

# MP

MISSOURI PRESS

# NEWS

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# Don't let this disruption break your stride

I get goose bumps every time "Eye of the Tiger" comes on the radio. It comes from when I played high school basketball for the Versailles Tigers, and they would play Survivor's 1982 hit single and Rocky III anthem when we ran on to the court. That has been 20-plus years but I still get goose bumps when I hear it.

I get the same feeling when the printing press stops for the last time each week. Goose bumps. Goose bumps because I am part of a newspaper that has endured more than 100 years. Goose bumps because the community has entrusted us with their story. Goose bumps to think of the hardships that the newspaper

has endured, like being printed on wall paper when there was a shortage of newsprint. Goose bumps to think that my grandfather and father spent their entire working careers making sure this newspaper was published every week.

The local newspaper should be the community team leader. Without the local newspaper, communities look like a second grade basketball team.

*"The local newspaper should be the community team leader. Without the local newspaper, communities look like a second grade basketball team."*

Someone is playing as hard as they can and no one else cares. A teammate may be in the corner crying because he or she didn't get a chance. Others are waving to their parents and making sure their friends and family know they are on the court but they're really just getting in the way. Still others are standing in one

place wondering why the ceiling fans are spinning to the right instead of the left.

I believe our job as a newspaper includes creating order in our community. We do that by letting readers know what is going on.

Be the order and feel the goose bumps.

Here's an interesting idea. Try green headlines. We did this past week. It wasn't normal.

One of our graphic designers wanted to try it in a golf section. So we did. We are normally very traditional in our layout and design so this was painful for me.

Remember when newspapers didn't allow ads on the front page? We now have ads on the top, bottom and one side of select pages. Not all our staff was in favor of putting ads on the front page. Green headlines was a fight, too.

When I hired this particular graphics person, I said, "break the mold." She has been doing just that, as has our sales manager. At this very moment I am trying to explain an advertising promotion idea to a long-time employee who thinks I am losing my mind. The message is, "give it a chance." We will fail occasionally, but we win some too.

Most importantly, we won't be complacent.

We are experimenting with lots of things during this coronavirus situation. It is scary, exciting and fun at the same time. We encourage all employees to submit advertising ideas, and vow to look at all of them with an open mind. We have gone to places I never thought we'd go, and I hope we never go back to "normal." Ideas are good. Keep them coming. As Matthew Barba's favorite song says, "Ain't Nothin' Gonna Break-a My Stride." [Ed. Note: Not even this editor's favorite Matthew Wilder song.]

We are hitting our creative stride, I hope your newspapers are too.

And I hope you get goose bumps when you put each edition of your newspaper to bed. If you don't, maybe you need to try some off-the-wall ideas to shake things up a bit.



**Trevor Vernon,**  
Eldon Advertiser  
MPA President



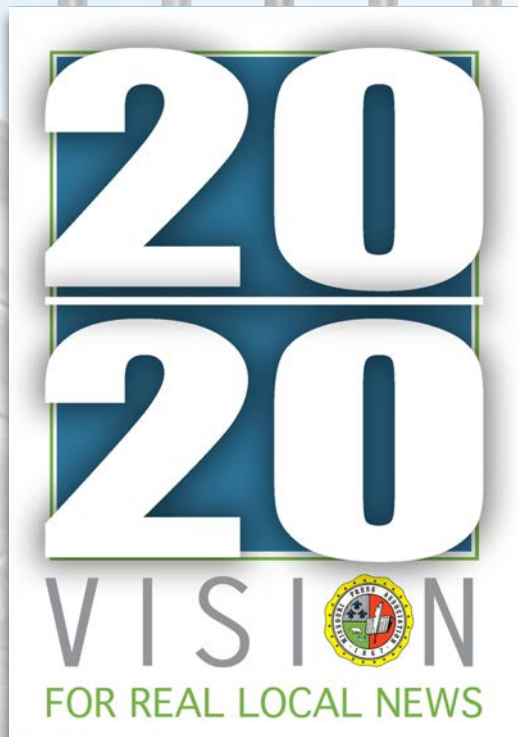
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# Prison Break 20/20

## A Convention Kick-Off Event & Foundation Fundraiser

Jefferson City Penitentiary Tour and  
Prison Brews Food & Drink Reception

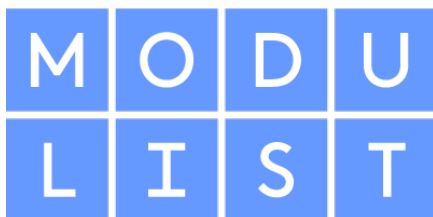
Sep. 24 \* 6 pm \* \$59/Person

\* Free trolley service provided to and from Capitol Plaza  
Hotel, the Penitentiary and Prison Brews microbrewery

Escape house arrest to enjoy some social togetherness!  
Register online at [www.mopress.com/convention](http://www.mopress.com/convention)



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# Chronicling COVID-19's effects on Missouri communities

*After almost a month of statewide lockdown, some MPA members think recovery could take a while*

**By Matthew Barba**  
*Missouri Press News*

Missouri newspapers have soldiered on during this pandemic that has left our state's economy on pause. While many often serve as the only source of local information about COVID-19, all are left wondering what the future holds when everyone is able to go back to business as usual.

At the time of publication, Missouri's statewide stay-at-home order is set to expire on May 3, while specific areas, including Kansas City and St. Louis, have adopted their own plans which include re-opening different businesses in phases.

To get us here, many throughout the state have made sacrifices by closing their businesses, canceling events and putting life on hold to avoid gathering too many people together in one place. This has made putting together a newspaper a trying exercise in journalistic ability.

Still, Missouri Press Association's members have kept on marching, adjusting pages counts based on



Alex Cummings, an ICU nurse at St. Louis University Hospital, stands in the middle of the street blocking cars protesting the stay-at-home orders Tuesday, April 21, 2020, in Clayton. (Submitted photo, Laurie Skrivan, St. Louis Post-Dispatch)

advertising, finding new stories to share with readers and exploring different ways to get information out without increasing operating costs.

At Seymour's Webster County Citizen, for example, Publisher Dan Wehmer says the newspaper is surviving financially and has not had lay anyone off or trim hours. But there have been changes.

"We're still operating as usual, albeit with a completely different news focus, as the 'usual suspects' of things to cover, such as community events, prep sports and even open public meetings, no longer exist due to social distancing and stay-at-home orders," Wehmer wrote in an email to Missouri Press News.

To keep operating as normal, Wehmer said, he was forced to tap into his personal savings until his newspaper was approved for a Payroll Protection Program loan. "But that's why we save, isn't it? The proverbial 'rainy day' is here," he said.

**Continued on Page 5**



Above, a man waits for a Metro bus at Page and Union Blvds. while on the phone in a face mask Mon. Apr. 6, 2020. Riders must board from the rear of the bus due to the COVID-19 outbreak. On the cover, Davis Scott, 15, a student at Sumner High School, browses his cell phone while sitting on a wall at Etzell and Goodfellow Blvd. Tue. afternoon Apr. 7, 2020. (Submitted photos, Wiley Price, St. Louis American)

## Continued from Page 4: PPP provides some respite

"Any newspaper that didn't take advantage of the PPP program needs to do so immediately; it's truly a win-win for small business," Wehmer said. While initial PPP funding through the federal CARES Act was estimated to have run out within its first week, as of this writing, legislation replenishing the program's funding was being debated in the Senate and expected to receive the President's signature when passed.

"From a business perspective, our display advertising is down about 30 percent in April," Wehmer said. "Gone are advertisements for restaurants that rely on sit-down dining, hair salons, dog groomers and other businesses that have either closed or have been severely limited in their operation. Advertising from antique stores is gone, as is advertising from auction companies, the latter being a solid revenue stream for us."

As with many communities, Wehmer said automotive dealerships that do advertise have pared down what they are running and mainly focusing on their service departments.

Gov. Mike Parson's announcement about lifting the statewide stay-at-home order, however, has Wehmer considering the re-opening of wider economic activity.

"I'm optimistically anticipating a slow revival of business activity in my community, although I don't see things being back to normal until July or August, provided the spread of COVID-19 is fully contained," he said.

Further south in Ava, Editor Michael Boyink says the *Douglas County Herald* is "hanging in there."

"We've kept our page counts down. No extra color sections. We've nixed all overtime. We've trimmed up our print run," Boyink said. "We've lost about a dozen long-term advertisers. We've applied for the Payroll Protection Program, but not sure we got our app in before the money ran out. We've applied for grants from Facebook and Google."

### Working differently

Editor Jack Miles, who was quoted in our April story, "Coronavirus upends normal for Missouri newspapers, communities," said the biggest change in their approach to publishing was combining the *Richmond News* with its sister publication, *Excelsior Springs Standard*.

"When advertisers started canceling events and closing their doors, our two weeklies announced an important move to the community — that while the virus lasted, we would merge our weekly newspaper to share news and advertising while the virus continues," Miles said. "This move cut our printing and mailing costs. We got surprisingly few

complaints from our outspoken readers, suggesting they understood."

Miles added that the newspapers' electronic edition has been expanded for subscribers.

"Instead of putting only our printed pages online, we have been adding several additional, full pages of news — we have gone from eight to 16 pages in the past month — that do not get into print," Miles said. "This value-added, online 'B Section' is another way we keep information flowing to the public."

Miles admits he is getting tired of the non-stop coverage of COVID-19, as its effects seep their way into almost every story he writes or press release he receives.

"I suspect I am not the only journalist in Missouri who is not sick from, but sick of, writing about the coronavirus. It's an insidious little beastie," Miles said. "At the same time, people need to know the virus has been in even our smallest towns on the outskirts of Kansas City. People cannot protect themselves if they don't know how or even that they are threatened."

Miles said the effect of the virus has been huge and varied, with the most pronounced result being that the usual 500 people per month using the Salvation Army Family store to collect commodity food topped 1,000 Friday and the food distribution service is now weekly.

When he responded to *Missouri Press News*' inquiry in March, Miles said the Richmond office was large and allowed for lots of distance between employees. Since then, employees have moved to doing more work remotely.

"This week, I spent fewer than three hours at work. I did all of my writing and layout at home, and went into the office only to 'translate' my InDesign version into the office version. The same is true of our sports editor," Miles

said. "The downside of the arrangement is photography — it's skimpy, but we have managed somehow to get enough every week."

Working remotely is even playing into how newspapers consider hiring for future positions. Douglas County's Boyink said his newspaper is currently hiring a designer. "We are looking at remote candidates for the first time ever," he said.

### An invaluable school resource

While many publishers have tried to trim down the number of copies they print, Rob Viehman, publisher of the *Cuba Free Press*, *Steelville-Crawford Mirror* and *St. James Press*, said his print run is up by 2,000 per week.

**Continued on Page 6**



With barbershops and beauty salons closed during the coronavirus pandemic, local folks have had to make some adjustments in their hair care routines. Sam Coleman, left, was giving his brother Ethan a haircut at their Bethany area residence. (Submitted Photo, Sue Young, Bethany Republican-Clipper)



## Continued from Page 5: *Helping the community recover*

"While that sounds expensive, we have basically broken even as we are printing and mailing fewer shoppers, which go out to every address in Crawford County that does not get a paper," Viehman explained over email. "We are hoping to convert a good number of those 2,000 new subscribers into regular readers when this is over."

The additional copies were made possible thanks to a partnership between Viehman's publications and the school districts they cover. Three out of his four districts are running educational content in the newspaper and copies of the newspaper are being sent to every family of a student.

"Each district has committed to purchase two full pages a week through the end of their academic year," Viehman said.

Another PPP recipient, Viehman said that loan allowed him to suspend his Work Share unemployment plan, under which he had moved all of his employees to 24 hours per week and then had his state unemployment account make up the difference in an employee's regular pay.

"I hope I can maintain that level of employment after and get all or most of the loan forgiven," Viehman said. "I think the program will not only need more funding but will need to be extended. I don't see this returning to anywhere near normal until fall."

Boyink said that while the *Herald*



Emily Davis of the Ferguson Warming Center, covers a man with his blanket after delivering masks, hand sanitizer, food and clothing to men sleeping on the sidewalk on Monday, March 16, 2020. The breathing masks are leftover from those originally bought for marches in Ferguson in 2014. (Submitted Photo, Roger Cohen, *St. Louis Post-Dispatch*)

continues to try to keep advertisers in the paper, staff are working on other projects.

"We're trying to carve out time to put together a DVD with high school sports content to sell during graduation time," he said. "A couple of the teams did really well, so we're hoping to turn that into another income stream."

### Community effects

Wehmer believes this pandemic can have a positive outcome for local news publishers, who are able to show their communities how valuable the newspaper is for information.

"For newspapers that are truly active

and involved in the communities they cover and serve, COVID-19 shouldn't hurt their readership. In fact, it should do the opposite," he said.

"That's been the case here. The *Citizen* is a key carrier of information during this crisis; frankly, we are THE source of local news in Seymour and the surrounding area when it comes to local awareness and updates — from the city, from the school, from our county's health unit, the list goes on."

He added that the newspaper's social media presence has seen a spike in activity, including 1,000 new followers on Facebook since the pandemic began, and his website traffic has more than doubled.

"Historically, two businesses survived better than any others during the Great Depression. Those businesses were grocery stores and newspapers. Both had products the people needed — food and information," Wehmer said. "For folks in our industry, the key is keeping our readers informed, even thinking out of the box to ensure that people who pay for our product are getting value. If we do that, we'll survive."

Miles adds, "These are tough times, and tough people — the kind who distribute food, newspapers and kind words, but not B.S. — are who will get us through."



Gokey USA, located in Tipton, specializes in hand sewn leather boots and shoes as well as canvas luggage. They responded to a request from Capital Region Medical Center for cloth masks and then soon had orders from several others, including Union Pacific Railroad, Quaker Windows and Hormel. Due to demand, they temporarily suspended the boot and shoe operation to complete orders for masks. (Submitted Photo, Becky Holloway, *Tipton Times*)

# Sen. Blunt expresses support for spending federal ad dollars with local publishers

By Missouri Press Staff

Missouri Press News

During the coronavirus pandemic, Missouri Press Association has been working for its members on a number of legislative fronts.

Chief among those have been efforts to get federal advertising spending allocated to local news publishers as a means of helping those businesses continue operating while getting critical information about government programs disseminated to the public.

Last month, MPA Executive Director Mark Maassen contacted the Missouri Congressional delegation, including Senators Roy Blunt and Josh Hawley and the state's eight congressmen in the House of Representatives.

The request came at a time when publishers like Missouri Press' members were contending with increased coverage of daily news, alerts and educational programs.

Shortly after being contacted by MPA, Sen. Blunt's office sent the letter that can be found at right expressing his support of a bi-partisan group of his fellow Senators to urge the federal Office of Management and Budget to distribute appropriated funds for advertising to local publishers.

Blunt also wrote that he would ensure local newspapers are kept in consideration as coronavirus relief legislation is debated in the U.S. Senate.

Many newspapers part of larger publishing groups were not eligible to receive loans through the Paycheck Protection Program.

MPA has also reached out to Missouri's Congressional delegation to ask them to support expanding the eligibility requirements for federal programs like PPP.

How can you help?

Missouri Press periodically sends out communications to its members asking for you to contact your congressmen, state legislators or

other officials about issues important to the Missouri newspaper industry.

When we send out these requests for you to make contact, please do so. Or if you have questions about the issue, please contact Missouri Press staff, including Executive Director

Mark Maassen.

Only by working together can we ensure that newspapers are able to continue operating in a way that supports democracy, open government and the free press guaranteed in the Constitution.



*Roy Blunt*  
United States Senator  
April 23, 2020

Mark Maassen  
802 Locust Street  
Columbia, MO 65201

Dear Mark,

Thank you for your letter. I hope you'll keep in touch and continue to share what you are hearing from your members.

Like you, I understand the importance of access to local news, especially during these unprecedented times. Local reporting and emergency information are vital to households across Missouri. The COVID-19 pandemic has underscored the need, now more than ever, for timely, accurate information in communities across our state.

I appreciate your insight on the decline of advertisement revenue for publishers. This week, I signed onto the bipartisan Senate letter which urges the Office of Management and Budget to work with federal agencies to distribute appropriated funds for important advertising purchases. These funds have already been appropriated, and distributing them in a timely manner will assist distressed communities.

I will be sure local newspapers are kept in consideration as legislation surrounding coronavirus relief progresses.

Sincere regards,

  
Roy Blunt  
United States Senator

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# Missouri Press' summer Board meeting moves into virtual space

## *Foundation's golf tournament at Lake Ozark canceled*

By Matthew Barba

Missouri Press News

Even with the state scheduled to re-open at the beginning of May, the coronavirus pandemic has organizations rethinking events and gatherings of all kinds, and Missouri Press Association is no exception.

The MPA Board of Directors meeting, scheduled for June 12, at Lodge of Four Seasons in Lake Ozark, has been canceled. The Missouri Press Association and Service boards of directors will hold a teleconference meeting at 9 a.m. Friday, June 12.

MPA's Board meeting is held in conjunction with Show-Me Press Association's annual meeting and Missouri Press Foundation's First Amendment Golf Classic, formerly the Porter Fisher Golf Tournament, as well as a Foundation board meeting.

As with the MPA Board, the Foundation and Show-Me Press meetings are changing the way they will be conducted with plans to host a rescheduled teleconference meeting. More details about Show-Me Press' meeting and the agenda will be published in Missouri Press News when they are available.

"Looking toward the future, we realized that even with the state's planned re-opening in May, there is still a long road ahead to getting people back into large gatherings," explained MPA President Trevor Vernon. "With the technology we have available and knowing that people probably would not be ready to gather so close to the lifting of the statewide lockdown, we felt it would be best to move our June board meeting to a virtual space."

Vernon added that it is an unfortunate consequence that events like the golf tournament and Show-Me Press' meeting are also affected

by the decision but maintains it will be for the best for Missouri Press members affected.

"There is still a lot of uncertainty about the future with this virus, so we have to make decisions based on the best information we have available now," Vernon said. "Even as the state moves to open back up, we don't want to risk our group becoming infected when that risk can be avoided at this time."

Earlier this year, decisions were made to cancel three other Missouri Press-related events: the Past Presidents Dinner in Arrow Rock; Ozark Press Association's annual meeting in Springfield; and Missouri Press Advertising Managers and Executives meeting in Lake Ozark. Those decisions were made prior to a statewide stay-at-home order being issued by Gov. Mike Parson, however, his announcement would have affected all three.

Organizers for the Ozark Press meeting announced it would be rescheduled. Details will be announced when they are available.

MPAME, formerly Missouri

Advertising Managers Association, has been rescheduled to have time during MPA's 154th Annual Conference and Trade Show in Jefferson City. Awards will be presented during breakfast on Saturday, Sept. 26, with advertising-focused sessions to follow.

"Right now, our members have a lot to think about as they work to cover their communities in the face of the ongoing pandemic. Even without stay-at-home orders being in place, the health and safety of our members is our foremost concern," said MPA Executive Director Mark Maassen. "There will be lots of time for us to get together in the future but right now we need everyone to focus on staying healthy and keeping their readers informed."

MPA's 154th Annual Convention and Trade Show is scheduled for Sept. 24-26, at the Capitol Plaza Hotel in Jefferson City. Plans for the Convention include a Thursday night social event and tour at the Missouri State Penitentiary, political forums and the Better Newspaper Contest Awards Luncheon.

Details, including speakers and the topics they will be presenting on, will be published in future editions of *Missouri Press News*.



Jim Robertson, right, is the latest recipient of the Porter Fisher golf trophy. The award is given out each year during the Missouri Press Foundation's annual golf tournament, however, due to the coronavirus pandemic, this year's First Amendment Golf Classic has been canceled. (Staff File Photo/Matthew Barba)



# OBITUARIES



## Perryville

### Paul Pautler

Paul F. Pautler, 86, of Cape Girardeau died April 10, 2020, at Chateau Girardeau in Cape Girardeau. Following his graduation from the University of Missouri – Columbia in 1956, he served as a first lieutenant in the U.S. Army Field Artillery. After his service, he returned to MU and received his journalism degree in 1959.

His journalism career began as a young man working with his uncle, Alvin Petrequin, in Ste. Genevieve, and his professional career started when he was employed as news editor of the *Fredericktown Democrat-News* from 1959-1963. He and his first wife, Hallie, moved to Perryville when he purchased *The Monitor* weekly newspaper on April 1, 1964. During the next 17 years he expanded the newspaper to a twice-



weekly publication after acquiring the competing *Perry County Republican*. Other acquisitions included the *Ste. Genevieve Herald*, the *St. Mary Review*, and Mineral Area Publishers, a newspaper printing plant in Farmington. In January 1981, he sold all his newspaper interests and retired.

He was the former president (1975-76) and member of the Southeast Missouri Press Association, former member and associate with the Missouri Press Association, and former member of Sigma Delta Chi, a professional journalism fraternity. In addition to his second wife, Ruth, he is survived by a son, Paul Jr.; three daughters, Cheryl, Jo and Jennifer; 10 grandchildren; seven great-grandchildren; and many more family and friends.

## Cuba

### Percy Pascoe

Percy W. Pascoe, Jr., 90, of Cuba, died April 6, 2020, at University of Missouri Medical Center in Columbia.

He served in the United States Air Force from 1951-1955 during the Korean War and completed Air Traffic Control School in Biloxi, Miss. Following his time in the armed forces, Percy attended Southwest Printing School in Dallas, Texas and became Printer at the *Crawford Mirror* in Steelville from 1956-1960.

Working for the *Crawford Mirror*, Percy discovered his passion for community journalism and the written word. In 1960, Percy started *The*



*Cuba Free Press*, a new weekly newspaper in Cuba.

The *Free Press* was designated a Blue Ribbon Newspaper in Missouri and nationally. Over his 42 years as editor and publisher of the *Cuba Free Press*, he earned more than 90 awards in journalism, including being inducted into the Missouri Press Association Hall of Fame in 2005. In 1980 Percy created the *Steelville Star*, a new weekly newspaper in Steelville. Percy retired in 2002.

He is survived by his wife, Delma; a son, Willard; a daughter, Rachel; stepdaughters Jean and Sherry; and many more family and friends.

## Columbia

### Bob Humphreys

John Robert "Bob" Humphreys, 93, of Columbia died March 26, 2020. He received his degree from the University of Missouri in broadcast journalism after serving in the U.S. Army Air Corps in World War II. Humphreys and his wife, Freda, moved to Oregon where he worked in the radio business



for 20 years.

He returned to Columbia and the Missouri School of Journalism in 1970 to earn a master's degree and to start down a new career path. In 1973, Dean Fisher appointed Bob to the newly created position of general manager of the *Columbia Missourian*. He held this role until 1987, when he became the chairperson for the Advertising Department. He retired from MU in 1992. Survivors include his sons, Kimball and Stephen; five grandchildren; and many more family and friends.

## Kansas City

### Jeffrey Goldsmith

Jeffrey A. Goldsmith, 69, of Overland Park, Kan., died at home of cancer on April, 2, 2020. He was a career journalist, retiring in 2013 as a news desk editor at *The Kansas City Star*, where he had worked since 1978. He was known for remaining calm under the pressures that deadline brought and was more interested in putting out an excellence newspaper than drawing attention to himself.

He was a U.S. Army veteran and served in Berlin, Germany. In addition to his wife Mary Beth, he is survived by a daughter, Joni; two sons, Evan and William; nine grandchildren; and many more family and friends.

**Help Missouri Press News honor the newspaper industry's departed. Send obituary information to [mbarba@mopress.com](mailto:mbarba@mopress.com)**



**Marshfield** — Phillips Media Group Publisher Jamey Honeycutt announced in mid-April that his publications, including the *Marshfield Mail* and *Bolivar Herald-Free Press*, would be launching an initiative to support local businesses during the coronavirus shutdown.

In describing the initiative, Honeycutt said the shutdown has highlighted how crucial local businesses are to the daily lives of the newspapers' readers. He said he wants the initiative to draw awareness to the vital role that locally owned and operated businesses play in the economy.

Honeycutt said support needs to return to local brick-and-mortar stores because they are the ones who sponsor and donate to local causes. "I don't see a lot of local teams sponsored by Amazon," Honeycutt said.

The shop local campaign will run until further notice and the newspapers plan to offer special rates to help businesses advertise when the economy reopens in full.

**Festus** — To better address changing demand, Leader Publications published a request to readers in a special county-wide edition, combining the *Jefferson County Leader*, the

*Arnold-Imperial Leader* and the *West Side Leader*, to contact the newspaper if they wanted to receive delivery during the COVID-19 pandemic. By only mailing to those requesting the newspaper, the company expected to reduce its mailing and printing costs.

Readers were also encouraged to sign up for the *Leader's* new email newsletter. Recipients of the newsletter will receive all of the *Leader's* local COVID-19 coverage daily.

**St. Louis** — A story about the *Riverfront Times* perfectly highlights the uncertainty generated by the coronavirus pandemic. In mid-March the *RFT* announced it would suspend printing its publication since restaurants, bars and concert venues had been closed due to the pandemic. A week later, the newspaper announced it would actually be printing a newspaper as laid-off staff refused to give up and advertisers ensured there were enough inches to put out a printed, albeit slim, edition of the newspaper.

To further serve readers, *RFT* staff are publishing a digital version of the newspaper for readers who are unable to get out and find a printed copy.

## Portion of proceeds from rural columnist's book will benefit Missouri Press Foundation

### For Missouri Press News

Longtime journalist and former *Buffalo Reflex* editor Jim Hamilton shares his memories, experiences, and impressions in his latest book, *Ozarks RFD: Selected Essays, 2010-2015*, recently published by Cornerpost Press.

For more than 40 years Hamilton's editorial columns have appeared in area newspapers, and *Ozarks RFD* contains more than 100 of these essays. In this collection Hamilton reflects on several aspects of daily life in the Ozarks, such as weather happenings, childhood memories, local history, old dogs, community events, the challenges of farming, local heroes, hunting and fishing, and joy and grief.

Readers may get a signed copy by mailing \$23 (which includes postage and handling) to Hamilton at P.O. Box 801, Buffalo, MO 65622. Please clearly indicate to whom the book is to be inscribed.

As coronavirus commerce restrictions are lifted, *Ozarks RFD* will also be available at the offices of



*The Marshfield Mail*, *The Buffalo Reflex*, *Bolivar Herald-Free*, *The West Plains Quill*, and other Phillips Media publications, as well as at the *Lawrence County Record* and *Ash*

*Grove Commonwealth*.

Hamilton has pledged a portion of the proceeds from each copy he personally sells or that is sold from a participating newspaper to benefit the Missouri Press Foundation's summer intern program.

Hamilton began his journalist's journey as an FFA chapter reporter and later was editor of the *Southwest Missouri State College Standard*, served as a U.S. Air Force journalist and base newspaper editor. In 1978 he began a 24-year stint as editor and publisher of the *Buffalo Reflex*. He returned to newspapers in 2004, serving as a regional writer/columnist until retiring in May 2015. He continues to freelance columns and features.

Hamilton was inducted into the Missouri Southern State University Regional Media Hall of Fame and the Missouri Press Association Hall of Fame in 2016.

*Ozarks RFD* can also be purchased online directly from Cornerpost Press at [cornerpostpress.com](http://cornerpostpress.com).



# Statewide It Can Wait winners announced

By Missouri Press Staff

For Missouri Press News

Leah Sommerer, 15, a home-schooled freshman, and Madelyn Goodson, 15, a freshman at Calvary Lutheran High School, both of Jefferson City, Mo., are the statewide winners of the It Can Wait (distracted driving) Essay and Video Contest, sponsored by Missouri newspapers, the Missouri Press Association and AT&T Missouri.

Leah was the winner of the essay portion of the contest, while Madelyn won the video contest. Their entries were submitted to the state contest after winning the local contest sponsored by the *Jefferson City News-Tribune*.

Leah's essay can be read below, while Madelyn's video can be viewed at: <https://bit.ly/35f3wOr>

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

president, AT&T Missouri. "I want to thank the Missouri Press Association for leading the way to help educate students and I want to thank all of those who took the time to participate in the contest. By working together, we can help change behavior and make Missouri's roadways safer for everyone."

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

"On behalf of the Missouri Press Association and its member newspapers, I wish to thank AT&T for this partnership aimed at saving lives on our roadways," said Trevor Vernon, president of MPA and publisher of *The Advertiser* in Eldon. "Leah's essay and Madelyn's video are excellent and sobering, urging all drivers to avoid texting while driving."

Newspapers are encouraged to



Leah Sommerer



Madelyn Goodson

publish the winning essay and promote the video online, either by hosting a link on your website or posting it to social media.

Leah is the daughter of Doug and Melissa. Kate is the daughter of Mark and Briana.

Each year in the United States, hundreds of people are killed and tens of thousands are injured due to smartphone distracted driving, Unruh said. Despite knowing the risks of texting while driving, one in three teens who text say they have done so while driving, according to the National Highway Traffic Safety Association.

There is opportunity to change this behavior, Unruh said. 57 percent of drivers say they would stop if a friend asked them, and 74 percent of those who have taken the pledge to not drive distracted are committed to not using their smartphones behind the wheel.

## Put down the distractions because It Can Wait

By Leah Sommerer

It can wait. A text, a phone call, a snap, it can all wait. Thousands of lives are taken each year because people choose to use their cell phone while driving (Report Menu). As a result, a life that once was there only moments before is gone. It does not matter whether you are sorry or not, your feelings cannot bring back that person who was killed.

All life has value. That means those in the car in front of you, the person who makes your food at McDonald's, the man standing on the side of the road. Because of distracted driving, anyone can be put at risk. According to Arrive Alive, it only takes seconds to look down at your phone and away from the road to cause an accident (Distracted Driving 2018). Once this happens, you can never take it back. It is not just the three seconds it takes to look away from the road, it is forever.

Forever damage is done. Forever there is an empty seat at Christmas

dinner. You will never see your friend again. It is forever. No text is worth it.

We may think of distracted driving as mainly being teenagers or young drivers, but it does not matter how young or old you are; using a cell phone while driving can result in death. "People have to remember that if you kill someone in a car crash, it requires no intent whatsoever," Sergeant Scott B. White from the Missouri State Highway Patrol stated. "You can be the class valedictorian, you can be the best school athlete, you can be the class clown, but if people aren't doing the right things behind the wheel, you can easily end someone else's life."

Missouri is one of the more relaxed states in the US when it comes to cell phone use while driving. Under its current law, drivers 21 years old and younger cannot text while behind the wheel of a motor vehicle. If caught violating this, it could result in a \$200 fine and two points against your driver's

license (Driver Guide p. 70).

Even this however, is minor. Your life does not end when \$200 is taken away from you. Your life also does not end if you get points on your license. Your life can end however, as a result of distracted driving. So, don't. Don't put yourself and others at risk for consequences you can never take back. You can replace money; you can replace a vehicle; you cannot replace a life.

"And people have to ask themselves," Sergeant White continued, "is this something I want on my conscience for the rest of my life? Because when you kill someone behind the wheel, honestly, dead is dead. It doesn't matter if we are sorry, if we didn't mean to, or if it was an accident."

We make the choice each day to text and drive. It is the driver's choice to make. No one forces us to use our cell phones. Make the choice today to put your phone down. It can wait. You may be saving someone's life.

# Much of MPAME meeting will take place during MPA Convention

## *Best Ad Contest awards will be presented during Saturday breakfast*

**By Matthew Barba**  
*Missouri Press News*

Lots of events were canceled or postponed for safety's sake in the face of the coronavirus pandemic, but as we look forward to later in the year, Missouri Press Association plans to help make up at least one event in a new way.

With the pandemic quickly shutting down events, the decision was made in March by the Missouri Press Advertising and Marketing Executives group to cancel this year's meeting, originally scheduled for April 23-24, at Camden on the Lake in Lake Ozark.

Not wanting MPAME members to miss out on the learning opportunities that attending the annual conference provides and wanting to ensure winners in the Best Ad Contest were still recognized in front of their peers, members of Missouri Press staff and representatives of the MPAME board brainstormed some ideas for a solution.

That solution came in the form of combining the efforts of MPAME and MPA's 154th Annual Conference and Trade Show, which is Sept. 24-26, at the Capitol Plaza Hotel in Jefferson City.

"Obviously, we were disappointed when we had to postpone this year's event, however, we're excited about the exposure we'll get from the statewide convention," said Bryan Chester, MPAME President and general manager of the *Columbia Missourian*. "It's a great opportunity for us to share the mission of MPAME with a much larger audience."

Foremost among the changes that came with postponing MPAME's conference will be the presentation of this year's Best Ad Contest awards. Normally held during a dinner, this year's recipients will receive their awards and plaques during the Saturday breakfast at the MPA Convention.

Missouri Press News also plans to publish a list of winners, similar to the awards booklet handed out at the conference, in a future edition of the magazine.

Also, the major presenter scheduled for this year's MPAME conference, Linda Ramey-Greiwe, has been tapped to speak Saturday morning at the Convention. Ramey-Greiwe is the brand market leader for Indiana University and a past publisher of the *Springfield News-Leader*, and she will be presenting two sessions on advertising following the awards breakfast.

Chester said it would have been ideal if MPAME could have kept its own event, however, as the coronavirus pandemic has created so much disruption, he and the other board members wanted to create as much normalcy

Missouri Press Advertising and Marketing Executives



**Postponed until September**

*In conjunction with Missouri Press Association's  
154th Annual Convention and Trade Show*

- Receive your Best Ad Contest awards during Saturday breakfast
- Get the same advertising and sales training you would have received by attending the April conference
- Meet and enjoy the company of even more of your fellow Missouri newspaper people

for Missouri advertising professionals as possible.

"We're still going to have great information that our members can use presented during the Convention, the same information our members would have gotten by attending the April conference. The meeting is still going to be centrally located," Chester said. "By making the best out of a bad situation, we actually stand to help more people, who will be definitely be able use what they learn here to help themselves continue to recover from the pandemic."

All Missouri Press members are welcome to participate in the 154th Annual Convention and Trade Show, including the Thursday night social, which doubles as a fundraiser for the Missouri Press Foundation.

Plans for the evening include a tour of the Missouri State Penitentiary and food and drinks at Prison Brews, a microbrewery and restaurant located a few blocks from the prison. Transportation from the Capitol Plaza Hotel, the prison and the restaurant will be provided for attendees by the Jefferson City Convention and Visitors Bureau.

More information about the MPA Convention, including how to register to attend, will be provided in the coming weeks through email, the Association's website, social media and Missouri Press News.

For information about sponsoring the Convention or to participate in the Trade Show, please contact Michael Harper at mharper@mopress.com



# 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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produce profits of \$50K+ in the first year? **Contact partners@evvnt.com now!**

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# With NIE, learning won't stop for summer

Let's put aside whether the city, county, state, nation or world should reopen, whether testing is widely available, how long it will take to develop a vaccine or any other COVID-19 related questions. Let's focus on one thing we know needs to be done and that is, to keep our children learning.

Most studies show that children do regress a bit over summer vacation. It's called the summer slide and adding in the already lost two months of school may make it worse. The skills lost aren't universal, but generally math and science are the most impacted subjects, with reading level right behind.

Schools rely on summer school or summer reading programs to help fill the gap in learning but those may not be available this summer. Newspapers are always available though.

So, take the time to look through all the Missouri Press Foundation's Newspapers in Education program has to offer (*Examples at right*) and help keep your area's children learning. NIE material is free and teacher validated.

**Information may be found at these pages:**

NIE Calendar - <https://mopress.com/nie-calendar/>

NIE Serial Stories - <https://mopress.com/nie-serial-stories/>

NIE Classroom Features - <https://mopress.com/nie-classroom-features/>

NIE Book Columns - <https://mopress.com/nie-book-columns/>

NIE Resources to Build a Program - <https://mopress.com/nie-resources-to-build-a-program/>

As always, if you are looking for something specific, more information or advice, please do not hesitate to contact me, Helen Headrick, NIE Manager, [hheadrick@mopress.com](mailto:hheadrick@mopress.com).

I'm here to help you help your readers.



**Helen Hendrick,**  
Education Services Director  
Missouri Press Foundation

## Vote Missouri! MISSOURI'S SUPERPOWER—THE GOVERNOR



is our superpower. The Missouri Constitution actually says, "The supreme executive power is vested in a governor."

Exactly what kinds of things does someone with "supreme executive power" do? The Constitution simply says that the governor must make sure that the laws of our state are obeyed and that the governor is in charge of keeping Missouri a peaceful place. But there is nothing simple about this job.

Missouri has thousands of laws about health, education, crimes, taxes, business, prisons, roads, the environment and many other topics.

The governor has 16 departments that help him do this job, like the Department of Transportation and the Department of Elementary and Secondary Education. These departments have hundreds of employees all over the state that the governor is responsible for. The governor also has the job of appointing a variety of judges for the courts and can pardon someone who has been convicted of committing a crime.

The governor, as are almost all state officials, is elected in November every four years.

**LEARN MORE ABOUT ELECTIONS AND VOTING IN MISSOURI, INCLUDING CURRENT CANDIDATES FOR OFFICE—[mo.gov](https://mo.gov) and [sos.mo.gov/elections/goVoteMissouri](https://sos.mo.gov/elections/goVoteMissouri).**

Brought to you by this newspaper, The Missouri Bar and the Missouri Press Association

It is highly unlikely that you will see a caped crusader flying around the State Capitol with the words Governor of Missouri emblazoned on his chest, but by law the governor of Missouri

### HELP WANTED Governor of Missouri

He or she must be:

- 1 at least 30 years of age
- 2 a citizen of the United States for 15 years
- 3 a resident of Missouri for 10 years before the election



### Governor Facts

1. Before Missouri became a state and was a territory, both Meriwether Lewis and William Clark served as territorial governors.
2. Former Gov. Sterling Price was a Confederate general.
3. When the Civil War broke out, Claiborne Jackson was governor. He left the office and went to fight for the Confederacy when Union soldiers came to Jefferson City and declared Missouri as a Union state.
4. Two governors—Phil Donnelly (1945–49, 1953–57) and Christopher Bond (1973–77, 1981–85) are the only two past governors to serve two non-consecutive terms.
5. The governor may serve only two terms of office.

### LEARNING EXTENSIONS

- 1 For all grade levels, go to [www.mo.gov](https://www.mo.gov) for more information on the office of governor and a description of the various departments in the executive branch.

- 2 Grades 4-6: ACTIVITY #1—Discuss the following as a class: What are some things you would do if you were a governor to make sure all Missourians were safe? Think about your own community—what would you want to do for it if you were governor?

ACTIVITY #2—Visit your county government center and see how many state executive departments have offices in your county! Is there a Missouri Transportation Department office? What about a Social Services office?

- 3 Grades 7-12: ACTIVITY #1—In the executive branch, only the governor and state treasurer are restricted to serving two terms of office. The secretary of state, the lieutenant governor, the auditor and the attorney general can serve as many terms as they want. Do you agree with these term limits for the governor? Why or why not? What are the advantages and disadvantages?

ACTIVITY #2—Visit [www.mo.gov](https://www.mo.gov) and look at the list of the 16 departments in the executive branch. Choose one department and make a PowerPoint presentation on the various duties and activities of the department.

## Using the Newspaper to Meet Grade Level Expectations

THE NEWSPAPER is a valuable tool in today's classroom. Beyond connecting students with their community, state and world, the newspaper can reinforce important educational concepts. This Newspaper in Education series provides activities and assessments using the newspaper to meet Grade Level Expectations for the Numbers and Operations Strand of Mathematics.

Grade Level Expectations were developed by the Missouri Department of Elementary and Secondary Education to further define Missouri's Show-Me Standards. Students are required to master these expectations under the No Child Left Behind Act of 2001. Research proves the use of newspapers in the classroom increases standardized test scores. The goal of this series is to provide reading skills and gain civic awareness, all with newspapers. This Newspaper in Education feature was created for your newspaper by the Missouri Press Foundation. It was written by Missouri public educators.

MATH-NUMBERS AND OPERATIONS											
	GRADE 3	GRADE 4	GRADE 5	GRADE 6	GRADE 7	GRADE 8	GRADE 9	GRADE 10	GRADE 11	GRADE 12	
<b>3 COMPUTE FLUENTLY AND MAKE REASONABLE ESTIMATES</b>											
<b>D GRADES K-2</b>	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	MA1.3.4.1	
<b>ST</b>	Not assessed at this level.	Estimate and justify the results of addition and subtraction of whole numbers.	Estimate and justify the results of multiplication and division of whole numbers.	Estimate and justify the results of division of whole numbers.	Estimate and justify the results of addition and subtraction of positive rational numbers.	Estimate and justify the results of multiplication and division of positive rational numbers.	Estimate and justify the results of addition and subtraction of positive rational numbers.	Estimate and justify the results of multiplication and division of positive rational numbers.	Estimate and justify the results of addition and subtraction of positive rational numbers.	Estimate and justify the results of multiplication and division of positive rational numbers.	
<b>ACTIVITIES</b>	Discuss when to find an estimate and exact number. Locate examples of each in the newspaper. Cut and paste the examples in a chart. (estimate/exact/justification).	Have students estimate the length and width of a newspaper page in inches to find the area. Then have students measure the actual length and width to find the true area. Compare the results.	Search the Classified section of a newspaper for apartment or houses for rent. Using the monthly rent amounts, estimate how much rent that is per week. Then figure the actual amount per week.	Use a grocery advertisement in the paper to choose three or four products. Estimate the total cost of the items. Then add to find the actual cost. Figure the change back from \$20.	View the pet listings in the Classified ads. How many listings are there for puppies? Estimate the average cost and calculate the actual average cost.	Using the weather forecasts, estimate the range between the predicted high and low temperature for a chosen city. check your work.	Use a food advertisement to plan a meal for the family of four. Estimate the amount it would cost to buy the ingredients and check your work.	Choose a used car from the Classified section that you would like to own. Assuming sales tax is 7%, estimate the amount of tax you would owe. Calculate the actual sales tax.	Find a job in the Classified section that you would like to own. Assuming 25% of your earnings are deducted for various taxes and insurance, estimate the amount of take home pay you would earn per year.	Find a job in the Classified section that you would like to own. Assuming 25% of your earnings are deducted for various taxes and insurance, estimate the amount of take home pay you would earn per year.	Find a job in the Classified section that you would like to own. Assuming 25% of your earnings are deducted for various taxes and insurance, estimate the amount of take home pay you would earn per year.
<b>ASSESSMENTS</b>	Solve problems found in the newspaper for make problems using information from the newspaper. Use roundoff to estimate answers. Show work on a separate piece of paper.	Choose five advertisements from the Classified section of a newspaper that pays a yearly salary. Estimate square inches, and then measure to find the true area. Figure the "actual" weekly pay.	Find a job listing in the Classified section of a newspaper that pays a weekly salary. Estimate the weekly pay for that job. Then figure the "actual" weekly pay.	Use the grocery advertisement to make a shopping list for one person for one week. Estimate the cost of the week of food; then find the actual amount.	Using the same section of the paper, estimate the average cost of puppies, and compare this to the average cost of puppies.	Using an extended weather forecast, estimate the average temperature for the week; check your work.	Based on the cost of the meal, estimate the cost it would take to buy a week's worth of groceries for a family of four.	Choose a new car from the Classified section that you would like to own and repeat this activity.	Using the figures from the above activity, calculate the actual amount of take home pay and compare this to your estimate.	Using the figures from the above activity, calculate the number of hours you would need to work to cover the cost, and calculate the actual amount.	Using the figures from the above activity, calculate the number of hours you would need to work to cover the cost, and calculate the actual amount.



## ON THE MOVE



**St. Louis** — Donna Bischoff, a member of the Missouri Press Association Board of Directors, was named general manager of the *St. Louis Post-Dispatch* in late April, as well as named Lee Enterprises' vice president of sales for St. Louis. Most recently, Bischoff was the newspaper's vice president of sales and marketing and previously the vice president of advertising.



Bischoff succeeds Ian Caso, who was named president and publisher in February. Caso said Bischoff has been a great leader for the *Post-Dispatch* and praised her work ethic and creativity when her promotion was announced.

**Hermann** — Ray Scherer was named editor of the *Hermann Advertiser-Courier* in March, joining the central Missouri newspaper after previously working as a reporter for the *St. Joseph News-Press* and *News-Press NOW* for more than 20 years.



He also previously worked at eight others newspapers across parts of Missouri since his career began in 1985 in his hometown of Sedalia.

His recent beat coverage included agriculture and agribusiness, areas of particular interest in Hermann and the surrounding areas, according to Publisher Cathi Utley.



## CALENDAR

### May

11 — Missouri Photojournalism Hall of Fame Nomination Deadline

### June

12 — Missouri Press Association/Service Boards of Directors Meeting, Teleconference

### September

24-26 — 154th Annual Convention and Trade Show, Jefferson City  
26 — MPAME Best Ad Contest Awards Breakfast, Jefferson City

### October

15 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

### CANCELED EVENTS

— First Amendment Golf Classic, Lake Ozark  
— Missouri Press Foundation Board Meeting, POSTPONED  
— Show-Me Press Association Annual Meeting, Will be RESCHEDULED

## Are you receiving MPA's emails?

### From Missouri Press Staff

#### Missouri Press News

Missouri Press Association is constantly putting together information and resources we think will be useful to you in these trying times.

The main method for distributing these resources to members is via email, and we need to make sure that all members are signed up to receive our email distributions.

Some of these addresses may

already be in our database, however we need you to mark Missouri Press Association's email addresses as safe so they are not filtered out as "spam."

All Missouri Press office staff use email addresses with the domain "@mopress.com"

If you have any questions about getting signed up to receive Missouri Press' emails or you are concerned that someone on your staff is not receiving them, please contact Matthew Barba at mbarba@mopress.com

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# MORE ON ADVERTISING

## Where The Growth Is

Ted Lawrence,  
Advertising Director  
Missouri Press Service



In a recent webinar presented by Mark Fitzgerald of America's Newspapers, a number of crucial points were made that I wanted to share with you. Here's a summary of that 60-plus minute presentation:

**Promotions, promotions, promotions.** Why? Local advertising has been flat for the last decade; promotion spending is growing.

**A lesson from 2008-2009.** The total spending on promotion exceeded advertising. Why? Businesses realized that what they wanted then was leads.

**Tim Armstrong (Google, AOL, Yahoo) said it.** Anything that is not trackable or has demonstrable Return on Investment is likely to be eliminated from the budget. Promotions are trackable.

**Surprising growth areas.** The folks from Second Street report that there is a surprising number of advertisers that are in growth mode now — because they know they will be well-positioned to take greater market share when this crisis is at last over.

### Here are businesses your newspaper should be talking with now:

**Wealth managers and financial planners.** A good promotion to pitch: A quiz that educates and engages while collecting leads at the same time.

**Grocery stores.** They are benefiting from being among the few essential businesses operating during lockdowns. But they have other goals: Short-term, to build their customer database, long-term to position themselves as important in the community. Specialty grocery stores are an especially good target right now.

**Pharmacies.** If ever there were a good time to go from nationally branded pharmacy to local pharmacist, it's now. Talk to them about doing something community-oriented such as pet photo contests. Wine and liquor stores. A good promotion is a sweepstakes with prizes such as gift cards.

**Home improvement.** Do-It-Yourself projects are big right now. Talk to the locally owned nurseries and hardware stores before the big chains so you can forge relationships with them.

**Telemedicine.** This sector was growing before the pandemic, but has accelerated now because it's basically mandatory. It is poised to grow in the future because more people are likely to prefer the remote treatment/diagnosis of telemedicine rather than going to offices.

**Pet services.** These promotions practically write themselves: think cute pet photos.

**Banks/financial institutions.** They want to educate their customers and potential customers on their remote services and consulting. Again, educational and engaging quizzes are the way to go with these businesses.

**Tax preparers.** People are thinking about finances a lot. Many people need advice. You can help these businesses find leads.

**Urgent care.** Pre-pandemic, this was a growth sector, but now — as people shy away from going to the emergency room — they are poised to surge.

**Landscaping.** People are putting off vacations and looking at their lawns as a place to spend that money. Landscapers need leads. One successful contest is "worst lawn" in the community. It not only gives them leads but gives the landscaper information to qualify the leads.

**Roofers.** They need leads. Call and tell them how you can help them find households that need a new roof.

**Window/door companies.** A window company is sponsoring a Hero of the Week contest, focused on pandemic first responders and frontline workers.

**Colleges/trade schools.** In this confusing environment, colleges are completely disrupted, but they want leads for the fall. Drive leads with a quiz, contest, or sweepstakes.

**Tutoring services.** Forced home-schooling during the pandemic may leave some students behind in their learning. Help tutoring services find leads with quizzes and photo contests.

**To summarize: The conversation needs to be:  
"What do you need? How can we fill your pipeline with leads?"**





# Missouri Newspaper Organizations

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

**SHOW-ME PRESS ASSOCIATION:** President, Hannah Spaar, Odessa; Vice President, vacant; Secretary-Treasurer, vacant. Directors: Roxie Murphy, Maries County Advocate; Mary Wilson, Grandview.

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

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

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

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

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

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

# A new meaning for cameras in the courtroom

Last year, the Missouri Press-Bar Commission completed its work on Supreme Court Operating Rule 16 – commonly known as the “Cameras in the Courtroom” rule. As a member of the Commission, I was well aware of how hard many commission members worked on this project, surveying numerous judges as to their feelings about cameras in their courtrooms.

The Missouri Supreme Court has been comfortable with audio recordings being made available, live and on its website, for some time. They have even, on occasion, allowed a live video feed. But it is not a regular occurrence, although the Rule does allow cameras in that Courtroom.

Courts of Appeal in Missouri don’t regularly do any of this, although the rule makes cameras and audio in the courtrooms possible, with the judges’ permission. Local trial courts allow cameras and audio, also, but their biggest complaint has always been that reporters only want to broadcast parts of the trial and the public doesn’t get a full look at all the intricacies of the trial of a case.

Frankly, what has happened in the last 30 days in regard to cameras in courtrooms in general has been astounding to me on a personal level. When we talked about cameras in courtrooms, we were talking about a camera located in a non-moving location. We watched what was shown on the video – no jurors, no lawyers’ notes, no up-close conferences

between lawyers and clients.

Now, faced with the difficulties of in-person hearings and state mandates of “social distancing,” our Courts are resorting to video teleconferencing the hearings or, at the trial court level, audio-conferencing many hearings. It is, at a minimum, an interesting peek into what could be the future.

To be honest, I cannot believe that the day is coming in my lifetime that all the Missouri Supreme Court cases will be argued with the Judges

and attorneys only present on individual video screens, or that circuit courts will resort to the bulk of the docket being handled through audio conferencing. Attorneys argue that they lose the nuance of seeing into the Judges’ eyes to determine whether statements are resonating and are clear.

But how would the public feel if given the opportunity to watch their court – not just listen – both local and on the state level, conducting the public’s business in real time? Don’t be silly! How many folks would take

time out of a day to watch something like this? Probably very few. But still, there are some cases that would draw a crowd.

Without a doubt, there are scholars who would love to have access, either in real time or online, to video of arguments before the State’s Supreme Court, for example. And when this is done via video-conferencing, having a recording is just a flip of the switch. It’s not like the technology isn’t already

present and easily available in terms of cases being conducted at the moment. In fact, the U.S. Supreme Court has announced it will soon begin electronic hearings via video technology of pending arguments before that body.

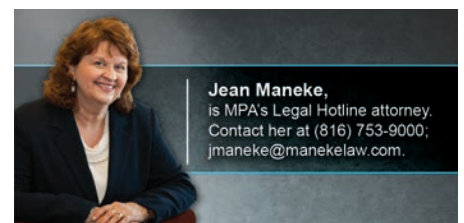
In mid-April, the Missouri Supreme Court heard an argument regarding a Motion for a New Trial for a convicted St. Louis murderer whose legal team believes they have evidence he is innocent. It was covered by a number of reporters in the State. Outside of the legal argument, reporters comments were interesting. One reporter, Rebecca Rivas of the St. Louis American, noted that the judges failed to introduce themselves. Everyone is learning. Lauren Trager of KMOV and Tony Messenger, columnist at the *St. Louis Post-Dispatch*, noted that attorneys for the inmate indicated to the Court that the inmate himself was sitting in front of a computer in prison, listening to the arguments.

Only Chief Justice George Draper sat in the Supreme Court’s courtroom. The room, which normally holds a few hundred, was mostly empty.

But compare that to an argument before the Kansas Supreme Court a few weeks earlier. It was the case regarding whether the Governor of the State had power to order churches to meet by video only. The Constitutional issue was the draw, of course. I watched that via Zoom, on a Saturday morning, at home. And as I watched, I realized the count of persons watching that argument exceeded 3,800.

I think that tells us something about the use of technology in the Courtroom and its future. And I’m excited by the thought!

*"Frankly, what has happened in the last 30 days in regard to cameras in courtrooms in general has been astounding to me on a personal level. When we talked about cameras in courtrooms, we were talking about a camera located in a non-moving location."*



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# SEEKING NOMINATIONS

## Missouri Photojournalism Hall of Fame



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



Dan White: "Protest" A protester works on a sign during the Umbrella Revolution in Hong Kong in 2014.

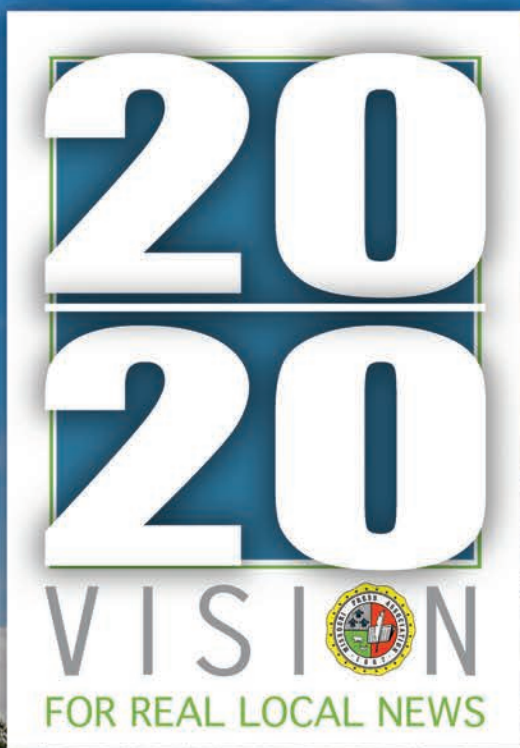
**Nominations must be received by May 11.**

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Inductees will be recognized at a ceremony on Oct. 15, 2020, at SHSMO in Columbia, MO, and examples of their work will be displayed at the Missouri Press Photojournalism Hall of Fame exhibit.

**To download the registration form,  
visit [www.photojournalismhalloffame.org](http://www.photojournalismhalloffame.org)**





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