

MIP MISSOURI PRESS NEWS

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A great newspaperman, mentor and grandfather

Editor's note: Wallace Vernon, 93, former publisher and MPA President, died Sept. 24, 2021. This column was modified from a piece that originally ran in the Eldon Advertiser.

I wrote and rewrote this column at least 3 times over the last few years. I wanted it to be as perfect as possible for the person about whom it is written. He deserves a perfect column. This column won't be perfect, but here is my best shot.

If science and technology were always right, this column would have been printed more than seven-and-a-half years ago. If this man fit the "normal" mold, his time on this earth would have ended long ago. Somehow, he always beat the odds. "Modern medicine" just couldn't figure it out, and we are grateful for the extra time we were given to spend with him.

Several years ago I met a woman at a newspaper conference in Minnesota. As we were introducing ourselves, she said, "I have been coming to these conferences for years. Since you are from Missouri, do you happen to know a Wallace Vernon?" I told her he is my grandfather. She said I must be mistaken, that she first met him some 40 years ago when she was just a kid.

She told me he always took time to say hi, and that he made her feel special. I told her it has to be him. He has a way with people.

People remembered him, and he remembered them.

He taught me to listen — and pay attention to what people say. He said there is always something to learn from

a conversation.

Our desks faced each other for a period of time at the office. That's when I learned he was amazing at reading people. One particular day he asked why I was struggling. I told him my dilemma, and he asked, "Are you right? Are you sure you're right? Have you studied it, and slept on it?" To all his questions, I answered "yes." "Then if they keep bugging you, tell them to go to hell. Sometimes you have to just move on." I will never forget that.

He taught his grandkids that people are just people, from the president to a homeless person. We are all people, no matter what, and deserve respect. Help when you can. And if the person at the top is doing something wrong, it is wrong, regardless of their position.

He taught me how to go with the flow. You might get a "what you see is what you get" if you asked how he was feeling. He said those exact words to me two days before his death.

I loved to read his newspaper columns. He made up funny words and sayings. My mother frequently said she wondered if his grandkids would ever learn to spell correctly. He said things like "cold as ackfartis." No one ever knew how cold that was.

He called us funny nick names, and we called him "DoDo" (pronounced like the clumsy bird). All of our middle initials were "Q" when he addressed us. And when I walked into a room, I was always "Trevorino." And I loved it.

He is responsible for my livelihood. He and my dad have made Vernon Publishing, Inc. what it is today. I

will forever be indebted to them for trusting me with the newspapers they stewarded for so many years. I wake up every morning excited to go to work.

He taught me to be brave. He must have been 80, and climbing up a ladder, when I pulled into his driveway. He trimmed the bottom two branches off a particular tree every year. He was about 15 feet in the air when I pulled up. I told him to come down and I would do it. He let me. I was about 20 feet up when I started shaking. He laughed and said, "hurry up you panty waist, before you shake the tree down." I almost fell off the ladder I was laughing so hard. I did get it done, and he got some entertainment.

But most of all, he taught us to enjoy life no matter what was going on. I can honestly say I never saw DoDo really angry. I try to be like him every day. The world was a happier place with him around.

Dodo, I will miss you, but I will never forget what you taught me. I will do my best to take care of your home town, your profession, and the livelihood you have passed down to me. I'll try not to take myself too seriously, I'll laugh often, and listen and learn when others speak. Rest easy. You have been a great example, and given your family the tools to succeed in life.



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MPA's 2021 officers, directors elected

From Missouri Press Staff

Liz Irwin, publisher of Missouri Lawyers Media, which includes Missouri Lawyers Weekly and other publications, was elected president of the Missouri Press Association Thursday, Sept. 24, during the business meeting for the 154th Annual Convention.

While the Convention was canceled earlier this year due to the coronavirus pandemic, MPA members were still able to vote via online form for the 2021 officers and directors of the MPA Board.

A Missouri native and graduate of the University of Missouri School of Journalism, Irwin has been publisher of Missouri Lawyers Media (MLM) since March 2015, taking over for another previous MPA president, Richard Gard. She has served on the MPA Board of Directors since 2016.

Her career has included stints at newspapers in Kentucky and North Carolina and *The Kansas City Star*, among others. Currently, in addition to being publisher of Missouri Lawyers Media, she is group publisher and vice president of Creative Services for BridgeTower Media, MLM's parent company.

Irwin is also member of the Missouri Press-Bar Commission, a group of media professionals, lawyers and judges who work together on a variety of projects to encourage cooperation between the press, the bar and the bench as well as promote a better informed citizenry and a strong First and

Sixth Amendments of the U.S. Constitution.

Irwin succeeds Trevor Vernon, publisher of Vernon Publishing, Inc. in Eldon, as MPA president Jan. 1. Vernon will continue with the MPA Board of Directors through 2021 as immediate past president.

Other 2021 MPA officers and directors elected Sept. 24 include: 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 King, *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, was elected 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*.

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



Liz Irwin



RALLY TO THE CAUSE — Support Citizens' Rights to Open Government

Join or donate to the Missouri Sunshine Coalition during the 2020-2021 fundraising drive going on now!

The Coalition supports citizens' rights under the landmark Sunshine Law — a mission that blends education and advocacy and has never been more important than during these remarkable times.

With your annual membership of \$25 or more, this work will continue and expand in line with a strategic plan the Coalition's board initiated last year.

Accomplished in 2020:

- Executive director hired
- Board of directors returned to full strength
- National FOI Coalition affiliation renewed
- Sunshine News & Notes newsletter launched
- Partnership Formed with MU Strategic Communications program

Initiatives under way:

- Improving communications across social media
- Developing a website as a vital educational and advocacy resource
- Planning for 2021 Sunshine Week observances and training
- Preparing for the 2021 General Assembly

Membership dues and donations are needed to build the capacity of the Coalition and to sustain efforts. All dues and gifts are greatly appreciated!

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- Go to <https://mopress.com/sunshine-resource/> and find the "Click here to Donate or Join Today" button or go to: <https://bit.ly/3owVXMa>
- To respond by mail, please print out, complete and enclose an application/donation form from <http://mopress.com/sunshine-resource/> along with your check payable to: Missouri Sunshine Coalition Inc., 802 Locust St., Columbia, MO 65201

For more information, contact Executive Director Dennis Ellsworth at (816) 261-5373 or at dennis11ellsworth@gmail.com



Above, the four candidates for Missouri governor shared a stage during the Oct. 9 gubernatorial forum hosted by Missouri Press Association and KOMU-8. From left, candidates are Nicole Galloway, Democrat; Rik Combs, Libertarian; Gov. Mike Parson, Republican; and Jerome Bauer, Green. Due to

coronavirus restrictions, the forum was held at the Missouri Theatre in downtown Columbia and attendance was limited to media. Below, Gov. Mike Parson listens as Nicole Galloway responds to a question from the forum panelists. (Submitted photos/Robert Cohen, St. Louis Post-Dispatch)

Missouri Press and KOMU partner to livestream forum

From Missouri Press Staff
Missouri Press News

Per election year tradition, Missouri Press Association once again hosted a candidate forum this year, with a few changes due to the coronavirus pandemic.

As part of the Association's Annual Convention and Trade Show during elections years, candidates vying for certain offices are invited to participate in a forum

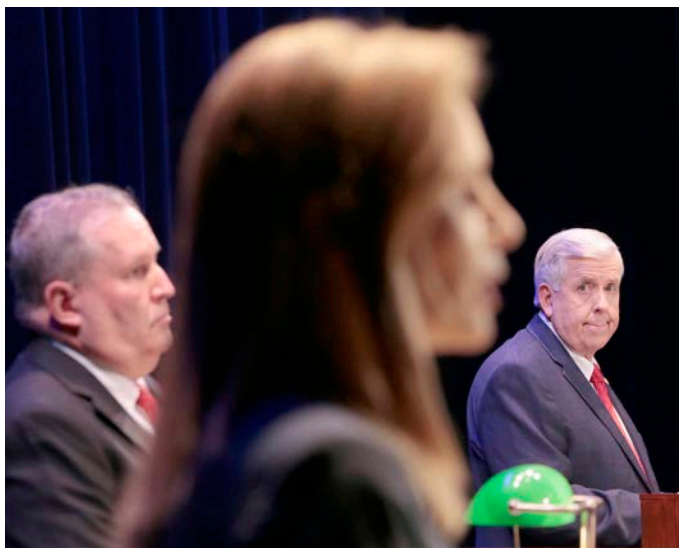
moderated by The Associated Press and featuring panelists from newspaper around the state.

While the coronavirus pandemic caused the cancellation of this year's Convention, plans were made to still hold the gubernatorial forum with modifications, including moving it to a venue that allowed spacing between candidates, limiting attendance to credentialed media and partnering with KOMU-8 to livestream and broadcast the forum.

The forum had originally been scheduled for late September but was postponed after Gov. Mike Parson announced he tested positive for COVID-19. The rescheduled forum was held Oct. 9 at the Missouri Theatre in downtown Columbia just days after the governor's two-week quarantine had expired.

In addition to Parson, the other three candidates for governor, including Democrat Nicole Galloway, Libertarian Rik Combs and the Green Party's Jerome Bauer participated in the forum. Usually the first of such events in the election season, MPA's forum ended up being the only time during this election season all of the state's gubernatorial candidates gathered together in one place to discuss their stances on policies and issues.

The forum was livestreamed across many of the state's newspapers, with the broadcast being picked up by television stations in each market. Nationally, the forum saw air time on CSPAN.



More photos from the forum

At right, Gov. Mike Parson talks with three panelists for the Oct. 9, Missouri Press Association and KOMU-8 Gubernatorial Forum. Panelists included, from left, Ruby Bailey of the Columbia Missourian, Emily Spain from KOMU and Tricia Miller of the Washington Missourian. Not pictured, Gary Castor of the Jefferson City News Tribune was a fourth panelist. The forum had originally been scheduled for Sept. 25 as part of MPA's 154th Annual Convention and Trade Show but had to be postponed after Parson announced he had tested positive for COVID-19. The rescheduled forum took place in the Missouri Theatre in downtown Columbia just days after Parson's quarantine was over. (Submitted photos/Dave Marner, Gasconade County Republican)



At left, State Auditor Nicole Galloway, Democrat candidate for governor, answers questions following Missouri Press Association's Oct. 9 gubernatorial forum at the Missouri Theatre in downtown Columbia. Attendance at the forum was restricted to credentialed media. MPA's forum is usually the first such event following the August primary election. Due to the coronavirus pandemic, no other forums or debates that featured all four candidates for governor were held in Missouri prior to the Nov. 3 general election.



Organizers and panelists, including the Columbia Missourian's Mark Horvit and Ruby Bailey, prepare for the Oct. 9 gubernatorial forum at the Missouri Theatre in downtown Columbia. The forum was the only time all four candidates gathered together prior to the Nov. 3 general election.



Staff for KOMU-8, which partnered with Missouri Press Association to broadcast and livestream the Oct. 9 forum from the Missouri Theatre, call for quiet in the auditorium. Because of the partnership, the forum was broadcast around the state and shown on numerous newspaper websites.

2020 Photojournalism Hall of Fame inductees will be honored next year

Plan to congratulate them in person during the 2021 ceremony in Columbia

From Missouri Press Staff

Missouri Press News

The Missouri Photojournalism Hall of Fame has announced this year's group of inductees, which includes three award-winning photojournalists and teachers of photography and journalism.

This will be the 16th group of inductees since the founding of the Hall of Fame in 2005. Inductees are retired photojournalist Christine M. Cannella; photojournalist and graphic designer John L. Dengler; and photojournalist and educator Odell Mitchell Jr.

Inductees were set to join the Photojournalism Hall of Fame in a ceremony originally scheduled for Oct. 15 but was canceled due to the coronavirus pandemic. Instead, inductees will be honored during the 2021 Photojournalism Hall of Fame induction ceremony, more information for which will be published in upcoming issues of Missouri Press News.

Photographs made by the inductees will be on put display at the Center for Missouri Studies in downtown Columbia, home of the State Historical Society of Missouri. Those photographs will join the Hall of Fame's collection of work by inductees.

The Photojournalism Hall of Fame was founded at the urging of Bill Miller Sr., former publisher of the *Washington Missourian* twice-weekly newspaper, to recognize outstanding contributors to visual communication with ties to



Christine Cannella has studied photography all her life. Her photo of a fireman rescuing a 7-month-old from a feed store blaze earned her worldwide recognition. That photo also led to her becoming the first woman photographer at The Kansas City Star.

Missouri.

Information about the Photojournalism Hall of Fame and previous inductees can be seen at photojournalismhalloffame.org. To learn more about supporting the Missouri Photojournalism Hall of Fame, contact Missouri Press Foundation Director Michael Harper at mharper@mopress.com

Christine Cannella

Christine M. Cannella was born in Omaha, Neb.. Her introduction to photography came as a toddler watching her Uncle Joe manipulate his ever-present Leica; she also loved the magic of watching her

father's Polaroid pictures reveal themselves.

Cannella earned a bachelor's degree in Journalism in 1973 from the University of Kansas. She joined the staff of the *Leavenworth Times* in 1974. In February 1976, the newsroom scanner reported a fire over the feed store downtown. Cannella's photo of a fireman rescuing a 7-month-old ran in newspapers around the world. It led to Cannella being hired as the first woman among a photo staff of 27 men at *The Kansas City Star* in 1976.

Cannella earned a master's degree in Social Welfare in 1983 from the University of Kansas. She became a Licensed Clinical Social Worker and a Registered Art Therapist until her retirement in 2016. Cannella continues to make photographs nearly daily.

Two of her long-term projects include: The shepherdess/poet: four years, following a, then, 14-year-old girl raising a herd of sheep on the Coast of Maine and a year-long project shooting the Milky Way at the New Moon.

John Dengler

John L. Dengler's passion for photojournalism started as a 10-year-old in a relative's abandoned basement darkroom. By 14, he was a staff photographer for *The Pioneer*, the student-produced newspaper at Southwest High School.

Dengler studied photojournalism at the University of Missouri and

Continued from Page 6: 2020's induction ceremony had to be canceled because of COVID

spent his breaks as a temporary staff photographer at the *St. Louis Globe-Democrat*. After graduation, he worked as a features page designer at the *Globe-Democrat*. Following Angus McDougall's philosophy that photojournalists should produce entire packages from start to finish, he used the position to improve photo editing and usage throughout the paper.

He joined the photography staff a year later where his efforts in photography and picture editing were recognized with numerous regional awards. When the paper closed, Dengler joined the *Springfield News-Leader* as Graphics Editor, where he

continued to push for compelling visual storytelling through design, photography, and infographic reporting. Dengler has also served on the faculty and on the staff of the Missouri Photo Workshop.

In 2008, Dengler took advantage of an opportunity to start a new chapter — a freelance business combining his love of photography with his passion for the outdoors, focusing primarily on conservation and environmental issues. His freelance photography has been used by BBC Books, the National Park Service, U.S. Fish and Wildlife Service, national travel and regional magazines, and he has work on permanent display at several science museums including the Wonders of Wildlife National Museum and Aquarium in Springfield, Mo.



Odell Mitchell was a photographer for the *St. Louis Post-Dispatch* for more than 20 years, travelling throughout the United States, Mexico and Africa. His shooting philosophy is "don't pose, just shoot," to capture the reality of the moment. He now shares his knowledge with college and high school students.

Odell Mitchell

Odell Mitchell Jr. became interested in photography at age 17 when an older brother brought back a camera from Vietnam. Mitchell, a native of East St. Louis, Ill., was an award-winning photographer for the *St. Louis Post-Dispatch* for 24 years.

He traveled throughout the United States, Mexico and Africa covering the gamut of news, sports, fashion and features. In addition to his career at the *Post-Dispatch*, Odell has taught seminars on photography and has been a judge in various photographic competitions.

Mitchell's shooting philosophy is "don't pose, just shoot," to capture

the truth and reality of the moment. He says, "Photography is so much fun for me. I've been blessed to be able to work professionally doing something that I love that never gets boring or routine for me. There's always something new to learn, too, as I've progressed from using film cameras to using all digital camera equipment."

He currently teaches photography to college and high school students. Mitchell's photos have been published in national magazines, books and exhibits. He and his wife have published a series of children's books that feature his photography. He lives in O'Fallon, Ill. with his wife, Linda.



John Dengler has a passion for photojournalism going back to adolescence when he was staff photographer for his school's newspaper. He turned that passion into a professional career spanning multiple newspapers, as well as freelance opportunities putting his work in front of thousands.

Please plan to join your fellow Missouri Press Association members and friends next year to recognize the 2020 inductees to both the Newspaper Hall of Fame and Photojournalism Hall of Fame. We regret we were not able to be together this year but we look forward to an even bigger celebration in 2021.



BETTER NEWSPAPER CONTEST

Congratulations

to the winners of Missouri Press Foundation's
2020 Better Newspaper Contest

Begin preparing your entries for the 2021 Better Newspaper Contest NOW!

Details will be announced in the coming weeks but below are some tips to help you prepare.

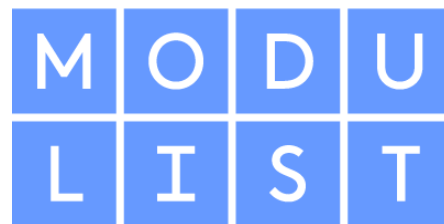
1. If you have entries that consist of more than one piece of content, combine them into **one file. This will make uploading and judging much easier. This will apply to** Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine **them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.**

2. Make the category number the first element in the title of each entry.

3. Put all your entries into a "Contest Entries" folder on your desktop.

If you have any questions please contact Matthew Barba at mbarba@mopress.com
or Kristie Fortier at kfortier@mopress.com

OBITUARIES



Eldon

Wallace Vernon

Wallace Gail Vernon, 93, of Eldon, Mo. died Sept. 24, 2020 in Eldon.

Mr. Vernon was publisher of the *Eldon Advertiser* for more than 60 years, and wrote a weekly column, "Publisher's Corner," sharing his thoughts about the Eldon community and his family's adventures. He was president of Vernon Publishing, Inc., a newspaper publishing company that in addition to the *Advertiser*, published *The Miller County Autogram-Sentinel*, *The Versailles Leader-Statesman*, *The Morgan County Press*, *The Tipton Times*, *The Highway Five Beacon*, and *The Index* in Hermitage.

He served as 1973 president of Missouri Press Association, was inducted into the MPA Newspaper Hall of Fame in 1994 and was a recipient of the Missouri School of Journalism Medal of Honor.

He was a past president of the

Central Missouri Press Association and a regional director of the National Newspaper Association. He visited the White House on several occasions as a member of the media.



He enlisted in the military at Jefferson Barracks in St. Louis on July 31, 1944 and entered service on April 3, 1945 as a private.

He was honorably discharged from the Army of the United States on Oct. 12, 1946 as a S/Sgt. Administrative NCO, and honorably discharged from the Air Force Reserves on Sept. 21, 1949.

He was known by his family and friends as DoDo (like the bird).

He is survived by three children: sons, Greg and Dane; daughter, Patti; 10 grandchildren, including MPA President Trevor Vernon; 16 great-grandchildren; and many more family and friends.

Public notices online helps keep them in print

For Missouri Press News

Due to staffing changes and COVID-19, many of our members have stopped uploading on the Missouri Public Notices site at: <https://www.mopublicnotices.com/>

We ask that if you are not already doing so, to start uploading your public notice ads now.

If you don't have many notices, it may be easier to have Missouri Press have your newspapers' notices uploaded for you at \$.25 each per run date.

If you need to resume uploading, please contact Ted Lawrence at tlawrence@mopress.com.

If your newspaper needs training and login information setup, please contact Kristie Fortier at kfortier@mopress.com

A change to Missouri Press' public notice website was needed to help combat legislation that has been introduced in recent years attempting to take all public notices out of printed newspapers. To help protect public notices appearing in printed newspapers, we NEED every member newspaper to be uploading ALL public notices to the new website, [mopublicnotices.com](https://www.mopublicnotices.com).

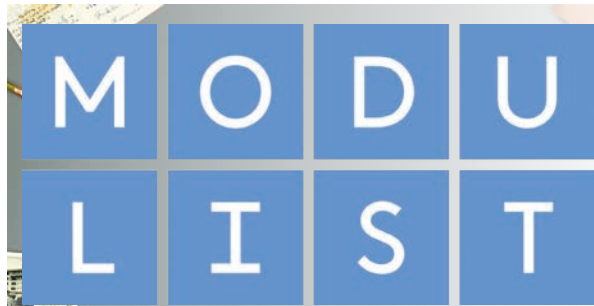
Steamboat Springs, Colo.

Mike Schlichtman

Mike Schlichtman, 57, of Steamboat Springs, Colo., died Oct. 6, 2020, in a plane crash near Evansville, Ind. He purchased the *Cassville Democrat* with his wife, Lisa, in 1995, followed by the *Wheaton Journal*. They owned and operated the newspapers for 10 years, with Mike serving as

publisher and Lisa as editor. In 2004, they sold the newspapers to Rust Communications, where they worked as a co-publishing team until 2013, when they moved to Colorado.

In addition to his wife, he is survived by two sons; his parents; and many more family and friends.



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Warrensburg — Phillips Media Group acquired the 155-year-old *Daily Star-Journal* at the beginning of October, renaming it to the *Warrensburg Star-Journal* to reflect the newspaper's weekly publication. The *Star-Journal* was previously owned by St. Joseph-based News-Press & Gazette Co.

Will Weibert, publisher of sister newspaper the *Sedalia Democrat*, will oversee the Warrensburg operation and sales staff. Nicole Cooke, editor of the *Democrat*, will lead the newsroom.

Plans for the *Star-Journal* and *Democrat* to work

together will allow advertisers in both newspapers to reach a wider audience. Readers will continue to receive the newspaper on Fridays.

Fayette — The *Fayette Advertiser* was voted Best Small-Town Newspaper in Missouri by readers of Missouri Life Magazine. The newspaper was chosen from a group that included publications in Joplin, Independence, Lebanon, Marshfield and Ozark. The *Advertiser* is published by Justin Addison, who purchased the newspaper with wife Sonya in July 2018.

Former Missouri Press editor publishes memoir

For Missouri Press News

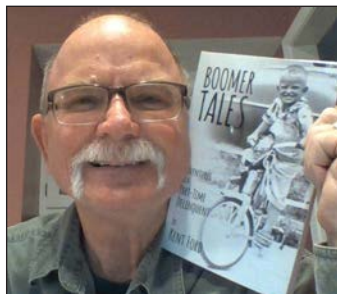
Kent Ford, a former editor of the Missouri Press Association, has written a memoir titled "*Boomer Tales: Adventures of a Part-Time Delinquent*."

Ford joined Missouri Press in 1989 and retired in 2014. He is a 1974 graduate of the Missouri School of Journalism. Before joining the Association, he worked at the *Daily American Republic* in Poplar Bluff and *The Daily Nonpareil* in Council Bluffs, Iowa. He and his wife, Sharon, published *Oregon Times-Observer* for six years.

He served a year as president of the Northwest Missouri Press Association while publisher in Oregon. Missouri Press inducted Ford into its Newspaper Hall of Fame in 2018.

A back cover note on "*Boomer Tales*" reads:

"We've got more than enough books about struggles with and victory over an addiction of one kind or another. Abusive parents or guardians, we've got stories aplenty. If



you like to read about bad relationships, unfaithful spouses, alternative gender roles or vampires, you have plenty to choose from.

"This book isn't about any of those things. It's a simple memoir about a simple life. It will take you on a ride down a swollen creek in an overloaded canoe, tell you about a \$60 car that cost \$90 to insure, explain how being AWOL can earn you a combat action

ribbon. If you've never been on a drive-in movie theater raid at night, you can read about one here. If you have, compare yours to this one.

"Pick it up, read for five minutes, put it back down. Leave it lying around for times when you have a few minutes to kill. You won't lose the narrative or forget the plot, because this book doesn't have either of those things."

The book is available now as an ebook on Amazon, Barnes & Noble and other booksellers. It will be available soon in paperback.

Hospital construction chronicled by MPA past president

For Missouri Press News

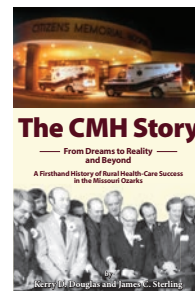
The CMH Story, From Dreams to Reality and Beyond is a first-hand history of rural health-care success in the Missouri Ozarks Community of Bolivar. It is written by Kerry D. Douglas, Bolivar attorney and longtime CMH Board chairman and James C. Sterling, former Bolivar newspaper publisher and 1985 Missouri Press Association president.

Published late last year (2019), the book tells the story of how Citizens Memorial Hospital grew into a healthcare system with 115 doctors on

staff today, providing service to eight Ozarks counties.

It was written because Kerry Douglas and Jim Sterling knew they were rapidly running out of people who knew the story from day one. Only two men on the original CMH Board of Directors, Douglas and Joe Shelton, are still living.

Jim Sterling was with the Bolivar Herald-Free Press in 1976, when he and his senior partner, Jac Zimmerman, responded to a call from a local bank



president about how Bolivar and much of Polk County was under served medically.

Sterling went back to the newspaper and wrote a column suggesting that Bolivar ought to have a hospital. Then he and other local leaders began meeting

some evenings to discuss the idea, which eventually grew into the organization it is today.

The CMH Story is on sale at the CMH Gift Shop in Bolivar, 417-328-6417, or at the State Historical Society of Missouri.

Newspapers in smaller communities not seeing much mask use

By Matthew Barba

Missouri Press News

Whether or not Missouri is doing a better job handling the coronavirus pandemic now than earlier this year is a matter of perspective, however, in many communities opposition to at least one simple preventative measure remains widespread.

Around the state, many school districts have returned to in-person classes, with more offering students an option for a combination of online and in-person. Other districts are making the move to returns to students to classrooms later this year as their local coronavirus situation improves.

With in-person classes comes students and teachers spending hours in close proximity to each other. The Missouri Department of Elementary and Secondary Education released a guide for districts returning to in-person classes, including recommending “school leaders require K-12 students to wear face coverings” as an additional layer of protection against the spread of infection.

But getting students to wear a mask, particularly when not required outside of school, can be a struggle. Several newspapers have shared with Missouri Press News how their communities are all but ignoring wearing masks.

Michael Boyink of the *Douglas County Herald* in Ava said mask use in the community is “almost non-existent.”

“I’d say maybe half at the grocery store, but at other gatherings not even that,” Boyink said. “The school board meeting last night had one board member in a mask, and he was the only one in the room. I had forgotten mine.”

In the county’s schools, the potential for problems with students spreading the virus are representative of districts around the state.

“Schools require masks when



St. Louis Fire Chief Dennis Jenkerson secures a St. Louis City flag mask onto a firefighter statue in St. Louis on Monday, October 5, 2020. The St. Louis Fire Department is assisting the St. Louis Arts Chamber of Commerce, installing face coverings to all statues in the St. Louis area, pushing the message to wear masks to stop the spread of Covid-19. (Submitted photo/Bill Greenblatt, UPI)

students can’t social distance. Technically, anyway,” Boyink said. “Even on the first day of school, I saw crowds of kids talking without masks.”

Up north, in Harrison County, students are facing a different issue as one district is not requiring any masks be worn. The South Harrison School Board of Education refused to approve a mask mandate, according to Phil Conger of the *Bethany Republican-Clipper*.

“One board member brought up a motion but it failed for want of a second,” Conger said. “Masks are pretty scarce around here. There always is a debate on Facebook when the health department urges citizens to wear masks.”

At least some South Harrison students have the option for online instruction, with about 40-50 using it, and the rest of the 900 students attending in-person, Conger said. Another of the county’s school districts, Ridgeway, issued a mask

mandate but only after a student was diagnosed with COVID-19.

Harrison County’s schools had started discussing limiting attendance at wrestling and basketball games, however, no plans were made for restricting attendance at football games, Conger said.

Community mentality

Since the pandemic started, multiple studies have looked at people’s motivations for wearing or not wearing masks. While the Centers for Disease Control and Prevention recommend most people wear a mask and offers data to show masks’ effectiveness, psychology can affect the stance people adopt on wearing face coverings of different kinds.

The Association of American Medical Colleges published a report in July that discussed the “tribal nature and the political divide” that comes with supporting one mask policy over another.

Continued on Page 12

Continued from Page 11: Some say mask use has caused division within the community

Further, humans rely on non-verbal communication to the point it could put a group of people off from wearing masks or other face coverings or even influence the type of covering they are willing to use for fear of missing out on interpersonal connections.

The psychology behind someone's mask stance can also affect how vocal they are in support of or opposition to masking up.

In southeast Missouri's Poplar Bluff, masks continue to be a very controversial topic, according to Donna Farley of the *Daily American Republic*.

"I had one woman call to complain loudly because we were advising residents to wear masks," Farley said. "She told me it was a health danger and local physicians would support her, despite the fact that we had interviewed local health professionals who support mask wearing."

On the opposite side of the issue, Farley said another reader called in frustration because local businesses, such as Walmart, were posting mask requirements but not enforcing them.

As a community forum, a newspaper should make itself available to everyone who wants to voice their opinion within reason. However, newspaper publishers and editors are sometimes forced to decide when an issue has run the course of intelligent debate.

In the *Douglas County Herald*, Boyink said he received so many face mask-related editorials with misinformation and references to fake news, that he was forced to shut down the topic.

"I'm not 100 percent comfortable that it was the right thing to do. I don't like the idea of refusing readers access to 'their paper.' I don't mind opposing opinions," Boyink said. "But when the ramifications of some of those opinions are downright dangerous ... It felt like everyone had pretty much made their face mask decision, and now it was just mud-slinging against people who had made the opposing decision."

In mid-October, Harrison County was seeing an increase in its COVID rate,



A Kiosk has a new message for pedestrians in the downtown area, reminding all to wear a mask, in St. Louis on Friday, October 23, 2020. (Submitted photos/Bill Greenblatt, UPI)

Conger said, with more than 20 percent who are tested being found positive. This was after both Missouri Gov. Mike Parson and President Donald Trump reported testing positive for COVID-19, and the former quarantining for two weeks in late September and early October, and the latter being hospitalized.

"Most people are wearing masks at Walmart and the grocery store and some convenience stores," Conger said. "Our City Council does not require masks at council meetings, even when the chamber is packed. Right now, myself and the radio station guy are the only ones wearing masks."

"Bethany is pretty much in denial that the pandemic even exists," he added.

On Oct. 23, the United States reported more than 85,000 new cases, the most of any day since the start of the pandemic.

At the time of publication, more than 226,000 Americans have died from COVID-19, including more than 2,900 Missourians.



Decorated pumpkins, some with masks, sit on sale for Halloween at the Bayer's Garden Shop in St. Louis on Thursday, October 1, 2020.

2021 advertising agreements due back by Nov. 30

For Missouri Press News

The 2021 advertising agreements between Missouri Press Service and member newspapers are due by Monday, Nov. 30, 2020.

Newspapers should submit their completed agreement forms to MPS' Jeremy Patton by fax at 573-874-5894 or

via email at jpatton@mopress.com

Newspapers that have not returned their completed agreement forms will be contacted via telephone beginning Nov. 27.

If you did not receive an agreement form or if you have any questions, please contact Patton via email.

Sources and resources for Missouri newspapers

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State's Bicentennial is more than 200 years

By Beth Pike

Missouri 2021,

State Historical Society of Missouri

As we try to safely navigate our lives and communities through the last two months of 2020, I'm reminded of this quote often attributed to Mark Twain: "I've lived through some terrible things in my life, some of which actually happened."

The former printer's devil of the *Missouri Courier* in Hannibal had a genius knack for saying things that fit the right moment spanning generations. The COVID-19 pandemic will be a major historical event we look back upon someday and how we, as Missourians, managed through this crisis is yet to be determined. No doubt Twain would have written a few words in the vernacular to sum it up best if he were still alive.

Tragedy and grief are part of who we are as a people. So is hope. Two hundred years ago, Missouri faced a most challenging time upon our entry into statehood with the United States. It came with great struggle and fierce debate over the issue of slavery with our acceptance into the Union on Aug. 10, 1821, as a result of the Missouri Compromise. Maine entered the United States as a free state and Missouri — a slave state — became the 24th state to join the Union. Missouri's admission was part of the fragile political balance between the North and South which culminated in the American Civil War.

Missourians are dynamic, innovative and persistent. We are more than 200 years. We are explorers and farmers and leaders. We are scientists and educators and artists. We are publishers, writers and editors. We live in large cities, small towns and the countryside. Some of our native ancestors arrived well before Missouri became a territory and then a state. Our heritage may be traced back to Europe and Africa many generations ago or we may be among the first generation from the Balkans, Asia, and other continents to make Missouri our new home. Missourians are all kinds of people who have contributed to and enriched the culture and heritage of the state. Ours is a story to tell. Through

our accomplishments, struggles and diversity, we help create a better understanding of our one Missouri and the ties that bind us together.

To mark the 200th anniversary, the State Historical Society of Missouri, under the banner of Missouri 2021, is coordinating the efforts to engage each of Missouri 114 counties and the City of St. Louis in meaningful projects and events that have shaped our past and to help us chart a new chapter in our state's unique history and place in our nation.

Commemoration of the Missouri bicentennial is bringing together local and regional organizations with projects, programs, and events of statewide reach through the Missouri Bicentennial Alliance, a coalition of statewide non-profit organizations and state government agencies.

A statewide quilt and photograph and poster contests have involved each region of the state expressing the identity and talents of its residents. The community legacies project is creating a "snap shot" of Missouri traditions to showcase the rich history, life and culture of the state.

Many activities and events

are planned for the yearlong commemorations in 2021 including Missouri Humanities Council's

Struggle for Statehood traveling exhibit; the creation of roadside markers helping communities celebrate local folklore and legends; Sound of Missouri concerts and educational series; a feature television documentary on Missouri history produced by the state's PBS stations is

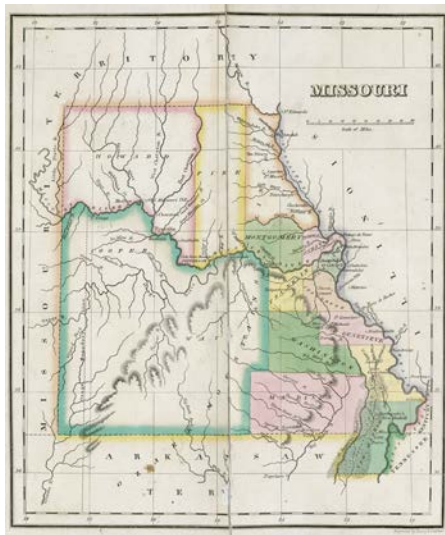
underway; and more than 80 local and regional projects to include, art, agriculture, music, cuisine, theater, historic tours, storytelling, and festivals as varied as the locales where it will take place. And, yes, there will be a bicentennial capsule and possibly a U.S. postage stamp to commemorate the state.

Missouri 2021 welcomes newspaper publishers, editors, and reporters to participate in Missouri's bicentennial by helping to tell the story of our unique and shared heritage. The Missouri Bicentennial staff are here to help newspapers with any questions on the happenings that will take place in 2021 and how to access the vast documents and images available to the public through the collections of the State Historical Society of Missouri and our Bicentennial partners.

Also, we will continue to update our website on current projects and events happening as we commemorate Missouri's 200th year.

As the date of statehood approaches in August, we hope it will be safe to hold in-person events to commemorate our 200th birthday at the state capitol and other locales in Missouri with major events open to the public. One thing we have learned this year is to be flexible with plans, so we are planning for in-person, hybrid and online events that will keep us connected during a significant time in Missouri's history.

If you have any questions, please visit our website missouri2021.org or email me, Beth Pike, at pikabe@shsmo.org



Top, The logo for the Missouri Bicentennial. Above, A map of Missouri from 1822. (Submitted/State Historical Society of Missouri)

ON THE MOVE



Festus — Leader Publications bid farewell to Ted and Nancy Howell, longtime husband-and-wife photography duo often described as the newspaper company's best ambassadors to the community. The couple got their start together with Leader Publications in 2002 and have spent the last 18 years covering events throughout Jefferson County, including a visit by President Barack Obama to Fox High School.



With the Howells in their 80s, the newspaper said health issues were the cause of the reluctant but well-deserved retirement. Together, they have won numerous awards for their efforts but their work making pictures of kids during various community events has proven to be the most memorable part of the job.

Marshfield — The *Marshfield Mail* has added four new staff, including announcing D'Anna Balliett as the newspaper's new general manager and editor in late September. Publisher Jamey Honeycutt said Balliett's extensive newspaper management experience will allow her to do a fantastic job leading the *Mail's* local news coverage.



Balliett replaces Karen Craig, who is departing to spend more time with family and on her writing, including her poetry. Craig was named Missouri's fifth Poet Laureate in 2019 by Gov. Mike Parson.

Also joining the *Mail's* staff is Marshfield native Shelby Atkison, who recently graduated from Drury University in Springfield. She will be involved in covering the city, crime and community beats for the newspaper.



Crystal Garner and Jean "Nikki" Davenport have also joined the staff as marketing assistants. Both said they are excited to be at the newspaper and look forward to helping local businesses in Webster County grow.

Columbia — Two new journalists have joined the *Columbia Daily Tribune*, including: Charles Dunlap as public safety reporter focusing on police, fire and courts; and Langston Newsome as city and county government and local politics reporter.



Dunlap has more than 10 years of award-winning experience at small newspapers in Missouri, most recently as Gannett's regional team leader for six twice-weekly publications in Mexico, Moberly, Boonville, Chillicothe, Brookfield and Kirksville. He has also worked at the *St. Joseph News-Press*, *Smithfield Herald* and the *Concordian*.

Newsome is a 2019 graduate of the Missouri School of Journalism and has been freelancing sports coverage for the *Tribune* for more than a year. He has won numerous awards for his work covering sports for the *Columbia Missourian*.



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More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



The Newspaper Association Managers, in partnership with Metro Creative Graphics and Pulse Research, have developed some new wrinkles in their Relevance Project Revenue Resource 2020. Upon review, we believe it's a free resource worthy of examination for our members.

Here are the nuts and bolts:

It's free to MPS members.

It provides you with great market analysis that applies to YOUR TOWN. For five Revenue Resource categories -- Heating/Air Conditioning Services, Banks, Jewelry Stores, Opticians/Eyeglass Stores, and Continuing Education Services -- you will receive access to household buying research presented in a teaser graphic.

It provides you with eye-opening marketing materials, including house ads, post cards, and sales handouts.

It provides you with focused, attractive spec ads and creative services that provide up to 10 options for personalized ads that your sales reps can take to potential clients.

It's backed by reliable Pulse Research. The Pulse component features an audience shopping calculator. When you enter your circulation total, you will be amazed at the value of your audience, and so will your local businesses. It doesn't matter if you are a 400-circulation weekly or a 40,000-circulation daily. You'll be able to show potential advertisers how many households in your town are interested in buying that particular product or service.

Your information will be relevant for 2020. All of the responses were collected by Pulse during the pandemic.

You'll be proud to present the graphics. All creative services come from Metro's vast library of designs, templates and promotions.

The benefits don't stop with just 5 business categories. For other Call to Action categories, a spec ad is available -- again FOR FREE. All you have to do is find it on the offer page and download it.

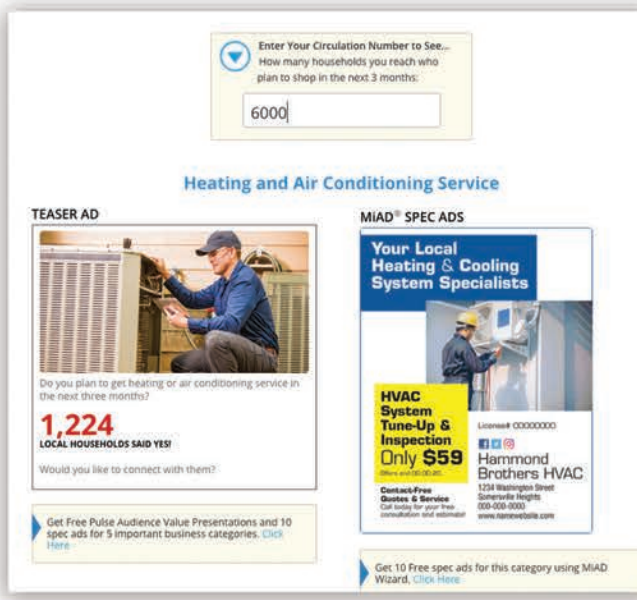
To put it simply, here's the process.

Start here:

<https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>

Find the LOCAL MARKET ADVERTISING SOLUTIONS box at the bottom of the Revenue Resource page. It will take you to the COMPLIMENTARY OFFER. Follow the instructions.

For more information, contact Ted Lawrence, at tlawrence@mopress.com.





Missouri Newspaper Organizations

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

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

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MISSOURI COLLEGE MEDIA ASSOCIATION: President, Ryan Pivoney, Truman State University; Vice President, Zoë Jones, Missouri Western State University; Secretary, Brooke Holford, Southeast Missouri State University; MPA Liaison, Jack Dimond, Missouri State University; Adviser, Don Krause, Truman State University.

Explain to your readers why due diligence matters

As all of you work through the challenges you face in publishing during these difficult times, there are a number of important thoughts that you should ponder on days when you have a moment to ponder.

The term “fake news” has become a joke. We all laugh at times when we hear it, but it is not something we should take lightly. Whatever your political persuasion, each of you realizes that having the trust of your readers is critical to your paper’s survival. Your local community needs to know you are a source of truth in your town. They need to know to come to you for the latest information on schools, local government and, of course, COVID statistics.

Of course you are working hard to bring them that information and to make sure it’s as accurate as possible, because you are all good reporters. But have you taken time to explain all of that to your readers?

What do I mean? I mean that we all know how hard you work to gather the data you present. We know as journalists that it is important to have sources who have accurate information and to learn which sources you can trust to have that accurate information. You have learned, through trial and error, that some sources are careless or simply are not accurate and so you have learned who you can trust to provide you solid data. Many of your readers do not understand those nuances. They do not understand what you do and how hard you work.

One reporter who called on the hotline recently was frustrated that the information being sought on the county’s data was being posted on the community’s Facebook page. Was that legitimately an “official source” for such data, she questioned? Of course, all of us realize that we cannot rely on Facebook as an accurate source of community information. Most reporters want to see data on official communications from their community. While social media can at times be accurate, most reporters want to be sure readers understand where their information came from – what

was the source – and how that can impact the accuracy of what is reported. Those are important truths to convey to your readers.

But more than that, do not hesitate to explain to your readers how hard you and your reporters are working to gather accurate information. Explain to them about the time your paper takes

to sift through data and to double-check what sources tell you. Help them understand that what they read on their Facebook pages may just as well have been planted by a Russian bot or a source that is attempting to create confusion or animosity in our country. I see items on Facebook pages on occasion that a quick check with Snopes.com makes clear has no basis in truth. The stories we read in the national news tells us that foreign countries are attempting to influence our election and some of that filters

down into Facebook posts in your own communities.

Does that mean you have an obligation to publish “fake news” in order to discount it? Are you adding credence to “fake news” when you publish it to discount it? Those are more like ethical questions that you need to consider as you think about these issues.

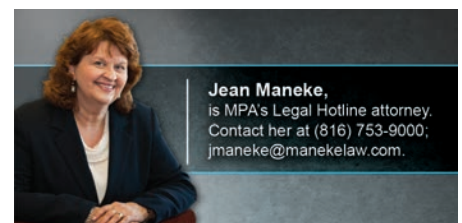
Just help your readers become discerning readers. You are trained to evaluate sources and weigh information. You can help your readers gain the very skills you use to do the good job you do and help bring discussions of issues in your community to a higher level.

AND TWO FINAL THINGS:

The loss of legal notice papers in communities is creating one significant concern of note — while statutes in Chapter 493 of the Missouri Statutes address the general issue of legal notice papers, there is one particular statute you need to also consider. IN REGARD TO FORECLOSURE NOTICES ONLY, Section 443.320 is specific that the paper in which a foreclosure notice runs must be a paper “published in such county” where the land is located. No out-of-county paper can be used.

Secondly, there has been some caselaw clarifications lately regarding the use of photographs from Instagram. For many years, lawyers have recommended that those seeking to use a photo should “link” to it rather than copy and embed it. That is still true. But now the Instagram app has adopted rules making this mandatory regarding any material posted on that site. Let me know if this raises questions.

"Do not hesitate to explain to your readers how hard you and your reporters are working to gather accurate information."



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

As pandemic changes student media, Columbia high school journalists carry on

By Tony Madden

From the *Columbia Missourian*

Isaac Yontz's senior year at Rock Bridge High School took a turn as he began entirely remote operations to manage the school's online publication, the *Bearing News*.

As editor-in-chief, Yontz helped make the call to remove Rock Bridge's print publication, *The Rock*, from the equation. The online publication, *Bearing News*, and print newspaper have traditionally combined to form the school's journalism program, SouthSide Media.

As Columbia Public Schools implemented all-virtual learning for the fall amid rising COVID-19 cases, the district's student journalists have faced unprecedented changes in their editorial operations. Clouded by entirely remote newsroom operations, scarce press access to athletic events and a new academic landscape, high school journalists are adapting to tell student stories to the best of their abilities.

'Trying to keep this ship together'

The transition at Rock Bridge has been relatively smooth, Yontz said, but certainly not without difficulty. In addition to virtually managing a staff of 22 people, the newsroom is making the transition to a new adviser.

"It's going about as well as you'd think it'd go," Yontz said. "Our previous adviser, Robin Stover, was with our journalism publication for the past 30 years, so it's been a little difficult transitioning from her tried-and-true techniques ... but we're making the transition pretty smooth."

Yontz said the pandemic and political climate have certainly shaken the world of student journalism, especially as it pertains to objectivity and providing sufficient context and narrative. He cited a Facebook post that garnered more than 1,000 comments in June from past and present Rock Bridge students of color who experienced racism at the school as one example.

"It's been a little difficult telling that story because I don't want to put a burden on people who didn't really have anything to do with that," Yontz said. "(I) try to put myself in positions where I can effectively lead the staff."

Yontz has spent his first weeks working on a policy editorial for *Bearing News* on MU's handling of the pandemic and Chancellor and UM System President Mun Choi's blocking of students on Twitter. MU spokesperson Christian Basi said in September that Choi later unblocked the students.

"MU can't undo the mistakes they've already made, but they need to take responsibility for the problem they've created," Yontz wrote in the Sept. 30 editorial. "If Choi and MU administration care about the good and health of the locals in Columbia, all in-person events and classes should be effectively discontinued and students should be removed from on-campus housing immediately."

At the end of the day, Yontz said SouthSide Media's good reputation with the Missouri Interscholastic Press Association and the National Scholastic Press Association drives him



Hickman High School student journalist Bryce Robinson, left, helps fellow *Purple & Gold* staff member Faith Cummings, right, photograph the Oct. 2 Hickman versus Jefferson City football game. (Submitted photo/Hanna Kellenberger, *Columbia Missourian*)

to continue the hard work through pandemic challenges. *Bearing News* won an Online Pacemaker award for its digital publication in 2019, one of NSPA's highest honors, he said.

"We want to keep that legacy going," Yontz said. "I'm trying to keep this ship together ... I love our community at Southside Media. It's a really tight-knit community."

'We don't know what to expect'

More questions than answers have ushered Battle High School journalists Jackson Meyer and Rachel Eaton into the 2020-21 school year. The editors-in-chief of the *Spartan Spearhead* plan to focus more heavily on the *Spearhead* website, with no solid plans for distributing a print publication as it has in years past.

"I think we're all kind of blind going into it right now," Meyer said. "We don't know what to expect."

The pandemic has taken away much of what the *Spearhead* would regularly cover, making the work particularly frustrating, Meyer said. He offered the example of athletic event coverage, which has experienced a dramatic shift in access as reporters must obtain prior approval through athletic directors for admission.

"It takes away the availability of being at school and interviewing people in person and rather having to Zoom," Meyer said.

Eaton and Meyer both said the driving force in their perseverance is looking to their future careers in journalism.

"I think it's exciting when it's hard like this, just to be able to say later that I worked through this," Eaton said. "I was able to keep working and to contribute stories that matter and that are important and that people will read ... and that's what I want to do."

Read the full story on the *Columbia Missourian's* website here: <https://bit.ly/3nZ9dZt>



Missouri Press Foundation

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William E. James Outstanding Young Journalists

A large part of our mission at the Foundation is to assist Missouri newspapers hire, train and retain inspiring young journalists. We connect our communities' newspapers with talented students and help provide grants for internships and other projects. These connections are instrumental in keeping many fantastic newspaper journalists in Missouri. We remain involved in their careers as they grow as journalists. Many are consistently recognized in our yearly Better Newspaper Contest and have gone on to receive the William E. James Outstanding Young Journalist Award from the Foundation. During his lifetime, William E. James mentored several young journalists, who have done many great things in the Missouri newspaper industry, and the Foundation is honored to recognize promising young newspaper journalists in his name. The three journalists featured below have benefitted greatly from the support the Foundation has provided toward their careers. All three worked as interns through the Foundation's summer internship grant program and continue to make significant, impactful contributions to Missouri newspaper journalism, winning Better Newspaper Contest awards and each earning the distinction of William E. James Outstanding Young Journalist Award recipients.



Katelyn Mary Skaggs got her start in journalism when her high school English teacher encouraged her to join the newspaper class. "She developed in me a passion for local news and ethical reporting. She showed me why it's so important for communities to have a watchdog," Katelyn Mary said of her teacher. Katelyn Mary started with Leader Publications in Jefferson County in 2018, first as an intern under a Missouri Press Foundation grant and upon graduation from Southeast Missouri State University became a full-time staff reporter, covering the Missouri cities of Eureka and Byrnes Mill, as well as police and fire news and the local health department.



Ethan Colbert is a Bowling Green native who worked for several different newspapers before graduating from the University of Missouri School of Journalism, including the *Cedar County Republican* and *Stockton City Journal*, the *Buffalo Reflex*, the *Jefferson City News Tribune*, and the *Columbia Missourian*. In 2015, Ethan became the editor of the *Bowling Green Times*. While editor, the *Times* received more than 50 awards from the Missouri Press Foundation Better Newspaper Contest and was considered one of the best weekly newspapers in the state. Ethan was recently hired as the new editor of the *Washington Missourian*.



Hannah Spaar was born to be a journalist. The Spaar family have been members of the Missouri Press community for decades, and their involvement in Missouri journalism goes back even further than that. Hannah is the news editor of *The Odessan* and *Focus on Oak Grove*, overseeing coverage of seven municipalities, three school districts and two fire districts. Since 2019, Hannah has been president of the Show Me Press Association Board of Directors, a regional press association serving central and northeast Missouri. Hannah is also a member of the Missouri Press Association Board of Directors.

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