this far, I'm sure you realize that we're not talking about a competitor at all. You know that all these "unbeatable" facts are true about our own industry: community newspapers.

So what will we do with the nuggets from this survey? I hope we are carrying out a plan to share this good news with every advertising decision-maker that we possibly can.

Publish them in house ads. (Missouri Press will build some for you, if you'd like.) Add them to the signature line of your emails. Put together attractive literature for your advertising reps to distribute to their customers and prospects. Shout these facts from the mountaintops. Hire a guy to drive around town with loudspeakers on his truck, declaring these truths like Barney Fife did when he was running for Sheriff of Mayberry. (see Episode 148, Season 5, from 1965.)

Whatever it takes, we need to spread the word. WE are the "unbeatable" competitor.



# Tales of Marvelous Missouri

When Molly and her family go to Silver Dollar City, she expects roller coasters, rides, lemonade and fun. She gets all of that and something unexpected. From an encounter with an older employee, Molly comes away with a deeper love of the area's history and an insight into how Missouri came to be settled. Accompanied by a multi-discipline Teaching Guide, *Tales of Marvelous Missouri* is sure to engage your readers at home and students at school.



Visit [mo-nie.com](http://mo-nie.com) and use the download code: **marvelousmo20** to access the teacher's guide and all eight chapters.



Brought to you by the National Newspaper Association Foundation, Silver Dollar City, Branson Convention & Visitors Bureau, and the Missouri Press Foundation to engage readers with their community newspapers in 2020.



Written by Carolyn Mueller and  
illustrated by Nicole Hartfelder





# Expect new challenges for MPA in 2020

## *New legislation threatens open access to public records*

The holidays are over and 2020 is here, which of course means that soon our Missouri legislature will be back in session. The lobbyists for Missouri Press Association and its executive staff will be back pounding the halls, watching for measures that give us heartburn.

Already bills are being pre-filed. One is a bill that Missouri Press has worked on for the past year, crafting language with sponsors that will preserve legal notices in Missouri newspapers. In addition, the Association's administration has talked to legislators about how the permanency of running notices in newspapers protects those who rely on such publication for service on parties in court cases or to ensure the public is widely advised of other important matters.

Other pre-filed bills are not so favorable. As a reminder, two years ago, voters in the state approved a constitutional amendment, informally called the "Clean Missouri" measure. That proposed amendment primarily dealt with lobbyist gifts and how state legislative districts would be drawn after the 2020 census, but a small part of the bill dealt with open records.

Specifically, the bill amended

Article III, Section 19 of the Missouri Constitution to provide that legislative records and records of individual legislators were subject to the Sunshine Law.

*"Senator Ed Emery has pre-filed Senate Bill 613, which would create two new exceptions to the open records law under Section 610.021. Those would involve closing records "...retained by the office of a member of the general assembly ... related to a constituent ..." and "Any record retained in the office of a member of the general assembly ... that contains information regarding proposed legislation or the legislative process ..."*

Legislators were unhappy, to say the least, about the public approving this measure. Legislators argued that constituents who write their state representative or senator do not intend such communication be public record. Cell phone numbers would become public. Other personal information contained in letters or emails would become public. The legislators' indignation was as obvious and transparent as the law said their records were.

Steps were taken to deal with this issue last year – bills were introduced and moved, but other issues took prominence and the session ended in May last year without any of them passing. Probably the only real response

to this change was the House of Representatives did pass House Rule 127, an internal rule which stated, according to an article in the Jefferson City News Tribune:

"Members may keep constituent case files, and records of the caucus of the majority or minority party of the

House that contain caucus strategy, confidential. Constituent case files include any correspondence, written or electronic, between a member and a constituent, or between a member and any other party pertaining to a constituent's grievance, a question of eligibility for any benefit as it relates to a particular constituent, or any issue regarding a constituent's request for assistance."

Can a House "Rule" override a provision in the State's Constitution? Of course not. But our state legislators were desperate. And in October this year, a non-profit group filed a lawsuit claiming the constitutional mandate was being violated. That case is still pending in Cole County.

So now bills are beginning to be pre-filed for the 2020 session. And, of course, among the earliest bills to be filed are some which will "fix" what some legislators see as a major issue.

Senator Ed Emery has pre-filed Senate Bill 613, which would create two new exceptions to the open records law under Section 610.021. Those would involve closing records "...retained by the office of a member of the general assembly ... related to a constituent..." and "Any record retained in the office of a member of the general assembly ... that contains information regarding proposed legislation or the legislative process...."

Senators Bill Eigel and Jason Holsman have also filed bills with similar purposes.

So stand back. The fireworks are starting. Clearly, Open Records will be a target of the Missouri legislature this session. Stay tuned!



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

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### Thursday, January 30, in the State Capitol, Jefferson City

**8:00-8:45 a.m.:** Breakfast for MPA Members  
(pastries and coffee), **House Hearing Room 2**

**8:45-10:15 a.m.:** Meet with your legislators.

**10:15-11:45 a.m.:** Day at the Capitol program, **3rd Floor, Senate Lounge**

**11:45 a.m.:** Program to adjourn. Attendees will leave the Capitol for a brief walk to the Governor's Mansion.

**Noon:** Luncheon, **The Missouri Governor's Mansion**

*(You must be registered with Missouri Press Association to attend the luncheon. Missouri Press Association pays for breakfast and lunch costs. There is no charge to members. However, last-minute cancellations will result in a \$40 cancellation fee.) Go to: [mopress.com](http://mopress.com) to register*

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