

MP MISSOURI PRESS NEWS

Congratulations

2020 BEST AD CONTEST WINNERS!



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Encourage your community's dreams

Every week a newspaper boy or girl sells hot-off-the-press newspapers on the corner of Maple and Fifth Streets in Eldon next to The Advertiser office. We have been through about a dozen paper boys and girls in the last 15 years. It has been fun to watch them interact with "their customers."

My office is on the second floor, right above the park bench where the paper sellers sit waiting for customers to pull up to the curb for a paper. I often open my window to listen. Sometimes I sing (I can't carry a tune), or joke with them through the window screen. I want it to be fun for them.

This summer we had a great kid named Kolton selling papers. Kolton is eight. He likes to make his customers smile and laugh. He sometimes hid behind the planters in front of the office and jumped up when a customer pulled up for a newspaper.

If you ask him why he enjoys his job, he says "it saves people time. They don't have to get out of their cars. I do it for them. It makes it easier for them. I really like it when they bring their dogs, like Luna." Luna is a regular.

School was about to start for Kolton when he told his grandma about a dream involving the modes of transportation he would like to see while he handed out newspapers. She made a list, promoted it in the newspaper and on social media. It was called "Kolton's Dream List." The community had three weeks to make Kolton's dream come true before school started and his summer "job"

ended. I secretly hoped for half of the modes of transportation on his list to be checked off.

I underestimated the community.

The first week half of the items on list were checked off. After the second week only a couple of items were left on the list. And after three weeks they were all checked off. Many had been checked three or four times. Kolton's Dream List included a semi-truck, law enforcement vehicle, fire truck, motorcycle, Chevy C-10, Mustang, dump truck, side-by-side, tractor, lawnmower, golf cart, dirt bike, school bus, horse, concrete truck, pump truck, ice cream truck, utility truck, convertible, a limousine and more.

One of Kolton's cousins added to the list. She wanted to see a llama. I thought it might happen. It didn't, but it didn't dampen their spirits. I loved listening to them giggle when they got to sit on the horse and talk about how awesome the highway patrol car was.

I was concerned when they were quiet after the first of two ice cream trucks left. I soon realized it was because they were eating ice cream the driver had given them before starting her 45-mile drive back home. I jumped when Kolton sounded the air horn in the dump truck.

And I got "dust" in my eye when the list was complete (must have been from the dump truck).

I started thinking about this simple dream that brought the entire community together. I remember in the beginning a truck driver from out of state came to buy a paper. Kolton's

grandma asked how he knew Kolton was wanting a semi-truck to come by. The driver said he was making a delivery downtown and the person taking the delivery told him to come by and see Kolton.

The community worked to make this happen for Kolton, but we all benefited from it. We came together to make him smile. But really we got more out of seeing him smile. This little bit of happiness was contagious. I can't wait for the next small dream that produces big results.

I encourage you all to dream. You have the best vehicle (newspapers) to bring smiles, change, and people together for a common cause. Your community is longing for it, especially in this time of COVID-19. Make your dream list and go for it. Kolton has shown us at Vernon Publishing, Inc., that all it takes is a dream and the community to get behind it.

Hank Waters III will be missed.

In the past few years we have lost many "great community journalists" like Hank. If I'm lucky enough, in the afterlife I hope I can find a bar stool next to Hank, Chuck, Steve and the other "greats" I was privileged enough to know in this life.



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 Odessan*, Odessa
NNA Representative: Sandy Nelson, *The Courier-Tribune*, Liberty

EDITOR: Matthew Barba

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Slate proposed for Association's 2021 officers, directors

From Missouri Press Staff

Missouri Press News

The Missouri Press Association Nominating Committee met recently, finalizing a slate of MPA officers and directors for 2021, effective Jan. 1.

The election of MPA officers and directors is scheduled during the annual MPA business meeting to be held virtually in September.

Voting will be done virtually prior to the September meeting. More details and instructions for voting will be distributed via email and the weekly eBulletin leading up to the meeting.

Here are the candidates proposed by the nominating committee:

2021 President, Liz Irwin, *Missouri Lawyers Media*, St. Louis; First Vice President, Roger Dillon, *Shannon County Current Wave*, Eminence; Second Vice President, Beth Durreman, *Perry County Republic-Monitor*, Perryville; Secretary, Gary Castor, *Jefferson City News Tribune*; and Treasurer, Ruby Bailey, *Columbia Missourian*.

Director for a one-year term: Jim Van Nostrand, *Columbia Daily Tribune*.

Director for a two-year term: Mary Wilson, *Jackson*

County Advocate, Grandview.

Director for three-year terms: Donna Bischoff, *St. Louis Post-Dispatch*; and Sandy Nelson, *Courier Tribune*, Liberty.

Peggy Scott, *Jefferson County Leader*, Festus, is being nominated as the National Newspaper Association state chair.

Continuing on the MPA Board in 2021 will be directors: Bryan Jones, *Versailles Leader-Statesman*; Kevin Jones, *St. Louis American*, Hannah Spaar, *The Odessan*, Odessa; and Amos Bridges, *Springfield News-Leader*.

Trevor Vernon, *Eldon Advertiser*, will serve as immediate past president in 2021.

James White, *Benton County Enterprise*, Warsaw, is stepping down from the MPA Board in December 2020.

The nominating committee, was chaired this year by James White.

The committee members thank everyone who submitted nominations.

Any MPA member with questions about the Board, nominees or the voting process can contact Executive Director Mark Maassen at mmaassen@mopress.com



Potter program taking applications

For Missouri Press News

Missouri Press News

The Potter Digital Ambassadors program, which has helped 20 Missouri newspapers upgrade their multimedia and social media presence over the last three years, is adapting to the COVID-19 restrictions this year.

In the past, University of Missouri journalism students were paired with community weekly or daily newspapers and spent a week on site training staff in digital tools and practices. Because of the risk of asking students and newsrooms to continue that arrangement this year, we are shifting to an online version that will feature two online offerings for newspapers:

- Two journalism students or recent graduates (former ambassadors) will each work closely with up to FOUR community newspapers to develop strategies for maximizing

their digital reach. Depending on the newspaper's needs, the students can study their analytics, develop ideas for social accounts, look for multimedia opportunities, share low-cost digital tools, demonstrate podcasting and describe ways to improve their audience engagement. All of this can be done using Zoom technology. We are planning to prepare students to have their reports ready to share by mid-October.

- One journalism student will create a presentation that will introduce new, low-cost, high-quality digital tools and platforms to newspapers that could enhance their social and community presence. Newsrooms can attend (virtually) the presentation and ask questions via two Webinars, also being held in mid-October. The demonstration will be tailored directly to newspaper needs and will clearly

show how these new tools can be easily adapted to newsrooms for sustainable impact.

There will be no cost to newspapers for either of these options. The Potter Digital Ambassadors program is underwritten by MU alum and community publisher Walt Potter Jr., whose interest is strengthening the position of community newspapers.

The ambassadors will be selected through a process that emphasizes their skills background, as well as their personal background. Some may be former Potter ambassadors who already understand the needs and resources of community newspapers.

We welcome any and all applications from newspapers to participate in either or both of these programs. Please send an email with your interest by Sept. 20 to Jeanne Abbott; abbottjm@missouri.edu.



Columbia

Hank Waters

Henry J. "Hank" Waters III, 90, longtime editor and publisher of the *Columbia Daily Tribune*, died Thursday, Aug. 20, 2020, at Boone Hospital Center after a relatively short battle with cancer.

Hank got an early taste of the family newspaper business when he became a Tribune paperboy at age 11. He attended Washington & Lee University in Lexington, Va., and the University of Missouri, where he graduated Phi Beta Kappa with a political science degree in 1951. By that time, he already had begun his career at the Tribune. He joined the advertising department in 1948 and became advertising manager in 1959.

On May 25, 1966, at age 36, he succeeded his father, H.J. "Jack" Waters Jr., as Tribune publisher and immediately took on the task of writing the daily editorial, which became a fixture of the newspaper for decades. Over the course of 50-plus years,



he wrote some 18,000 editorials, a staggering achievement. He sometimes joked his editorial output certainly earned him some sort of award for quantity but not necessarily quality.

His first love was always the newspaper business, and he fought passionately to preserve the *Tribune's* integrity and credibility. He presided over several moves and expansions of the business over the decades, including starting a commercial printing operation and a \$16 million expansion of the printing business.

He experimented with chain newspaper ownership in the mid-1970s when he bought the *Kingdom Daily News* in Fulton, which he then merged with a competing paper he had also bought, and then sold in 1989 after realizing chain ownership was not for him. One positive outcome of the Fulton newspaper experience was his decision to hire a capable advertising

manager, Vicki Russell, as publisher. She eventually would become his wife and succeed him as publisher of the *Tribune*.

By the mid-1990s, he had handed off day-to-day management of the Tribune but continued in an advisory role and as the public face of the paper through his daily editorials, which continued along with his familiar "HJWIII" signoff even after the Tribune transitioned to chain ownership in 2016.

He received the University of Missouri School of Journalism Gold Medal and the University of Missouri-Columbia College of Arts and Science Distinguished Alumni Award. He was inducted into the Boone County Hall of Fame and the Missouri Newspaper Hall of Fame.

In addition to his third wife, Vicki Russell, he is survived by five children, Jack, Susan, Mary, Andy and Elizabeth; nine grandchildren; 12 great-grandchildren; and many more family and friends.

National Newspaper Week begins Oct. 4

From Susan Patterson Plank

Newspaper Association Managers

This 80th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.

A content kit with advertisements, editorials and cartoons is available at www.nationalnewspaperweek.com/

Content includes advertisements that are part of the "America Needs Journalists" theme and come in five different sizes. Feel free to substitute your own newspaper's logo on ads you run during National Newspaper Week and in the weeks that follow.

Plan to celebrate National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce the importance of your newspaper to your communities.

Make it local by editorializing about your newspaper's unique relevance. This can be about your duties as



government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials remain on the website and accessible year-round as a continuing resource.

ON THE MOVE



Washington — Dawn Kitchell retired from the *Washington Missourian* at the end of July, wrapping up a 32-year newspaper career, most of it spent encouraging children to read through Newspapers In Education programs in Missouri, Oklahoma and Texas. Kitchell joined the staff at *The Missourian* in July 2000.

A year later, she took on the additional job of helping Missouri's newspapers reach out to young readers by creating and coordinating programs for the Missouri Press Association & Foundation. Kitchell left her role at MPA in 2017 to open a bookstore, Neighborhood Reads, in Washington, which she continues to operate.



Washington — Julia Hansen has been named photo editor at *The Missourian*. A 2020 graduate of the University of Missouri, she double majored in German studies and

photojournalism. At the university, she worked for *The Maneater*, MU's student newspaper, as well as the *Columbia Missourian*, where her roles included staff photographer, photo editor and staff reporter.

Hansen also worked as a freelance photographer for the Midwest Center for Investigative Reporting and for The New York Times.

Jefferson City — Jason Hancock, lead political reporter at *The Kansas City Star*, announced in August that he was leaving the newspaper after 10 years. Hancock announced via Twitter that his plans would include serving as editor of an unnamed nonprofit news site focused on Missouri politics and government.

While excited for the future, Hancock also said he loved his time at *The Star* and working with the newspaper's many fantastic journalists.



SCRAPBOOK



Webb City — Readers of the *Webb City Sentinel* and Wise Buyer were informed in early August that both publications will cease publication in January 2021. Next door to Joplin, Webb City has been served by the *Sentinel* since 1879. Hal Wise was the first publisher. His son, Hal Wise Jr., is credited with starting the Wise Buyer shopper in 1937. It was the Daily Webb City Sentinel until the 1950s or 60s. Succeeding Hal Wise Jr. as owner was William C. Myers Jr.

Bob Foos, the current owner, worked part-time during his second year of Journalism School for Charlie Hedberg at the *Centralia Guard*. Hedberg groomed Foos as best he could to be a newspaper owner. His most memorable advice was to "know when to fold 'em." Foos bought the *Sentinel* after graduating from MU in 1979 and feels fortunate to have lasted 41 years before having to fold 'em.

Merle Lortz, who had thrown the *Daily Sentinel* as a kid, was the advertising manager and job printer when Foos bought the paper. They became partners in the '80s. He passed away in 2013. In addition to Foos, there

are two other long-term employees, Vicki Groff and Betty Whipple Key.

Foos' wife, Ann Foos, retired after teaching first grade for 35 years in Webb City. The final issue of the *Sentinel* will include the announcement of their 50th wedding anniversary.

Mexico — Gannett Co., Inc. has agreed to sell the twice-weekly *Mexico Ledger* to family-owned Westplex Media Group, effective Aug. 31. It is the third community newspaper in Westplex's portfolio, which also includes the *Montgomery Standard* in Montgomery City and the *Warren County Record* in Warrenton.

All current employees of *The Ledger* will be offered employment by Westplex.

Westplex owner Tim Schmidt said of the purchase, "The *Mexico Ledger* has a proud history of serving Mexico and surrounding communities throughout Audrain County. This expansion is a natural fit for our family-owned company. Our goal is to continue to publish a top-quality product that readers and advertisers have come to expect."

Ozark — In late July, the *Christian County Headliner News* announced it would be permanently closing its office on the downtown Ozark square. The *Headliner News* is Christian County's second-oldest business at 138 years and will continue to produce a newspaper without a physical office, such as the former location across from the county's courthouse.

Publisher Jamey Honeycutt said the declines in advertising and subscription revenue have made maintaining some office impractical. Newspaper staff will either work remotely or in other Phillips Media Group offices. Editor Rance Burger and Sports Editor Pat Dailey will do the bulk of their work in the field and work from home to finish stories, assemble the newspaper and maintain the website.

Readers and clients can still call the newspaper's number to pay bills, subscribe, place ads or ask questions. As with many newspapers, story ideas and questions can be submitted via email. "The COVID-19 pandemic has shown us we can operate remotely," Honeycutt said.



Missouri Press Advertising and Marketing Executives



BEST AD CONTEST

2020

Missouri Press Advertising
and Marketing Executives
Board of Officers and Directors

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chesterb@missouri.edu

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Greenfield Vedette

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Director

Sandy Schnurbusch
sschnurbusch@perryvillenews.com

Director

Britney Cady
Jefferson City News Tribune

2019 Past President

James White
Benton County Enterprise
jameswhite@bentoncountyenterprise.com

Interested in becoming more involved with Missouri Press Advertising and Marketing Executives? Please contact a MPAME board member or Kristie Fortier with Missouri Press Association at kfortier@mopress.com or by phone at 573-449-4167.

Interested in entering the Missouri Press Advertising and Marketing Executives
2021 Advertising Contest?
Please contact Missouri Press Association at mopressads@mopress.com or 573-449-4167.

BEST ONLINE AD DESIGNER

Dailies & Weeklies



First Place
Brian Huntley
McDonald County Press



Second Place
Melody Cook
Columbia Missourian



Third Place
Sarah Moore
Washington Missourian



Honorable Mention
Terri Frye
McDonald County Press

BEST SINGLE CLASSIFIED DISPLAY AD

Weeklies



First Place
Debra Skaggs
Jefferson County Leader



Second Place
Stephanie Vandeven
Perry County
Republic-Monitor



Third Place
Candy Flake & Megan Gibbs
Laclede County Record



Honorable Mention
Candy Flake & Megan Gibbs
Laclede County Record

BEST PRINT ADVERTISING CAMPAIGN

Weeklies



First Place
Whitney Livengood
Washington Missourian



Second Place
Larry Saylor & Deb Baker
St. Louis Call Newspapers



Third Place
Jay Forness & Stephannie Watkins
Jackson Cash-Book Journal

BEST FULL PAGE AD

Dailies



First Place
Melody Cook
Columbia Missourian



Second Place
Megan Schoettger
Independence Examiner



Third Place
Melody Cook
Columbia Missourian



Honorable Mention
Vicky Rutter
West Plains Daily Quill

Weeklies Large



First Place
Alicia Ruskey &
Deb Baker
St. Louis Call Newspapers



Second Place
Larry Saylor &
Deb Baker
St. Louis Call Newspapers



Third Place
Mary Rayfield
Washington Missourian



Honorable Mention
Debra Skaggs &
Glenda Potts
Jefferson County Leader

Weeklies Medium



First Place
Pam Schuchner
& John Spaar
The Odessaan



Second Place
David Hancock
McDonald County
Press



Third Place
Stephanie Vandeven
Perry County
Republic-Monitor



Weeklies Small



First Place
Karen Payne
Richmond News



Second Place
Tammy Curtis
Maries County Advocate



Third Place
Consetta Gottman
Monroe City Lake Gazette



Honorable Mention
Karen Payne
Richmond News

BEST SPONSORED CONTENT/NATIVE ADVERTISING

Dailies

First Place
Teresa Griffin &
Donna Bischoff
St. Louis
Post-Dispatch



Second Place
Teresa Griffin &
Donna Bischoff
St. Louis Post-Dispatch



Third Place
Nathan Bechtold
LakeExpo.com



Honorable Mention
Sara Halverson
LakeExpo.com

Weeklies

First Place
Bethany Cranmer,
Jennifer Early,
Beth Chism &
Shawna Bradley
Laclede County Record



Second Place
Staff
St. Louis Call Newspapers



BEST NEWSPAPER-PRODUCED INSERT

Dailies

First Place
Lisa Clark,
Lauren Anderson
Koelker &
Karl Hartfelder
St. Louis
Post-Dispatch



Second Place
Lisa Clark,
Lauren Anderson
Koelker &
Karl Hartfelder
St. Louis
Post-Dispatch



Third Place
Megan Schoettger
Independence
Examiner



Weeklies



First Place
Consetta Gottman,
Abbie Power & Mandi Kindhart
Monroe City Lake Gazette



Second Place
Stephanie Vandeven
Perry County Republic-Monitor



Third Place
Stephanie Vandeven
Perry County Republic-Monitor

BEST AD NO SMALLER THAN 1/4 PAGE

Dailies



First Place
Megan Schoettger
Independence Examiner



Second Place
Staff
West Plains Daily Quill



Third Place
Wanda Rohlfing
Columbia Daily Tribune



Honorable Mention
Melody Cook
Columbia Missourian

Weeklies Large



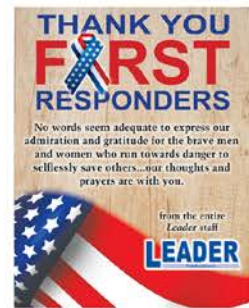
First Place
Debra Skaggs & Glenda Potts
Jefferson County Leader



Second Place
Debra Skaggs & Rob Schneider
Arnold-Imperial Leader



Third Place
Debra Skaggs & Glenda Potts
Jefferson County Leader



Honorable Mention
Debra Skaggs
Jefferson County Leader

Weeklies Medium



First Place
Brian Huntley
McDonald County Press



Second Place
Debra Ballard
McDonald County Press



Third Place
Stefanie Van Wyk
Salem News



Honorable Mention
Shawna Bradley & Mariah Shepherd
Laclede County Record

Weeklies Small



First Place
Dennis Warden
Maries County Advocate



Second Place
Gina Langston
The Vedette



Third Place
Karen Payne
Richmond News



Honorable Mention
Tammy Curtis
Maries County Advocate

BEST AD SERIES

Dailies



First Place
Erin Chambers
Columbia Daily Tribune



Second Place
Melody Cook
Columbia Missourian



Third Place
Melody Cook
Columbia Missourian



Honorable Mention
Brenda Perkins
News Tribune

Weeklies



First Place
Bryan Stalder
Northeast News



Second Place
Michelle Engelhardt &
Jeff Adams
Jefferson County Leader



Third Place
Jennifer Ealy &
Shawna Bradley
Laclede County Record



Honorable Mention
Rebecca Dinwiddie &
Megan Gibbs
Laclede County Record

BEST AD CONTENT ENTIRE PUBLICATION

Weeklies



First Place
Staff
St. Louis American

Second Place
Staff
Washington
Missourian



Third Place
Staff
Owensville
Gasconade Co.
Republican



BEST MULTIMEDIA CAMPAIGN

Dailies

First Place
Megan Schoettger
Independence Examiner



Second Place
Lisa Clark,
Lauren Anderson Koelker,
Erica Mills &
Karl Hartgleder
Independence Examiner



Weeklies

First Place
Gina Langston
The Vedette



Second Place
Whitney Livengood
Washington Missourian

Third Place
Whitney Livengood
Washington Missourian

Honorable Mention
Michael Bushnell,
Dorri Partain,
Elizabeth Orosco &
Bryan Stalder
Northeast News

BEST IDEA TO GROW REVENUE

Dailies & Weeklies

First Place
Staff
Laclee County
Record



Second Place
Staff
Laclee County
Record



Third Place
Brent Simpson,
Nathan Bechtold, Sara
Halverson & Emily Debert
LakeExpo.com

ST. LOUIS AMERICAN
Category 18: Best Idea to Grow Revenue

The St. Louis American's
Event Advertising Package

Like many weekly newspapers, we have been challenged on how to monetize our website and social media, consistently.
After analyzing all of our print ads, we realized a substantial number of "local" ads placed, listed, sponsored, advertised, etc., were actually "local" to the St. Louis area. In 2017, we came up with an **EVENT ADVERTISING PACKAGE** which includes placing several different aspects of EACH of the following:
• The newspaper
• Our website
• Facebook
We're offering charging \$400 for an 18-page ad in the newspaper for these events.
This new package costs \$500 per week, a difference of \$100 per advertiser.
For US:
• This report an additional \$100 for 2018 with NO added costs.
For the ADVERTISER:
• This report to greater results and much greater attention for their events.
• (They LOVE it, and we are already seeing success in 2018!)

Honorable Mention
Staff
St. Louis American

BEST SHARED SIGNATURE PAGE

Dailies Large

First Place

Sandy Draffen
Jefferson City
News Tribune



Second Place

Stacey Shertz
Jefferson City
News Tribune



Third Place

Brenda Perkins,
Brandi Silvers,
Monica Rackers &
Sandy Draffen
Jefferson City
News Tribune



Dailies Small

First Place

Staff
West Plains
Daily Quill



Second Place

Melody Cook
Columbia
Missourian



Third Place

Staff
West Plains Daily Quill

Honorable Mention

Staff
West Plains
Daily Quill



Weeklies Large

First Place

Staff
Jefferson County
Leader



Second Place

Staff
St. Louis Call
Newspapers



Third Place

Michelle Engelhard,
Debra Skaggs &
Glenda Potts
Jefferson County
Leader



Honorable Mention

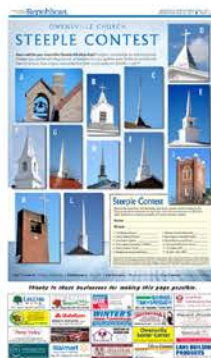
Jonathan Irving
St. Louis American



Weeklies Medium

First Place

Dennis Warden
Gasconade
County
Republican



Second Place

Bethany Cranmer,
Megan Gibbs &
Jennifer Early
Laclede County Record



Third Place

Rebecca Dinwiddie,
Jennifer Early, Megan Gibbs
& Shawna Bradley
Laclede Record



Honorable Mention

Bethany Cranmer,
Jennifer Early,
Shawna Bradley,
Megan Gibbs & Beth Chism
Laclede County Record



Weeklies Small



First Place

Abbie Power
Monroe City Lake Gazette



Second Place

Gina Langston & Lavinia Thornhill
The Vedette



Third Place

Karen Payne
Richmond News



Honorable Mention

Karen Payne & Teresa Shaw
Richmond News

BEST SINGLE HOUSE AD

Dailies Large

First Place
Lisa Clark,
Lauren Anderson
Koelker,
Erica Mills &
Karl Hartfelder
St. Louis
Post-Dispatch

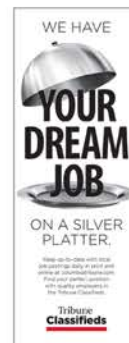


Second Place
Stacey Shertz
News Tribune



Third Place
Erin Chambers
Columbia Daily Tribune

Honorable Mention
Erin Chambers
Columbia Daily Tribune



Dailies Small

First Place
Brent Simpson
LakeExpo.com



Second Place
Erin Chambers
Consitution Tribune



Third Place
Erin Chambers
Mexico Ledger

Honorable Mention
Brent Simpson
LakeExpo.com



Weeklies Large

First Place
Brayn Stalder
Northeast News



Second Place
Whitney Livengood
Washington Missourian



Third Place
Katie McLaughlin &
Deb Baker
St. Louis Call Newspapers



Honorable Mention
Staff
Washington Missourian



Weeklies Medium

First Place
David Hancock
McDonald County Press



Second Place
Stephanie Vandeven
Perry County Republic-Monitor



Third Place
Stefanie Van Wyk
Salem News

Honorable Mention
Shawna Bradley & Beth Chism
Laclede County Record



Weeklies Small

First Place
John Spaar &
Pam Schuchner
Focus on Oak Grove



Second Place
Gina Langston
The Vedette



Third Place
Abbie Power
Monroe City Lake Gazette

BEST AD SMALLER THAN 1/4 PAGE

Dailies Class Large

First Place
Megan Schoettger
Independence Examiner



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Dailies Small

First Place
Vicky Rutter
West Plains Daily Quill



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Quality Floors
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2nd Annual Memorial Day Picnic
Saturday, May 27, 2017
Park: Boone County Courthouse
705 E. Walnut St., Columbia, MO

Second Place
Melody Cook
Columbia Missourian

Third Place
Melody Cook
Columbia Missourian



Say it with a Song...
Singing Valentines
Presented by **Goodie Chorus**

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Honorable Mention
Vicky Rutter
West Plains Daily Quill

Weeklies Large

First Place
Michelle Engelhardt
& Jeff Adams
Jefferson County Leader



American Legion Post 253

Steak Night!
Friday, August 2nd
Legion Cafe 6pm-8pm
Club Room with Wyatt B
7pm-11pm

Only \$15
Steak Dinner Includes
Steak, Potato & Salad

849 American Legion Dr., Festus



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Second Place
Larry Saylor & Carol Malsch
St. Louis Call Newspapers



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Third Place
Michelle Engelhardt & Glenda Potts
Jefferson County Leader



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Join us for the most powerful passion play ever told in a way that will move you to pray, to love, to live!

April 14 • 5 & 7 p.m.
Come listen to the story, see the passion play, and enjoy the best of the Knights of Columbus!

Open to the Public • Free Admission
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St. Louis, MO 63040
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Adam at 314-438-9074

Honorable Mention
Debra Skaggs & Glenda Potts
Jefferson County Leader

Weeklies Medium



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First Place
Mariah Shepher & Shawna Bradley
Laclede County Record



Free Annual Chicken Festival
October 4th & 5th
9:00am-6:00pm

Cackle Hatchery
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411 W. Commercial, Lebanon
www.cacklehatchery.com

Second Place
Bethany Cranmer & Shawna Bradley
Laclede County Record



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Third Place
Bethany Cranmer & Shawna Bradley
Laclede County Record



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Honorable Mention
Bethany Cranmer & Shawna Bradley
Laclede County Record



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See us for your Home Equity Loan.

First Place
Dennis Warden
Maries County Advocate



Dorco
Programmable comfort!
7-Day Wi-Fi Digital Thermostat

Richmond News

Second Place
Karen Payne
Richmond News



OPEN HOUSE
to celebrate
C.D. Holtzman's
retirement
after 33 years!
Monday, December 18
10am - 2pm
at
Shirley Golf Club
Richmond

Third Place
Karen Payne
Richmond News



Shirley Foundations
Annual Jumbo Shrimp Boil
will be held April 14th at the
Shirley Club here in Richmond.

Social hour is from 6-8
with dinner at 8pm.
There will be an open bar, exclusive
tickets are \$35.00 dollars apiece
or a table of 8 for \$280.00.
For reservations contact:

See a Reservation Event member for details.
Reservations Open: Patricia, Janet, Lisa, Karen
Kathy, Loretta, Carol, Patricia, Brenda, Sharon
All reservations must be made by 4/10/2020.

Tickets are available at the door.

Honorable Mention
Karen Payne
Richmond News

MOST CREATIVE USE OF FULL COLOR

Dailies



First Place
Melody Cook
Columbia Missourian



Second Place
Staff
West Plains Daily Quill



Third Place
Monica Rackers
Jefferson City News Tribune



Honorable Mention
Melody Cook
Columbia Missourian

Weeklies Large



First Place
Mary Rayfield
Washington Missourian

Second Place
Larry Saylor &
Colleen Drewes
St. Louis
Call Newspapers



Third Place
Larry Saylor &
Deb Baker
St. Louis
Call Newspapers



Weeklies Medium

First Place
Stephanie Vandeven
Perry County
Republic-Monitor



Second Place
Cayleb Thomas
Mountain Grove News Journal



Third Place
Jay Forness &
Stephanie Watkins
Jackson Cash-Book Journal



Honorable Mention
Jay Forness &
Stephanie Watkins
Jackson Cash-Book Journal

Weeklies Small



First Place
Karen Payne
Richmond News



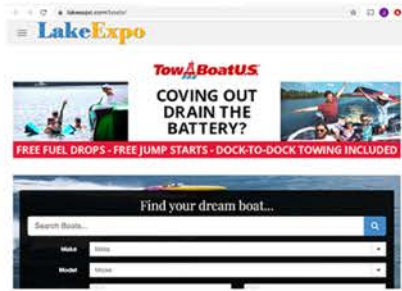
Second Place
Consetta Gottman & Abbie Power
Monroe City Lake Gazette

BEST CLASSIFIED SECTION

Dailies

First Place

Brent Simpson,
Nathan Bechtold,
Sarah Halverson &
Emily Debert
LakeExpo.com



Second Place

Monica Rackers,
Brandi Silvers,
Brenda Perkins &
Sandy Draffen
Jefferson City News Tribune



Weeklies



First Place

Staff
Washington Missourian



Second Place

Angie Brooks, Stephanie
Vandeven & Staff
Perry County Republic-Montiro



Third Place

Agelita Houston
St. Louis American



Honorable Mention

Lavinia Thornhill &
Gina Langston
The Vedette

BEST NEWSPAPER PROMOTION

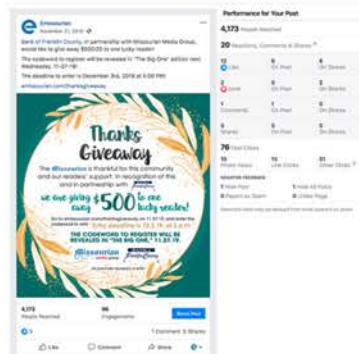
Weeklies

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Pipistrelle Press



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First Place

Kathleen Stolt
Versailles Leader-Statesman

Second Place

Whitney Livengood
Washington Missourian

Win A Free Turkey For Thanksgiving!

Turkey Contest Rules:
• All entries must be returned to each participating business by the close of business on Wednesday, Nov. 20.
• Winners will be notified by each business.
• Winners should pick up their turkeys at each business after noon on Friday, Nov. 22.



Third Place

Stphanie Watkins,
Diane Proffer & Jay Forness
Jackson Cash-Book Journal



Honorable Mention

Staff
Maries County Advocate

BEST ADVERTISING SALES TOOL

Dailies



First Place
Brent Simpson
LakeExpo.com

Second Place
Stacey Shertz
Jefferson City
News Tribune



Weeklies



First Place
Gina Langston
The Vedette



Second Place
David Hancock
McDonald County Press



Third Place
Shawna Bradley &
Beth Chism
Laclede County Record

BEST AD DESIGNER

Dailies



First Place
Melody Cook
Columbia Missourian

Second Place
Monica Rackers
Jefferson City
News Tribune



Weeklies

First Place
Shawna Bradley
Laclede County
Record



Second Place
Stefanie Van Wyk
Salem
News



Third Place
Larry Saylor
St. Louis
Call Newspapers



Honorable Mention
Karen Payne
Richmond
News

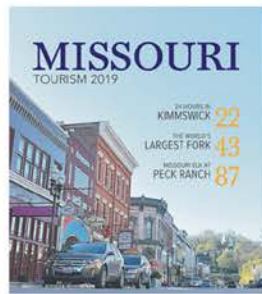


BEST SPECIAL SECTION

Dailies



First Place
Erin Chambers
Columbia Daily Tribune



Second Place
Lyndsey Dunn
Columbia Missourian



Third Place
Teresa Griffin, Donna
Bischoff & Lisa Clark
St. Louis Post-Dispatch



Honorable Mention
Staff
Columbia Missourian

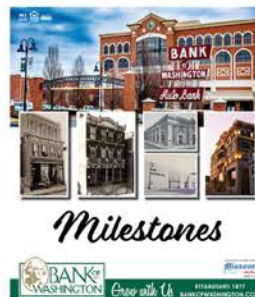
Weeklies Large



First Place
Staff
St. Louis
American



Second Place
Staff
Washington Missourian

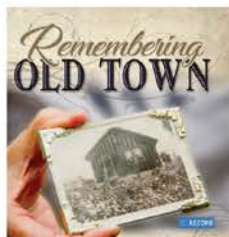


Third Place
Staff
Washington Missourian



Honorable Mention
Staff
Arnold-Imperial Leader

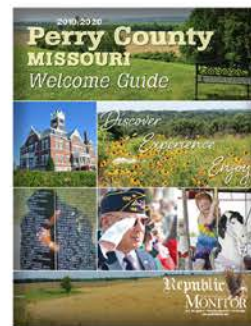
Weeklies Medium



First Place
Jennifer Early, Shawna Bradley,
Megan Gibbs, Rebecca Dinwiddie
& Beth Chism
Laclede County Record



Second Place
Brian Huntley & Staff
McDonald County Press



Third Place
Staff
Perry County Republic-Monitor



Honorable Mention
Staff
Laclede County Record

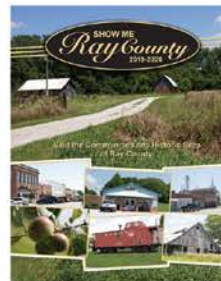
Weeklies Small



First Place
Karen Payne &
Sharon Donat
Richmond News



Second Place
Staff
Maries County Advocate



Third Place
Karen Payne, Sharon Donat,
Gannon Boone &
Teresa Shaw
Richmond News



Honorable Mention
Staff
Maries County Advocate

BEST SPECIAL SECTION COVER DESIGN

Dailies

First Place
Teresa Griffin,
Denise Kosarek &
Sarah Gerrein
St. Louis Post-Dispatch



Third Place
Staff
Columbia Missourian



Second Place
Erin Chambers
Columbia Daily Tribune

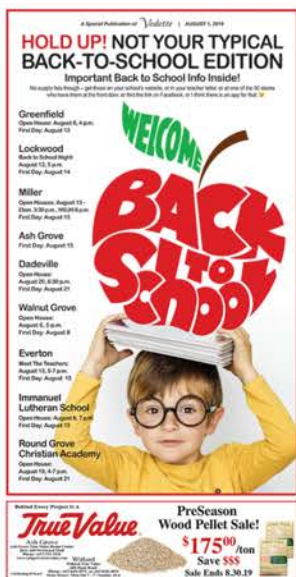


Honorable Mention
Vickie Catalina
Jefferson City News Tribune



Weeklies

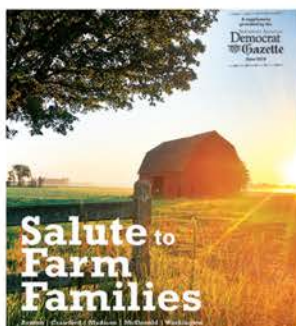
First Place
Gina Langston
The Vedette



Third Place
Larry Saylor
St. Louis Call Newspapers



Second Place
Brian Huntley
McDonald County Press



Honorable Mention
Jay Forness &
Stephanie Watkins
Jackson Cash-Book Journal



BEST NEWSPAPER-PRODUCED EVENT



First Place

Donna Bischoff, Lisa Clark,
Emily Tintera, Mandi Hesser
& Cara Schaburg
St. Louis Post-Dispatch
Weeklies



Second Place

Staff
Columbia Missourian



Third Place

Teresa Griffin, Donna Bischoff
& Lisa Clark
St. Louis Post-Dispatch



Honorable Mention

Megan Schoettger,
Julie Moreno & Luke Daniel
Independence Examiner



First Place

Staff
St. Louis American

Second Place

Karen Payne,
Jack 'Miles'
Ventimiglia &
Sharon Donat
Richmond News



BEST OF SHOW

Dailies



BEST OF SHOW

Columbia Daily Tribune

Weeklies



BEST OF SHOW

Kansas City The Northeast News

MPAME

**2020
Account
Executive
of the Year!**

**Mary
Rayfield**

Washington Missourian

Hussman's E&P interview can substitute for Convention talk

From Editor & Publisher

The entire industry was stunned when WEHCO Media announced they were planning to stop printing their flagship statewide newspaper, *The Arkansas Democrat-Gazette*, and only deliver it to their subscribers via a paid web/ APP based platform.

E&P publisher Mike Blinder interviewed Walter E. Hussman Jr., WEHCO's CEO and publisher of the *Democrat-Gazette*, earlier this year to see how the project is going and how they have expanded the concept to other WEHCO properties.

After many market tests, WEHCO's final solution to keep their audience was to purchase iPads and offer them to their print subscribers for free. Now more than a year later, the paper publishes just one print product a week, while profiting and retaining more than 70 percent of their audiences and

saving hundreds of jobs as well.

Scheduled to speak at Missouri Press Association's 154th Annual Convention in Jefferson City before it was canceled due to COVID, Hussman is also publisher of the *Jefferson City News Tribune*, *California Democrat* and *Fulton Sun*. The *Sun* recently announced it would be following the *Democrat-Gazette's* model with readers accessing the newspaper most days via digital devices and printing one day a week.

Hussman also chats about his thoughts on moving newspapers to non-profit status, surviving in a COVID-19 world, and if Facebook and Google should pay for the content they receive from the news publishing industry.

You can watch or listen to *Editor & Publisher's* interview with Hussman at <http://bit.ly/HussmanEP>



CALENDAR

September

23 — Missouri Press Foundation Board of Directors meeting, Via Zoom

24 — MPA/MPS Boards of Directors meetings, Via Zoom

24 — MPA Business Meeting, Via Zoom, More Info to Follow

24 — Better Newspaper Contest and Best Ad Contest Awards Videos Released

25 — MPA Gubernatorial Political Forum, Live broadcast, Limited Attendance, More details to come

October

1-3 — National Newspaper Association's 134th Annual Convention and Trade Show, Online via Teleconference

4-10 — National Newspaper Week

15 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia, Canceled

Second wave of COVID-19 Impact Shopping Survey is still underway

From Pulse Research

Pulse Research's second wave of its COVID Shopping Survey is still underway, with more than 7,500 surveys completed. The goal is to capture an even greater sample than the initial effort launched earlier this year. The survey has been extended to learn about shopping intent in more than

500 shopping categories — double the spring survey — based upon feedback and requests.

A \$1,000 incentive is available to one respondent who completes the survey and shares their email.

Promotional materials are here: <https://www.pulseresearch.com/covidsurvey>

Missouri Press Association / Missouri Press Service

802 Locust St., Columbia, MO 65201-4888
(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

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Appeal to the 'need to know' when requesting COVID info

Numerous MPA Legal Hotline calls recently have come from journalists writing stories relating to COVID-19 outbreaks in their communities. It has been a struggle to get access to data about the number of persons infected in certain locations, such as schools, and the degree to which the public is at risk. So here's a brief primer on state law relating to access to such data.

The State's Department of Health and Senior Services (or HSS) is charged with making and enforcing orders, findings, rules and regulations relating to the prevention of spread of contagious diseases, and also the determination of their prevalence in the state. That department has the power to control COVID-19 reporting and containment efforts. It also gives it the responsibility to compile and issue reports of "benefit" and "advantage" to the public in dealing with such viruses.

Because of this charge, HSS is given the right to obtain patient infection data. However, state law says the department "shall maintain the confidentiality of all medical records and information abstracted by or reported to" the department and it "may" be released only in a statistical aggregate form that ensures no patient identification data is released. HSS also is given access to all data and information on infection control practices and treatments in all medical treatment facilities in the state.

Going on, state law charges county health offices with the obligation of enforcement of the rules and regulations of HSS, and those rules/regulations supersede any local orders, rules or regulations. (There is an exception to this statute for cities of 75,000 and greater, who have their own authority over their jurisdiction.)

Meanwhile, health care providers are charged only with reporting only abstract patient data to HSS. The data itself is not public but all reports and studies based on that data issued by HSS are public. Specifically, HSS may not release any data that would identify a patient in making these reports.

Much of this material comes from chapter 192 of the Missouri Statutes. Additionally, there are provisions in chapter 191 relating to the right of emergency care providers (and "Good Samaritans") to access personal information from victims in cases where they are involved, for the personal safety of those individuals.

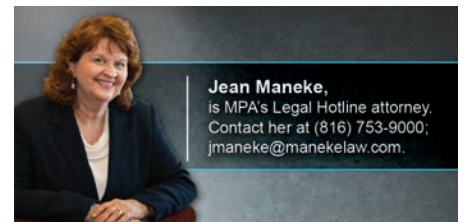
So, given that HSS has rule-making authority, the next stop is the Missouri Code of State Regulations. Regulation 19 CSR 20-20.020 subsection 1 requires that information on COVID-19 infections be reported "immediately" by "rapid communication" to HSS or local health authorities.

Then, Regulation 19 CSR 20-20.040 contains provisions relating to determining the prevalence and of the spread of infectious, contagious, communicable or dangerous diseases. Subsection 2 requires local authorities or their designees, upon receiving a report of such a disease, to gather necessary data, and then to "establish and maintain quarantine..." and to "(e)stablish appropriate control measures, which may include isolation, quarantine, disinfection, immunization, closure of establishment, notification to potentially exposed individuals to make them aware of the risk or potential risk of the disease and such information required to avoid or appropriately respond to the exposure notification to the public of the risk or potential risk of the disease and such information

required to avoid or appropriately respond to the exposure, the creation and enforcement of adequate orders to prevent the spread of the disease and other measures considered by the department and/or local health authority as appropriate...." (This language is from that regulation beginning in subsections 2E and 2G.)

Then, the department in subsection 3B further instructs local county or city health officials. "The local health authority shall use every reasonable means to determine the presence of a communicable disease or the source of any disease...." and, further, "to do the following: (A) Notify or ensure adequate notice is given to potentially exposed individuals when such official determines that a case or outbreak of any such disease subjects such individuals to serious illness or death.... and (B) Notify or ensure adequate notice is given to the public when such official determines that a case or outbreak of any such disease subjects the public to serious illness or death... and the identity of potentially exposed individuals is not known at such time or cannot be known. Such notice shall provide necessary information for the recipient to avoid or appropriately respond to the exposure."

While there are no magic answers to the questions reporters are having, these last few regulations give reporters some ammunition to argue that there is perhaps a stronger "need to know" than is being satisfied by the information being released to the public. Now you know where the rule is that you need to cite.



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



Newspaper veteran Peter Wagner, founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications, shared a fun and unusual revenue idea in the July eBulletin from Wyoming Press Association.

He says the idea came from so many families cancelling summer vacations. The idea is to publish one or more "StayCation" sections.

His team produced a four-week series of "StayCation" sections in 2011 when America's high gas prices also kept families close to home. This year he's kicked off a repeat effort for his newspaper communities that range from 400 to 7,000 population. The section will focus on finding fun things the family can do while staying close to home.

The advertising dollars for these sections, says Wagner, can come from numerous sources: local grocery stores promoting picnics and cookouts, convenience stores and restaurants offering easy to take-out treats, the community Chamber of Commerce promoting local shopping as well as local events, the city manager or clerk, the community economic director, local clothing stores, shoe stores, local banks, hardware stores, sporting goods stores, pharmacies, lumberyards, new and used car dealerships, automotive repair centers, fencing contractors, lawn care equipment dealerships, landscaping firms, new home construction and remodeling firms, electricians, plumbers and heating and air conditioning firms.

He also reminds us that if there is nearby boat access to a river or lake or perhaps a campground, boat dealers and RV dealerships are also good prospects.

Possible story ideas for a "StayCation" sections, according to Wagner:

1. A special food experience such as a picnic in the park with food from the local bakery and meat locker, a resident known for their unique potluck dish or a resident who caters meals out of her home.
2. Local day trips such as museums, historic homes and overnight campgrounds.
3. An interview with a senior citizen comparing family gatherings 50 years ago to the ones today.
4. Interesting historical information about how the local golf course, city park or baseball field came into existence and how it got its name.
5. Why this year's community celebration won't happen, why it will be missed and what might be done instead.
6. What the community is offering this summer for the youth and adult activities. Are there any new unique programs?
7. A story on how some hometown family has redone their backyard for increased summer fun. A new deck, firepit, for example, or a pool, hot tub or playground equipment. Be sure to sell advertising to the suppliers.
8. Interviews with local residents about the many new experiences they are enjoying while staying home this summer.

Since most of the summer is already in our rear view mirror, perhaps we could adapt these ideas to this time of year. Readers could share "What we did on our summer StayCation" stories. Same sponsors, same approach. Just a retrospective, with a look at fall community events, etc.

If you try this, please let me know the outcome, and I'll share your results with fellow MPA members. Thanks!