

MP

MISSOURI PRESS

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How we get together may change but the benefits don't

Your input is welcome planning for the next legislative session

Zoom meetings seem to be all the rage and are necessary during these crazy times. I don't like them. We talk over each other. There is awkward silence. Occasionally someone just disappears, others appear in the middle. Delays happen. It's difficult to read people's body language.

On the other hand you get to see the offices of your peers. You get to see who is really, and I mean really, into Star Wars, whose wife or husband decorated their office, who is a sports fan. There are others who put a still photo in their spot, and appear to always be smiling even if the subject is of grave concern. Maybe virtual meetings will grow on me, but I doubt it.

The Missouri Press board held its annual summer meeting via Zoom on June 12. Soon we will need direction for the next legislative session. If you

want to be part of that process please let Missouri Press know. There is a standing committee, but the more input the better.

* * *

Show-Me Press also had a virtual meeting. Show-Me Press President

Hannah Spaar says it went well with lots of great interaction and great presenters. They received positive feedback. Unfortunately, I missed it. I had already made plans to visit a newspaper friend in Oklahoma. It was a great opportunity for me to see what other newspapers are doing and to steal a few ideas. We are all adapting in

"We are all adapting in an unsure time ... Make sure to call your friends in the industry. We will make it through this together."

an unsure time, and it was good to see how someone else is adapting. Make sure to call your friends in the industry. We will make it through this together.

* * *

Those wondering about our annual June golf outing should know we had a great time. Kevin's shoes came off as normal. Jeff's clubs work just as well as the previous year's. We played great, and came home with the trophy. Look for photos elsewhere in the magazine. I did learn some things from Kevin and Jeff as always. We missed the rest of you, and laughed a little less.

* * *

Summer is here and I hope business is picking up for everyone. We seem to be getting ready for a busy political season.

Speaking of politics, I was recently elected mayor of Eldon. This will be an interesting four years. Newspapers and governments don't always see eye to eye to say the least. I have given my reporters free reign to say what they want, and I won't read city government stories until they are printed. A strong business community and newspaper go hand-in-hand. I'll let you know how it goes.



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
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EDITOR: Matthew Barba

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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

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MPA Board holds its first (probably not last) Zoom meeting

At the time they would have been gathering in a meeting room at the Lodge of Four Seasons in Lake Ozark, members of the Missouri Press Association and Missouri Press Service boards of directors were instead sitting down in front of their computers or phones for the Association's first Zoom conference meeting.

The summer meeting, historically held at the Lake, was canceled this year due to the coronavirus pandemic. In-

stead, the Boards met via Zoom video conference on June 12, to discuss the Association's regular business, including approving three new Active Member applications for newspapers.

Missouri Press Foundation, which usually meets the same day as the Association at the Lake, held its summer meeting on June 11, when the First Amendment Golf Classic was scheduled to be played. (Screenshot/Matthew Barba)

No golf tournament? No problem



The Mothers Little Saints include, from left, Trevor Vernon, Kevin Jones and Jeff Schrag. The trio show off their prized participation trophies from this year's COVID-19 Golf Classic. (Submitted photo/Trevor Vernon, MPA President)

By Missouri Press Staff

It may not have been the First Amendment Golf Classic that everyone knows, but one team made sure to keep the spirit of good sportsmanship alive despite the coronavirus pandemic.

Missouri Press Association was forced to cancel its summer meetings at Lake of the Ozarks, including the annual golf tournament to benefit the Missouri Press Foundation.

Mothers Little Saints, a regularly participating team in the Foundation tournament, met at the Lake and held their own COVID-19 Golf Classic.

With no opponents to play against, each member of the team received a participation trophy.

BLM protests seen in communities of all sizes

Newspapers cover efforts to highlight racial inequality

By Matthew Barba
Missouri Press News

The greatest hits of 2020 just keep coming as widespread protests about police violence and racial inequality have prompted thousands of demonstrators to take to the streets, sometimes flouting the recommendations for social distancing, to make their voices heard on matters of social justice.

Nationally and internationally, these protests were prompted by recent killings by police that many observers say were the result of excessive use of force. Missouri received its own share of the spotlight following a June 2 incident in which a former Florissant police officers allegedly struck an unarmed man with a police SUV.

That officer, who was fired when video of the incident became viral, was later charged criminally with felony assault and armed criminal action, as well as a misdemeanor assault charge. While the case was handed over to St. Charles County for prosecution to avoid a conflict of interest in St. Louis County, demonstrators spent weeks protesting in Florissant, including surrounding the police department building.

Across the state, some protests have resulted in charges being filed and several people being arrested. However,



Marchers hold signs as they approach the Old Courthouse during a march for Black lives lost and against the deeply rooted inequities in the criminal legal system, in St. Louis on June 8, 2020. The group made up of students, attorneys and public defenders, marched from the Court of Appeals to the Federal Courthouse then onto the Old Courthouse. (Submitted photo/Bill Greenblatt,UPI)

most of the demonstrations that were seen were mostly peaceful, with participants stating they wanted to raise awareness about the bigger issue of racism in Missouri and throughout the United States.

Local protests

Although such demonstrations are expected in the state's larger metro areas, some smaller communities experienced their own protests as individuals and groups organized local efforts in the same spirit as those seen in other parts of the country and even in other parts of the world.

For example, in El Dorado Springs, a college student organized a Black Lives Matter protest in the Cedar County town of 3,500, according to Kimball Long, publisher of the *El Dorado Springs Sun*.

"We did have a 'ElDo Standing With Minorities' rally in the downtown city park," Long said. "The organizer, a local college student who attends Central Methodist University, got the permit and notified everybody. It was quite peaceful."

Long said there had not been any demonstrations aimed directly at police.

In Perryville, the *Republic-Monitor* reported hundreds of protestors gathered at the Perry County Courthouse lawn to stage a peaceful BLM protest in early June. The demonstration was organized by three Perryville natives, lasted six hours and spawned minimal incidents, reported Editor Robert Cox.

Continued on Page 5



One of several groups of protesters carry flowers and signs as they parade June 11, around the Perry County Courthouse in Perryville as part of the Black Lives Matter movement. Event organizers, along with city officials and law enforcement, said the protest — billed as a "Peaceful Protest for Black Lives Matter" on social media — was just that. On the cover, Perryville police officers are framed by protest signs during a June 11, 2020, Black Lives Matter protest. Police reported no major incidents during the protest, calling it "very peaceful." (Submitted photos/Robert Cox, Perryville Republic-Monitor)

Continued from Page 4: *Protests were mostly peaceful*



Protestors in El Dorado Springs organized in the city's downtown park to hold a "EIDo Standing With Minorities" rally. The organizer was a college student and the protest was peaceful. (Submitted photo/Kimball Long, El Dorado Springs Sun)

Police in Perryville did receive assistance from three Ste. Genevieve officers and maintained a heavy presence around the courthouse. The *Republic-Monitor* did report one arrest was made after "a man began shouting white supremacist slogans, rendering a Nazi salute and reportedly kissing an unwilling male protestor."

Odessa held the "Hope Rally" in mid-June, which organizers described specifically as a rally against racism. It resulted in a racist incident against the organizer, said Hannah Spaar, editor of the *Odessan*.

"[The rally] was organized by a black woman who has lived in the community her entire life," Spaar said. "Her daughter, our intern, wanted to go protest in Kansas City, but her mom thought it would be safer to hold an event here. Despite having support from the mayor and police chief, the event had a lot of backlash, with people assuming it would result in property damage and looting."

Spaar explained the rally took the stance that there is not police brutality in the Odessa area but that people should know other experiences of black residents. She added that the organizer especially wanted people to bring their children so they could learn.

"I wrote a feature story that combined the rally with voices from

the organizer and her family about their experiences, including my intern, Makenzie, who talked about being called the n-word at school," Spaar said. "It was very brave of her to speak up and I'm proud of her. Most of all, the story was about what a mother and daughter faced, and accomplished, in their hometown."

"The day the story ran, a noose was found hanging in a tree directly across the street from the organizer's home. The resident of the home where the noose was located claimed it had been left up since Halloween and took it down after being approached by police. Neighbors have disagreed that it could have been up that long. We covered it in the paper the next week."

In far north Missouri, Worth County did not experience any protests, according to *Sheridan Express* Publisher Jesse Stark, but neighboring Nodaway County did see some.

"First, they were on, then they were called off after we went to print. Then, they were back on," Stark said. "There were a few hundred students, athletes and members of the community protesting police brutality."

Stark added there also had been rumors of a protest in nearby Bethany, however, that did not materialize.

"There was some local interest in the protests, with several people, both liberal and conservative, coming

up with books to educate themselves about racism," Stark said. "The consensus here seems to be sympathy for the protests but opposition to the destruction of any businesses or monuments. And people still support local law enforcement."

Nationally, a number of statues and monuments have been destroyed, damaged or otherwise defaced by demonstrators participating in BLM or other racial inequality protests. Several more are being removed by local governments that want to quell any continued disturbance caused by a monument's continued display.

In St. Louis' Tower Grove Park, a statue of Christopher Columbus that had stood for 140 years was ordered removed by the St. Louis Park Board in mid-June. The board said the statue symbolizes a historical disregard for indigenous peoples and cultures and the destruction of their communities.

One disturbing aspect of the protests has been police's disregard for news media covering the events, often targeting members of the press who are photographing, videoing or simply observing the events unfolding.

Safety vests

In the last few weeks, Missouri Press Association has seen a significant increase in orders for its safety vests. While a few orders have been from around the state, most of these are coming from other parts of the country.

In June, the Association received orders from Seattle, Wash., West Covina and Palo Alto, Calif., and Madison, Wisc. Orders received in April and May, were as equally varied geographically.

MPA has safety vests available to members at a cost of \$20, in sizes ranging from medium to XXL. They are worn by reporters when covering accident scenes, sporting events or any place where visibility for a news organization's staff is necessary. "NEWS MEDIA" is printed on the back and there are no logos on the vest.

If your newspaper needs vests, they can be ordered here: <https://bit.ly/safetyvests>

Get social over Central Dairy ice cream at this year's Convention

By Matthew Barba

Missouri Press News

A special treat at Missouri Press Association's 154th Annual Convention and Trade Show will be the perfect way to recuperate from both months of cabin fever and the summer's heat.

This year, in addition to all the speakers, events and vendors we plan to host in Jefferson City, also on the schedule for Friday afternoon, Sept. 25 is an ice cream social featuring a Central Dairy Company sundae bar. This will take place before the afternoon sessions and political forums taking place during the Convention.

Central Dairy is a mid-Missouri institution, founded in Columbia and now headquartered in Jefferson City. In addition to the variety of dairy products it produces, the company also operates an ice cream parlor and store front at its production facility.

The ice cream parlor has even become a minor stop for many travelers making their way through Jefferson City.

"As the year goes on and more things come up that strain our country, our state and our communities, I'm looking forward even more to the Annual Convention and just being

able to spend time with my fellow newspaper people," MPA President Trevor Vernon said.

"For the last few months, newspaper employees have been stressed by the need to work harder to inform their readers but constantly worrying about losing revenue from advertisers forced to shut their doors," Vernon said. "It seems like an ice cream social featuring one of this region's best-known name brands is just the ticket for a little bit of escapism."

The ice cream social is scheduled to take place between the two afternoon sessions of political forums that are the hallmark of MPA's election-year Annual Conventions. Tentative plans for those forums include the gubernatorial race, which at the time of publication will likely come down to a contest between incumbent Gov. Mike Parson, R., and State Treasurer Nicole Galloway, D. The primary election is currently scheduled for Aug. 4.

"Certainly, a lot can happen in Missouri and the rest of the country between now and September, but we want MPA's members to have something to look forward," Vernon

said. "We want to get people together, as safe as possible, of course, to share ideas, learn from one another and, most importantly, enjoy the fellowship we find in each other's company."

All Missouri Press members are welcome to attend 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.

Registration information for the Annual Convention and Trade Show is available on the back cover of this month's Missouri Press News and can also be found online at <https://bit.ly/MPAconvention2020>

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



Judges needed to help with South Carolina Press Association's advertising contest

For Missouri Press News

It's that time of year again, again! Missouri Press Association is looking for members to help judge South Carolina Press Association's advertising contest. Our goal is to have about 20-25 volunteers to try to keep each judge's work manageable.

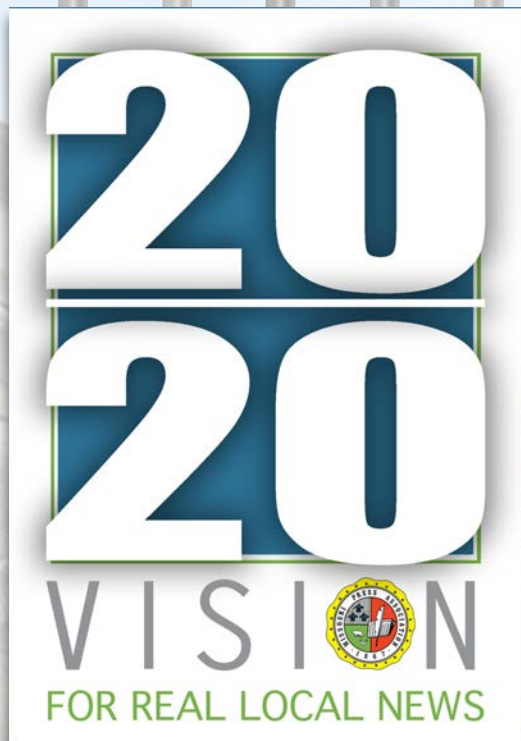
You can use the online form at <http://bit.ly/35QgHUn> to register to judge. If you have multiple judges from the same organization, please fill out a form for each volunteer.

You will receive your judging assignments soon and will be given two weeks to complete your judging. If you receive

assignments you feel you will not be able to complete, please notify MPA or the contest administrator from South Carolina ASAP!

Thank you for your continued support of Missouri Press Association and our partnerships with other state press associations that help recognize good journalism, great revenue-generating ideas and the work every newspaper does to ensure the public remains informed.

SCPA judged Missouri's contests earlier this year. Missouri Press staff continue to ask that results of the Best Ad Contest and Better Newspaper Contest not be published at this time.



Prison Break 20/20

A Convention Kick-Off Event & Foundation Fundraiser

Jefferson City Penitentiary Tour and
Prison Brews Food & Drink Reception

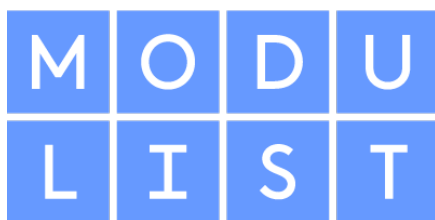
Sep. 24 * 6 pm * \$59/Person

* 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



Show-Me Press finds new life with 'statewide' digital meeting

All Missouri Press members were invited to attend

By Matthew Barba
Missouri Press News

Newspaper people believe in the power of a physical connection, which is one reason so much importance is placed on the printed page. It provides a material link between the journalist and their reader.

So, while the idea of a digital gathering amongst newspaper people is not necessarily preferred, in the midst of a viral pandemic it was really the only option for Show-Me Press Association's annual meeting, held June 17-19 via Zoom.

Hannah Spaar, editor of *The Odessan*, Odessa, and president of Show-Me Press said this year's meeting went better than expected, with no major hiccups and an opportunity to try something new.

"We weren't sure how a digital meeting would go, but it exceeded our expectations for interaction between attendees and a real sense of community despite being online," Spaar said. "Show-Me has struggled in recent years to find its place in the modern world, but I think this experience forced us to try something new and revealed some exciting possibilities."

All Missouri Press Association members were invited to participate in Show-Me Press' meeting and there were more than 20 attendees representing different parts of the state. Show-Me Press is the largest regional press association in the state and includes central and northeast portions of Missouri.

"We've been working toward the future of the organization for two years now, and hopefully we can build off this success to create a new vision for what a

● How the newsroom works

- Focused on public service and enterprise reporting
- Everything we produce is free to any news outlet
- Two teams: reporting and distribution
- Semi-autonomous from the j-school



Attendees of Show-Me Press Association's annual meeting were able to benefit from some of the features found video conference software, such as Zoom. Thanks to screen sharing, a presentation about the Missouri Information Corps newsroom could be put up on everyone's screen at the same time. (Screenshot/Matthew Barba)

regional press association can be and what it can do for our members. We have a great board and will be approaching new potential board members soon," Spaar said.

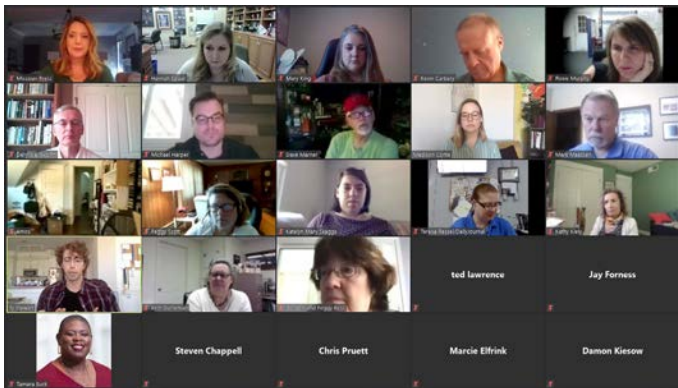
Topics covered during the meeting included several related directly to the coronavirus pandemic, as well as information that can be used far into the future. Presentations about reporting on the coronavirus and other health journalism issues were paired with explanations on how to use data to track your local economy.

"I was thrilled we were able to get resources to newsrooms statewide at a moment they need them the most. We had a fantastic group of speakers, and I really appreciate them for sharing their time and knowledge with us," Spaar said. "We had a fantastic conversation with the Sunshine Coalition on open meetings, a great presentation and discussion with the Missouri Info Corps about resources available to our newsrooms and really informative workshops on economic reporting, health reporting and advertising sales."

And as for that physical connection, Southeast Missouri Press Association, which had several participants over the three days of meetings, provided anyone who signed up in advance with a selection of meat sticks from Stonie's Sausage Shop in Perryville. They were meant to be enjoyed on the first day during a "meat and greet."

"We really appreciate SEMO Press' contribution of meat sticks and holding a social forum on the first day — it really brought people together," Spaar said.

In recent years, Show-Me Press' meeting has been held at Lake Ozark, in conjunction with the Association's summer meeting. Due to the coronavirus pandemic, all Missouri Press meetings at the Lake were canceled.



Show-Me Press Association's annual meeting was held via Zoom over three days, with attendees getting together for about two hours each day. Depending on the day, there were up to 27 participants in the meeting, made up of newspaper people from all corners of the state. (Screenshot/Matthew Barba)



King City

Velma Guest

Velma Leota Guest, 105, died May 25, 2020, at Pine View Manor in Stanberry. Guest had a lengthy history as a correspondent for northwest Missouri newspapers that included the *Union Star Comet*, *King City Chronicle* and 46 years as a correspondent to the *Tri-County News*.



She and her husband also operated a farm in Andrew County for more than 60 years.

She is survived by a daughter; six grandchildren; seven great-grandchildren; three great-great-grandchildren; and many more family and friends.

Columbia

Edwin Keller

Dr. Edwin Roy Keller, 79, died March 25, 2020, at his home in Columbia, following a two-plus year struggle with brain cancer.



Keller moved to Columbia after retiring from Southeast Missouri State University in Cape Girardeau, where he worked for 24 years as a journalism professor and advisor to *The Capaha Arrow*. He had previously been an English professor in Kansas.

He was also active in the Southeast Missouri Press Association for many years. In Columbia, he was a part-time professor for the University of Missouri.

In addition to his wife, he is survived by two children, Becky and Ryan; and many more family and friends.

Kansas City

Donna Stewart

Donna Stewart, 65, of Kansas City, died April 11, 2020, at Timberlake Care Center. She began working at *Kansas City The Call* newspaper in 1977, immediately following her graduation from Lincoln University in Jefferson City.

She worked at the newspaper until her health began to fail in January 2020, including being a protégé of Lucile Bluford, longtime editor of

The Call, who hired her as a reporter. She worked her way up to managing editor, publisher and then became owner of the newspaper after Bluford's death.

Stewart was known for mentoring many young people who would later go on to lead successful careers. She is survived by a sister and a brother, her *Call* family and many more family and



friends.

Kansas City

Roger Swanson

Roger Strelow Swanson, 94, a former reporter, editorial writer and editor for *The Kansas City Star*, died May 7, 2020. He joined The Star in 1948 and his jobs included city desk reporter, associate Sunday editor and travel editor, which allowed him to visit about 100 countries while writing articles for the newspaper's readers.

A retired U.S. Army Air

Force captain who served in World War II, he remained with *The Star* until 1973, when he left to become a marketing executive for Walt Disney World. He would later go on to publish two suburban newspapers in the Orlando, Fla. area.

He is survived by three children; five grandchildren and many more family and friends.



Missouri Press Foundation

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

Society of 1867

Marge Blosser, Doug & Tricia Crews, Brent & Sue Gierke, Rogers & Geraldine Hewitt, Donna & John Huston, Mound City News, Sandra Smith, Vicki Russell & Hank Waters

Newspapers in Education

National Newspaper Association Foundation

Help us remember newspaper people who have died. Send obituaries to mbarba@mopress.com



The Missouri Bicentennial Quilt was recently on display at The Edina Sentinel. It is a project of The State Historical Society of Missouri and Missouri Star Quilt Co., in partnership with Missouri State Quilters Guild. It celebrates the history of each of the state's counties. (Submitted photo/State Historical Society of Missouri)

Edina — The *Edina Sentinel* hosted the Missouri Bicentennial Quilt at the end of June, giving residents in northeast Missouri a chance to see a unique celebration of Missouri's history of statehood. The quilt is a cooperative effort by quilters from across the state and is a project of The State Historical Society of Missouri and Missouri Star Quilt Co., in partnership with Missouri State Quilters Guild.

The Sentinel is unique in that it is the only newspaper to have the quilt on display, in collaboration with Knox County Kut Ups Quilting Club. Each county and the city of St. Louis is represented by one block of the quilt.

Festus — An initiative by a local teacher to record brief instructional videos for students on art projects has become something for the entire community to enjoy. The videos were posted by Jefferson R-7 art teacher Emily Clonts after public schools were closed earlier this year due to the coronavirus pandemic. Staff at Leader Publications in Jefferson County liked the concept so much they decided to give it a twist, launching the Leader Art Challenge and sponsored by the Twin City Area Optimist Club.

The challenge included a project video posted to the Leader website each day with instructions for an art activity using readily available materials. Readers were invited to try the project and then share their results with the newspaper, either by photo or video. Photos were shared online and sometimes in the printed edition of the newspaper.

Participants also had a chance to win a \$20 gift certificate to a local business. The challenge was open to everyone, according to Leader staff.

Mountain Grove — Starting with the June 3 issue, two longtime Wright County newspapers, the *Mountain Grove News-Journal* and the *Mansfield Mirror*, have merged to become the new *Wright County Journal*. Publisher Ron Schott says readers and advertisers are very receptive of the change with not a single complaint taken since the decision became public nearly a month earlier. The *Wright County Journal* primary coverage area includes Mountain Grove, Mansfield, Hartville and Norwood.

A new website will be launched in the coming weeks. The *Wright County Journal* is owned by Dalton Wright, of the Lebanon Publishing Company.

St. Louis Zoo re-opens with restrictions, by appointment



People walk past the statue of Phil the Gorilla that has been barred off from visitors touching it at the Saint Louis Zoo in St. Louis on Thursday, June 11. The Zoo reopened June 13 to visitors by appointment only and with a requirement that guests 9 years and older wear a face mask.



Rosie the Sea Lion waits for a fish from her handler as she swims at the Saint Louis Zoo in St. Louis on Thursday, June 11. The Zoo reopened on June 13, with employees practicing new social distancing rules and the wearing of masks. (Submitted photos/Bill Greenblatt, UPI)



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

Jefferson County reporter named Outstanding Young Journalist

Katelyn Mary Skaggs has been a reporter for Leader Publications since January 2019

From Missouri Press Staff

Missouri Press News

A reporter for Leader Publications in Jefferson County has been selected to receive the 2020 William E. James/Missouri Outstanding Young Journalist award from the Missouri Press Association.

Trevor Vernon, MPA president and publisher of *The Advertiser* in Eldon, the *Tipton Times* and the *Hermitage Index*, announced Katelyn Mary Skaggs of Festus will receive her award Sept. 26, in Jefferson City during MPA's 154th Annual Convention and Trade Show awards luncheon.

"This is the 12th year for these awards and marks the eighth year the award is named in honor of our late colleague, William E. James," said Vernon. "The Missouri Press Association congratulates Katelyn Mary for her excellent news reporting and community engagement in every assignment she is given."

Leader Publications staff, including Editor Peggy Bess, first met Katelyn Mary during a recruitment trip to Southeast Missouri State University. During her college years, the young reporter's roles included serving as news editor of the *Arrow*, SEMO's campus newspaper, and reporter at KRCU, a public radio station on the university campus.

In her nomination letter, Bess wrote that the Leader Publication staff was so impressed by Katelyn Mary they wondered why she had not applied to be a summer intern with the newspaper. Unfortunately for everyone involved, Katelyn Mary had but her contact information was lost in a stack of papers at the newspaper office.

"Not wanting to make that mistake a second time, we quickly scheduled an interview, and signed up Katelyn Mary to intern with us over the holidays that year and in the summer of the next," Bess said. "We quickly realized Katelyn Mary would make a wonderful addition to our team. We offered a reporting job in fall 2018, she accepted and started full-time work at Leader Publications in January 2019 a couple of weeks after her college graduation."

Bess said Leaders Publications has been very pleased by Katelyn Mary's conversion from promising intern to staff

writer. In addition to her degree in multimedia journalism, Katelyn Mary also brings valuable skills in photography and graphics to the team.

Katelyn Mary currently serves as the sole reporter for the *Eureka Leader*, a bi-weekly newspaper distributed by direct mail in the St. Louis County town of Eureka, population 11,000.

"She's had the hard task of introducing the rules of real journalism to a community that was served in the past only by shoppers," Bess said. "It is a testament to Katelyn Mary's maturity and pleasant demeanor that the learning process on both sides of that equation has been non-confrontational. While she's becoming an expert on the intricacies of governmental reporting, her sources have been learning all about Missouri's Sunshine Law. If they break a rule, they know the young reporter will set them straight – with a smile."

From her first day with Leader Publications, Katelyn Mary has also been tasked with covering the Jefferson County Health Department. She has proven herself up to the responsibility of tracking the disease throughout the county and providing readers with complete, accurate information as quickly as it can be reported, Bess said.

Winners of the William E. James/Outstanding Young Journalist Award have demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed, written by Walter Williams, founding dean of the University of Missouri School of Journalism.

Editors or publishers submitted nominations for the awards, and the nominees must have been younger than 30 years old on Jan. 1, 2020. The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

William E. "Bill" James, the namesake for this award, served as publisher of the *Warrensburg Daily Star-Journal* from November 2007 until his death in November 2013. He was publisher of the *Cass County Democrat-Missourian* in Harrisonville from 1985 to 2000 and was president of the Missouri Press Association in 1998.



Katelyn Mary Skaggs

**Is everyone at your newspaper getting Missouri Press' emails?
To get on the mailing list, contact Matthew Barba at mbarba@mopress.com**

Sources and resources for Missouri newspapers



Every Business Needs an Online Presence.

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Washington — Tricia Miller was named interim editor and publisher of the *Washington Missourian*, in June, the first female to hold the position in the company's history. She is the daughter of former publisher Bill Miller Sr. and previously spent 33 years with the *St. Louis Business Journal*. She started at the *Business Journal* when she was 22 and rose through the ranks to retire as publisher.



She will be responsible for the day-to-day operations of the publication.

Bill Miller Sr. retired from the *Missourian* in mid-June after 67 years with the newspaper. He made the decision to step down after the newspaper received backlash from an editorial cartoon it chose to publish that Miller said was "racially insensitive." The day before his resignation, two other daughters and *Missourian* co-owners Susan Miller and Jeanne Miller Wood also resigned their positions when they learned the cartoon had published.

Jackson — Elane Moonier retired from the *Cash Book-Journal* in May after 39 years with the newspaper. She started as a reporter, admitting that she knew nothing about writing for a newspaper but as a single mother she needed a job, and someone was willing to take a chance on her. Moonier recounted to readers that she received a crash course in reporting, including "remember the five Ws" and to



"stick to the facts".

Over the years, Moonier has done every job at the newspaper, from reporting to photography to selling advertising. She also remembered the good-natured aspect of not always making a perfect product, such as the time in a sports story when every instance of the word "shot" had the "o" replaced with an "i".

Moonier said her plans for retirement include spending time with her grandchildren and volunteering with the Iron Mountain Railway. With a history of helping to restore the Railway, Moonier currently serves as train chief and volunteer coordinator, roles she plans to embrace more fully after her time with the newspaper.

Bolivar — Jim Kennedy, longtime circulation director for Phillips Media Group, retired June 17, with a party held at the *Bolivar Herald-Free Press* offices. He spent 20 years with the newspaper group that was formerly Community Publishers and in addition to the *BH-FP* includes the *Buffalo Reflex*, *Cedar County Republican*, *Marshfield Mail* and *Christian County Headliner News*, among several others.



PMG President Jim Holland said Kennedy is a consummate professional and good friend, even if he is a terribly unpracticed golfer. "It's been a blessing to work with him and we wish him nothing but personal success and enjoyment as he retires. He will be missed and there's just no way I can say enough good things about what he's done here with us."

Missouri open records lawsuit sent back to lower courts

The Associated Press

A Missouri appeals court in May sent a lawsuit over fees charged by Gov. Mike Parson's administration for an open records request back to a lower court for further consideration.

St. Louis attorney Elad Gross, a Democratic candidate for Missouri Attorney General, sued in 2018 after Parson's administration sent him a \$3,618 bill to process an open records request related to former Gov. Eric Greitens.

Parson's office based the bill on an estimated 90 hours of staff processing time at \$40 per hour.

Cole County Judge Patricia Joyce dismissed the lawsuit in July, ruling that charging the research fees does not violate the state's Sunshine Law.

Gross raised 10 points in his appeal, and the Missouri Western District court of appeals sided with him in five of the them. On one point, the court ruled Joyce erred in dismissing Gross's claim the governor's office

incorrectly charged attorneys' research fees as a requirement to access public records.

The Missouri Press Association, the Freedom Center of Missouri, the ACLU of Missouri, and the Sunshine and Government Accountability Project contended in briefs filed in support of Gross that government's charging attorneys fees for records increases the cost of records requests by thousands of dollars and isn't authorized under the Sunshine Law.

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

COVID-19 Pulse shopping research is still available to members

From Missouri Press Staff

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 the data can be useful to help your newspaper regain lost revenue based on current

household shopping.

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

Please send Missouri Press News YOUR news. Send staff changes, business milestones and other news about your publication to mbarba@mopress.com

Missouri Press Association / Missouri Press Service

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CALENDAR

September

24 — Missouri Press Foundation Social Event and Fundraiser, Missouri State Penitentiary and Prison Brews, Jefferson City

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

26 — MPAME Best Ad Contest Awards Breakfast, Jefferson City

October

1-3 — National Newspaper Association's 134th Annual Convention and Trade Show, Jacksonville, Fla.

15 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

* We continue to monitor coronavirus' effects on gatherings and will update members of any event changes as soon as possible. Thank you.

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MORE ON ADVERTISING

Ted Lawrence,
Advertising Director
Missouri Press Service



John Kimball reminds us of a sizeable upcoming opportunity: Political dollars that are available “not in spite of the COVID-19 health crisis, but because of it.”

According to Kimball, \$8 to \$11 billion will be spent to elect candidates, to advocate for ballot issues, to get out the vote, and on direct mail and yard signs..

Philip Inghelbrecht, cofounder and CEO of Tatari, said, “History tells us that political advertising spend will not be negatively impacted by the economic downturn. During the Great Recession, which took place during the 2008 election cycle, campaign contributions and expenditures set records, jumping about 40 percent from 2004.”

Some of the normal avenues of political spending will not be available. Candidates cannot run their campaigns as they had planned. Large gatherings, meet-and-greets, even door-to-door canvassing will be practically non-existent. The need to manage campaigns differently is putting candidates in a mad rush to come up with new ideas. They’ve raised the money and need to spend it if they want to win.

That’s where newspapers can increase their share – if they address the category with the same aggressiveness that they usually apply to their other advertising clients.

A 2016 study by the News Media Alliance showed that newspapers reach 75 percent of opinion leaders and early followers in local markets. Meanwhile, local newspapers and their websites reach 64 percent of all registered voters each week. With most elections turning on the margins of a few percentage points, candidates cannot afford to ignore their most loyal and regular voters. With the uncertainty and impact of COVID-19, this year more than ever, they will need to make extra efforts to ensure they get out the vote by driving home their campaign messages.

Make sure you include in your package everything you can sell – website placement, geo-targeting, guaranteed day-of-delivery inserts (to grab some of the direct mail money), specialty printing, front page sticky notes, spadea wraps, polybags, voter guides, etc. Many candidates have also already produced 10- or 15-second commercials for local and cable TV. Include that in your packages as a way to increase the reach of their digital message. Show exactly what these options look like so the candidate can easily see what you can offer.

Digital is important, and it is your digital content that is part of the trusted source assigned to the local newspaper. That has never been more true than in today’s environment where people are looking to their local newspaper to deliver trusted news. It’s likely the newspaper’s online audience has never been larger.

It is imperative that newspapers show how valuable their audience is to the candidates and how easy it can be to speak to them in the single most trusted source of political news and advertising in the market. With eight out of 10 newspaper readers voting in the last two presidential elections, telling that story to local candidates can help them get in front of the people who can propel them to a November win.

Contact John Kimball at john@johnkimballgroup.com or www.johnkimballgroup.com.



Missouri Newspaper Organizations

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Coronavirus' effects on courts linger, even with return to 'normal'

In the sweep of the pandemic across the State, several interesting news items have appeared that should not be missed as all of you go about working hard to bring local news to your readers under the difficult conditions of just keeping your doors open.

First, our state court system made numerous changes in its operations over the last few months, going from a lock-down of court operations and the court operating only by video or conference call hearings back in March to today where increasingly hearings are being held in person in the courtroom by attorneys who are socially distancing and who appear in masks before the judge. The courts were clear to all that the judicial system was never "closed" during this time. Judges and clerks worked long, hard hours to keep matters moving under the difficult conditions we faced. Lawyers learned to argue their cases via video conferencing.

The lack of calls that came involving reporters being unable to access hearings they wanted to access seems to indicate that the system was working for reporters also across the state. It was surprising that there weren't more calls from reporters unable to view court records online, given a lack of public access to clerks' offices. And it was a reminder that reporters would benefit greatly from their own access to CaseNet's system.

This month, the Missouri Supreme Court provided rules to be used by local circuits in beginning again to hold jury trials. Sanitation, distancing and masks are all part of that plan, of course. Courtrooms will be configured and staggered appearance times will

be implemented to keep potential jurors safe as they report to the courtroom.

And it was great to read that the court system is attentive to providing a mechanism for public access to trials in its new operating plans. There is a clear statement in the new rules that "the public has the right to view open public court proceedings ..." while still recognizing the challenge of the potential lack of space within the courtroom due to the safety considerations. "If there is no room for members of the public to be inside the courtroom, it is recommended that the public have access to the jury trial and on-the-record proceedings via live stream controlled by the court," says Chief Justice George W. Draper III in the new rule for procedures for jury proceedings during this time.

"And it was a reminder that reporters would benefit greatly from their own access to CaseNet's system."

For some larger courthouses, that will not be difficult, as cameras are already in place. But for most of the other courthouses, that will present a challenge. How will a courtroom in a rural county with significant public interest in a case handle this instruction? Obviously, if the case draws significant media attention, there may be a mechanism to use the media's in-courtroom cameras to facilitate this. If not, there are no instructions in the rule to guide a court as to how to facilitate this. But you need to be aware that the rule exists, because "the public" in this rule includes "the media," without a doubt.

Meanwhile, on another subject, there are a number of stories begging to be written that will involve access to law enforcement data. Many papers have reporters already

stretched to the limit just covering what is happening in city hall itself, challenged by meetings held via video conferencing and the challenge of knowing when notice is posted about such meetings. Still, a media lawyers' program recently suggested some ideas for law enforcement stories that would be of high interest to the public, if data is accessible to reporters.

The subjects included:

1) How often people get injured during arrest, the severity of their injuries and the reason for their arrest.

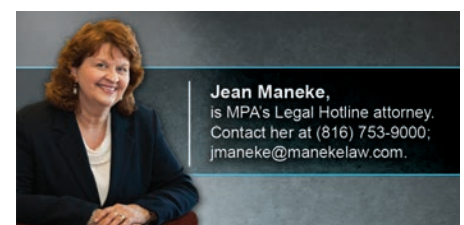
2) How often prosecutors drop cases due to law enforcement misconduct or other defects in the arrest process.

3) How often forcible entry is involved in arrests.

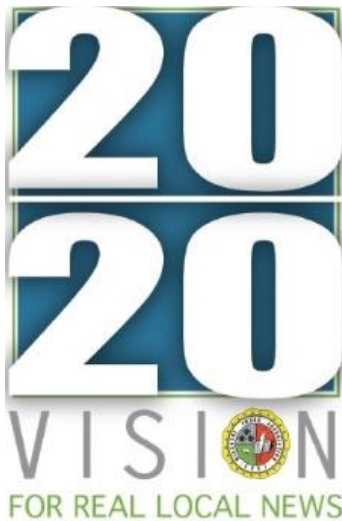
4) Demographics on the use of "stop and frisk" techniques.

5) Demographics on traffic stops (as a reminder, the state's Highway Patrol prepares an annual report to the Missouri Attorney General on these numbers, located at <https://bit.ly/2NDNXYh>. A significant amount of other highway patrol data is located at <https://bit.ly/2Voj8v5>.)

Finally, it is notable that Kansas City has recently passed an ordinance making it clear that nobody documenting an arrest or other actions taken by a law enforcement officer, firefighter or crossing guard, can be prosecuted or arrested, so long as their actions don't impede the official duties of that person. No doubt other cities will be looking at similar provisions. Reporters being arrested has often been a risk in covering protests, and this is clearly a positive step to come out of the chaos from recent months.



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



154th ANNUAL MISSOURI PRESS CONVENTION AND TRADE SHOW

September 24-26, 2020
Capitol Plaza Hotel in Jefferson City



To Register Online Go To: <https://bit.ly/2NjRqvc>

- Tentative Schedule -

Thursday, September 24

11AM Registration Open

Noon MPF Board Meeting

2PM MPA/MPS Board Meeting

2PM-6PM Trade Show Exhibitors Setup Time

5:00-7:00PM Missouri Press Foundation Reception and Missouri State Penitentiary Tour | Trolley Service Provided by Jefferson City Convention and Visitors Bureau

7:00PM-8:30PM Reception at Prison Brews | Trolley Service Provided by Jefferson City Convention and Visitors Bureau

Friday, September 25

7:30AM-6:30PM | Registration and Better Newspaper Contest Displays Open

8AM-3:45PM | **Trade Show Open**

8:15AM | Breakfast Program and Welcome

8:45AM | General Session | Walter Hussman, Jr., Publisher at WEHCO Media/Jefferson City News Tribune (Tentative)

9:45AM | Break in Trade Show Area

10:00AM | General Session | Active Shooter Training with Sergeant Scott White of the Missouri State Highway Patrol

11:00AM | General Session with Leonard Woolsey, President of Southern Newspapers

Noon | Business Meeting

12:15PM | Lunch Program | Mun Choi, President of University of Missouri Systems

1:15PM | Break in Trade Show Area

1:30-2:15PM Panel Discussion | Coping with COVID-19 and Other News Disruptors: Best Practices, What We've Learned and How to Prepare for the Future

2:15PM | Central Dairy Ice Cream Break in Trade Show Area

2:45-4:00PM Political Forums

6:00PM | Hall of Fame Reception

6:20PM | Silent Auction Ends, Last Call for Bids!

6:30 PM | Hall of Fame Dinner | Hospitality Room Open Following Dinner

Saturday, September 26

8:00AM-11:30AM | Registration Open

8:15AM | Breakfast Program | Missouri Press Advertising and Marketing Executives Awards

9:15AM | General Session | Linda Ramey-Greiwe | Working with and Selling to Millennials and Generation Z

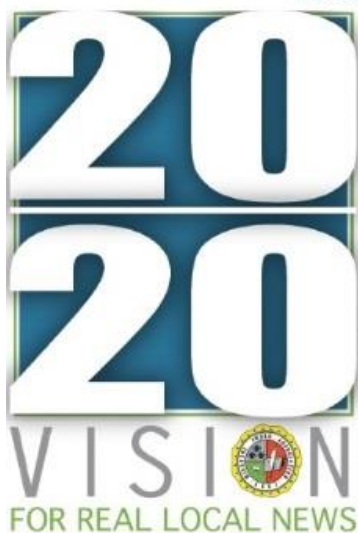
10:15AM **Break**

10:30AM | Concurrent Session | Linda Ramey-Greiwe | Advertising Strategies that Drive Results

10:30AM | Concurrent Session | Editorial Session

Noon Better Newspaper Contest Awards

To See Latest Agenda and Register Online, Go To: <https://bit.ly/2NjRqvc>



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