

MIP

MISSOURI PRESS

NEWS

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Newspapers are protection against the transmission of misinformation

The past few months we have lost some great newspaper people including Bob Smith and Steve Oldfield. Both Missouri Newspaper Hall of Fame members, they will be remembered fondly.

Bob always had a joke to tell. Steve was quick witted when I first met him, and always made me laugh. Here is a story they both would have liked.

Coming home from a recent trip to Oklahoma, we stopped to use the restroom. My son, Owen, after finishing his business said, "That's weird, why do they have a lottery ticket machine in the bathroom?" Curious, I turned around to see a condom machine hanging on the wall.

Molly and I decided we would never lie to our kids, so I said the first thing that came to my mind, "People who

put their money in that machine are looking to get lucky." No more questions. Thank goodness.

It made me think. Things that are

normal to us (the above-40 crowd) are foreign to the 25-and-under crowd. The delivery mechanism for many youths is different than it was when we were growing up. Some order intimate items from the internet, and it arrives discreetly in an unmarked box. Others will go to the local pharmacy. Some will ask a close friend for one. And still others will drop by the local service station.

All of these sound similar to ways we can get a newspaper.

But there have been changes. If you don't think delivery mechanisms have changed, ask a 20-something for a phone book or a dictionary.

The purpose of a condom has not changed, nor has the purpose of a newspaper. Both exist to protect the people, and maybe have a little fun in the process. The newspaper should inform the public of new laws, road closures, disease outbreaks, foreclosures, city finances, pumpkin festivals, etc. I could go on all day.

People seem to be busier today than ever. Unless, something is going drastically wrong, only a handful of people show up for public meetings. This makes our job as journalists more important than ever.

I think there is always going to be a need for the printed newspaper in my lifetime.

Some under-40s may never embrace print. That's OK. It shouldn't scare us. Our job is to gather information and distribute it to the community. We have the ability to, and many of us do, reach more readers, faster, than ever before.

Let's make sure we continue to concentrate on the message and be flexible with how we deliver it. Stay safe out there.



Trevor Vernon,
Eldon Advertiser
MPA President

"Some under-40s may never embrace print. That's OK. It shouldn't scare us. Our job is to gather information and distribute it to the community. We have the ability to, and many of us do, reach more readers, faster, than ever before."



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Missouri Press boards hold first meeting of 2020



Missouri Press' three Board of Directors held their first meetings of 2020 on Jan. 29, in Jefferson City, as part of the Association's annual Day at the Capitol event. Members of the Association and Service boards attending the January meeting include, from left, Roger Dillon, Beth Durreman, Joe May, Dennis Warden, Hannah Spaar, Ruby Bailey, Mary Wilson, Kevin Jones, Trevor Vernon, Amos Bridges, Peggy Scott, Jeff Schrag, Bryan Jones, Liz Irwin, Sandy Nelson and Donna Bischoff. (Staff photos/Matthew Barba)



Above, Missouri Press Association and Service boards of directors met Jan. 29, in Jefferson City for their first business meetings of 2020. The meetings are also held in connection with the annual Day at the Capitol event. Board members attending included, from left, Joe May with the Service board, Roger Dillon on the Association board, Dennis Warden with Service, MPA Member Services Director Kristie Fortier, and Association board members Mary Wilson, Hannah Spaar and Sandy Nelson. At right, Missouri Press Association President Trevor Vernon receives a briefcase from former MPA President Jeff Schrag. The annual presentation, performed at the first meeting of the year, is symbolic of past leadership handing over the reigns of the Association and prepares the new president to embrace the Association's business of promoting the newspaper industry in Missouri.



Use your newspaper to shed light on Sunshine Week

By Missouri Press Staff
Missouri Press News

Newspapers will be recognizing Sunshine Week March 15-21 this year. Organized by the American Society of News Editors and the Reporters Committee for Freedom of the Press, participants are encouraged to promote open access to public information and what it means for you and your community.

Several resources, dubbed The Sunshine Week toolkit, are available for free to any participant. You can find the toolkit online at sunshineweek.org/toolkit/

For inspiration on the kind of work that can be done utilizing public information, please review the FOI in Action page at sunshineweek.rcfp.org/foi-in-action/

Links to more Sunshine Week resources can also be found online at sunshineweek.org/



Gov. Mike Parson listens to a question from an attendee of the 30th Annual Missouri Press Association and Associated Press Day at the Capitol held Jan. 30, at the Governor's Mansion in Jefferson City. Parson spoke about and answered questions on a variety of topics ranging from his anticipation of the Kansas City Chiefs' upcoming Super Bowl appearance to his office's stance on open-records requests. (Staff photos/Matthew Barba)

About 100 attend Day at the Capitol

By Matthew Barba
Missouri Press News

Around 100 reporters, editors and publishers, as well as others, joined the Missouri Press Association and Associated Press for the annual Day at the Capitol events in Jefferson City, including meeting with legislators and hearing from statewide elected officials.

Lunch was held at the Governor's Mansion and included a question-and-answer session with Gov. Mike Parson. In the morning, MPA members heard from State Auditor (and Democratic gubernatorial candidate) Nicole Galloway, State Treasurer Scott Fitzpatrick and State Sen. Dan Hegeman, who is chairman of the Senate Appropriations Committee.

Among the topics discussed during the day were how Parson's and Galloway's offices handled open-records requests. Speaking at separate times during the day, Galloway criticized Parson's office for redacting information from Sunshine Law requests, while Parson said that even



Above, MPA President Trevor Vernon meets with State Treasurer Scott Fitzpatrick before he addresses the Association's members. At top right, State Auditor Nicole Galloway also spoke to the MPA membership during this year's Day at the Capitol. At bottom right, State Sen. Dan Hegeman, R-Cosby, spoke about his motivation for filing legislation that will affect the Clean Missouri Amendment, particularly how it deals with redistricting.

though he believes in the openness of government, some identifying information of constituents should be withheld to protect privacy.

Continued on Page 5





Spreading the word about newspapers

Above, Missouri Press Association Executive Director Mark Maassen discusses some of the issues that are important to newspapers this legislative session in preparation for MPA members to meet with their local legislators during this year's Day at the Capitol, held Jan. 30. In total, about 100 people participated in the 30th Annual Day at the Capitol activities. .
(Staff photos/Matthew Barba)



Jack "Miles" Ventimiglia of the *Richmond News* interviews Rep. Peggy McGaugh, R-Carrollton, during Missouri Press' 30th Annual Day at the Capitol in Jefferson City. McGaugh is the sponsor of House Bill 1814, which requires all non-charter counties to publish a condensed version of the annual financial statement, including salaries of elected officials and employees, in the local newspaper.



Gloria Lloyd of the *Call Newspapers* in St. Louis, goes over talking points with MPA Executive Director Mark Maassen. Members like Lloyd took to the halls of the Capitol building in late January to share with local legislators the importance of newspapers to their communities.

Continued from Page 4: *Spending the day at the Capitol*

Sen. Hegeman also spent time answering questions about legislation he has sponsored this session that will undo some of the provisions of the Clean Missouri Amendment, which was approved by voters in the 2018 general election.

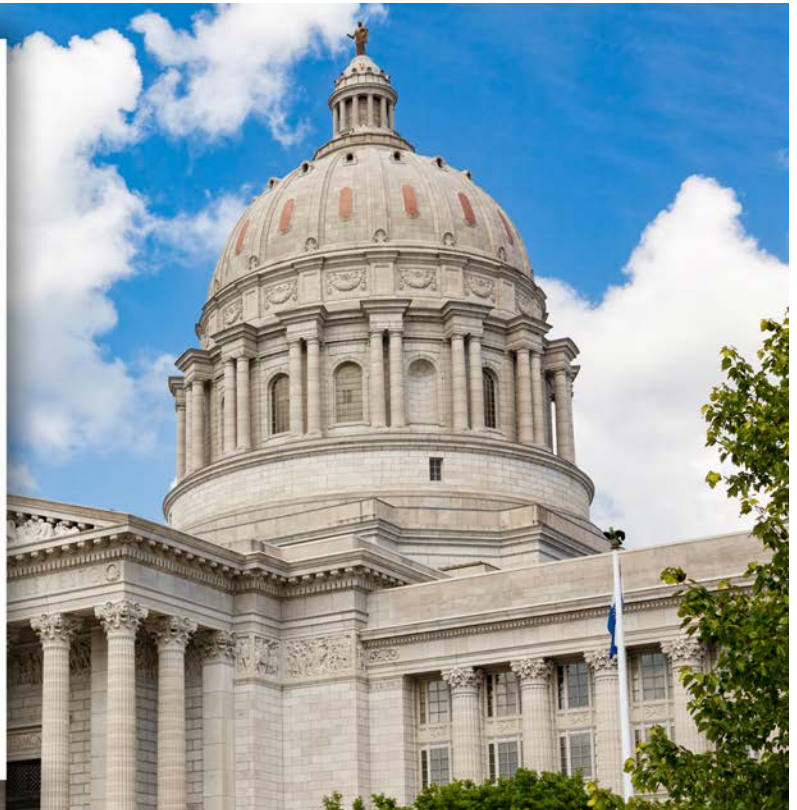
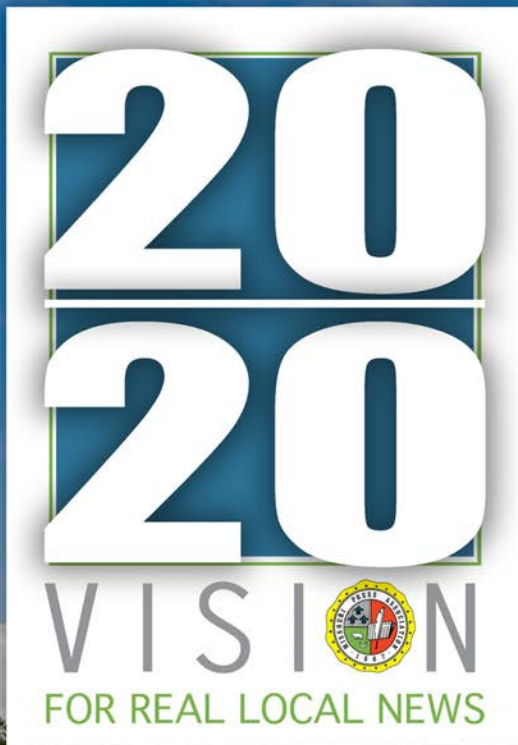
Hegeman said his "Cleaner Missouri" legislation is meant to address concerns that redistricting under Clean Missouri will mean

representation for communities, particularly those in far-flung, rural areas, will be drastically altered in the interest of getting both political parties equally represented within the population.

Responding to reporter questions, Hegeman said his primary goal is to make sure communities like his in the northwest part of the state are able to maintain a sense of cohesion through

their elected representation, rather than being forced to include residents of more distant, metropolitan area.

In addition to presentations by Galloway, Fitzpatrick and Hegeman, the early morning program at the Capitol Building included members meeting their local legislators to discuss issues affecting newspapers, including keeping public notices in newspapers and improving open records laws.



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• **Better Newspaper Contest Awards** •

• **Hall of Fame Induction Ceremony** •

• **Central Dairy Ice Cream** •

Meet Peggy Scott, one of Missouri Press' newest board members

Scott, Ruby Bailey joined the MPA Board of Directors Jan. 1

By Matthew Barba
Missouri Press News

More than 30 years ago, Peggy Scott found her place in community journalism. Today, she is working to ensure readers of all ages find value in the work that journalists do, no matter what medium they peruse.

One of Missouri Press Association's new Board members for 2020, Peggy is currently serving a one-year term as treasurer of the MPA Board of Directors. She and Ruby Bailey of the Columbia Missourian, serving a term as secretary, took office on Jan. 1.

Peggy is assistant publisher and part owner of Leader Publications, a four-newspaper group in Jefferson County and Eureka, Mo. She joined the Leader in 1999, after spending 14 years at the *Southeast Missourian* in Cape Girardeau.

While Peggy spent her college years looking for the right career, and not finding it in political science or public relations, she says it was a senior-year decision to change to community journalism that left her feeling the most satisfied.

"Changing my major so late in the game caused some trepidation for my parents and college advisers, but it was the right decision," Peggy said. "More than three decades later, I still get excited every day to share the story of our community."

Peggy tries to share that excitement with the Leader's readers every day.

"As journalists we get to find out things first and then tell everyone! Our work helps the people and organizations and businesses that make up our communities," she said. "And, sometimes we get to be the ones who catch the bad guys."

But sharing her excitement with younger generations of readers is an ongoing struggle as news organizations of all kinds try to connect with new audiences who have an ever-changing list of new platforms from which to gain information.

"I think our greatest struggle is to remain relevant. Young people are avid readers and for more interested



Peggy Scott

in news than my TV-focused generation," Peggy said. "However, these younger readers consume news differently. As legacy print producers, we need to find ways to deliver our products on the platforms they are using."

She said it is also critical that these young news consumers see that the

content newspapers produce is relevant to them and is something they will want to read. It also wouldn't hurt, she added, if they picked up a printed newspaper occasionally, because it might become habit.

"Younger readers should be encouraged to try reading a printed newspaper. It's very retro-chic, you know."

Making sure printed newspapers are around for younger generations to discover their value means keeping the businesses themselves viable and operating. By serving on the MPA Board of Directors, Peggy said she hopes to help promote ways of thinking that will ensure newspapers' survival for decades to come.

"I'm interested in securing community newspapers for the future," she said. "That means finding partners in business, education and communities who think like us. We know we have the power to change our neighborhoods. We need to find ways to work together and use that power to sustain our businesses."

Peggy met her husband of 35 years, Rob, while cruising Main Street in high school. They have four grown children, four grandcats and a granddog.

She also feels strongly about two important topics: "I LOVE parades and I HATE pickles. Don't try to change my mind on either."



Peggy Scott, second from left, attends her first meeting of the Missouri Press Association Board of Directors in January. Scott has previously spent many years serving on the board for the Southeast Missouri Press Association. Pictured, from left, are board members Bryan Jones, Scott, Liz Irwin, Donna Bischoff, Missouri Press Foundation Director Michael Harper, Amos Bridges and Beth Durreman. (Staff Photo/Matthew Barba)

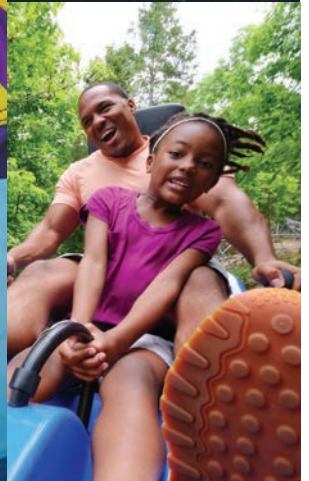
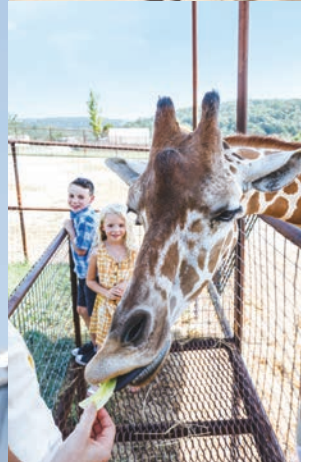
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OBITUARIES



Lebanon

Bob Smith

R.B. "Bob" Smith III, 80, of Lebanon, former publisher and president of Missouri Press Association, died Jan. 16, 2020, in Lebanon.

From 1988 to 1994, Smith was publisher of the *Lebanon Daily Record* and served as MPA President in 1991. Inducted into the Missouri Newspaper Hall of Fame in 2005, he served as one of the greatest advocates for a forum to recognize the state's newspaper greats.

Bob's newspaper career started in 1955 in his home state of Tennessee, including serving as advertising manager for *The Oak Ridger* in Oak Ridge, Tenn., and advertising director of *The*



Citizen Tribune in Morristown, Tenn. He left Tennessee to become publisher of the Tri-Lakes Newspapers in Branson from 1980 to 1988. He also was owner and publisher of *Senior Living* newspaper in southwest Missouri in the mid-1990s.

An advocate for what Missouri had to offer, Bob began working with Missouri Division of Tourism in 1998 as a member of the tourism commission for nine years, with five of those as chairman. He also acted as interim director of the Missouri Division of Tourism.

He is survived by his wife, Pat, and many other family and friends.

Kansas City

Cheri Fleck

Cheri Lee Fleck, 71, formerly of Platte City, died Jan. 8, 2020, at her son's home in Laveen, Az. She spent most of her life working in the newspaper business, starting as a Line-O-Type setter for *The Chicago Sun Times* in 1968. She also worked for The William Press Publications of Chicago Heights, *The Bradenton, Fla. Herald*, and *The Kansas City Star*. She retired from *The Star* in 2010 as a National Advertising Administrative Assistant. She was involved with lots of community efforts while at The Star, including helping initiate the annual chili cook-off fundraiser hosted in the newspaper's courtyard. In addition to her husband, Jeffrey, and her son in Arizona; she is survived by her mother, and many more family and friends.

Missouri Press News returns to monthly

From Matthew Barba

Missouri Press News

After more than three years of bi-monthly publication, *Missouri Press News* will again be published monthly.

The Board made the decision at the Jan. 29 meeting in Jefferson City to return *Missouri Press News* to monthly beginning with the March 2020 issue. In 2016, the board reduced frequency to every other month to save the Association money in printing costs.

MPA Board Vice President Liz Irwin, publisher of Missouri Lawyers Media, led the discussion on reverting to a monthly magazine. She said the move made sense for a lot of reasons.

"We initially did this to save the Association money on printing costs, which we are still doing, but we are making a statement here, I think, that we still believe in the power of print," Irwin said. "Our members make that case every week, sometimes every day, and we as the Association need to be saying the same thing. Print is important to us"

In May 2019, Missouri Press staff

made a request for proposals from members interested in printing the magazine. Several bids were received that would save MPA significant printing costs over the Association's previous vendor.

At the Board's June 2019 meeting, the decision was made to accept Vernon Publishing's proposal for printing the *Missouri Press News* magazine. The change allowed the Association to have a full-color magazine, rather than just the four pages that made up the cover.

Trevor Vernon, then vice-president and current MPA president, recused himself from the Board's discussion of the magazine printing proposals and from the January discussion to return to monthly printing.

Missouri Press News is used to highlight various aspects of the state's newspaper industry, but with a truncated printing schedule, there were simply fewer pages to devote to celebrating all the things that make Missouri newspapers so special.

"The Board truly hopes that MPA's members will take every opportunity to

send their news of interest to the central office in Columbia, so it can be included in the magazine," Irwin said. "Whether you have a new hire, a retirement, a change in publication schedule or you're celebrating a milestone, let *Missouri Press News* be a bullhorn for the good things going on in our industry."

She also added that deaths in the Missouri newspaper industry should be shared with MPA staff when they occur, so they can be included in the pages of the magazine and the In Memoriam read each year during the Annual Convention's business meeting.

Plans for the return to monthly publication include two special contest issues of the magazine, in May and October, that will highlight all of the winners from this year's Best Ad and Better Newspaper contests.

If you have news to share in *Missouri Press News*, reach out to Editor Matthew Barba, at mbarba@mopress.com or any other Missouri Press staff member. If you have any questions, you can reach Missouri Press staff by phone at 573-449-4167, ext. 302.

SCRAPBOOK



St. Louis — Dwight Bitikofer and Don Corrigan were among the 2020 class of 14 inductees to the St. Louis Media Hall of Fame. Bitikofer and Corrigan, respectively, are publisher and editor-in-chief of the *Webster-Kirkwood Times* newspaper group and the *West End Word*. These papers and subsidiary publications have served their local communities for over 40 years.

Also part of this year's Hall of Fame class is Dan Martin, the *St. Louis Post-Dispatch* artist who has drawn the famous Weatherbird for more than 30 years and created the "Post-cards from Mound City" feature.

Inductees are selected for their significant contributions to print and broadcast journalism, management and advertising by the St. Louis Media History Foundation. An induction ceremony will be held in March, in St. Louis.

Edina — NEMOnews Media Group launched brand-new local news websites featuring entire e-editions, photo galleries and current news stories, at the beginning of the year for several of its publications, including the *Edina Sentinel*.

Publisher Mike Scott said the new websites reflect growth the group is seeing at its newspapers and demand from the community to expand how news can be accessed throughout the week.



Remembering a Jefferson City icon

During Missouri Press Association's 30th Annual Day at the Capitol, Rep. Mike Bernskoetter, R-Jefferson City, presented a proclamation to Drew Watson, son of the late Bob Watson, who covered Missouri politics, the Capitol and Jefferson City for decades. Bernskoetter said Bob Watson was greatly respected in the state's capital and the in the Capitol building because of his integrity and diligence to covering stories thoroughly. (Staff photo/Matthew Barba)

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TIME IS RUNNING OUT!

DEADLINES APPROACHING



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

Missouri Newspaper Hall of Fame

Outstanding Young Journalist

Nominations must be in by March 31

Missouri Photojournalism Hall of Fame

Nominations must be in by May 11

DOWNLOAD NOMINATION FORMS AT

bit.ly/MoPressForms (case sensitive)

Each of the nomination forms includes the criteria for selection.
Contact Matthew Barba by phone at 573-449-4167, ext. 302, or
by email at mbarba@mopress.com with questions.



Applications for the Internship Grants Program must be received on or before April 20.

If your newspaper is interested in applying for an internship grant,
please go to mopress.com/missouri-press-foundation-internships

If you have questions please call
573-449-4167 ext. 303





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) or Kristie Fortier (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/

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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Tout newspapers' educational benefits all year long, not just in March

From Helen Headrick

Newspapers in Education Director

Newspapers in Education Week is always celebrated the first full week of March, so it ended on the sixth. Did your newspaper use any NIE content that week?

It's free, camera ready and educationally sound. Whether you did or didn't use NIE content during Newspapers in Education Week, why not make a commitment to use something in March? Or April? Or May?

The Foundation's 2020 eight-chapter NIE serial story is completely original content, an engaging story

for young students, and free to any newspaper to run until the end of this school year.

Running NIE content may well lead to increased circulation, if you also let your schools and advertisers know in advance what's coming. Funding is always an issue for schools; too many things they must spend their budget on and not enough left over for extras. So, you need to show them what is available, why it is of value and that using newspapers in the classroom should fall in the must spend column.

You can even work with your local businesses to sponsor ads for the content, which benefits both the school

and the business with recognition.

Take some time to learn what NIE has for you and your schools. The calendar is the best place to start, mopress.com/nie-calendar. A few features are highlighted for each month.

To see more of what we offer, go to Teacher Resources, mopress.com/nie-classroom-features, and Serial Stories, mopress.com/nie-serial-stories. We also have resources to help you start a NIE program at mopress.com/nie-resources-to-build-a-program.

And, of course, you may always contact me, Helen Headrick, at hheadrick@mopress.com for assistance or more information.

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 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

Illustrated by Nicole Hartfelder



ON THE MOVE



Savannah — Ken Rosenauer and his son, Brent Rosenauer, have purchased the *Savannah Reporter* from Guy and Leslie Speckman, effective Jan. 30. They are the newspaper's seventh owners in its 143-year history.

Ken Rosenauer is a retired journalism professor, having taught 34 years at Missouri Western State University. He will serve as publisher, setting the newspaper's long-term goals and developing its journalistic identity.

Brent Rosenauer is a 2017 graduate of Missouri Western with a bachelor's degree in convergent media. He will act as editor.

The Speckmans purchased the *Reporter* in 2001. They said selling to a local family like the Rosenauers was their ideal outcome for the newspaper's sale.

Jefferson City — David Meadows was recently hired as the general manager for Central Missouri Newspapers Inc., which includes the *Jefferson City News Tribune*, *Fulton Sun*, *California*

Democrat and *HER Magazine*, as well as the company's commercial printing facility.

Bringing 30 years of experience to the position, Meadows previously served as a publisher with Paxton Media Group in Russellville, Ark., and has held various positions with Gannett and Morris Communications.

Meadows said he wants to strengthen CMNI's strategies for serving its communities. He replaces Jeff Herr.

Fulton — Olivia Garrett has been hired as a new reporter at the *Fulton Sun*, where in addition to covering the Fulton area, she will have a special focus on the southern part of Callaway County, including New Bloomfield and Holts Summit. Garrett is a recent graduate of the Missouri School of Journalism, where she filled several roles at the *Columbia Missourian*.

Garrett replaces Quinn Wilson, who took a position as a reporter with the *Bakersfield Californian*.

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Show-Me Press Association would like your input on future events!
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Save the Date!
2020 Show-Me Press Meeting
June 12 at Lodge of Four Seasons, Lake Ozark

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CALENDAR

March

15-21 — Sunshine Week
31 — Better Newspaper Contest
Deadline/MPA Newspaper Hall of Fame/Outstanding Young Journalist Nomination Deadline

April

16 — MPA Past President Presidents Dinner, Arrow Rock
20 — Missouri Press Foundation Summer Internship Application Deadline
23-24 — Missouri Press Advertising and Marketing Executives, Lake Ozark

May

11 — Missouri Photojournalism Hall of Fame Nomination Deadline

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

Ted Lawrence,
Advertising Director
Missouri Press Service



Here's a tool that will help you address these issues with your advertising prospects: The 2019-2020 Pulse Shopping Survey results, courtesy of your friends at Missouri Press.

Your sales reps can go into their next sales call with solutions to their clients' problems; with ways to make their clients' life better; with ways to make their clients' job easier.

The results of this survey make it possible for the rep to lead with statements like:

"I know how many of my readers are expecting to buy a new vehicle in the next 12 months!"

"I know how many of my readers are expecting to shop at a specialty food business like yours in the next 12 months!"

"I know how many of my readers are expecting to go horseback riding in the next 12 months!"

And a cool way to follow up that statement would be to ask: "If you could send those people a message, what would it be?" Whatever they tell you is the copy for their ad for the next 52 weeks!

Contact me, and I'll send you the results of the Pulse survey. Using it just might solve problems that are bothering you. It might make your life better. And it might make your job easier. Isn't that what you really want?

Missouri Press Foundation

Thank You to Everyone

who gave to the Foundation's summer internship fundraiser. **Because of you, we've raised \$13,189** to give grants to Missouri newspapers to hire college interns in 2020. We are so very grateful to Silver Dollar City and everyone below who made a gift to this vital program.

Linda Ahern
Steve Ahrens
Jerald & Giana Andrews
Clyde Bentley
Dave Berry
Brian Brooks
Tianna Brooks
Doug & Tricia Crews
Beth Durreman
Dennis Ellsworth
Edward M. Finkelstein
Lila Gunn
Michael Harper

Liz Irwin
Greg Jackson
Sarah Kent
Kathy Kiely
Patrick & Kathleen Martin
Joe & Phyllis May
Jim & Sue Mayo
Donald & Norma Means
Marilyn Miller
Daryl Moen
Keith & Kathleen Myers
NPG Newspapers
Lori Pulley

Jim & Debbie Robertson
Hannah Spaar
Gary W. Rust
Sage Information Services
Silver Dollar City Attractions
Dr. Larry & Jean Snider
Gary & Helen Sosniecki
Paul & Linda Stevens
Dane & Sharene Vernon
Donald & Jeannie Warden
Hank Waters & Vicki Russell
Spencer Wiley
Carlene Williams

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

In memory of Steve Oldfield and R.B. "Bob" Smith:

Dave Berry, Doug & Tricia Crews, Lori Pulley, Dr. Larry & Jean Snider,
Gary & Helen Sosniecki, Jim & Nancy Sterling, Hank Waters & Vicki Russell

In memory of Carol Stark: Gary & Helen Sosniecki, Spaar Publications, Jim & Nancy Sterling

In memory of Dan Miles: Helen Sosniecki

In memory of Sue Casanova Roweton, David, Jac & Rheba Zimmerman: Jim & Nancy Sterling

Society of 1867:

Clyde Bentley, Dave Berry, Marge Blosser, Brian Brooks, Dennis Ellsworth, Brent & Sue Gierke, Herald Publ. Co.,
Greg Jackson, Don Ranly, R.B. "Bob" & Patricia Smith, Dr. Larry & Jean Snider, Sage Information Services,
Stars & Stripes Museum & Library, Paul & Linda Stevens, Wallace Vernon, Windhover Photojournalism

Know how proposed legislation will affect your work

It was good to see so many Missouri Press members at the Day at the Capitol activities in late January. Running your newspapers takes a lot of hands-on time and the Association knows that your work requires your constant attention, watching bottom lines while ensuring mistakes don't work their way into stories or ads and that papers are getting to readers in a timely fashion.

But while you are focused on the "small stuff," realizing that, in reality, the "small stuff" is the Big Stuff in the business, our members cannot afford to lose sight of the Really Big Stuff going on in Jefferson City. Mark Maassen, Doug Crews and the folks at Lathrop GPM are there in the Capitol every day, attending hearings, monitoring the status of bills and looking for indications that amendments are about to be attached to a bill that will frustrate the interests of Missouri Press members (and the citizens who read your papers).

That's what I want you to think about today for a few minutes. There are a number of new Sunshine Law cases and I had thought about talking about those new rulings, but to be honest, none of them are as significant as it would be to you if the legislature decides this session to pass any of a number of Sunshine Law bills that have been filed and are beginning the process to become law.

Missouri Press has not specifically offered a bill related to the Sunshine Law for consideration this session, but that doesn't mean there aren't a lot out there. For example, Senate Bill 613 was just heard in late February before the Government Reform committee. That bill imposes a minimum \$5 fee for ANY record request (no more 10 cent copies!) and would undo the provisions passed in Clean Missouri that make records in the offices of state legislators subject to the Sunshine Law.

Senate Bill 828 proposes to close "individually identifiable customer

usage and billing records" of city-owned utility customers, both commercial and residential). (There is a similar bill, House Bill 953, pending in that chamber on this subject.)

House Bill 1366 would close "evacuation and lockdown procedures" for government buildings. (Does that mean there won't be evacuation information posted for use by persons in the building in case of emergencies?) House Bill 1465 would add banks with a financial

security interest in your property to the special group allowed to access closed records of law enforcement after an incident under investigation (no doubt a proposal from the banking industry).

House Bill 1563 would make a closed record of the names of all persons who win the state lottery. There have been situations in the past in other states where the public disclosure of winners' names resulted in the discovery of fraud within the lottery system relating to winners being selected.

Then, there's House Bill 1656, which would provide for the waiving of fees for any member of the general assembly making a Sunshine Law request. House Bill 1839 would create a method to seal criminal records of folks who have been clean for 10 years, for certain crimes that have a maximum penalty of not more than five years.

House Bill 2069 would close (in addition to cell phone and Social Security numbers) home addresses of "any individual." In ANY record. (I should note that there is already a

state law closing all Social Security numbers in state offices, so that part of this proposal is already in place.) And House Bill 2477 would close law enforcement testing report records which are in the hands of the state Department of Health and Senior Services.

I'm sure there are some new ones I've missed. The purpose of this recitation is NOT to urge you to phone your legislator and go on the record as opposing these bills. But it is to remind you that Sunshine Week is fast approaching. It's

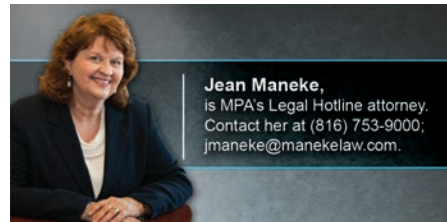
March 15-21 this year. Check out the website at <http://sunshineweek.org/>. What are YOU doing to support public access to records and meetings?

When was your last editorial on the subject? Have you ever done a survey of local public bodies to see their response to records requests? Are meetings being properly posted? Are minutes being properly made available to the public (remember that they need not be approved before they are deemed "public records")?

Tell your citizens and your local legislators how important this law is for the voters. Demand that they support transparency in government and urge your readers to do the same.

Your voices make such a difference in this battle in Missouri! Thanks for what you do to support Sunshine in our state!

"But while you are focused on the 'small stuff,' realizing that in reality, the 'small stuff' is the Big Stuff in the business, our members cannot afford to lose sight of the Really Big Stuff going on in Jefferson City."



Jean Maneke,
is MPA's Legal Hotline attorney.
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jmaneke@manekelaw.com.



Missouri Press Advertising
and Marketing Executives Meeting

**April 23 - 24, 2020 | Camden on the Lake Resort,
2325 Bittersweet Rd | Lake Ozark, MO**

Call 573.365.5620 for \$125 Room Rate | Room Deadline March 23



AGENDA

Thursday, April 23 | Events in Harbor Ballroom

11:00 AM | MPAME Board meeting in H. Toads Restaurant

1-2:15 PM | Advertising Strategies that Drive Results with Sales Trainer Linda Ramey-Greive

2:15 PM | Break

2:30 PM | Working With and Selling to Millennials and Generation Z

3:30 PM | Best Ideas Session | Bring your Best Ad Ideas for a Chance to Win CA\$H!

6:00 PM | Reception

6:30 PM | Best Ad Contest Awards Banquet and Best Ad Idea Session Winners Announced

8:00 PM | Jail Cell Escape Room Adventure + Mythos Puzzle Games at Camden on the Lake

Friday, April 24 | Events in Harbor Ballroom

8:30 AM | Breakfast

9:00 AM | Digital Sales Trends with Sales Trainer Linda Ramey-Greive

10:00 AM | Break

10:15 AM | Working Through the Weeds of the Legalized Cannabis Industry and Much More
with Legal Hotline Attorney Jean Maneke

11:15 AM | Meeting Adjourns

Register at: <http://bit.ly/2uj2KBQ>

Linda Ramey-Greiwe

Brand Market Leader
for Indiana University



WHAT CAN YOU EXPECT TO GAIN?

- Take-Away Tools for Your Sales Team
- Energize and Engage Your Team
- How to Appeal to Millennial as an Employer AND in advertising
- Digital Sales Tools
- Proven Ideas Shared by Other Newspapers
- Legal Information from Jean Maneke

WHO SHOULD ATTEND

- Sales Directors
- Sales Staff
- All Team Members Involved in the Sales Process

Linda Ramey-Greiwe

is the Brand Market Leader for Indiana University. In this role she leads the marketing strategy for a large university located in Indianapolis, serving over 30,000 students.

In addition to her current marketing leader role, Linda owns a sales and marketing strategy consulting business, LRG Consulting. Linda focuses on helping businesses and nonprofits clarify their goals and then builds innovative marketing and sales strategies to help organizations achieve success.

Previously, Linda served as the Executive Director of Care to Learn, a Missouri nonprofit organization which helps communities meet the health, hunger and hygiene needs of a child so students can stay in school and achieve success.

Ramey-Greiwe is the **past publisher of the Springfield News-Leader** and regional vice president of Gannett. Linda spent over 28 years working for Gannett, working in various advertising management and publisher rolls in ten different markets.

Linda is married to Terry Greiwe and they have two grown children, Alexandria, 26 and Dillion, 22. Terry and Linda live in Indianapolis. Linda enjoys an active lifestyle including tandem bicycling with her husband and running with her children.

MPAME