

MP

MISSOURI PRESS

NEWS

With votes cast, newspapers differ in reporting results | P6



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As 2020 ends, please keep chasing that cheese

A couple of nights ago I was having a hard time sleeping. I turned on the television for what I thought was going to be mindless entertainment. I ended up adding a must-see event to my bucket list, cheese rolling in Gloucester, England.

If you haven't heard of it, I'll give you a little taste. An 8-9 pound roll of double Gloucester cheese covered in masking tape is let go at the top of Cooper's Hill. The cheese picks up speed until it is going 80 mph and crashes into something (hopefully a fence.) The object is to run down the 45 degree hill as fast as you can. The winner is the person that crosses the finish line first.

The event has no "known" sponsor. The unofficial contestants go flying, literally. The official event was banned in 2010 because it is so dangerous. The 2019 women's and now 4 time cheese roll winner has broken multiple bones in the race. The women run once a year, the men three times. The commentator said it's because everyone knows, "Men are three times stupider than women."

I was sucked in. I watched the race and documentary from 2019 and enjoyed the history. I also found it interesting that no one knew when it started. Somewhere in my searching I found an account that claimed it began in the early 1800's. The documentary claimed no one really knows. Oral history gets confused and/or changed, the written word is there for everyone to see in its original form many generations later.

It made me think about what we do at the newspaper and why we are still

around after 100 plus years. One of our jobs is to document what is going on in our communities. Why hadn't someone written about the first cheese roll?

It also made me think about how we promote our unique communities. You never know when someone will pick up your newspaper or accidentally land on your website and think, I need to be there or see that in person. Promoting our communities and local businesses is a must if we are going to survive.

I started thinking about my communities; marshmallow Pepsi, the home of the giant tenderloin, the railroad history, the murals, the Hallmark channel-like downtown, the many parks, the steps to river, the lake town, the swinging bridges and the people; all the great people we have the privilege to write about weekly.

This has been a year that will be looked back upon in the future, hopefully in our newspapers and not at a half-truth social media post. I hope we have done it justice. I have a feeling my kids will say to their children, "I remember when we had to go to school every day, before 2020 we never thought about virtual learning." Or maybe, "when I was young when it snowed, we didn't learn, we went outside and played until we could go to school again."

It was a big year for me even though almost everything got canceled. I got to follow in some amazing footsteps. I was lucky enough to be voted Mayor of the City of Eldon in June. My great-great-grandfather held the position in the early '50s. I turned 40 (I know, I'm still a baby). Missouri Press Association

allowed me to be its president for the year. My Dad was voted into the Missouri Press Hall of Fame, joining my grandfather. My kids got the longest summer break of their lives. I can't say I will be sad to see 2020 go, but it hasn't all been bad.

I thank you all for the encouragement, kind letters and thoughts. I thank the Missouri Press staff; they did the real work. I can't wait until we can get back together again and celebrate our achievements.

I enjoyed writing this column, I hope you enjoyed it as well.

It is time for Liz to take the wheel and lead this great association. I wanted to leave it in better condition than when I found it. I'm not sure if I did that but hopefully it is in no worse condition.

Thanks for allowing me to represent your newspapers as president of MPA. I appreciate your efforts to make your communities and the industry better. Remember, sometimes you have to throw cheese out front and run like hell to catch up. You might get battered and bruised but nothing is as satisfying as crossing that finish line, knowing you gave it your all and made a difference.

I look forward to seeing everyone next year, holding the prize high above your head, after earning your cheese.



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ALL TOGETHER NOW.

Let's face it. No one has had it easy during this pandemic.

Your newspaper is reporting from the front lines the local stories of COVID-19 and its painful shutdown. We thank our talented journalists.

But we've lost business, too. Like us, you're probably saying enough is enough.

Let's work together as businesses reopen. We've got the engaged audience to share your advertising messages. Our ad staff stands ready to help.

Newspapers are your best investment
because we care most about local.



NEWSPAPER POWER.

Print, Digital & Social Solutions for your advertisers.

Design by Metro Creative Graphics, Inc.

This ad was created in partnership with The Relevance Project and Metro Creative Graphics. Find it and other ads here: <https://bit.ly/35YrqPS>

Request your 2021 press cards

From Missouri Press Staff

Missouri Press News

Submit requests for 2021 press cards and 2020-2021 MPA auto stickers today by going online or emailing staffers' names to Kristie Fortier at kfortier@mopress.com

There is no charge for press cards or auto stickers for MPA members; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the 2021 MPA sticker calendar.

Email distribution list

Are all your staff who should be receiving Missouri Press emails signed up?

Email communication with Missouri Press' members is vital to promoting the industry and protecting our interests in Jefferson City.

We want to make sure that every member newspaper is



staying up-to-date with the Association's latest happenings and informed about issues that affect your business. We also distribute statewide ads via email each week.

If your staff changes or we need to add someone, please send the names, job titles and email addresses to Matthew Barba at mbarba@mopress.com

Missouri Press' holiday hours

From Missouri Press Staff

As Christmas and New Year's Day approach, Missouri Press staff want to remind members the Association's central offices in Columbia will be closed for the holidays.

For Christmas, the office will close at noon on Christmas Eve, Dec. 24, and remain closed on Christmas Day, Dec. 25.

For the new year, the office will close at noon on New Year's Eve, Dec. 31, and remain closed on New Year's Day, Jan. 1.

Missouri Press' offices also continue to operate with intermittent hours due to the ongoing coronavirus pandemic. All staff remain accessible via email, and a staff directory can be found on page 15 of this month's Missouri Press News.

If you have any questions about Missouri Press' office hours, please contact Marcie Elfrink at melfrink@mopress.com

Funds could be available to cover your business' coronavirus response

From Missouri Press Staff

The Coronavirus Aid, Relief, and Economic Security ACT (CARES Act) passed on March 27, 2020, and signed by President Trump, established the Coronavirus Relief Fund. Each of Missouri's counties received an allocation of funds from the CRF based on population.

The state has distributed \$520 million to counties to spend by Dec. 31, 2020. As of the end of November, many of the state's counties had not exhausted the full amount of funds they received.

Newspapers are encouraged to check their local county websites, or contact their county commissioners, about applying for funds that could be used to reimburse the cost of personal protective equipment to make workspaces safer, video projectors and video conferencing equipment, or to cover other eligible expenses.

The funds being requested cannot be a replacement for lost revenue. You can also visit the Missouri Treasurer's Office website for more information at www.treasurer.mo.gov/COVID

Return '21 rate agreements

From Missouri Press Staff

If you have not yet returned your Missouri Press Service rate agreements for 2021, please do so as soon as possible.

If you have questions, please contact Jeremy Patton at jpatton@mopress.com or Ted Lawrence at tlawrence@mopress.com

Enrich your pitch with ads, audience calculator from the Relevance Project

From The Relevance Project

The Relevance Project, in partnership with Metro Creative Graphics and Pulse Research, is offering an exclusive benefit to members of the Newspaper Association Managers, which includes Missouri Press Association.

The complimentary offer further advances the Call to Action categories of advertisers features on the Relevance Project Revenue Resource 2020. It's an innovative approach to ENRICH THE PITCH!

For five of the Revenue Resource categories -- Heating and Air Conditioning Services, Banks, Jewelry Stores, Opticians or Eyeglass Stores, and Continuing Education Services -- associations and their members receive AT NO CHARGE access to household buying research presented in a teaser graphic as well as FREE creative services that provide up to 10 options for personalized ads that sales reps can take to potential clients.

The Pulse component features an audience shopping calculator. When you enter your circulation total, you will be amazed at the value of your audience. P.S. So will your local businesses. Also, it doesn't matter if you are a 2,000-circulation weekly or a 40,000-circulation daily. The household total interested in buying that particular product or service varies with the market size.

So, if you are ready to roll, here's the process:

Find the LOCAL MARKET ADVERTISING SOLUTIONS box at the bottom The Relevance Project's Revenue Resource 2020 page: <https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>

It will take you to the COMPLIMENTARY OFFER. Follow the instructions from there.

More resources

Make sure to check out The Relevance Project's other items in the Revenue Resources 2020 toolkit, created to help community newspapers boost their sales efforts. The Revenue Resource 2020 will be updated to match dynamic changes in our businesses and economies.

In addition to ads like the one you see on page 3 of this month's Missouri Press News, you will find 15 calls to action on the effectiveness of newspaper advertising, with information your sales team can use on calls.

The Relevance Project also has collected best practices for newspapers sales for your easy perusal, covering topics such as 15 tips on winning back advertisers, tips on growing your email list and how to build last customer relationships.

If you have questions about the audience calculator or other Relevance resources, please contact Missouri Press Service's Ted Lawrence at tlawrence@mopress.com



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!

JOIN OR MAKE A GIFT NOW

- 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

Community newspapers mixed in announcing presidential election winner

From Matthew Barba

Missouri Press News

Elections are often stressful times for those in the media as there is pressure to cover each candidate or side of an issue fairly, while also providing timely updates and accurate information on vote tallies.

National media, such as The Associated Press, employ experts who examine historical voting patterns and analyze current voting trends to determine how they will “call” each election. Following their past practices, many national media outlets called the Nov. 3 presidential election for former Vice-President Joe Biden.

But this is 2020. On the national level there are widespread, and widely unfounded, accusations of voter fraud and a deep desire from many to not accept the results. On Nov. 12, members of the Election Infrastructure Government Coordinating Council announced “the November 3rd election was the most secure in American history. There is no evidence that any voting system deleted or lost votes, changed votes, or was in any way compromised.”

In the same election, Republican Mike Parson was elected Governor of Missouri, cementing himself in the post to which he was first appointed in June 2018. It should be noted, the state has not had any prominent claims of voter fraud following the general election.

For local media, particularly newspapers that put their ink where their mouth is, elections results, no matter how secure, can be even more stressful. While the audience may not be as big as a “national” outlet, editors and publishers of the local newspaper are much more likely to encounter their readers, some of whom might



Above, voters in St. Louis wait in line to cast their ballots in the general election held Nov. 3. On the cover, Voters leave the St. Louis County Library after casting absentee votes in late October in Clayton. St. Louis County election officials estimated more than 5,000 people every day were voting early across five locations in the county. Early and absentee voting saw prominence this year due to the coronavirus pandemic. (Submitted photos/Bill Greenblatt, UPI)

not like what is reported.

News Editor Donna Farley of the *Daily American Republic* in Poplar Bluff said her newspaper saw fallout from their announcement to name Biden as president-elect after AP called the election for the Democrat candidate. She said that decision came after lengthy discussion about the election and past practices at the newspaper.

“We’ve always named the winner based on the AP call in years past,” Farley said. “We included on an inside page an image of our 2016 cover calling the race for Trump. We also included in the same edition several

informative articles about the status of lawsuits, battleground states not called and the timeline for Electoral College actions.”

Despite their effort to provide as much information to readers as possible, some still took issue with the *DAR*’s choice of headline, “Biden defeats Trump.”

“We’ve had a few subscribers, including longtime subscribers, who called the day that edition came out to cancel their subscriptions, because they disagreed with our headline,” Farley said.

Continued on Page 7

Continued from Page 6: *Missouri did not see claims of voter fraud making news elsewhere*

In the *Pleasant Hill Times*, the decision was made to tell readers that an announcement about the presidential election would not be made in its pages until December, according to Publisher Connie Whitlock.

"We basically put 'TBA' in the paper about the presidential race," Whitlock said. "We will announce a winner on Dec. 14, since the election is contested and [President] Trump did not concede."

More than anything, Whitlock said, people seem eager to move beyond the election season and get back to their lives.

"Pleasant Hill is pretty Republican, and we haven't heard much after the elections from the public other than they want to get back to just doing life and wanting everyone to just get

along," Whitlock said.

For some newspapers, not covering national election results at all allows the newspaper to both save ink on information widely available from other sources and keep from alienating one political group or another.

In the *Odessa*, News Editor Hannah Spaar said the newspaper reported preliminary state and local results the week after the Nov. 3 general election.

"We don't cover national," Spaar said. "They're going to get that news from someone else."

Newspapers remain an important community forum and part of that significance stems from inviting members of the public to share their thoughts via letters to the editor.

"We allow letters to the editor on anything, but if we ever get something

false we either decline the letter or call the person and explain why we can't print that portion of the letter," Spaar said. "It hasn't been an issue. No one's written in yet. There's only one person I expect to, and he'll just be ridiculing people who don't accept the results."

In Poplar Bluff, Farley said letter writers are asked to be specific if they want to make claims about the election or its results.

"We have allowed people to talk about the election, however we're asking for anyone who makes accusations of voter fraud to specify where they believe this occurred and their source for the information," Farley said.

As of publication, several lawsuits had been filed by the national Republican Party, Donald Trump's presidential campaign, independent voters or some combinations of these groups. The lawsuits have so far been used to contest results in battleground states, including Pennsylvania, Michigan, Arizona, Nevada and Georgia with little effect on the election results.

States are required to certify their presidential election results no later than Dec. 8 and the Electoral College is scheduled to meet Dec. 14, to cast their votes. During a joint session of Congress, the Electoral College votes will be unsealed, tallied and lawmakers will have the opportunity to object to the results in writing.

The vice president of the United States, as president of the Senate, will then announce the winner of the election. Presidential inauguration is scheduled for noon on Jan. 20, 2021.



A woman delivers her ballot to a poll worker at the isolation area at the St. Louis County Board of Elections office on Nov. 3. St. Louis County set up a special area for those to vote that may have COVID-19 or were quarantining. (Submitted photo/Bill Greenblatt, UPI)

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.

Senate report goes to bat for local news

By Tom Silvestri

The Relevance Project

Most days it feels as if the local news industry has no friends in Washington.

We get battered but get up. We confront “fake news” rants with trusted journalism. And we dig for revenue while the technology giants soak up the great majority of the digital dollars.

In late October, local news discovered an ally in Congress who understands newspapers’ dire challenges and makes the excellent case for help.

Our friend is from Washington, state that is.

Press associations should use Sen. Maria Cantwell’s report, “Local Journalism: America’s Most Trusted News Sources Threatened,” to recharge their crucial advocacy.

You can find the report by searching online for, “Sen. Cantwell journalism report”

It was released ahead of the Halloween-week appearances by the chiefs of Facebook Inc., Twitter Inc. and Alphabet Inc. (Google and YouTube) before the U.S. Senate Committee on Commerce, Science, and Transportation. Cantwell is a ranking member.

As caretakers of local journalism and community newspapers, press associations and their members will not be shocked by anything in Cantwell’s official report. Rather, we should revel there’s a definitive record and a call to action that publishers and association leaders can reference when working with legislators, supporters and readers.

One of the report’s urgent points is that the public still doesn’t realize the degree to which local news is threatened, or near collapse in some communities.

“These market dynamics are further compounded by a lack of public awareness of the crisis facing local journalism. A recent pool found that 71 percent of Americans believe their local news media is ‘doing well financially,’” the report stated.

I read the 67-page report and here is a sample of quotes that can be used in campaigns to keep awareness and understanding high on what we face in providing local news.

The first sentence is a good start:

“Local journalism is essential for healthy communities, competitive marketplaces, and a thriving democracy.”

And here’s the problem:

“Unfortunately, the local news industry is being decimated in the digital age. This is due both to the rapid proliferation of online news content as well as unfair market practices by some of the world’s largest technology companies that reuse local news’ content, data, customers, and advertisers.”

There’s time to help, but...:

“While the value of local journalism as a trusted brand is starting to shine through to advertisers, the economic downturn due to the COVID-19 pandemic is endangering what is left of local journalism.”

And the wake-up call:

“If Americans are to continue to receive the benefits of local journalism — transparency, fact-checking, professional editing, and high-quality and timely reporting that promotes vibrant, cohesive, and diverse communities — local news needs help to survive the current economic storm.”

The report ends with “Congressional considerations.” It cites three congressional options to save local news:

Providing COVID-19 Emergency Financial Relief: “Congress should renew the Paycheck Protection Program (PPP) to continue to support jobs at local news outlets. It should also expand the PPP to make thousands more local newspapers, radio, and television broadcasters eligible for emergency federal support. Congress should also consider targeted tax incentives and grants as at least a short-term bridge to enable local news entities to survive the current economic turmoil.”

Ensure Fair Return for Local News Content:

“Congress should consider requiring that news aggregation platforms enter into good faith negotiations with local news organizations and pay them fair market value for their content. Congress should also consider allowing local news organizations for a limited duration to collectively bargain for reuse of their content, provided there are strong controls in place to ensure that smaller publishers are not left behind.”

Level the Playing Field for Local News:

“Congress has a long history of addressing market abuses that stifle innovation and harm consumers. Rules preventing unfair, deceptive, and abusive practices can stop platforms from taking local news content without financial payment and retaliations against local news by hiding or removing their content from search engines or social media feeds.

Similarly, statutes that prohibit market manipulation in other industries can serve as models to ensure online advertising markets are transparent and not contrived to benefit a dominant firm. Federal privacy protections can also serve to empower consumers to provide more support to local news organizations that provide them with more trusted and relevant information.

“Each of these changes should be crafted in a way to promote competition and consumer welfare and spur growth and innovation in the digital economy.”

By now, you’re probably looking for a suggested closer to any discussion about the state of local news.

The report’s last paragraph is a bottom line to consider:

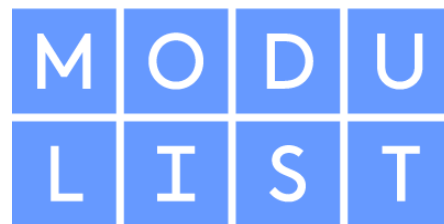
“When local newspapers and broadcasters shutter, entire cities are left wanting, and an important long-term relationship of trust and community spirit is lost.”

Tom Silvestri is the executive director of The Relevance Project, a partnership of state and provincial press associations. This column was adapted from an article that originally appeared online at <https://relevanceprojectnet.wordpress.com/> in late October.



Tom Silvestri

OBITUARIES



Columbia

Ben Weir

Ben F. Weir Jr., 73, of Columbia died Oct. 31, 2020, in his home. Following in the footsteps of his journalism family, he served in numerous leadership capacities in six communities. He was the general manager of The Marshall Publishing Company in Marshall; the general manager and publisher of the Nevada Publishing Company in Nevada, Missouri; publisher of the Examiner, a daily newspaper in Independence; and the general manager of the Times-Call, a daily in Longmont, Colorado.

He carried the principles of journalism ethics he learned at the Missouri School of Journalism to all of the newspapers and practiced those throughout his distinguished career.



Professionally, Weir was active in numerous state and national press and publishing associations. He was a member of the board of directors of the Missourian Publishing Association and the Inland Press Association. He was inducted into the Missouri Press Association Hall of Fame in 1999.

His oft-stated operating philosophy was clear: "Count that day lost when you have not done something to make the community you serve a better place to live in, a better place to raise a family in and a better place to do business in."

In addition to his wife, Lisa, he is survived by a son, Robert; a grandson; a sister; 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).

Kansas City

Gary Ross

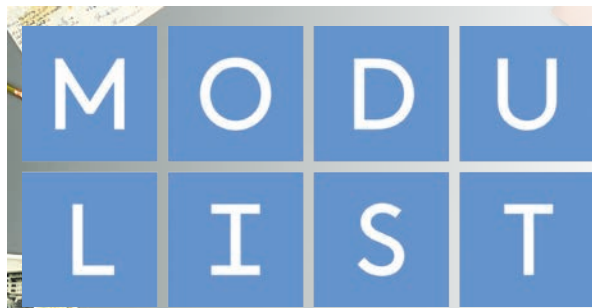
Gary Dwain Ross, 73, of Kansas City, died Oct. 2, 2020, following a two-week affliction with COVID-19.

He was a professional graphic designer, first in print doing page and section layout for The Kansas City Star, and later moving to digital.

In addition to his wife, Hisae, he is survived by a son, Aaron; a sister; and many more family and friends.



Help us remember MPA's newspaper people who have died.
Send obituaries for Missouri Press News to
mbarba@mopress.com



Publish life's stories.

A simple, cost-saving, and trustworthy solution for newspapers to help individuals and businesses tell their stories, how they want them told.

Contact us for a demo today! devlyn@modulist.news • 701.412.8733 • modulist.news



The Kansas City Star will vacate its printing plant in downtown Kansas City. (Submitted photo)

Kansas City — McClatchy, which operates *The Star*, announced in November it would be vacating its downtown Kansas City printing plant by the end of 2021 and moving the newspaper to a new location. Printing will be moved to Des Moines, Iowa, starting early next year.

All of the newspaper's local reporters

will retain their jobs, however, the company announced that 68 full and more than 50 part-time production employees would be laid off.

Previously, The Star sold its former office building and moved all of the newspaper's operations to the printing plant. That facility was constructed in 2006 and was widely considered one of the most advanced printing operations in the country.

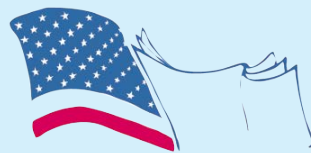
St. Louis — Really Big Coloring Books, a friend of member of Missouri Press Association, released a new coloring book showing Joe Biden as the newly elected President of the United States following the November general election. The book will be printed after the certification of the voting results.

The coloring book is designed for all ages and contains patriotic



Really Big Coloring Books will release the latest in its line of presidential coloring books after results of the November election are finalized. (Submitted photo/Bill Greenblatt, UPI)

songs, historical locations and pages describing how children may be involved in their local community, along with games, mazes and puzzles. The company produced a similar book following the 2016 presidential election.



Missouri Press Foundation

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

Society of 1867

Brian Brooks, Jim Hamilton, Jean Maneke

Photojournalism Hall of Fame

Richard Miller

In Memory of Kathy Snyder

Doug & Tricia Crews

In Memory of Hank Waters

Doug & Tricia Crews, Michael & Amber Harper, Mark Maassen, Jean Maneke, Gary & Helen Sosniecki

In Memory of Wallace Vernon

Lyle & Sharon Amrhein, Heath Clarkston & Harry Gallagher of Lathrop GPM, Doug & Tricia Crews, Virginia Duffield, Bill & Gabee Fallert, Brad Gentry, Michael & Amber Harper, Charles & Rebecca Holloway, Lorie Kiso, Mark Maassen, Larry & Jean Snider, Gary & Helen Sosniecki, Jim & Nancy Sterling, Joe, Renee, John, and Hannah Spaar

Website widget will put Capitol Report stories directly on your website

From Missouri Press Staff

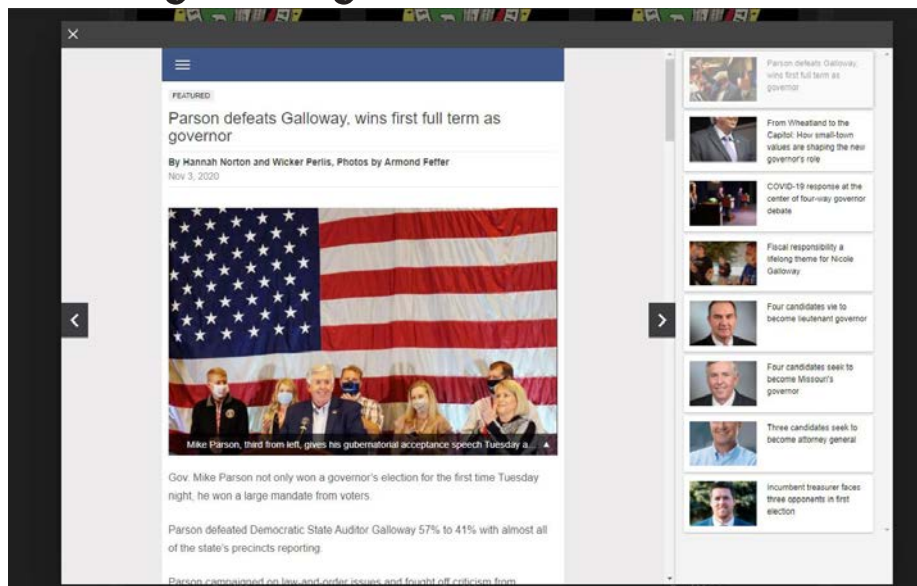
Missouri Press News

Many Missouri Press members are familiar with the Capitol Report that is written by Missouri School of Journalism students and distributed during the legislative session for newspapers to publish. A new project could improve upon the Capitol Report in several ways.

In November, Missouri Press Association began testing a widget, developed in partnership with the Reynolds Journalism Institute and a startup called Distributed Media Lab, on the front page of its website. The widget collects Capitol Report articles in one place and rotates them on a regular basis, giving readers access to the most up-to-date stories.

But MPA's website is not really a destination for people looking for statehouse news unless it pertains to the newspaper industry.

Instead, after testing the widget on MPA's website, the plan is to now offer the code to any Missouri Press member newspaper wanting to host it on their website. The goal is to get newspaper websites on board with hosting the widget by the time J-school students begin reporting on



This screen capture shows the expanded view of the Capitol Report widget being offered to Missouri Press Association members for their websites. The goal is to roll the widget out to member newspapers in time for the 2021 legislative session in Jefferson City. (Staff screenshot/Mopress.com)

the 2021 legislative session.

It should be noted that if a newspaper does not want to host the widget or is unable to host the widget, Capitol Report stories will still be distributed via email as they become available.

Utilizing the widget on your website will depend on your content management system but should

be as easy as placing a "block" for raw HTML, then copy-pasting the necessary code there. If this sounds confusing to you, Missouri Press staff will be happy to assist in any way we can.

With the widget live on your website, when a reader clicks on a story a separate window will open to display the story they selected, as well as others in the gallery.

Readers will also see advertising in the widget in the form of sponsored content. This aspect of the widget will benefit the newspaper without requiring anything else from staff.

Missouri Press Service will sell sponsored content or other ads and share the revenue with both the provider of the stories and the hosting newspaper. That formula is still being determined.

The best part about the widget is when a reader is done with a story in it, simply exiting the window that opened will take them back to the newspaper's website.

To learn more about the widget and how your newspaper can use it, please contact Matthew Barba at mbarba@mopress.com

What is the Capitol Report?

During the legislative session held in Jefferson City, the Missouri School of Journalism sends students to the capitol to work with associate professor and *Columbia Missourian* state government editor Mark Horvit.

The State Government Reporting Program tasks students with covering stories of all kinds that originate in the capitol or in Jefferson City. They cover the state House and Senate, the Governor's Office and government agencies.

Stories are distributed via email by Missouri Press every week or more frequently depending on the volume of content being produced. All stories are available for MPA members to publish in print or online with attribution.

Horvit also encourages MPA members with questions about issues relating to specific parts of the state to contact him about assigning a student reporter to ask the appropriate officials. Every story idea is a potential learning opportunity for the student journalists and a chance for them to practice the skills they are learning in the classroom.

Contact Horvit via email at horvitm@missouri.edu or at 817-726-1621

If you would like to receive the Capitol Report, contact Matthew Barba at mbarba@mopress.com

How to find diverse sources

By Melba Newsome

Reynolds Journalism Institute

The evidence is overwhelming that lack of diversity and inclusion in journalism not only perpetuates stereotypes and media distrust, but also limits which stories get told, how they are told, and whose voices are heard.

Based on the pre-training survey responses, many reporters believe including diverse voices ensures more accurate and complete stories that more fully reflect and inform readers. However, these same reporters also acknowledge that they don't have a readily available network of diverse sources and tight deadlines make it hard to find them. That's why knowing where to look and establishing your own source list is key.

A lot of the work has already been done

Since there's nothing new under the sun, it stands to reason that there are already a lot of widely available databases for finding diverse sources. These are just a few.

People of Color Also Know Stuff includes a database of experts in various fields, including political science, psychology, and public health along with their professional affiliations, research interests, and contact information.

Diverse Sources is a searchable database of scientific experts from underrepresented communities.

Search NPR's Source of the Week database alphabetically or by location for experts from underrepresented racial and ethnic groups in any field you can imagine.

HARO (Help a Reporter Out) connects journalists with experts and sources. Specify the type of expert or real person you're looking for and your request will be distributed among HARO's thousands of subscribers for a response.

The Database of Diverse Databases is the mother of all databases. Curated by editors of color, no matter what kind of expert you're seeking — health, medicine, music, photography, political science, food — you're likely to find him or her here.

Build your own database

Most non-profits, trade groups, churches and community service organizations have hundreds of members, many of whom are eager to speak with the media to get their message out. Identify the ones in your area and connect with them depending on your need.

Since Senator Kamala Harris (D-CA) became the democratic vice presidential nominee, more Americans are probably learning about HBCUs and Black Greek-

letter sororities and fraternities for the first time. Harris, a graduate of Howard University, touts her membership in the Alpha Kappa Alpha sorority, one of nine such organizations in the country. The others are Delta Sigma Theta, Zeta Phi Beta, Iota Phi Theta, Kappa Alpha Psi, Sigma Gamma Rho, Phi Beta Sigma, and Omega Psi Phi. There are alumni chapters of every Black Greek-letter sorority and fraternity in most US cities. Because most are engaged in civic, social and political activities, these organizations are a good way to find college educated Black people for just about any story.

The 32 tribal colleges and universities (TCUs) across the country are federally chartered institutions located on or near Indian reservations. They provide a way for Native American students to access higher education and are also a great, underused resource for finding indigenous experts and opinions for your stories.

Use listening tools

While institutional officials and experts are vital go-to sources, including the viewpoints of people who are directly affected by or living with the issue every day improves the story and the storytelling.

Social media has made it much easier to find people who are engaged on any issue. Browsing Twitter, Facebook or Instagram will likely turn up people of any race, educational background, political persuasion you need.

If you're covering a topic that has garnered a lot of interest, chances are members of the general public have voiced their opinions in public forums. Search the public record for the names of people who have testified at legislative hearings, spoken at city or county council meetings or written letters to the opinion pages of local publications.

Hire photojournalists from those communities and/or of color

While much of the focus has been on diversifying sources in written reporting, photographs are equally important storytelling that should reflect your community. Diversify Photo is a database of BIPOC and non-western photographers, editors, and visual producers media outlets can use to find visual storytellers. As we say, one picture is worth a thousand words.

Melba Newsome is an independent journalist and editor in Charlotte, North Carolina. For her 2020–2021 RJI fellowship, she will create a diversity training program for newsrooms.



Melba Newsome

Reynolds Journalism Institute is accepting applications for the 15th fellowship class of innovators through Dec. 18. If you have an innovative journalism project idea that could also benefit the industry, apply at <https://bit.ly/2UTqVAn>

Sources and resources for Missouri newspapers

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2021 NIE serial story celebrates Negro Leagues Baseball Museum

The National Newspaper Association Foundation and the Missouri Press Foundation have been teaming together to produce an annual free serial story for years.

This year's eight-chapter story, *Miles and the Monarchs*, centers on a father and son trip to see the final game of the 1942 Negro League World Series, between the Kansas City Monarchs and Washington-Homestead Grays. Miles and his father take the scenic back roads from Washington D.C. to Philadelphia for this event, using a map that Miles' grandfather created.

Andrew "Rube" Foster established the Negro National League in 1920, in Kansas City. The history of the Negro Leagues is an integral part of American history. The League made a profound impact on the social advancement of our country.

We believe that this story will be of interest to readers and publishers across the country. Miles learns the history of Black teams, from the early days of barnstorming across the country to the formation of the League.

He also learns why they are traveling the back roads. He hears the stories of different players and meets some of the great ones.

Carolyn Mueller of St. Louis authored our eight-chapter story. She has written several of our previous



The upcoming Newspapers in Education serial story about the Negro Leagues Baseball Museum's 100th anniversary will feature illustrations by Missouri artist Philip Goudeau. The story is authored by Carolyn Mueller, who wrote the *Gas House Gang* serial story about the St. Louis Cardinals. (Submitted)

serial stories, including the *Gas House Gang*, which was about the St. Louis Cardinals.

The story is illustrated by Philip Goudeau, a Missouri State University graduate, with a Bachelor of Fine Arts in Computer Animation. He is a digital artist specializing in 2D animation, graphic design and digital illustration.

This series will be offered free of charge to newspapers in Missouri and across the country, with publication beginning Jan. 2021 and ending June 30, 2021.

Newspapers will access the material from our download site, www.monie.com. Each of the eight chapters will include a newspaper activity. A companion teacher guide will

be written and made available for newspapers to distribute to teacher or post on their websites.

In addition, an ad will be created for publication in newspapers prior to their running the story. The ad will be created so newspapers can easily add their logo.

Watch our social platforms, Bulletins and website for more information.



Keep promoting Pulse survey to get state sales data

From Missouri Press Staff

The Pulse of America survey captures shopping and purchasing intentions and spans 550-plus business types, as well as several thousand products and services.

All promotion partners receive a copy of the findings. For more information on promoting Pulse of America, contact Ted Lawrence, tlawrence@mopress.com.

It's easy to participate in the annual

Pulse of America shopping survey, and if you do, Pulse Research will provide the results of their comprehensive survey. Your sales staff will then have the most current consumer product and service purchasing plans for effective sales presentations.

It's simple to participate: Just run small house ads and invite your readers to participate in the survey.

Download everything you need here: <https://bit.ly/2SOdYa4>

2021 Better Newspaper Contest committee feedback wanted

From Missouri Press Staff

In anticipation of a meeting for the Missouri Press Association's Contest Committee later this month, or early next year, the Association is seeking feedback from member newspapers.

This year has been eventful for a lot of Missouri newspapers, even with events being less than plentiful.

Foremost among this year's headlines has been the coronavirus pandemic. Because of the topic's prevalence among just about everything going on this year, it has

been suggested that one or more special categories related to the pandemic be added to next year's contest.

This is similar to how the 2017 Great American Eclipse was handled for the 2018 Better Newspaper Contest.

If you have feedback you would like to provide, please contact Matthew Barba at mbarba@mopress.com

Also, please look for future emails about a meeting for the MPA Contest Committee. All MPA members are encouraged to participate.



CALENDAR

December

24-25 — Christmas Eve, MPA Offices Close at Noon; Christmas Day, MPA Offices Closed

31 — New Year's Eve, MPA Offices Close at Noon

January

1 — New Year's Day, MPA Offices Closed

6 — First Day of Missouri General Assembly's 2021 Legislative Session

September

23-25 — 155th Annual Convention and Trade Show, The Elms, Excelsior Springs

Is everyone at your newspaper getting Missouri Press' emails?

To get on the mailing list, contact Matthew Barba at mbarba@mopress.com

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HELP FOR THE “INSIDE” SALESPERSON

For the last eight months or so, many of our salespeople have been forced to make the switch from face-to-face sales to selling on the phone, or by email. One hurdle they’ve faced in doing so is the “Just send your material” objection. It’s a tough one, because most of the time when you hear it, you’re being brushed off. It’s also tough because it sounds like the prospect is still interested in your offering, but in the vast majority of cases, they’re not.

SalesGravy.com recently shared some thoughts from Mike Brooks, the founder of a North Carolina-based inside sales consulting and training firm.

Brooks acknowledges that one of the biggest traps sales reps fall into is the “Just Send Your Material” objection.

He says most reps will oblige and send their quotes, demos, and other information thinking that they at least have a chance to close the sale once they call the prospect back. But in reality, a very small percentage turn out the way we want it to. Brooks shares with us how the top 20% handle this situation.

They use carefully prepared (and rehearsed) scripts to handle this objection and get their prospect to reveal how interested they really are.

5 SCRIPTS FOR OVERCOMING THE “JUST SEND YOUR MATERIAL” OBJECTION

SCRIPT #1: BUYING TIME

“I’ll be happy to do that, but until we know if this is truly a fit for you, we’d be wasting your time. If you’re serious about learning how this can help you, then I’d suggest we take a couple of minutes right now to discuss your situation. After that, if you’re really interested, I’d be glad to get something out to you - is that fair?”

SCRIPT #2: TAKE THEIR TEMPERATURE

“I’d be happy to. Quick question though, and you can be honest with me: When do you think you’ll be serious about moving on with something like this?”

SCRIPT #3: SOONER RATHER THAN LATER

“If you like what you see, when would you be ready to place an order?” Or, “Sure, and after you review it, how soon are you looking to make a decision on it?”

SCRIPT #4: QUALIFYING QUESTIONS

“Before I do, I want to make sure you’d be ready to act on it if you like it. Let me ask you a quick question: (Ask qualifying questions on budget, decision-making process, etc.)”

SCRIPT #5 FOCUS ON THEM

“My experience is that information like this, even when it’s this good, usually just gets buried under a stack of paper, and that doesn’t do either one of us any good. Now that we’re on the phone together, I can answer any of your immediate questions and then you’ll be in a better position to decide whether or not it makes sense to send you information. Let me ask you about your needs for this type of advertising.”

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Missouri Supreme Court case could clarify Sunshine Law 'research' costs

Media lawyers in Missouri are ending this year with a hopeful eye for the future, because an exciting event happened last month! The Missouri Supreme Court has accepted an application filed in it to transfer a case from the Western District Court of Appeals for hearing. It's a decision that could have significant impact on all of us.

This column has in the past covered the case of Elad Gross versus Gov. Michael Parson. Gross, an attorney, filed his original lawsuit in October 2018, in regard to the response he received to a request for records from the Governor's office. He was investigating Missouri non profit organizations he believed were using anonymous campaign contributions (i.e.: commonly called "dark money" contributions) to circumvent campaign finance laws and influence the state's government and policy.

His original request of the Governor's office for information on its interactions with these groups received a response that a large number of responses were available but would not be provided until Gross paid the cost of search and copying, determined to exceed \$3000. As the case progressed, Gross was able to determine that a large portion of the cost was related to the charge for attorney review of the documents and determine under the Sunshine Law.

Noting that "research" time is a chargeable expense under the Sunshine Law, the trial judge held that "Research, within the plain meaning of the word, includes efforts by an attorney to review documents for responsiveness, privilege and work product."

Sunshine Law advocates disagreed with that interpretation. Gross filed an appeal in the Western District. Joining him in his appeal as amici were the American Civil Liberties Union of Missouri Foundation, the

Freedom Center of Missouri, attorney Mark Pedroli as representative of the Sunshine and Accountability Project, and the Missouri Press Association. That case was argued in April (virtually) and an opinion was issued by the Court in June. That opinion was disappointing.

It had a number of conclusions related to Sunshine Law issues, but the Press Association has been mostly troubled by its

conclusions in regard to charges for attorney research time. In that regard, the opinion focused on subsections 1 and 2 in Section 610.026.1. and held that fees for copying paper records (under subsection 1) include charging for "search, research, and duplication time, while fees for copying electronic records (under subsection 2) include only "... the cost of copies, staff time, ... and programming, ... and the cost of" the media on which the copy was placed.

Because it was conceivable that

the response from the Governor's office could have involved both records maintained electronically and maintained in paper format, the Appellate Court addressed both in its opinion.

It held that since subsection 1 allows the body to charge for "search, research and duplication time," that is three separate functions. The legislature must have intended the three words to have different meanings, the Court held, and therefore it adopted a definition for "research" that was beyond the definition of "search" – it held that "research" meant "... studious inquiry or examination; esp: critical and exhaustive investigation...." Noting that there are many reasons a record may be closed, some of which require discretionary review by the public body, and that required attorney review, the appellate court held, determining that it was valid to include attorney time in determining if a record was open or closed as a cost to be charged to the requester of paper copies.

But as to electronic records under subsection 2, the Court held that a public body could only charge for the cost of copies, "staff time" to make the copies, programming and the media on which the copy was placed.

Gross was unhappy with the decision and filed his Application for Transfer in July, and the decision of the Missouri Supreme Court to grant that application came in mid-November. A number of media entities are focusing on having an opportunity to talk with the Missouri Supreme Court by brief as to how these various issues of concern should be addressed. No decision will issue, probably, until sometime in Spring, 2021.



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



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

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Missouri Press Foundation's Newspapers in Education program was created to help all of Missouri's newspapers involve young people with their community's papers, thereby expanding our base of informed, engaged citizens. For 20 years the program has served hundreds of Missouri newspapers and thousands of students. The program is a partnership between newspaper companies, teachers, schools and families to use the printed newspaper or electronic edition as an educational resource for children in the classroom and at home, promoting literacy and education in their community. Hundreds of newspapers of all sizes in our own state and across the nation depend on our content to reach young readers and educators in their communities. We collaborate with educators and content experts to create easy-to-use features that are ready to publish. Newspapers download and publish them, then deliver printed or electronic copies of their newspapers to classrooms in their communities. Teachers distribute the newspapers to use the content and further the learning by sending the resources home at the end of the school day. With newspapers, young students improve reading skills, build vocabulary, use practical math applications, understand citizenship – and have dozens of other experiences that make learning meaningful.



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