

MP

MISSOURI PRESS

NEWS



Missouri begins to reopen | P4



Missouri Press Service has shopping survey data you can use | P6

Help MPA recruit magazine members | P12

Are you interested in serving on MPA's Board of Directors? | P14

REGULAR FEATURES

President.....	2
Obituaries.....	9
Scrapbook.....	10
On The Move.....	14
Calendar.....	15
More on Advertising.....	16
Jean Maneke.....	18



We do better when we share with each other

I will remember this year as the year of COVID-19. There are COVID-19 graduations, COVID-19 elections, etc.

Some interesting things have happened to our newspapers this year. And not all of them because of COVID-19. Some of it bad, but much of it good. While revenue is down, it's not as bad as I thought it might be. One positive thing is we have had time to write some stories we just couldn't find time to write in the past.

A baseball stadium in need of some updates was destroyed by a tornado a year ago. It recently opened for play after a complete renovation. It gave us an opportunity to sell a special section celebrating the community's resilience. About a year ago Quaker Windows and Doors chose Eldon to open a second manufacturing plant. The facility opened recently providing another opportunity for our community to celebrate.

We stopped publishing a weekly community event cancellation calendar. It's still strange to have no cancellations to report due to the coronavirus. Our community is re-opening, and I see

many opportunities on the horizon.

Speaking of cancelations and opportunities. Mid-June is one of my favorite times of the year because of the press association's First Amendment Golf Classic (formerly the Porter Fisher Golf Classic). It's always been a great time to meet old friends and make new ones, to learn what's new in the industry. This year will be different due to the golf tournament and Show-Me Press meeting moving online.

But three members of the Mothers Little Saints team will still be hitting the links. We won't be able to pester Doug and Tricia Crews, Joe and Phyllis May, Vicki Russell or anyone else who might

"come within range" to our group. No one will know if our clothes match. There may still be a pink flamingo, personalized golf balls and who knows what else, but only the three of us will see them. We will be the only ones who will know if Kevin Jones plays barefoot or if Jeff Schrag is still using his "vintage" clubs (1978 was a good year). Watch for pictures. No promises. But I'll see what I can do.

Regardless of what happens, I'm

sure I will remember the COVID-19 golf classic.

I think the worst thing about not having an in-person Show-Me Press meeting is the conversations we can't have with our fellow newspaper people. I'm sure Jeff, Kevin and I will talk about what is going on in our industry while we're on the golf course. We'll discuss our struggles, triumphs, and what the future might hold. But we will miss the conversations before and after the tournament at the club house. Dinner that night won't be the same. The sharing of ideas, particularly face-to-face, is so important in our business.

I want to thank all the newspaper people who I have called or emailed, and who have called or emailed me, over the last few months. I will never be able to repay you for the information you shared. We have used subscription and advertising ideas that have added to our bottom line and generated a great deal of reader and business excitement. And added to our bottom line.

So as we navigate these challenging times, take advantage of every opportunity to share as much information with your peers as you can.

I hope to see you all in Jefferson City at the Missouri Press Association Annual Convention.



"So as we navigate these challenging times, take advantage of every opportunity to share as much information with your peers as you can."



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

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

EDITOR: Matthew Barba

MISSOURI PRESS NEWS (ISSN 00266671) is published monthly for \$15 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; email mmaassen@mopress.com; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.

**A FREE ZOOM Event for All
Missouri Press Association
Members!**

June 17-19, 2020

-SCHEDULE-

Wednesday, June 17

Sessions start at 2 p.m.

**Session 1: Missouri Community
Information Needs Project**

*Presenters: Madison Conte and Ty Stewart,
Managing Editors.*

Go to: <https://bit.ly/2Bhg7FG> for more information on
this pop-up newsroom project

**Session 2: Add Pandemic to Sunshine
Law Challenges - Missouri Sunshine
Coalition**

*Presenters: Dennis Ellsworth and Amos Bridges
from Missouri Sunshine Coalition*

Thursday, June 18

Sessions Start at 2 p.m.

**Session 1: Using Data to Track Your
Local Economy**

*Presenter: Marty Steffens of Missouri School of
Journalism*

**Session 2: Health Journalism:
Reporting on the Coronavirus and
More!**

*Presenter: Katherine Reed of Missouri School of
Journalism*

SESSION 3: Meat and Greet MIXER!

Sponsored by Southeast Missouri Press Association.
No, that's not a typo! Join us for a real meat and greet
welcome session, SEMO Press Association will be
sending each newspaper registered up to 6 meat sticks
from Stonies Sausage Shop, so make sure to give a
good address below to send those to!

Friday, June 19

Sessions Start at 2 p.m.

Session 1: Advertising Resources

*Presenter: Ted Lawrence, Missouri Press
Service*

**Session 2: Craziest Story Contest*,
Discussion of the Future of Regional
Meetings & Virtual Happy Hour**

Led by Hannah Spaar, Show-Me Press President

Brought to You By:



Show-Me the Future!

**COVID-19 has changed the world! Let's
talk about how to navigate the new
normal when it comes to journalism!**

**Registration is free, but please register
online to participate. Login information
will be sent to you upon registration.**

***Please submit Craziest Story Entries by
June 15 to kfortier@mopress.com**

Register at:

<https://bit.ly/2ZrCTVq>



Reopening Missouri

State's newspapers have front-row seats as lockdown orders lifted

By Matthew Barba

Missouri Press News

Missouri started the process of reopening in May, with most of the state making an attempt to get back to business as close to pre-pandemic normal as possible.

On May 4, the statewide lockdown order put in place by Gov. Mike Parson was lifted, while some municipalities maintained local orders for a few more weeks. Almost lockdown orders were lifted in such a way as to open businesses in stages.

For example, barbers and beauty salons were allowed to open for business in early May, as long as the business, its employees and customers followed specific guidelines, such as capping the



Gasconade County Fair Association President Nick Baxter addresses association board and committee members about the prospects for a 73rd annual fair scheduled for late July. Those attending were seated with spacing allowed for social distancing. (Submitted photo/Dave Marner/Gasconade County Republican)

number of clients inside at one time and requiring employees to wear face masks.

Later stages of the reopening had restaurants opening their dining rooms to half capacity and maintaining at least six feet of distance between tables.

As people get back to work and, more importantly, begin traveling more frequently, new coronavirus "hot spots" are emerging in various parts of the state. For example, Audrain County saw its number of COVID-19 cases double in a single day due to an outbreak associated with pork production facilities in Thompson and Paris, according to reports from the Columbia Daily Tribune.

And in the Lake of the Ozarks region, video from Memorial Day weekend went viral showing hundreds of revelers crowding together in pools and completely ignoring social distancing guidelines that we are still being recommended to follow.

Jean Black, publisher of Slater Main Street News, said she feels the state's reopening is happening too

quickly given several communities continue to see an increase in their number of positive COVID-19 cases.

"Saline County has been a 'hot spot' for the COVID-19 virus. Most people are not wearing masks. If there were any lockdown orders or soft openings in our county, they are not being followed," Black said. "Personally, I think it is too soon to open up the way this state has. I am fearful the numbers will climb on the chart, just as some other states have. What then?"

On May 26, the *St. Louis Post-Dispatch* reported about concerns the state had overcounted the number of people it claimed had been tested for COVID-19 by at least 17,000. The story explained that two types of tests were being combined and presenting a less-clear picture of the spread of the virus in Missouri.

The story also included information from the state's Department of Health and Human Services that indicated Missouri had confirmed COVID-19 cases as early as Feb. 2, more than a month earlier than previously reported.

Continued on Page 5



Liz Lawson washes Austin Collard's hair May 4, the first day barber shops and beauty salons were allowed to reopen, at a downtown Columbia barbershop. Collard told the Columbia Missourian that a haircut was first on his list of things to do post-shut down. Also on the cover, a downtown Columbia coffee shop marks tables and chairs as not for use following the reopening of the state post pandemic lockdown. (Submitted photos/Ethan Weston, Columbia Missourian)

Continued from Page 4: An ongoing process to reopen

But as has been reported on exhaustively, many individuals and groups have pushed for the state to reopen, despite Missouri not yet experiencing a two-week downward trend in the number of new cases it has seen, which is a guideline the Centers for Diseases Control and Prevention recommend be met before reopening businesses or allowing large gatherings.

"In Slater, we're seeing an extreme amount of traffic since Monday, May 18. On that date, we captured on film a large group of youth playing basketball on the city-owned lot next to the medical clinic. The basketball court was, of course, closed the previous day," Black said. "The public swimming pool is scheduled to open June 1."

Black said her newspaper will continue its role of informing the public of businesses in the community and county, and what their policies during the pandemic, including which ones are open and how they are keeping their customers safe.

As for her own newspaper, Black said she is keeping it closed to the public for now and doing what she can to keep her own employees safe.



The Urban League of Metropolitan St. Louis is providing more than 1,200 meals to under served individuals every Saturday during the coronavirus pandemic. The St. Louis American partners with them to provide free copies of the newspaper each week to the recipients. (Submitted photo, Wiley Price, St. Louis American)

When her office does allow the public in again, she said there will be a plexiglass barrier to protect her staff at the front desk.

"We have been covering meetings wearing masks and gloves for protection and to protect those at the meetings. Some meetings are

conscious of social distancing and some are not at all," Black said.

As of May 26, the confirmed cases for COVID-19 in Missouri stood at 11,752, with 676 deaths. Nationally, on the same date, there were 1.71 million confirmed cases, with 99,886 deaths.



Volunteers, such as Sandy Moeckli shown above, wear face masks, shields, and gloves, to pack groceries into boxes at the Helping Hands Outreach Center of Gasconade County before loading them into the client's vehicle.



The Helping Hands Outreach Center of Gasconade County received 8,535 pounds of food stocks May 22 from the St. Louis Area Food Bank for distribution that day to qualifying residents from the southern end of the county. The facility is planning to conduct a food fair in late June when an estimated 20,000 pounds of food will be delivered, sorted, and distributed in the same day by the all-volunteer organization. (Submitted photos, Dave Marner/Gasconade County Republican)

Pulse shopping survey data can help sell to reopening businesses

By Matthew Barba
Missouri Press News

As businesses and communities begin to reopen following weeks of pandemic lockdown, knowing what goods and services your readers are looking for can be invaluable to your clients and their customers.

Pulse Research conducts an annual consumer trends survey, which Missouri Press Service promotes to its members. Earlier this year, as the country was contending with the coronavirus pandemic, the group conducted a shopping impact survey to account for changes in consumer behavior due to the COVID-19 virus and the ensuing lockdown.

That information, including data specific for Missouri, was first made available to Missouri Press members during a May webinar but Advertising Director Ted Lawrence is encouraging all of the Association's members to review it to determine how it can best



help their advertisers and readers.

Results of Pulse's COVID-19 survey are encouraging for local businesses, Lawrence said, and even if someone was not able to take part in last month's webinar, the data can still be useful to help your newspaper regain lost revenue based on current household shopping.

"As businesses reopen in our towns, newspapers are in position to help. Armed with information like what's in this Pulse Survey, I really believe we can solidify ourselves as their trusted partner," Lawrence said.

Unlike Pulse's annual survey, respondents to the COVID-19 survey were asked about their shopping plans for the next few months, meaning the

data should be acted on as soon as possible.

Of particular note, according to Pulse Research's synopsis of the results, is that consumers said they plan to do more shopping in 60 categories covered by the survey.

While the survey does focus on consumer behavior in the near-term as the lockdown is lifted, it also encourages newspapers to use the information to think long term. By combining the information in the survey with your own local market knowledge, you can not only make immediate sales but prospect potential new clients and convert others to the other services, such as digital, that your publication offers.

Any Missouri Press members wanting a copy of the state-specific data from the Pulse's COVID-19 Shopping Impact Survey can contact Lawrence by phone at 573-449-4167, ext. 312, or by email at tlawrence@mopress.com

Crews, Maassen named Friends of Scholastic Journalism

For Missouri Press News

The Missouri Journalism Education Association Board announced last month that Missouri Press Association Executive Director Mark Maassen and former MPA executive director and current Legislative Director Doug Crews are this year's Friends of Scholastic Journalism.

This award is given to a professional journalist, professional media outlet or other individual or group making a significant contribution to scholastic journalism.

Crews and Maassen were nominated by Mitch Eden of Kirkwood High School, who commended the pair's work in Jefferson City on legislation that supports Missouri's student journalists, including the proposed Cronkite New Voices Act.

"For the past five years, Doug and

Mark have been selfless with their time, energy and information," Eden said in his nomination. "Without these two, we wouldn't have advanced this legislation through the House the past four years and had it heard in the Senate Education Committee. Doug and Mark are incredible advocates for Missouri scholastic journalism!"

In being recognized with the honor, Crews said he is grateful for the MJEA and educators like Eden and others who are dedicated to the First Amendment and to sharing with their students the need and the value of unbiased reporting, editing and distributing news to the public.

"My thanks to Mitch Eden and his colleagues and students from around Missouri who have trekked to Jefferson City through the years to testify at hearings and to visit with legislators. Without such grassroots

support, any legislation is much more difficult to get across the finish line," Crews said.

He continued, "My regret is we haven't been successful in gaining the full General Assembly's support of the Cronkite New Voices Act in Jefferson City. In my opinion, the Hazelwood Case is a bruise mark on journalism, and because the case originated in Missouri, I believe our state should follow dozens of others that have implemented such legislation to help support student journalists and their advisors. A state that is home to the world's first School of Journalism should catch up by passing the New Voices Act."

While a presentation of the awards has been postponed, Crews and Maassen will receive a plaque recognizing their contributions to scholastic journalism.

Missouri Press' legislative roundup

Editor's note: *The following report was adapted from information provided by Lathrop Gage Consulting, Missouri Press Association's lobbying partner in Jefferson City.*

From Lathrop Gage Consulting

A dramatically unique second regular session of Missouri's 100th General Assembly concluded May 15 following a five-week recess for both legislative chambers due to concerns related to the COVID-19 pandemic.

Many bills ultimately were passed during the final three weeks of session, and the legislature delivered a state operating budget for Fiscal Year 2021 to Governor Mike Parson's desk in accordance with the state constitutional deadline. In addition to the state budget spending authority, the Republican super-majority legislature delivered several of its pre-session priorities to the Governor including tort reform, property tax assessment reforms, criminal justice reforms, and placing a question to the voters relating to reapportionment of legislative district boundaries.

As more than 2,260 bills were filed this session, 51 reached final passage. Due to an abbreviated session, the legislature opted to create rather large omnibus bills on various subjects such as taxation, public safety, political subdivisions, and transportation, and these bills contained provisions filed as stand-alone bills. The use of omnibus bills allowed for many provisions to reach the Governor's desk.

Included in this report is a summary of Lathrop GPM Consulting's "End of Session Report" for Missouri Press Association which outlines legislation that reached final passage. Also listed are issues that were tracked throughout the session but did not pass.

MPA members can receive copies of any of the bills listed in this report by contacting Lathrop GPM. A special session could potentially happen in June or July to cover issues related to the state budget and potential federal stimulus funds. The Missouri General Assembly will also be returning to Jefferson City in September for its constitutionally-required Veto Session.

This is a major election year for Missouri as all statewide officeholders are up for election except for the State Auditor (who is coincidentally running for Governor). In addition, all 163 House seats and 17 of the 34 Senate seats are up for election.

Truly agreed to and Finally Passed Bills

HOUSE BILL 1386 – LOBBYISTS (Murphy, R-St. Louis)

This bill modifies the definition of "legislative lobbyist" for purposes of lobbying laws to exclude legislative liaisons. In these provisions "legislative liaison" is defined as any state employee hired to communicate with members of the General Assembly on behalf of any elected official of the state; the judicial branch of state government; or any department, agency, board, or commission of the state, provided such entity is a part of the executive branch of state government. Any state employee employed as a legislative liaison who performs lobbying services for any other entity shall register

as a lobbyist with respect to such lobbying services.

HOUSE BILL 1434 – FINANCIAL INTEREST FORMS (Richey, R-Excelsior Springs)

The bill allows the redaction of specified employment information concerning dependent children under 21 years of age who are related to persons, including legislators, required to file financial interest forms under Sec. 105.485, RSMo. The names of the children under 21 and their employers would be closed from public view on the Missouri Ethics Commission website. The bill was passed by the House, 146-1.

HOUSE BILL 1655 -- SECRETARY OF STATE RECORDS (Kelly, R-Mountain Grove)

This bill requires the Secretary of State to allow public inspection of the original rolls of laws passed by the General Assembly. The Constitution of Missouri shall be made available in print and online (Sections 2.020, 2.110). On April 29, the Senate General Laws Committee amended the bill with electronic notary public language. The e-notary language was identical to a bill sponsored by Sen. Sandy Crawford (R-Buffalo).

HOUSE BILL 1682 - RELATING TO HEALTHCARE (Wood, R-Versailles)

A lengthy healthcare bill, was truly agreed and finally passed by the General Assembly on May 15. Included in the bill is an amendment to the Sunshine Law (Chapt. 610.100) specifying that any reports or records in the possession of the Department of Health and Senior Services' Missouri State Public Health Laboratory, which were the result of testing performed at the request of any municipal, county, state, or federal law enforcement agency, shall be considered closed records until such investigation becomes inactive. The closed records language originally was contained in House Bill 2477 (Kelly, R-Mountain Grove) and Senate Bill 918 (Onder, R-Lake St. Louis). HB 2477 did not receive a House committee hearing, and while SB 918 was heard March 11, in the Senate Health and Pensions Committee, chaired by Sen. Onder, the committee did not vote on the bill.

HOUSE BILL 1854 -- POLITICAL SUBDIVISIONS (Pfautsch, R-Harrisonville)

The bill became a lengthy bill dealing with political subdivisions adds a new exemption to the Sunshine Law. Individually identifiable customer usage and billing records for residential customers of municipally-owned utilities are added to the list of records that are exempt from disclosure under the Sunshine Law, unless the records are requested by the customer or authorized for release by the customer. However, a municipally-owned utility must make available a commercial customer's name, billing address, location of service and dates of service for a commercial service account. Language in the bill reflects a 1997 sunshine law case decided by the Missouri Court of Appeals, Southern District. The sunshine exemption language has been agreed to by interested parties including the Missouri Press Association and City Utilities of Springfield.

Continued on Page 8

Continued from Page 7: *Legislation important to the Association*

The original HB 1854 changes the laws regarding the consequences of a political subdivision's failure to file an annual financial statement with the State Auditor as required. Any political subdivision that has gross revenues of less than \$5,000 or fails to collect or levy sales or use taxes shall not be subject to the fine. In addition, the Director of the Department of Revenue shall have the authority to make a one-time downward adjustment to any fine he or she deems uncollectable. Provisions of the bill include possibly dissolving a political subdivision that fails to file an annual statement. HB 1854 also establishes the voluntary "Missouri Local Government Expenditure Database," a website to be maintained by the Office of Administration. The database would be operating by Dec. 31, 2022. It would include extensive information about a municipality's or a county's expenditures and the vendors to whom payments were made. The public would have access to the database at no charge. Participation by any county or municipality is voluntary, or a petition process used by local citizens could mandate participation of a county or municipality.

HOUSE BILL 1896 -- MEDICAL MARIJUANA INDUSTRY (Roberts, R-Joplin)

Information contained in the registry shall be confidential. The DHSS shall enable health care providers to access the registry for the sole purpose of determining whether an individual is listed in the registry and shall only provide a response that confirms or denies the individual's presence in the registry. The bill specifies that a department, agency, instrumentality, political subdivision, state or federal law enforcement agency, or any individual other than a health care provider shall not have access to the registry.

HOUSE BILL 1963 -- TRANSPORTATION PARTNERSHIPS (Fitzwater, R-Holts Summit)

USE OF UNMANNED AIRCRAFT

This bill creates the offense of unlawful use of an unmanned aircraft near a correctional center, mental health hospital, or certain open air facilities, including sports stadiums holding 5,000 or more persons, as defined in the bill. A person commits such offense if he or she operates an unmanned aircraft within a distance of 400 feet of a correctional center, mental health hospital, or open air facility as specified in the bill or allows an unmanned aircraft to make contact with a correctional center, mental health hospital, or open air facility, including any person or object on the premises of or within the facility (Sections 217.850, 577.800, and 632.460).

SENATE BILL 591 -- RELATING TO CIVIL ACTIONS (White, R-Joplin)

This bill modifies provisions relating to civil actions, including unlawful merchandising practices and punitive damages. The provisions of this bill shall apply to any cause of action filed on or after the effective date.

SENATE BILL 631 -- ELECTIONS (Hegeman, R-Cosby)

This bill modifies election laws. In its main provisions

the bill:

(1) Allows any state employee that is not subject to the Merit System or the Uniform Classification and Pay System to run for the nomination, or as a candidate for election, to a partisan political office (Section 36.155, RSMo);

(2) Allows persons required to file financial interest statements to make a written request to redact the name and employer of their dependent children under 21 years of age (Section 105.485);

(3) Creates an additional absentee ballot voting justification that applies in instances where the voter has contracted, or is at risk to contract, severe acute respiratory syndrome Coronavirus 2. At risk individuals are defined based on CDC recommendations that are specified in the bill. Notary signature verification is not required and absentee ballot statements will have a format referencing the coronavirus justification.

(4) Allows any registered voter to cast a mail-in ballot during 2020 in order to avoid the risk of contracting or transmitting severe acute respiratory Coronavirus 2. Applications for a mail-in ballot may be made in person or by mail as specified in the bill. Voters casting a mail-in ballot are required to execute and submit a notarized statement under penalty of perjury with the ballot.

(5) Changes the filing fee from \$200 to \$500 for candidates for statewide office or United States Senator; from \$100 to \$300 for candidates for Representative in Congress, circuit judge, or State Senator; and from \$50 to \$150 for candidates for State Representative. County office filing fees will increase from \$50 to \$100. The bill also changes the filing fee from \$1000 to \$5000 for candidates for President to be on the presidential primary ballot (Section 115.357, 115.761);

(6) Modifies Senatorial district political party committee meeting dates.

(7) Authorizes the Secretary of State to issue and enforce subpoenas when it is necessary to conduct an investigation of certain election offenses.

(8) Extends the sunset date of certain filing fees charged by the Secretary of State from December 31, 2021, to December 31, 2026 (Sections 347.400, 417.018).

Notable Bills That Did Not Pass

PUBLIC RECORD DEFINITION

House Bill 1363 (Ellebracht, D-Liberty) amends the Sunshine Law, defining "public record" to include the social media pages of a public governmental body, including the personal social media pages of members of the governmental body in specified circumstances. The bill did not receive a hearing in the House, and it died.

SUNSHINE LAW & SECURITY PROCEDURES

House Bill 1366 (Ellebracht, D-Liberty) modifies the Sunshine Law to allow records or meetings of governmental bodies that include descriptions of discussion about security procedures, including evacuation and lockdown procedures, to remain confidential and closed to the public.

Concluded on Page 9

OBITUARIES



Cole Camp

Larry Fowler

Larry Robert Fowler, 76, of Cole Camp died March 17, 2020, at Good Samaritan Care Center in Cole Camp.

After receiving his bachelor's degree, he moved to Kansas City to work as a staff writer, assistant bureau chief and the Jackson County office reporter for *The Star* from 1967-1974. He then moved to Arizona where he worked for multiple newspapers.

In 1993, he returned to Missouri and began writing for the *Sedalia Democrat*, covering education, business and court news. He was also a general assignment reporter and feature writer for *The Warrensburg Daily Star-Journal*. Later, he worked for Osage Valley Publishing, covering events in the Cole Camp community.

He is survived by many family and friends.



Kansas City

Jane Fowler

Jane Pecinovsky Fowler, 84, of Kansas City died May 1, 2020 at Shawnee PARC Longterm Care in Overland, Kan.

After graduating from the University of Kansas, she lived in Kansas City, Mo. until 2017. During that time, she began her long career as a journalist at *The Star*, where she was a reporter and feature writer for almost 20 years. After she left *The Star*, she wrote several features on travel, food and fashion for numerous local and national publications. In 1991, after learning she was infected with HIV, she committed herself to fighting that epidemic and became an international advocate and speaker. She is survived by a son, Stephen; two grandchildren; and many more family and friends.



Continued from Page 8: *Important legislation that did not pass*

NAMES OF LOTTERY WINNERS

House Bill 1563 (Mosley, D-Florissant) would restrict the release of names of lottery winners. HB 1563 prohibits the Lottery Commission, State Lottery or any of their employees from publishing the name, address or identifying information of a lottery winner. Violators would face a class A misdemeanor. The bill was approved by two House committees, but did not pass the full House, and died.

FINANCIAL STATEMENTS

House Bill 1814 (McGaugh, R-Carrollton) requires all 1st, 2nd, 3rd and 4th class counties, by the first Monday in March, to prepare and publish in a qualified newspaper a financial statement for the previous calendar year. The financial statement shall be a condensed version of current, more detailed financial statements published in second, third and fourth class counties, and shall include the name and current gross annual salary of each elected or appointed county official whose salary is set by the county salary commission. An identical bill was filed in the Senate, Senate Bill 859 (Hegeman, R-Cosby), but it did not receive a Senate hearing, and it died.

LEGAL NOTICES IN NEWSPAPERS

House Bill 1966 (Lynch, R-Waynesville) would eliminate legal notices from publication in newspapers. Currently, many legal notices are required to be published in a newspaper of general circulation within a particular area. This bill repeals those requirements and instead requires the public body or organization to post the legal notice on the front page of its website, if it has one.

PUBLIC NOTICES

Senate Bill 730 (Sater, R-Cassville) provides that all

public notices required by law or directed by the court to be published in a newspaper shall also be posted on a website established and maintained by at least a majority of the newspapers whose principal place of business is in Missouri, at no additional cost to any person or entity responsible for directing the notice be published. When any such notice is required to be published more than once, the newspaper may not charge for the second and successive insertions of the notice at a rate greater than 85 percent of the newspaper's regular local classified advertising rate. The bill was heard by the Senate General Laws Committee on March 3, but the committee did not vote on the bill, which died. Missouri Press Association supported the bill.

PUBLICATION OF PUBLIC NOTICES

House Bill 2567 (Lynch, R-Waynesville). Currently, in order to legally qualify as a newspaper to publish public notices, a newspaper must have been published regularly for a period of three years; or must be the successor newspaper to a defunct newspaper that begins publication no later than 30 days after the termination of the prior newspaper. HB 2567 reduces the time period of regular publication from three years to one year, and increases the time period from 30 days to 90 days within which a successor newspaper must begin publication. The bill also allows a newspaper that has been purchased or newly established by another newspaper that satisfies these conditions to qualify.

CLOSURE OF PUBLIC RECORDS

Senate Bill 613 (Emery, R-Lamar) would authorize the closure of public records under the Sunshine Law that are retained by the office of a Missouri state legislator that are related to a constituent of the legislator.



Paris — In May, the *Monroe County Appeal* in Paris and the *Ralls County Herald-Enterprise* in New London announced they would be combining publications, while also maintaining each newspaper's individual volume and serial number. Both newspapers are owned by Lewis County Press.

St. Louis — The *St. Louis American* was one of 200 news organizations, and the only one in Missouri, to receive part of the \$16 million in the most recent round of grant funding available through the Facebook Journalism Project's relief fund for local news.

After receiving more than 2,000 applications for the COVID-19 Local News Relief Grant Program from newsrooms across every state in the US, all US territories and Washington, D.C., Facebook provided the grants ranging from \$25,000-\$100,000 to help publishers continue serving communities during the coronavirus outbreak.

Joplin — The *Joplin Globe* canceled its 43rd annual spelling bee, originally scheduled for March 16, due to the coronavirus pandemic. It is the first time in the spelling bee's history that it has been canceled. The decision to cancel the event was made to keep the 67 participating students, their families and the newspaper's staff safe and comply with social distancing guidelines.

Students who participate in the spelling bee come from southwest Missouri, southeast Kansas and northeast Oklahoma. The *Globe* announced it would work on an alternate way to recognize pupils who were to compete in the spelling bee, including producing a special section dedicated to the students, as well as, mailing each one a certificate, t-shirt, copy of the special section and a consolation gift.

Piedmont — Citing increased costs for printing and pro-

duction, Publisher Greg Hoskins announced in April that readers of the *Wayne County Journal-Banner*, *Reynolds County Courier* and *The Mountain Echo* in Ironton would see increases in the price for subscriptions, electronic editions and single copies off the rack.

Hoskins said the work of each newspaper continues to be invaluable to their readers and the communities they serve. Better Newspapers Inc., which owns the publications, offered readers the chance to lock in the prior subscription price for the next five years.

Belle — Tri-County Newspapers, which operated the *Belle Banner*, *Bland Courier* and *Maries County Gazette* newspapers, ceased operations in early May. The newspapers had been operated by Craig and Nichol Snodgrass but ownership was reverted to prior owner Kurt Lewis on May 1.

The *Maries County Gazette* had been published since 1847, the *Belle Banner* since 1906 and the *Bland Courier* since 1921. Kurt Lewis purchased the three publications in the late 1970s to early 1980s from Norman Gallagher. The Snodgrasses took ownership in October 2019.

Bowling Green — In late April, Publisher Tom Latos announced that three newspapers, *The Bowling Green Times*, *The Louisiana Press-Journal* and *The Vandalia Leader*, would be combining editions in response to the changing economy brought on by the coronavirus pandemic. The newspapers were also set to be featured together online at pikecountynews.com.

A week later, in early May, the newspapers ran an announcement stating the newspapers would be staying separate, with Latos offering the reasoning, "Ultimately, we came to the decision that the significant and essential role that each paper has in its own individual communities is of paramount importance."

Government spending portal expands to local governments

For Missouri Press News

Missouri State Treasurer Scott Fitzpatrick recently announced the expansion of the Show-Me Checkbook to include local governments.

Spending data from six local governments, Cass County, Clay County, Cole County, Jasper County, Newton County, and the city of St. Louis, can be searched, with 16 additional counties in progress. The office will expand the number of counties as the data becomes available. These six government

entities provide information about individual local government expenditures totaling more than \$921 million in 2019 alone.

The Show-Me Checkbook, launched by the treasurer's office in 2018, is one of the most comprehensive state financial data portals in the country. Visitors to the checkbook can examine expenditure data detailing funds, departments, vendors, payment descriptions, and totals for the available government entities.

"This expansion provides Missouri

citizens access to information that, for many counties, has previously been unavailable without a Sunshine request," Mark Maassen, Missouri Press Association executive director, said. "This is a big step forward when it comes to transparency for local governments and we applaud Treasurer Fitzpatrick's action to make this important financial data more readily available."

You can view the new local governments section of the Show-Me Checkbook at treasurer.mo.gov

Sources and resources for Missouri newspapers

Digital FOOTPRINT
OFFERED BY MISSOURI PRESS SERVICE



Every Business Needs an Online Presence.

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



The Missouri Bar

Jefferson City • 573-635-4128
Find us on Twitter @mobarnews,
on Facebook.com/MissouriBar

MISSOURI FARM BUREAU
www.mofb.org

For information
about agriculture
or issues affecting
rural Missouri call
573.893.1468.



MSMA
Missouri State Medical Association

For all things medical in Missouri,
turn to the experts at the
Missouri State Medical Association.

Lizabeth Fleenor
800-869-6762 • lfleenor@msma.org
www.msma.org

2,913,035

NEWSPAPERS mailed weekly
through Interlink's
postal presort.

**Learn why we are
newspaper mail experts.**

Interlink
HOW NEWSPAPERS DO MAIL™

www.ilsw.com | 888-473-3103 | info@ilsw.com

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

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



ONE

**Attract Event Marketers
& Readers With Free
Online Calendar Posting**

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

TWO

**Create Revenue With
Ready-to-Upsell Add-Ons**

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

THREE

**Reverse-Publish to
a Print Calendar Instantly**

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

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

METRO

CREATE. SELL. PROFIT.

Recruiting magazine members into MPA can benefit everyone

Last year's vote to expand membership has potential to introduce new ideas for revenue, subscriptions

From Missouri Press Staff

Missouri Press News

While for more than 150 years Missouri Press Association has focused on protecting the interests of newspapers, following last year's decision by its members to include a magazine membership category, the push this year is to recruit these publications into the Association's ranks.

In 2019, the MPA Board of Directors voted unanimously to allow magazines as members, having their own "Magazine Member" category. At the Annual Convention in Kansas City, the Association's membership made it official by voting on the measure publicly during the business meeting.

One of the proponents of expanding membership to magazines is current MPA Director (and former MPA President) Kevin Jones. While he acknowledges MPA has traditionally been a newspaper organization, newspapers today are much more than just a printed publication in a rack or delivered in the mail.

"In 2020, we have websites and social media platforms, we produce events and we're constantly doing things in and for our communities," Jones said. "In fact, several 'traditional' Missouri newspapers have even started their own magazines."

Magazines also have many of the same concerns, difficulties and needs of traditional newspaper publishers. However, there is no association representing magazines in Missouri.

"One magazine publisher we surveyed stated, 'I think that any association or group of people that have common interests and can share best practices is a good idea!' When you consider needs for sales training, the fight for access to public information and concerns over things like the postal service, it makes sense that Missouri Press be that organization for both types of publications," Jones said.

MPA Member Services Director Kristie Fortier said the expansion of membership to magazines is an important step in the evolution of the Association.

"We've all seen the popularity of Lifestyle Magazines over the last few years and it just makes sense for Missouri Press to include them in our organization with all the common ground we share," Fortier said. "It's my hope that this growth trend continues and that Missouri Press Association can contribute to this segment of journalism

**Are you or do you know a Missouri magazine that would be interested in joining Missouri Press Association?
Contact Kristie Fortier, Member Services Director, at kfortier@mopress.com**

just as we have for our newspapers for generations."

Additionally, magazine publishers have similar staff as newspapers, from editors and writers to sales and circulation. This similarity offers further opportunities for training, as well as, giving each an opportunity to learn from the other and improve their respective publications.

This similarity in staff was also part of the impetus behind a decision last year to rebrand Missouri Advertising Managers Association to the Missouri Press Advertising and Marketing Executives.

"Your advertising staff is constantly looking for new revenue ideas. They have to in order to be successful," Jones said. "Ideally, with a thrust of new Magazine members, there would be even more revenue-generating ideas at both the MPAME and MPA conventions."

Fortier added, "I can even see magazines' inclusion as being very attractive to potential advertisers who may want to reach both magazine and newspaper readers by using our existing advertising networks."

Magazine members would also have a chance to participate in the Better Newspaper Contest, with plans for new categories just for magazines. Jones added this will give the benefit of increased visibility for MPA.

"Magazines would publicly announce items such as being a member of MPA or their winning contest entries," Jones said. "Imagine if your magazine is suddenly a first place winner for General Excellence, or Magazine of the Year or any number of other categories created. That magazine is going to run an article in their magazine and on their website and acknowledge it in their own promotional materials."

Any MPA members who know a magazine that would be interested in joining the press association, or any magazine publisher wishing to become an MPA Magazine Member can contact Member Services Director Kristie Fortier at 573-449-4167, ext. 301, or by email at kfortier@mopress.com





Missouri Press Advertising
and Marketing Executives

**Missouri Press Association Advertising and Marketing Executives
Topics and Awards will be Featured at the 154th Annual MPA
Convention and Trade Show in Jefferson City, MO.**

We have dedicated a lot of our programming for Saturday, September 26 on Advertising

- Missouri Press Advertising and Marketing Executives Awards will be Presented during a Brunch Awards Ceremony
 - Working with and Selling to Millennials and Generation Z
 - Advertising Strategies that Drive Results

Speaker Linda Ramey-Greiwe has ties to Missouri Newspapers!



Our Featured Speaker Linda 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 currently 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.

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

WHO SHOULD ATTEND?

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

Registration information will be available in early July



Ste. Genevieve — Toby Carrig, former owner and publisher of the *Ste. Genevieve Herald* and later general manager of the newspaper after he sold to Better Newspapers Inc., is leaving the newspaper to become the tourism director for the city of Ste. Genevieve. Currently, Carrig is also serving as president of Southeast Missouri Press Association but will end his presidency short when he leaves the newspaper in mid-June.



Carrig said he is looking forward to the opportunities the new position brings, however he noted in an email to SEMO Press members that this will be the first time in his adult life that he has not drawn a paycheck from a newspaper-centric media company.

Sedalia — The *Democrat* has welcomed two new members of the advertising department and promoted a sales consultant to the position of advertising manager. Julie White, a sales consultant since July, was recently named the advertising manager for the *Democrat's* advertising department. White previously served as a sales consultant for West Sedalia for the *Sedalia Democrat* and the *Plainsman*. She has more than 15 years of experience in media advertising in the Sedalia market.



Melissa Marksberry joined the advertising department in March as an ad-



vertising assistant but recently moved into a new position. She will serve as a sales consultant for East Sedalia for the *Democrat* and the *Plainsman*, joining sales consultants Tom Martin and Leslee Howard.

Mariah Farden joined the advertising department in May and took over the advertising assistant position. She will be responsible for assisting sales consultants as needed and providing reports for White and Publisher Will Weibert.



Farden recently graduated from Missouri Valley College in Marshall with a bachelor's in English Literary Studies. She previously worked as the House Manager for the Lyceum Theatre in Arrow Rock.

Seymour — The *Webster County Citizen* has added a new summer intern in the form of William Wehmer, son of publisher Dan Wehmer. While this is the younger Wehmer's first official steps as a member of the *Citizen's* staff, he has extensive experience producing student journalism at Hillcrest High School, where he will be senior in the fall. His projects have included being editor of the school's newspaper, the *Hillcrest Herald*, and news director for HTV.



As a member of the *Citizen's* staff, William Wehmer's focus will be developing the newspaper's video presence on social media and its website. He will also be involved in advertising sales and feature news writing.

William Wehmer, age 1, with the family newspaper.

Nominations sought for MPA Board

From Missouri Press Staff

The Missouri Press Association nominating committee will be meeting to decide on candidates for 2021 MPA Second Vice President, Secretary, Treasurer, three Directors and National Newspaper Association Representative.

The terms of current directors Donna Bischoff, *St. Louis Post-Dispatch*, and Mary K. King, *Jackson County Advocate*, Grandview, are expiring Dec. 31, 2020.

The position of former MPA director Julie Moreno, *Independence Examiner*, is vacant, and needs to be filled. This term expires Dec. 31, 2021.

The position of NNA State Chair, presently held by Sandy Nelson, *Courier-Tribune*, Liberty, will expire and needs to be filled. According to MPA Bylaws, "The representative may not serve more than three years in succession at one time. If elected, this nominee is eligible to serve until Dec. 31, 2023.

MPA Secretary Ruby Bailey, *Columbia Missourian*, and MPA Treasurer Peggy Scott, *Jefferson County Leader*, Festus, are serving one-year terms, also expiring Dec. 31, 2020.

Persons who wish to be considered

for any of the positions, including those persons whose terms are expiring, must complete a nomination form and return it to Missouri Press Association by July 1.

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

James White, *Benton County Enterprise*, Warsaw, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Sept. 25 in Jefferson City during MPA's 154th Annual Convention

Active membership to consider

From Missouri Press Staff

The Missouri Press Association has received an Active Membership application for the *Phelps County Focus*. It is published by Donald Dodd.

Phelps County Focus, PO Box 1128, Rolla, MO 65402 and 5148 Fort Wyman Road, Rolla, MO 65401, contact@phelpscountyfocus.com, phelpscountyfocus.com, 573-426-3700. It is published weekly with a circulation of 4,000.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin, eBulletin or magazine. The next meeting of the MPA Board is scheduled for June 12, 2020, and will be held via video conference.

Comments about applications can be sent to MPA Executive Director Mark Maassen at mmaassen@mopress.com



CALENDAR

June

11 — Missouri Press Foundation Board of Directors Meeting, Teleconference

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

17-19 — Show-Me Press Association Annual Meeting, 2 hours each day via Zoom 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

Active membership to consider

From Missouri Press Staff

The Missouri Press Association has received an Active Membership application for The South Cass Tribune. It is published by Linda Thompson.

The South Cass Tribune, 305 W. Wall St., Suite C, PO Box 275, Harrisonville, MO 64701, dennism@southcastribune.com, www.southcastribune.com, 816-793-0540 and 816-680-1992. It is published weekly with a circulation of 1,430.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin, eBulletin or magazine. The next meeting of the MPA Board is scheduled for June 12, 2020, and will be held via video conference.

Comments about applications can be sent to MPA Executive Director Mark Maassen at mmaassen@mopress.com

House introduces appropriation to help US Postal Service

From National Newspaper Association

During the last week of May, two Congressional oversight bodies dropped in a \$25 billion appropriation bill to help the U.S. Postal Service stave off financial disaster. Reps Carolyn Maloney, D-New York, chair of the Oversight and Government Reform Committee; and Gerald Connolly, D-Virginia, chair of the Government Operations Subcommittee, said they believed the coronavirus is "wreaking havoc on the U.S. Postal Service."

USPS this week reported that its mail volumes were off 27% during April, the first full month when government-imposed shutdowns were felt in postal operations. Although its package delivery business saw a 35% increase, the net impact for USPS is still negative

because packages are significantly more costly to deliver. Also, USPS has had to hire extra workers to fill in at postal hotspots where workers have come into contact with the COVID-19 infection.

The bill, HR 7015, is styled the Postal Preservation Act. It designates the additional funds to make up for lost revenue and adds \$15 million for the Office of the Inspector General to oversee the expenditures. USPS is ordered to make protective gear, sanitizers and cleaning supplies available to help the workforce avoid the virus.

Funding for USPS was included in the House's HEROES stimulus bill, which passed before Memorial Day recess. But that bill has not yet been taken up by the Senate and prospects for its passage are dim.

**Always here to help
with your telecom and
technology stories.**

 **Socket**[®]
VOICE • DATA • INTERNET
1-800-SOCKET-3 • www.socket.net

MORE ON ADVERTISING



RESTAGING YOUR LOCAL BUSINESSES

In a recent webinar, Peter Lamb of Lamb Consulting shared his selling approach in this time of “business reset”.

Here are the bullet points, for those of you who weren’t able to join the presentation:

TLC stands for “Think Like The Customer”. Start with their needs, and work backward. If we start with “Here’s a revenue idea for the newspaper”, we aren’t going to be as effective. Our customers want us to listen to them vent. We need to let them talk it out, and we need to listen closely. So we can give them options that will make things better. That’s what they really want.

Customers do not want to be sold. They want a partner (us) to give them options. Customers are saying, “I want to hear from my reps. They are my trusted representatives.”

Start a conversation. Let them tell us what they’re doing. A good question to ask is: “What, if anything, has been working for you the last few months? What do you believe your biggest marketing challenges are, as you reopen?”

Be prepared to answer this question: “What’s working in other places?” But Lamb suggests we don’t try to answer this right away. His suggestion is to tell them we’ll get back to them after researching best practices from other places.

Lamb recommends a re-think of “rebrand and relaunch”. He says we’ll do better if we think “restage”, as in “We can help you restage your business.”

Ted Lawrence,
Advertising Director
Missouri Press Service



Charitable chat: Another important question that can lead to a marketing campaign is, “During this time, what has your business done to make things better?” If they’ve been involved in helping others through charity or something else, that’s a great newspaper ad campaign.

Don’t end the first conversation trying to make a hard close. Instead, say something like: “I’ll get with my team of “brand experts” — key word! — and we’ll come up with some ideas for you.”

We need to help our customers form their message as they open up. The local newspaper can do them a great service, messaging what audiences want to know: Store hours, services — and, most importantly, what they are doing to make things better.

Not just a re-opening. Treat this like a Grand Opening! Tell your advertisers: “We can help you make your message better.” Be confident, like an expert.

As salespeople, our old model was pursuing business categories like real estate, automotive and recruiting. Now, we need to look at the niche markets. Look at niche businesses that are busier now than they were pre-virus. Look for businesses that are not doing business with us right now.

Businesses helping businesses: Encourage sponsorships from some cash-rich businesses, such as a utility sponsoring a list of restaurants that are doing carryout.

Record unemployment? An opportunity! Think what you can do as a media organization. Peter Lamb reminds us: “We are great at matching people to jobs.”

Think like an advertising agency. The companies on the way to success think like an agency: They use data and bundle solutions. The newspaper advantage: We’re far cheaper than traditional advertising agencies.

If your advertiser wants to reduce prices to generate cash flow, be sure it’s clear that the reductions are for a limited time only.



Missouri Newspaper Organizations

NORTHWEST MISSOURI PRESS ASSOCIATION: President, ; 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, ; 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 PRESS ADVERTISING MANAGERS AND EXECUTIVES: 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 potpourri about data access

This month, the column is a compendium of thoughts based on current events. None are important enough to stand alone, but perhaps in reviewing all of them, you'll find a nugget of information you need.

First, Missouri Press continues to gather stories of how video access has worked in your area, as well as reports on how requests for access to records has been handled. Please pass those along to Matthew Barba. We'll try to compile a report for the board meeting in June, and consider what, if any, suggestions can be gained from your collective experiences.

Similarly, we'd like to hear about your access to court proceedings and records. Perhaps you've experienced difficulties during this closure that will help persuade the courts that reporters urgently need access to Case.Net in an enhanced way. Looking for stories if you have them, also!

And while we are on that subject, let me add one postscript to last month's column

about video access to hearing at the highest state court level. In the Wall Street Journal's special Coronavirus section one recent Friday, a reporter interviewed one of the lawyers participating in the U.S. Supreme Court telephonic argument last month. She talked about setting up a "stage" in her home to make her feel comfortable as she undertook an unprecedented

activity in her career. She talked about the shock of hearing a question from the lips of Justice Clarence Thomas. But she also talked about how tough it was not to see the justices' faces.

Clearly, this has been a learning experience for everyone in the court system. It's not hard to predict that significant changes will be coming to the court system and legal process in years to come that are generated from the experiences of the last two months. As recently as last fall, the

House Judiciary Committee again considered measures that would make the federal appellate courts, including the U.S. Supreme Court, more accessible to the public. As CNN analyst Jeffrey Toobin told lawmakers last fall attending the House Judiciary Subcommittee on Courts, Intellectual Property and the Internet, courts must be more accessible. "In the 21st century, the only meaningful definition of public is one with audio and visual access."

(Incidentally, that committee is also studying

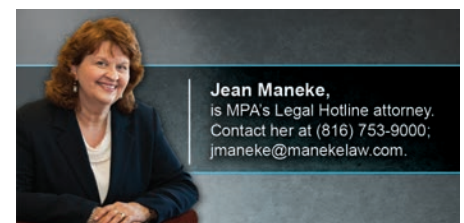
whether the PACER system for federal court filings needs to have its costs reduced. That is a frequent complaint from reporters. But the federal government is studying the best way to make up those costs from other sources, if users are given free access.)

Another issue that arose in coverage of law enforcement and

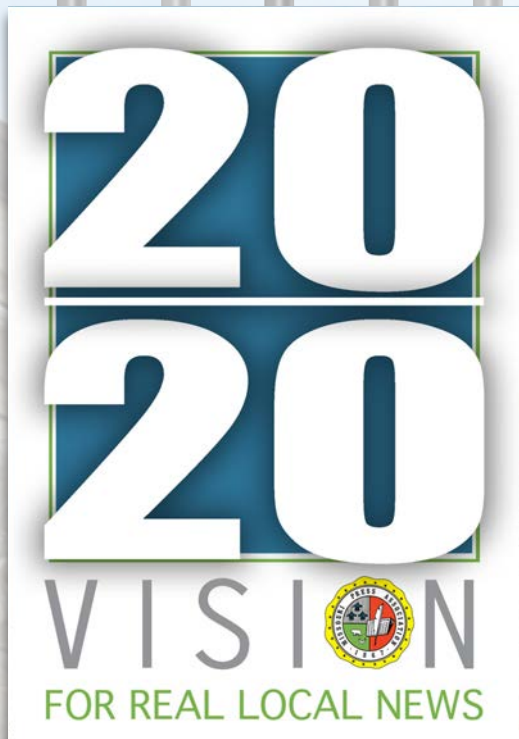
health department activities over the last few months has been a common misperception regarding the law known as "HIPAA" (Health Insurance Portability and Accountability Act of 1996). Somehow, the majority of public officials have gotten the idea that this federal law says ALL information related in any way to health of any person must be kept confidential wherever it is located. Fire departments and police departments cite HIPAA in closing information in their records. City officials claim they cannot release information about citizens in their records on that basis.

There is one basic principal about this law that every reporter needs to memorize. The only entities covered by HIPAA and its restrictions about information release are entities which electronically bill for providing medical services. If a public entity does not bill for the services it provides, it is not governed by HIPAA and its privacy protection provisions. Secondly, an entity which IS covered by HIPAA, for example a nursing home or other long-term care facility, can release information if it "de-identifies" that information. A great discussion about how that happens can be found at <https://tinyurl.com/ycah74ex>.

These last few months have given reporters a clear vision as to how desperate their local citizens are for information. Data is a key component in the effort to control the coronavirus and all of you play an important part in that system. The industry has struggled with the lack of advertising versus the demand of the public for access to information and how to use that to strengthen newspapers. What is clear, though, is that newspapers have never been as important to their local community as they are today.



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



Prison Break **20/20**

A Convention Kick-Off Event & Foundation Fundraiser

Jefferson City Penitentiary Tour and
Prison Brews Food & Drink Reception

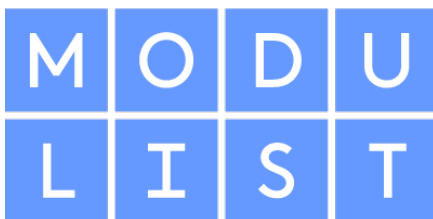
Sep. 24 * 6 pm * \$59/Person

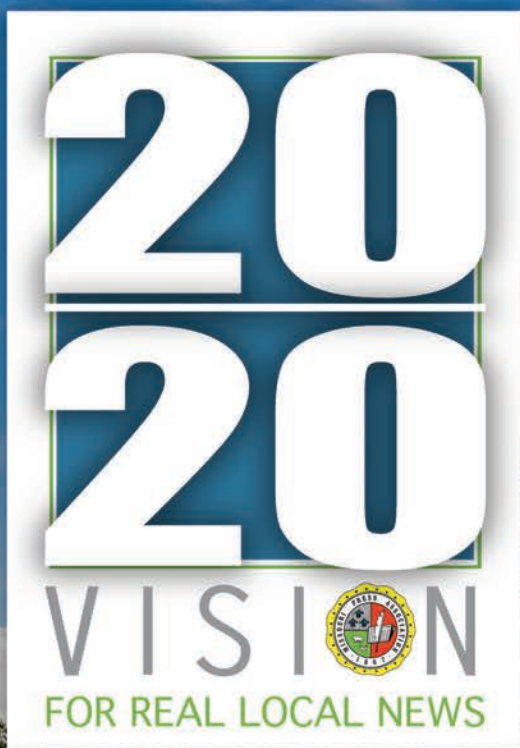
* Free trolley service provided to and from Capitol Plaza
Hotel, the Penitentiary and Prison Brews microbrewery

Make a break for it and enjoy some social togetherness!
Register online at www.mopress.com/convention



SPONSORED BY





154th ANNUAL MISSOURI PRESS CONVENTION AND TRADE SHOW

Save the Date: September 24-26, 2020

Capitol Plaza Hotel in Jefferson City



You won't want to miss our jam-packed schedule in the Capitol City!

- **Historical tour of the Missouri State penitentiary •**

The longest operating prison west of the Mississippi River, 1836 to 2004.

- **2020 Legislative Political Forums •**
- **Active shooter training conducted by Missouri State Highway Patrol •**
- **Better Newspaper Contest Awards •**
- **Hall of Fame Induction Ceremony •**
- **Central Dairy Ice Cream •**