

MP MISSOURI PRESS NEWS

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In service to the trustees of the public

My life and career have come full circle. A Missouri native, it's a remarkable honor to serve as your 2021 MPA president.

I spent many years in multiple states and multiple roles before returning home to the east side of the Show-Me state six years ago.

As I reflect on my past and the next year as your president, it's a little melodramatic, I suppose, to suggest that I find myself at the convergence of an epiphany and an enigma. But both do seem to fit.

I officially began my professional career shortly after graduating with a degree in journalism from the University of Missouri in 1981.

I had become politically aware in the '70s, arguing every side of conspiracy over what would become known as Watergate. I was wrong most of the time, of course, regardless of the point I was trying to prove. It was the thrill of discovery and youthful passion that filled me.

Today, I keep a copy of The Journalist's Creed written by Walter Williams, founding Dean of the University of Missouri's School of Journalism. I don't remember where the copy came from. I can't remember a time without it. It sits nearby, rolled up neatly and tied with a yellow ribbon. Every now and then, I carefully take the ribbon off and read it again.

"I believe that the public journal is a public trust, that all connected with it are, to the full measure of their responsibility, trustees for the public, that acceptance of a lesser service than the public service is betrayal of this trust."

That's what I believe.

It's the epiphany part.

I may wince as the profession is pummeled by

assaults from countless directions, but I remain steadfast – and reawakened each time I read it -- in the belief of Williams' declaration that a journalist "fears God and honors man, is stoutly independent, unmoved by pride of

opinion ..."

The behavior of national media and the drive of opinion and influence of social media that Williams could never have imagined, I set to the side. Only then may I clearly see all of the men and women in communities and newsrooms across Missouri who make a difference every day – despite the incredible difficulty. Pick the beast – rapid convergence and proliferation of information that allows the undisciplined or untrained to be the purveyor of garbage over fact, fake news finger-wagging, a pandemic that hurts both life and livelihood...

Yet the vast majority overcome.

Each of you, every day, who do the hard stuff. You are the keepers of the profession.

You are society's watchdog. The fourth estate standing guard.

It's the enigma of how to share our passion and commitment to encourage the next generation that concerns me most. We seemed mired in a society that liberally wields a broad brush stroke painting true journalists in the same shade as the cesspool of the worst of social media influencers or conspiracy theorists.

Continued on page 3

"Each of you, every day, who do the hard stuff. You are the keepers of the profession. You are society's watchdog. The fourth estate standing guard."



PRESIDENT: Liz Irwin, Missouri Lawyers Media, St. Louis

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Shannon County Current Wave, Eminence

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EDITOR: Matthew Barba

DIRECTORS:

Donna Bischoff, *St. Louis Post-Dispatch*

Sandy Nelson, *The Courier-Tribune*, Liberty

Bryan Jones, *Versailles Leader-Statesman*

Kevin Jones, *St. Louis American*

Jim Van Nostrand, *Columbia Daily Tribune*

Amos Bridges, *Springfield News-Leader*

Hannah Spaar, *The Odessan*, Odessa

NNA Representative: Peggy Scott, Leader Publications, Festus

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You can easily add Capitol Report stories to 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 widget for your website, developed in partnership between the Reynolds Journalism Institute and the Missouri School of Journalism, will collect Capitol Report articles in one place and rotate them on a regular basis, giving readers access to the most up-to-date stories.

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. 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 test the widget yourself, visit mopress.com and scroll down to near the bottom of the front page. The section titled, “State Government News” is how the widget will look and operate on your website.

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.

As more newspapers adopt the widget, Missouri Press Service plans to sell sponsored content or other ads into the widget. Revenue generated from this advertising will be shared with the MPA member hosting the widget and the provider of the stories.

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

Continued from Page 2: *Stoking the fires of curiosity*

Who now seeks to wear the Woodward-Bernstein Super Hero Cape? And who would society believe?

I once had a young man tell me if something was important, it would find him. He didn’t need to look for knowledge to be informed. Knowledge would find him ... through one of his many digital platforms.

I offered no intelligent rebuttal. Instead, I stood slack-jawed at his lack of curiosity and skepticism.

But not all is lost.

You know that.

There are incredible young folks working hard in this profession right now. The profession may not look the same as it did to me in 1981, but that’s OK by me. It’s as honorable now as it was then.

My hope is that we find a way for more to see the purity

of purpose that drove each of us. Those who will continue to stoke our commitment as we pass the mantle to the next generation of journalists.

And so, I am re-affirmed with my epiphany.

My circle begins to close after 40 years of discovery. Of mistakes that led to new opportunities. Struggles that led to knowledge.

Like I said earlier ... it’s an incredible honor to serve as your 2021 MPA president.

I hope I serve you well.

I hope we continue your work on ways to light a spark in the next generation of journalists to move this profession to even greater heights.

They’re there — the young, curious skeptics.

All we need to do is get the capes ready.



Liz Irwin, 2021 Missouri Press Association president, holds a Zoom meeting with MPA Executive Director Mark Maassen and Editor Matthew Barba, not pictured, to discuss her thoughts and plans for the coming year. Traditionally, MPA

staff have traveled to the new president's newspaper office to interview them for Missouri Press News. Due to the coronavirus pandemic and an abundance of caution, the meeting was held virtually. (Staff screenshot/Matthew Barba)

Meet Liz Irwin, Missouri Press' 2021 President

From Missouri Press Staff
Missouri Press News

As an idealistic rural Missouri girl growing up on stories of Woodward and Bernstein, Liz Irwin saw herself one day using journalism to take down a president.

Irwin is group publisher of Missouri Lawyers Media, which includes *Missouri Lawyers Weekly* and several smaller niche publications. She also is vice president of Creative Services for BridgeTower Media, MLM's parent company.

The 2021 Missouri Press Association president's goals no longer include toppling the country's most powerful political figure. Though the idealism that guided her to first study journalism still shines through when she talks about one of the world's most important professions.

Originally from De Soto (About 40 miles southwest of

St. Louis in Jefferson County), as a youth Irwin enjoyed writing and was editor of her school newspaper.

"I was idealistic. I fell in love with Robert Redford on the big screen of the Melba Theatre in De Soto. I wanted to be just like [Bob] Woodward and [Carl] Bernstein," Irwin said, referencing the 1976 movie *All the President's Men* that undoubtedly influenced many others like her.

"The profession was noble ... everything about it was romantic," Irwin said. "If we don't have a strong press, I believe it tears the fabric of the Constitution. We need a watchdog at the national level, but the backbone of any journalism is the hometown newspaper. There are brave people out there taking issues head-on."

A first-generation college graduate, Irwin spent her first two years at Jefferson College, a community college in Hillsboro, before transferring to the University of Missouri School of Journalism.

"My first two years I went to junior college because that's what I could afford," Irwin said. "And then I worked and saved my money to go to MU because that was the best journalism school in the country."

Following graduation, Irwin moved back towards home and went to work for the now defunct *Festus News-Democrat*.

"Jack Lovelace was a great guy who brought me on and made me 'night editor,' which as a title meant I had to go to every night council meeting and wrote every obituary," Irwin said. "Then we would take the two-point tape and the x-acto knife and start working on the layout."

As businesses combined, expanded and bought each other out, Irwin eventually became Executive Editor of the Suburban Newspapers of Greater St. Louis overseeing the editorial departments of the South St. Louis, South St. Louis County and Jefferson County newspapers.

Continued on Page 5



Liz Irwin speaks with Gov. Mike Parson before the 2020 Day at the Capitol luncheon at the Governor's Mansion in Jefferson City. Irwin took office Jan. 1, 2021, as Missouri Press Association's new president. (Staff file photo/Matthew Barba)

Continued from Page 4: *Complete career change*

She was then offered the opportunity to join a group of similar publications on the opposite side of the state with Sun Publications run then by Steve Rose.

"I started as the editor of the [Overland Park, Kan.] *College Boulevard News*, which was a business and lifestyle publication, but eventually he asked me to run his classifieds department."

"I'd never even bought a classified ad in my life," Irwin said.

As a single mom with the promise of greater pay, she took on a challenge that was significantly outside her normal comfort zone.

"Those were the heydays of classifieds, when the biggest problem you had was figuring out how many pages the press could run," Irwin said.

Her success in that role, and in subsequent positions at other newspapers later in her career, stemmed from the guiding principle that customers must have trust in the relationship you build with them. The underlying philosophy, Irwin said, is the same as getting sources to trust a journalist.

Eventually, she was approached by *The Kansas City Star* to work in the classified department. Finding the offer too good to turn down, she continued her career there on a path that would in time have her serving as the Classified Director of the *Star* and moving to other roles with parent company Knight Ridder including a stint at the *Herald-Leader* in Lexington, KY. and finally, as Vice President of Advertising at the *Charlotte Observer*, by then working with McClatchy after it purchased KR.

From there, she moved into a publisher role with BridgeTower Media first in Charlotte, then to St. Louis where she is charged, as Group Publisher, with oversight of Missouri, Arizona and Minnesota publications and as VP of Creative Services for production of BTM's niche publications across the company.

Her favorite role is the one she has now because it is built on everything



Above, Irwin talks with honorees of Missouri Lawyers Weekly's Diversity and Inclusion Awards (2018). Irwin's newspaper organizes several events throughout the year. On the cover, Liz Irwin poses with the 2018 and 2019 recipients of Missouri Lawyer Weekly's Woman of the Year award. The publication's Women's Justice Awards is one of its largest events each year. (Submitted photos/Missouri Lawyers Weekly)

that came before.

"The beauty of where I am now in age and experience is that I know enough now to know what's going to get me in trouble and what's going to be OK," Irwin said. "If you live long enough and make enough mistakes, and believe me, there isn't a mistake I haven't made, then the fear factor goes down."

Coming out of 2020, news media was battered like any other business, but Irwin said there are some bright spots looking back on the coronavirus pandemic that has affected every part of society.

"I believe the pandemic forced us to do things creatively and more quickly, which is a benefit to our clients," Irwin said. "From the rural communities to the metros, we're providing more marketing solutions. I think they see what our capabilities are, and that has improved the relationship and trust from a pure sales point of view."

She also thinks it is important for organizations to learn from each other.

"So many are doing it right, but my struggles are not the same as the

struggles of someone working out in a rural community. What is important is being true to the profession and understanding that you provide critical information to your community," Irwin said. "If you're an honest professional with the best interests of your readers and clients at your forefront, you'll overcome any obstacles."

Moving into 2021, Irwin said the most important thing for newspapers and the press association is ensuring the importance of a free press is not lost on the public.

"The key is to maintain our relevance and make sure that our reading public understands the importance of the local press and local journalism," Irwin said. "We need to hold a mirror to ourselves and ask if we are doing anything that might make our readers question their trust in us. We have to have our readers' trust."

She acknowledges that the contentious relationship between national media outlets and political figures has harmed how people see media of all kinds.

Concluded on Page 6

MPA officers, directors for 2021

From Missouri Press Staff
Missouri Press News

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

While the Convention was canceled last 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.

Learn more about Irwin and her vision for the Association from the story beginning on Page 4 of this month's *Missouri Press News*.

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

Other 2021 MPA officers and directors 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*.

Jim Van Nostrand, *Columbia Daily Tribune* will serve a one-year term as director.

Director for three-year terms are 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*.

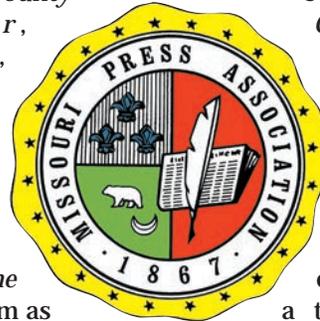
James White, *Benton County Enterprise*, Warsaw, stepped down from the MPA Board at the end of December 2020.

Mary King, *Jackson County Advocate*, Grandview, won reelection to the board for a two-year term, however,

she announced in December that she would be resigning at the end of 2020. She told the board the decision was made to close the *Jackson County Advocate*, where she was editor.

MPA is currently scheduled to hold its 155th Annual Convention and Trade Show Sept. 23-25, 2021, at The Elms in Excelsior Springs.

Nomination forms for the 2022 MPA Board of Directors can be found on the Association's website, mopress.com



Continued from Page 5: A profession like no other

An important step to establishing trust is ensuring future journalists are doing the work for the right reasons.

"How do we encourage intelligent, inquisitive people to go into this career. In some ways, we struggle to find people to do yeoman's work," Irwin said.



Liz Irwin and husband Steve Deaton were among the attendees who enjoyed Gangsters and Flappers Night at the 153rd Annual Convention in Kansas City. Irwin became Missouri Press Association president on Jan. 1. (Staff file photo)

She hopes in time the press association and stakeholders such as the Missouri School of Journalism can figure out ways to promote the profession, encourage students to consider community journalism and help cover costs, perhaps, to support journalists in rural communities.

With almost 40 years in journalism, Irwin said her favorite part of the work she has done has been building mutually respectful relationships with her colleagues and those she's had the opportunity to mentor over the years.

"I'm terrible at social media, but one of my family members tagged me in a photo recently and someone I worked with 20 years ago reached out to me. We worked together, learned from each other and had this mutual respect," Irwin said. "I've had six or seven of those types of relationships over the course of my career and I'm enormously proud of them.

"I think the beauty of this profession is that if you have a positive impact on someone, it sticks with them. There is no other profession like it," Irwin said.

Liz Irwin is MPA's 2021 President. She took office on Jan. 1 after being elected president during MPA's 154th Annual Convention. She is married to Steve Deaton, a retired career law enforcement officer, and they live in the St. Louis metro area.

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MPA is putting together a one-stop shop for legislative resources

From Missouri Press Staff

To help you be better prepared to talk with your legislators and discuss the issues that are important to the state's newspaper industry, Missouri Press Association is launching a new legislative resources page on its website.

Located at <https://mopress.com/missouri-press-legislative-roundup/> or accessed from the front page of the Association's website, the page will collect the following information for members to access any time:

- Legislative reports from Lathrop GPM, MPA's lobbying partner in Jefferson City
- Calls to action for Missouri Press members
- State-specific resources about proposed, passed or defeated legislation
- Legislation summaries that affect the newspaper industry
- Information on federal legislation being proposed
- Contact information for state and federal legislators

Missouri Press will continue to distribute emails as necessary but the goal in 2021 will be to emphasize using emails for calls to action.

Per Executive Director Mark Maassen, Missouri Press wants to make sure the emails sent by the Association

do not overwhelm, get lost or are ignored as challenges continue to be made against the Sunshine Law, open records and the role the press provides in keeping the state's citizens informed.

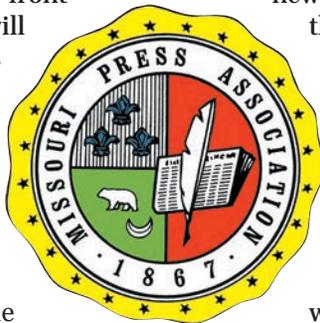
"Looking forward to 2021, we know we will continue to have to work in the Capitol to remind legislators that newspapers are key to keeping this state's more than 6 million residents informed, especially those in rural areas where other media options are not as prevalent," Maassen said.

Maassen encourages members to check the legislative resources page often for new and updated information, particularly during the legislation session in Jefferson City.

"When we need to work quickly, emails will continue to be our primary means of communication with members," Maassen said.

"But our Association is stronger when we can provide as much information as possible through as many avenues possible and keep members informed about everything that's going on in Jefferson City and Washington, D.C."

If you have any questions, or suggestions for items to include on this page, please contact Missouri Press Editor Matthew Barba at mbarba@mopress.com



Request 2021 press cards, calendars

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.

Public notice training

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/>

Having public notices uploaded to this site has been critical during discussions with lawmakers looking to take them out of print publications.

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

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.

Email distribution list

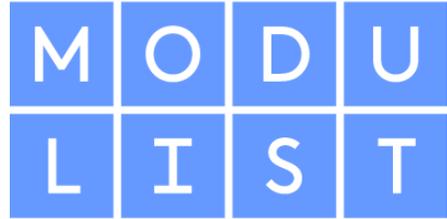
Are all staff who should be receiving Missouri Press emails signed up?

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

We want to make sure 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

OBITUARIES



Sedalia

Hope Lecchi

Hope Diane Lecchi, 56, of Smithton, died peacefully at her home on December 3, 2020. She was a reporter for the *Sedalia Democrat*.



Lecchi received numerous awards for her reporting during her time at the *Democrat* from the Missouri Press Association, KC Press Club and Missouri State Teachers Association. She also received the News Media Award from the Missouri Community College Association annual awards in 2016.

Journalism was a second career for Lecchi, who spent decades teaching English and history in the Smithton School District. She joined the *Democrat* staff as an education reporter in 2014 and often ran into former students or parents of students while on assignment.

She is survived by a sister, Mary Merk; and many more family and friends.

Belle

Ron Lewis

Ronald "Ron" James Lewis, 83, of Belle died October 13, 2020 while trying to recover from two heart surgeries.



a group of radio stations. He went on to manage the *Cassville Republican* newspaper and upon selling that newspaper returned to Belle in 1982 to become editor and sales director of the Tri-County Newspapers.

Lewis was an entrepreneur in the business of advertising. He started work at the *Cabool Enterprise* as a lino-type operator and then owned and operated the Lewis Printing Company in Cabool. He moved to Belle working for Tri-County Publications in 1970. He returned to the Cabool area to manage

He is survived by two sons, Kurt and Sean; two daughters, Ronda and April; five grandchildren and three great-grandchildren; and many more family and friends.



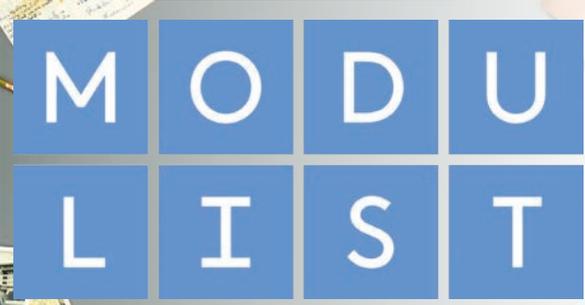
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These individuals and/or organizations made recent contributions to Missouri Press Foundation.

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



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Kansas City — *The Jackson County Advocate* published its last issue on Dec. 31, 2020, after more than 65 years. The hyperlocal weekly covered Grandview and south Kansas City.

With the decision to close the newspaper, Editor Mary King also announced she would be resigning from the Missouri Press Association Board of Directors effective at the end

of the year. She served on the board since 2017 and was re-elected during the virtual 154th Annual Convention held in September 2020.

Sikeston — In an effort to give back to the community and specifically in response to the coronavirus pandemic, the *Standard Democrat* offered community members a free

meal in October. General Manager DeAnna Nelson said the newspaper wanted to make sure people had enough food for themselves and their families.

Employees at the newspaper prepared the food. Anyone wanting a meal could drive, bike or walk up to the front door of the newspaper building.

Star acknowledges newspaper's failures covering Kansas City's minorities

By Missouri Press Staff

Mike Fannin, president and editor of *The Kansas City Star*, penned a letter to readers published Dec. 20 that apologized for the newspaper's lack of representative coverage and its support at times of regressive laws designed to hurt minorities.

An excerpt of the letter, titled "The truth in Black and white: An apology from *The Kansas City Star*," is below:

"Today we are telling the story of a powerful local business that has done wrong.

For 140 years, it has been one of the most influential forces in shaping Kansas City and the region. And yet for much of its early history — through sins of both commission and omission — it disenfranchised, ignored and scorned generations of Black Kansas Citians. It reinforced Jim Crow laws and redlining. Decade after early decade it robbed an entire community of opportunity, dignity, justice and recognition.

That business is The Kansas City Star.

Before I say more, I feel it to be my moral obligation to express what is in the hearts and minds of the leadership

and staff of an organization that is nearly as old as the city it loves and covers:

We are sorry."

Fannin said the newspaper has been working in recent weeks to make conscious efforts to feature more diverse voices on its opinion pages, investigative stories and other content. All of the stories related to its diversity project are being made free on *The Star's* website, as well.

He also told readers the newspaper will be forming The Kansas City Star Advisory Board, that will meet monthly with newsroom leaders to advise on key issues of the day.

Fannin ended his letter to readers saying, *"It still pains me personally to know that in The Star's monopolistic heyday — when it had the biggest media platform in the region — the paper did little to unify the city or recognize the inherent rights of all Kansas Citians.*

"But our history doesn't have to own us.

"We are grateful for how far we've come. We are humbled by how far we still have to go."

Find the full letter and link's to *The Star's* project coverage here: <http://bit.ly/34y808B>



Lora Steiner, former Vandalia Leader publisher, celebrated her 100th birthday Dec. 26. (Submitted photo)

Lora Steiner, former publisher of The Vandalia Leader, celebrated her 100th birthday Dec. 26.

Lora and her husband, Pete, bought The Leader in 1951 and in 1961 they bought out the town's other weekly newspaper, The Vandalia Press.

Pete was serving as president of the Missouri Press Association in 1978 when he died suddenly of an aneurysm. Lora continued to publish The Leader for 25 years until it was sold in 2003. She was in the business for more than half a century, as newspaper technology evolved from lead pots and linotypes to the computer generation.

Lora retired at age 83 and lives at her home in Vandalia. She still reads the Missouri Press Association News from front to back.

Missouri Press Advertising and Marketing Executives

MPAME

2021

BEST AD CONTEST

2020 Was a CRAZY YEAR! Be rewarded for your headaches and hard work by entering the 2021 MPAME Best Ad Contest and show everyone the great work you have done to drive revenue and maybe help others out in the process!

CONTEST INFORMATION

To find full information and rules, go to <https://mopress.com/ad-contest/>

Entries must have been published between January 1, 2020 and December 31, 2020.

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad is to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. **Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and/or display purposes. For smaller files, you can use PDF or Word Documents.**

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300.

ENTER ONLINE AT: betternewspapercontest.com

Find: 2021 Missouri Best Ad Contest | Deadline Jan. 29, 2021

If you have any questions, need your password or email reset for betterbnc.com, OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167 ext. 301

AWARDS & MEETING INFORMATION

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 22-23, 2021.

Winners will be recognized, and awards presented Thursday, **April 22, 2021.**

Event Registration form will be available after January 29, 2021, at www.mopress.com under EVENTS.

ON THE MOVE



Springfield — Reporter Wes Johnson retired from the *Springfield News-Leader*, where he spent the last 17 years of his 40-year career. His time in journalism also included working as reporter and editor at six other newspapers. Since 2012, he wrote about the outdoors for the *News-Leader*.



In the article announcing his retirement, Johnson related a story from earlier in his career about a woman who had required a skin graft and whose only successful match came from her father. Johnson wrote, "Why do people open their lives and talk to a total stranger, knowing what they share will be spread far and wide in a newspaper? It comes down to trust. A reporter earns it by getting things right, by being a careful and accurate listener, by crafting a story that is true to what he or she is being told."

Johnson ended the article by asking readers to continue supporting their local newspaper.

Perryville — Daniel Winningham is the new managing editor for the *Republic-Monitor*. A graduate of Perryville High School and 2004 graduate of Concordia University in Wisconsin, he got his start in journalism by doing a brief internship

with the *Southeast Missourian* in 2003. Since then, he has held several positions, including most recently serving as managing editor of the *Macoupin County Enquirer-Democrat* in Carlinville, Ill. He has also worked for newspapers in Wisconsin and Naples, Fla.



Winningham replaces Robert Cox, who has accepted a position with the *Carroll County News* in Berryville, Ark.

Perryville — Sandy Schnurbusch, advertising manager at the *Republic-Monitor* is retiring after 21 years with the newspaper. She has sold advertising in Perry and surrounding counties and neighboring Illinois the entire time. She is the last legacy employee, and will be greatly missed by her co-workers and advertising clients. Sandy has at one time or another called on almost all the businesses in Perry County.



Schnurbusch has served as a board member on Missouri Advertising Managers Board, won awards from the Missouri Press Advertising Managers and Executives (formerly

MAMA) Best Ad Contest and has been a great ambassador for the newspaper industry in her community.

Monett — Mike Gervais, longtime community reporter, has joined the staff of *The Monett Times*. Previously, he worked for two newspapers in California, *The Inyo Register* in Bishop and the *Mammoth Times* in Mammoth Lakes. *Monett Times* General Manager Lisa Craft said Gervais' inclusion on the editorial team is welcome following the retirement of 33-year veteran Murray Bishoff over the summer.



Gervais told readers he is excited to join *The Times* because of the community involvement it will bring and new ways he can learn to help. A recent transplant to Monett, he also said it will give him the chance to learn more about the community in a unique and intimate way.

Windsor — Ryan Eggers has joined the *Review's* staff as a news reporter. Publisher Michael Crawford said Eggers, a native of the area, brings youthful energy and an established knowledge of the community to her new role.

In addition to joining the *Review* staff, Eggers is attending State Fair Community College in Sedalia.

MPA Day at the Capitol via Zoom is Jan. 28

From Missouri Press Staff

Due to ongoing coronavirus considerations, the 31st Annual Missouri Press Association Day at the Capitol will be held virtually Thursday, Jan. 28, and feature remarks by Gov. Mike Parson and Secretary of State Jay Ashcroft.

The meeting, held via Zoom, begins at 10 a.m. with Secretary of State Ashcroft addressing members.

Gov. Parson will follow at 10:45 a.m. and his time includes a question-and-answer session.

Registration and login information for Day at the Capitol will be released soon via Missouri Press emails and on the Association's website, mopress.com

A meeting of the directors of the Missouri Press Association and Missouri Press Service Boards will be held at 9 a.m. Wednesday, Jan. 27, via Zoom.

If you have any questions about Day at the Capitol or the MPA/MPS meeting, please contact Executive Director Mark Maassen at mmaassen@mopress.com

Sources and resources for Missouri newspapers



Every Business Needs an Online Presence.

Contact Ted Lawrence
at Missouri Press.
tlawrence@mopress.com
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Approach online event advertisers with a variety of ready-to-implement upsell opportunities like print calendar advertising, "featured" placement or "editor's pick" status, voice marketing and more valuable add-ons.

THREE

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

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



CREATE. SELL. PROFIT.



Tooting your own horn is not always easy. But celebrating other peoples' accomplishments? Newspapers do that all the time.

Last year, Missouri Press News began a series of stories asking members about how the coronavirus pandemic was going in their communities. While the plan is to continue this "Ask MPA" series with other issues, we are also launching a different kind of initiative.

In 2021, we want your help in recognizing fellow Missouri Press Association members and the work they are doing in the pages of their newspapers, at their business and within their communities.

This past year has been tough for everyone but looking forward to 2021 and beyond, the best resources we can learn from are the things our colleagues are already doing right.

Have you seen a particularly good piece of investigative journalism? Is there a special section idea you've thought would be good to try in your own market? Know anyone who is building their subscriber base, in print, online or even both?

By recognizing these efforts throughout the year and in the pages of Missouri Press News, MPA can celebrate its members' great reporting, amazing sales ideas and the hard work that keeps journalism going.

If you want to sing the praises of a fellow MPA member, please contact Editor Matthew Barba at mbarba@mopress.com

We look forward to hearing from you!

Enter ISWNE's Golden Quill editorial contest by Feb. 1

For Missouri Press News

International Society of Weekly Newspaper Editors is now accepting entries for its annual Golden Quill awards. The Golden Quill entries deadline is Feb. 1, 2021.

Golden Quill entries should reflect the purpose of ISWNE: Encouraging the writing of editorial or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion, and support a course of action.

All newspapers of less than daily frequency (published less than five days per week) are qualified to enter. Entries must have been published between Jan. 1 and Dec. 31, 2020.

Select up to four best editorials or signed opinion pieces from your newspaper. One person can have two different entries. Each entry is one editorial. A newspaper can have up to four different entries.

Complete the entry form found on ISWNE's website or by going to <http://bit.ly/37GV90j>

The original tearsheet(s) are preferred with the Golden Quill entry clearly marked using pen or marker. It is also acceptable to submit PDFs. Print two copies and mail along with

two complete page tearsheets of each entry to the address on the entry form.

Cost is \$10 per entry (each editorial or column) for ISWNE members and \$15 for non-members, and \$5 per entry for students. Two entries are allowed per person. Payment can be made by check, credit card or PayPal and details can be found online at iswne.org

Entries must be postmarked by Feb. 1. Please mark the envelope: Golden Quill Entry.

You may also nominate an editorial or signed opinion piece by sending the required information with a copy of the article in the format indicated. Please enclose a letter telling ISWNE that it is a nomination, and a check for \$10.

Grassroots Editor, ISWNE's quarterly journal, will reprint the 12 best editorials as the Golden Dozen in the 2021 summer issue.

The Golden Quill winner will be invited to attend ISWNE's annual conference in Reno, Nevada, at the Ryerson School of Journalism. The winner will receive a conference scholarship and travel expenses up to \$500.

For more information, contact Dr. Chad Stebbins at stebbins-c@mssu.edu



CALENDAR

January

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

27 — MPA/MPS Board of Directors Meeting, Via Zoom, 9 a.m.

28 — Missouri Press Association Day at the Capitol, Via Zoom, 10 a.m.

29 — MPAME Best Ad Contest Entry Deadline

March

30 — Better Newspaper Contest Entry Deadline

April

22-23 — Missouri Press Advertising and Marketing Executives Annual Meeting

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

Missouri Press Association / Service / Foundation

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More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



2020 Provides Well-Deserved Silver Lining for Local Newspapers

After all we've been through in the last 11 months, here's a piece of good news. It's from a recent Editor & Publisher column by Bob Sillick.

Sillick, reporting on a Pew Research survey, reports while "respondents said news was as essential to the public as the most important household items they were panic-buying at stores or online", more Americans in many markets reached for a newspaper in 2020.

Here's one gem that our advertisers should be glad to hear: The increase of focus was 53% greater on local news than the increase of focus on national news. Meanwhile, half of all participants of the survey said local news sources reported the facts more accurately than all news media in general.

It's worth repeating: Many Americans rely on local news outlets to provide community Covid-19 information.

In addition, Sillick says, "multiple 2020 market surveys conducted during the pandemic by The Media Audit, reveal the time adults 18+ spent with newspapers daily increased at higher rates compared to 2019—and at much higher rates spent with radio and TV."

"Undoubtedly, the need for news about the pandemic, especially local statistics and local government guidelines and restrictions, was the primary driver of the increase in daily newspaper minutes," said Nick Miller, vice president at The Media Audit.

In four of the surveyed markets, adults 18–34 increased their daily minutes with their newspaper year-over-year by at least 33 percent. And in two markets, the increases exceeded 65 percent.

In difficult times, people turn to people they trust, and to people who are similarly-invested. Local newspapers have been the beneficiary, as they best personify the perhaps-overused phrase: "We're all in this together."

Kudos, newspapers! You deserve it.





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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Your readers should know they also benefit from Section 230

Public photography rights apply to private citizens same as journalists

Back in November, this column urged you to take time to explain to readers the “how” of how you do your jobs – the importance of accurate data gathering, the need for readers to understand how journalists source a story and write it in an unbiased and accurate manner, giving readers the information to make important decisions.

Today let’s take that a step further. There are two concepts being discussed in this country that pose significant harm to publishers and journalists. It is up to us, users of the First Amendment regularly, to help our community understand how these seemingly great ideas endanger them as readers.

The first idea is the concept that Section 230 of the 1996 Communications Decency Act needs to be scrapped. This is an idea that President Trump, and even our Senator Josh Hawley, has advocated repeatedly, talking about how social media platforms use this law’s protection to influence what information goes out to the public on those sites.

More than a year ago, Sen. Hawley introduced his Ending Support for Internet Censorship Act. In introducing this proposal, Sen. Hawley said, “With Section 230, tech companies get a sweetheart deal that no other industry enjoys: complete exemption from traditional publisher liability in exchange for providing a forum free of political censorship.

Unfortunately, and unsurprisingly, big tech has failed to hold up its end of the bargain ... There’s a growing list of evidence that shows big tech companies making editorial decisions to censor viewpoints they disagree with. Even worse, the entire process is shrouded in secrecy because these companies refuse to make their protocols public.

This legislation simply states that

if the tech giants want to keep their government-granted immunity, they must bring transparency and accountability to their editorial processes and prove that they don’t discriminate.”

We’ve talked about Section 230 before. The short version is that it protects you, the publisher, from liability for unlawful content posted on your website. Many of you do not monitor every comment posted on your website on stories prior to the comments being posted. Section 230 protects you from liability until the offended party goes through a process of giving you notice of the unlawful content and asking it to be removed.

It is true that, as it is introduced, Sen. Hawley’s bill would NOT change the right you have as a smaller publisher. It is designed to apply only to companies with more than 30 million active monthly users in the U.S., more than 300 million active monthly users worldwide, or who have more than \$500 million in global annual revenue. Obviously, it’s targeted at companies like Facebook and Twitter, among others.

But everyone knows that sometimes good intentions get lost in the process. It would be a disaster if smaller publishers were to get dragged into this roundup. There are calls to the hotline where someone is complaining about something that was posted on a paper’s Facebook site.

This federal law creates a process to protect you – you notify the original poster of the complaint and advise that the content will be taken down unless they take steps to ensure your protection as the publisher. If they do not respond to you, you are allowed to remove the content and you are protected from liability for having it posted originally

on your site.

We cannot lose those rights and this is a side of that story that may not get told unless YOU tell it. Readers need to know that there are important benefits in Section 230 and the baby should not be thrown out with the bathwater.

Another issue drawing public attention is the right of anyone, you or any other citizen, to photograph persons in a public space. This comes up in all kinds of contexts – sometimes it’s police saying you cannot photograph them at active police scenes, sometimes it is parents complaining about photographing children in public or it can be citizens going about normal activity anywhere on the street.

You have a right to photograph ANYONE in any public location, if you are not on private property and if what you are photographing is visible to anyone else standing where you are standing. Everyone is aware of the importance of the George Floyd photographs. What if the birdwatcher in Central Park had not photographed the woman who called police to falsely report he was threatening her while he was birdwatching in Central Park?

And it’s not just journalists who need to protect these rights – many of these photographs are made by private citizens. Help them understand that these photographs, made under their First Amendment rights, benefit them, too. They should never hesitate to record on their phones a scene that seems wrong.



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



BETTER NEWSPAPER CONTEST

Are your entries
ready?

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

Look for full contest rules and categories to be released in January. In the meantime, here are some tips to help you prepare your entries.

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**



By Carolyn Mueller | Illustrated by Philip Goudeau

Missouri Press Foundation and the National Newspaper Association Foundation have once again teamed together to produce an educational serial story free to all newspapers. Titled *Miles and the Monarchs*, this year's serial story follows along with the titular Miles and his father as they learn life lessons and discover the stories behind some of the greatest Negro League Baseball players to ever play the game.

The timing of this year's eight-chapter story is especially serendipitous. Major League Baseball has recently announced that players from the Negro Leagues will be considered Major Leaguers. All 3,400 players, from 1920 to 1948, will be elevated to MLB status. Andrew "Rube" Foster established the Negro National League in 1920, in Kansas City, Mo., making this story particularly relevant and timely. *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 the Washington-Homestead Grays.

Travel along with Miles and his father as they learn life lessons and meet some of the great Negro League Baseball players in this story.

Visit mo-nie.com and use the **download code: monarchs** to access the Teacher's Guide and all eight chapters.

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