

MP MISSOURI PRESS NEWS

Help us honor two Hall of Fame classes in September | P4



Class of
2020



Class of
2021 ?



THE
ELMS



BNC, Newspaper Hall of Fame and Outstanding Young Journalist are all due by March 31 | P5

Ryan Dohrn wants to help you re-ignite your ad sales conversations with clients | P6

Will we see you on the links for this year's First Amendment Golf Classic? | P10

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Hostas, la vista

Journalism's post-pandemic 'new normal' will be about more than how we gather the news

As I write this, the deep freeze is thawing and the deer that often wander outside my home office window are finding the final remnants of my perennials to destroy.

Funny how life can change on a dime when a pandemic comes knocking.

OK, so the Hosta-deer competition has been raging for a decade (current score Deer - 10, Hostas - 0). What is new is my window view.

A year ago, I was sitting on the fifth floor of a downtown office building.

Never in my career could I imagine working from home. While technology can be very effective, I can offer a compelling argument that my new status is far from efficient.

Video meetings are more effective than a phone call. But they will never replace the camaraderie and spontaneous creative that

comes from an in-person meeting.

When the health concerns dissipate, I doubt we'll revert fully to the old way. We'll take the good of now and best of then and we'll find a new normal. Probably a better normal. We'll find a way to commune safely but we'll use technology more fully.

I think of newspapers and the internet similarly. Companioned with digital technology, our newspapers are more significant and impactful than they've ever been. They're finding the

new normal while we remain the trusted source for news and information.

MPA newspapers are welcomed into the homes of their communities like old friends. And, like old friends, those visits lead to conversations, curiosity, tears and joy. And their reach is extended beyond their traditional

distribution models through their digital products where they can be sourced for specific trusted information from anywhere.

Digital technology doesn't diminish the newspaper. In fact, it enhances the newspaper's role. It better defines the newspaper's role and its voice.

I like looking out my front window at the deer. But they never talk to me, despite my ongoing pleas when I see a hosta bulb being munched. I appreciate my Zoom calls, even as structured as they are.

But neither the deer nor Zoom can substitute the interaction I have with cohorts in an unscripted, unplanned conversation in the breakroom.

I know we'll find a new way out of this pandemic work life. Just as I know we will continue to fine tune the relationship between print and digital.

It's the then and the now finding a way to be better.

"Digital technology doesn't diminish the newspaper. In fact, it enhances the newspaper's role. It better defines the newspaper's role and its voice."



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

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Shannon County Current Wave, Eminence

SECOND VICE PRESIDENT: Beth Durreman,

Perry County Republic-Monitor, Perryville

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BETTER NEWSPAPER CONTEST

**There's not
much time left!**

**Upload your entries for the 2021 BNC
before Wednesday, March 31!**

Full contest rules and categories can be found on Missouri Press' website at
<https://mopress.com/better-newspaper/>

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

Know anyone deserving of a spot in the Hall of Fame?

Plan to join us in Excelsior Springs to also celebrate the Class of 2020 inductees

From Matthew Barba

Missouri Press News

If absence makes the heart grow fonder, the two-year gap between Missouri Press Association's in-person annual conventions should make this year's September celebration in Excelsior Springs one that no member will want to miss.

More than an opportunity for members to get together in person, MPA's 155th Annual Convention and Trade Show, Sept. 23-25, at The Elms, will be a chance to celebrate two years' worth of honors and awards.

In particular, plans are for the Newspaper Hall of Fame to be bigger than ever as the Association recognizes both the 2020 and 2021 classes of inductees.

The 2021 Newspaper Hall of Fame banquet will be held Friday night, Sept. 24, during MPA's Convention.

While some aspects of last year's Annual Convention were held virtually, the decision was made to postpone honoring the three members of the Hall of Fame's Class of 2020 until members could once again gather in the same room.

Last year's Hall of Fame inductees were the late Laura Rollins Hockaday, longtime society editor for *The Kansas City Star*; Kia Breaux, Midwest regional director for The Associated Press; and Dane Vernon, former publisher of Vernon Publishing and former MPA President.

MPA President Liz Irwin said the delay in recognizing last year's inductees was disappointing but with two classes of inductees the celebration of the Newspaper Hall of Fame at the Convention in Excelsior Springs will be even greater.



The Missouri Newspaper Hall of Fame Class of 2020 includes, from left, Dane Vernon, former publisher of Vernon Publishing and former Missouri Press Association President; Kia Breaux, Midwest regional director for The Associated Press; and the late Laura Rollins Hockaday, longtime society editor for *The Kansas City Star*. Nominations for this year's class of inductees are being accepted through March 31. (Staff graphic)

"I know a lot of people were disappointed that we couldn't get together last year, myself included, but I really think this year is going to be a lot of fun for the Association and its members. The Elms is an amazing location and with two classes to induct in the Hall of Fame, there is even more reason to celebrate," said Irwin.

Nominations are being accepted for the Newspaper Hall of Fame's 2021 class of inductees through March 31.

You can find nomination forms online at www.mopress.com or by contacting Executive Director Mark Maassen at mmaassen@mopress.com.

"If you know of a Missouri newspaper person or even a couple who you think would be good additions to the Newspaper Hall of Fame, please submit a nomination," Irwin said. "Our state has a long history of some really great newspaper

people that deserve to be recognized with Missouri Press' highest honor."

The Hall of Fame was established by MPA in 1991. Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities.

Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

More information about activities at this year's Convention, including the planned Thursday night social event, will be available in future Missouri Press publications. You can also find information on mopress.com as it becomes available.

To learn about sponsoring this year's Convention, please contact Missouri Press Foundation Director Michael Harper at mharper@mopress.com.

TIME IS RUNNING OUT!

DEADLINES APPROACHING



Nominations are being taken now for the top awards of the
Missouri Press Association and Foundation:

Missouri Newspaper Hall of Fame

Outstanding Young Journalist

Nominations must be in by March 31

Missouri Photojournalism Hall of Fame

Nominations must be in by May 11

DOWNLOAD NOMINATION FORMS AT
bit.ly/MoPressForms (case sensitive)

Each of the nomination forms includes the criteria for selection.
Contact Matthew Barba by phone at 573-449-4167, ext. 302, or
by email at mbarba@mopress.com with questions.



Applications for the Internship Grants Program must be received on or before April 20.

If your newspaper is interested in applying for an internship grant,
please go to mopress.com/missouri-press-foundation-internships

If you have questions about the Internship Program,
please contact Michael Harper at 913-547-1186
or by email at mharper@mopress.com



Polish your sales skills with help from Ryan Dohrn, MPAME

Pandemic problems not expected to improve enough by April to hold in-person meeting

By Matthew Barba
Missouri Press News

That the last year has been difficult for every business is well understood but those which rely on advertising have had it especially tough with countless events canceled and businesses forced to limit how they operate.

In their efforts to keep their own operation going, many Missouri newspapers learned new ways to serve their clients' advertising needs and expanded on existing ways to help businesses respond to the "new normal."

Now, as vaccination efforts ramp up and a light can be seen at the end of the tunnel, newspaper staffs have a chance to come together (still virtually) to build on their sales skills during a special online sales training hosted by Missouri Press Advertising Managers & Executives.

"In what may go down as one of the most difficult years in the history of newspapers, it is nice to be able to highlight some of the innovative work being done throughout the state as we adapt our businesses to a pandemic reality," said MPAME President Bryan Chester.

The training, which comprises MPAME's annual meeting regularly held in April, is scheduled for 2-3 p.m. Thursday, April 15, and will feature sales training expert Ryan Dohrn. Plans are being made to present the Best Ad Contest and other awards during Missouri Press Association's 155th Annual Convention in September at The Elms in Excelsior Springs.

"I know one specific area that has been particularly difficult to navigate has been advertising sales and that is why I am so excited to have Ryan Dohrn join us this April," Chester said. "Ryan has merged his decades of sales and sales training experience into a virtual session entitled 'Re-Igniting Covid Ad Sales Conversations' and we are fortunate to be able to share his unique breadth of

Missouri Press Advertising and Marketing Executives



knowledge with our members."

Chester said he felt it was important to not just have another webinar sales session but actually provide MPAME members new skills to help their clients recover from the pandemic.

"These are not abstract ideas, they are relevant, practical and actionable strategies," Chester said. "I have personally been employing his 'How Not to Become a Webcam Zombie' tips for months and with great success. I look forward to seeing as many MPAME members as possible online April 15."

Cost for the MPAME sales training session is \$20 for your entire newspaper's staff to attend. You can register online at: <http://bit.ly/3pByKYn>



Ryan Dohrn

Dohrn is the creator of the 360 Ad Sales Training system and a globally recognized media revenue consultant. Since 1994 Ryan has worked in the radio, TV and publishing space and actively sells print, digital, broadcast, event sponsorships, exhibit space and radio.

His resume includes time in promotions and sales at The NYTimes Company, Disney, Cumulus, Citadel Comm, Vance Publishing, Morris Publishing and PennWell. He has trained and coached over 20,000 ad sales reps to date and speaks over 60 times per year. In total Ryan has been a part of over \$500 million in ad sales to date.

For more information about joining MPAME or attending the online sales training, please contact Kristie Fortier at kfortier@mopress.com

Legislative resources available at mopress.com

From Missouri Press Staff

To help you be better prepared to talk with your legislators and discuss issues important to the newspaper industry, Missouri Press Association has launched a new legislative resources web page.

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

Missouri Press will continue to

distribute emails as necessary with an emphasis on calls to action.

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

Please join Missouri Press Advertising and Marketing Executives for an **Online Sales Training!**



Due to the ongoing effects of COVID-19, this event will be held online this year. Plans are being made for the MPAME Best Ad Contest Awards to be presented at the 155th Annual Missouri Press Convention in Excelsior Springs, Sept. 23-25. The exact time and day will be announced soon. The recipients of the 2020 Best Sales Person of the Year and the Dee Hamilton Sales Pro will also be honored at that time.

Only \$20 for your entire staff to attend!

REGISTER ONLINE TODAY AT: <https://mopress.wufoo.com/forms/z8as75ilvviuu1/>

More about our presenter:

Ryan Dohrn is the creator of the 360 Ad Sales Training system and is a globally recognized media revenue consultant. Ryan actively sells print, digital, broadcast, event sponsorships, exhibit space and radio. Unlike other trainers, Ryan actually sells EVERY day!

Since 1994 Ryan has worked in the radio, TV and publishing space. Ryan's resume includes time in promotions and sales at The NY Times Company, Disney, Cumulus, Citadel Comm, Vance Publishing, Morris Publishing and PennWell. He has trained and coached over 20,000 ad sales reps to date and speaks over 60 times per year. In total Ryan has been a part of over \$500 million in ad sales to date.

Ryan loves teaching ad sales reps his simple and effective way to achieve ad sales success. Ryan has media clients in Australia, Spain, UK, Holland and the USA. Ryan is the CEO and founder of Brain Swell Media LLC, a corporate training and revenue strategy firm.

As an internationally acclaimed speaker and business book author, Ryan has been featured in USA Today and on Forbes.com.





Hannibal — Harrison, Ark.-based Phillips Media Group has purchased the *Hannibal Courier-Post* and *Quincy Herald-Whig* from Quincy, Ill.-based Quincy Media, Inc. QMI, which purchased the *Courier-Post* in 2019, had been operated by members of the same two families for almost 95 years before the sale.

QMI made the decision to sell the newspapers after announcing it was leaving the media business entirely, including also selling radio and television stations it owned. Ron Wallace, publisher of both newspapers, will continue in that role under Phillips Media.

QMI President Ralph M. Oakley said Phillips' purchase of the newspapers is a great outcome for the region and the newspapers' employees. "While it was certainly a difficult decision for us, we

are very please to sell these important newspapers to a longtime publisher such as Phillips Media," Oakley said.

Phillips Media also operates newspapers in several communities around Springfield, Sedalia, Warrensburg and West Plains.

St. Louis — The *St. Louis Labor Tribune* recently won six awards from the International Labor Communications Association. The newspaper took second in ILCA's General Excellence category.

Managing Editor Tim Rowden also won three awards, two for best news series and one for best news story. Illinois correspondent Carl Green and Steelworkers Historian Gary Gaines each won one award in the ILCA contest.

The ILCA is the professional

organization for trade union publications and media production departments of national, regional and/or local affiliates of the AFL-CIO and Canadian Labour Congress.

Bethany — The *Republican-Clipper* announced that plans are being made to digitize several newspapers from the county, including many dating to before the Civil War. They will be available to the public via the website Newspapers.com.

Harrison County is one of the last six in Missouri to not have its newspaper records transferred from microfilm to digital files. The collection will include newspapers from throughout the county, including those from Cainsville, Gilman City, New Hampton, Ridgeway and several from Bethany.

Get the Capitol Report directly on your website

From Missouri Press Staff

A widget for your website, developed in partnership between the Reynolds Journalism Institute and the Missouri School of Journalism, can collect Capitol Report articles in one place on your newspaper's website.

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 or MPA's legislative resources page. The section titled, "State Government News" is how the widget will look and operate on your website.

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/or to receive the code for your website, please contact Matthew Barba at mbarba@mopress.com



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OBITUARIES



Columbia

David Tennyson

David Carl Tennyson, 68, died Feb. 7, 2021, at his home in Columbia. He went peacefully in his favorite chair with a glass of truly awful Canadian Whiskey near at hand and most likely pleased he didn't have to sit through that Super Bowl.

As a child, Tennyson's family operated the Steele Enterprise newspaper beginning in 1956 and which he would take over in 1980. He expanded the business and became publisher of several more Missouri and Arkansas newspapers, including the Village News, Osceola Citizen-Journal, Blytheville Courier News, Osceola Times and Caruthersville Democrat-Argus.

He truly enjoyed being a part of the community through the newspaper



business and formed many lifetime friendships with the contacts made there.

If you didn't know David from the newspaper office then it's likely you ran across him at the various baseball fields in Blytheville. He spent much of his time coaching and could often be seen pulling into practice in a Ford Ranger with 10 little leaguers hanging on in the truck bed. Practice was important. Seat belts were a little more optional back then ...

In addition to his mother and stepfather, Robbie Sue Glover and husband Carl, he is survived by three sons, Jeff, Kit and Zach, two grandchildren, Alex and Bo, all of Columbia; and a sister, Karen Tennyson of Fulton.

Fulton

Karen Atkins

Karen Atkins, 67, former editor of the Fulton Sun and co-owner of Fulton's Brooklyn Pizza, died Feb. 11, 2021, due to COVID-19.

A transplant from New York City, Atkins came to mid-Missouri with experience in various advertising and marketing positions, including operating her own ad agency. With her husband Brian, they moved to Fulton in 1996 and she joined the Sun in 2000 as newsroom manager.

She was soon offered the role of editor and stayed with the newspaper until 2013. Not a journalist by



training, she was proud of the awards the newspaper won under her leadership, including a General Excellence award from Missouri Press' Better Newspaper Contest.

Atkins was known for her "Pet Tales" column and for caring for rescued Dalmatians.

In 2012 the family opened Brooklyn Pizza and Atkins worked there part-time for a year before joining her husband full-time.

In addition to her husband, she is survived by two sons, Jordan and Blake; four grandchildren; and many more family and friends.

Kansas City

Terez Paylor

Terez Paylor, 37, a former sports reporter for The Kansas City Star and popular NFL writer, died unexpectedly Feb. 9, 2021.

Paylor joined The Star in 2006, covering everything from prep sports to arena football to the Sporting Kansas City of Major League Soccer. He covered the University of Missouri before taking over the Chiefs beat in 2013.

He joined Yahoo Sports in 2018 as a senior writer covering the NFL on a national level. He was one of 48 voting members of the Pro Football Hall of Fame, as well as a member of the Pro Football Writers of America and National Association of Black Journalists.

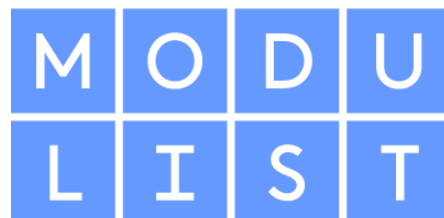
Following his death, The Kansas City Star, Yahoo Sports and The Wall Street Journal partnered to create the Terez A. Paylor Scholarship at his alma mater, Howard University.

In addition to his parents, Sharmyn Elliott and Ava Paylor-Elliott, he is survived by a fiancé, Ebony Reed; and many more family and friends.



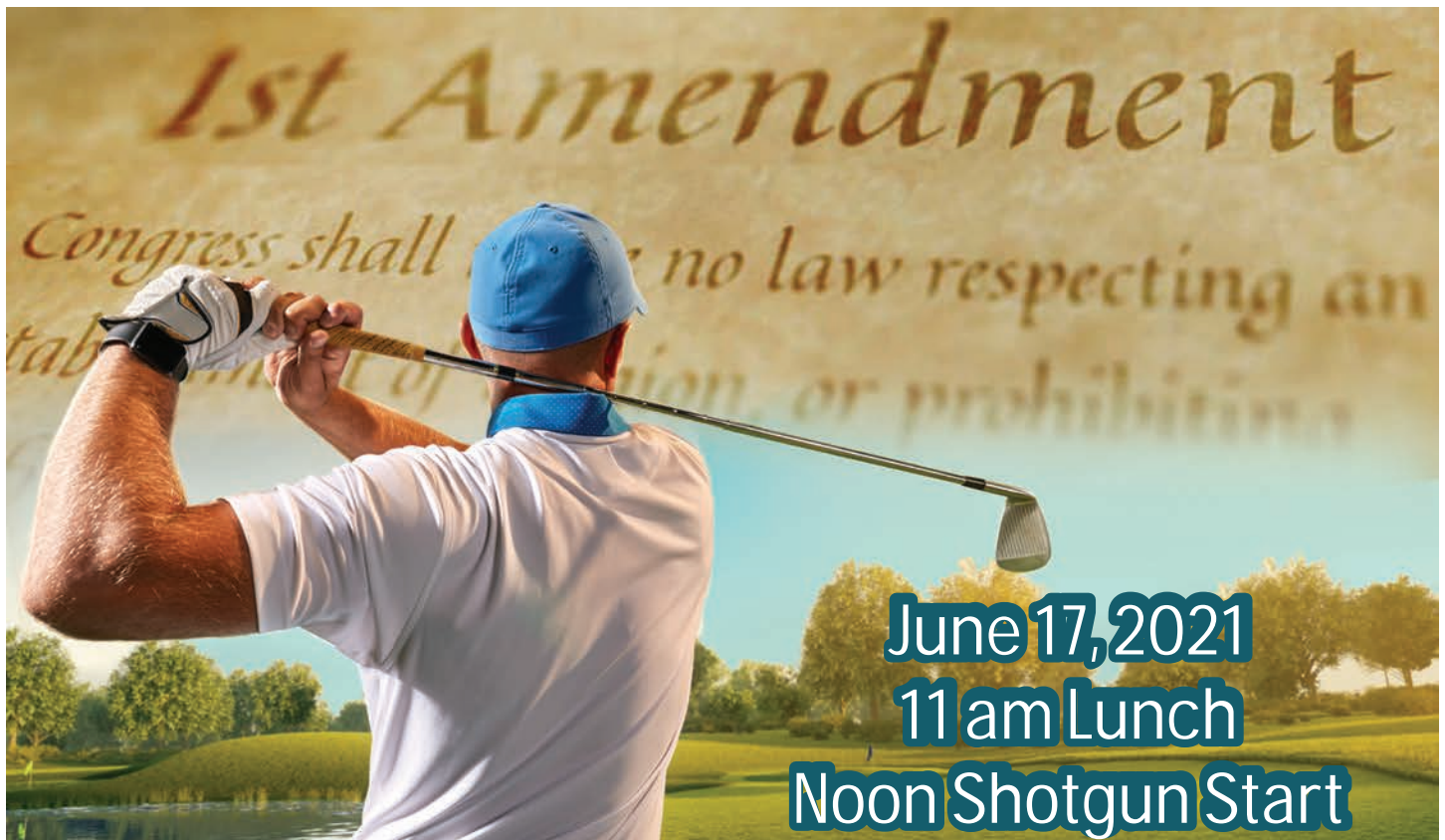
Help us remember MPA's newspaper people who have died.

Send obituaries for Missouri Press News to mbarba@mopress.com



Missouri Press Foundation

To make a memorial donation to Missouri Press Foundation, contact Michael Harper at 573-449-4167, ext. 303, or at mharper@mopress.com



June 17, 2021
11 am Lunch
Noon Shotgun Start

2021 First Amendment Golf Classic

The Cove • The Lodge of Four Seasons • Lake Ozark, MO

Name

Player #1

Co./Newspaper

Player #2

Address

Player #3

Email

Player #4

**Singles and partial teams are welcome
and will be grouped into teams by MPF.**

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purchased at the
course before
teeing off.

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\$

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Mulligans \$10 Each

\$

Prizes will be awarded
after tournament

Method of Payment

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\$

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\$

TOTAL: \$

Credit Card #

Exp. Date

Name on Card

Register online at bit.ly/mopressgolf or send form & check to Missouri Press Foundation,
802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.
Make checks payable to Missouri Press Foundation



ON THE MOVE



Nevada — Hank Layton has joined the *Nevada Daily Mail* as the newspaper's new sports reporter. A Northeast Vernon County native, he was introduced to journalism at the University of Saint Mary in Leavenworth, Kan.



He worked as a stringer for the *Leavenworth Times* during college and then joined the *Atchison Globe* as sports editor for several years. He moved to California to pursue entertainment writing before returning home to Missouri, where his sister showed him the ad in the Nevada newspaper seeking a new sports reporter.

Sedalia — The *Sedalia Democrat* has welcomed three new staff members in recent weeks, including two new members of the newsroom. Chris Howell has been hired as the new city reporter and Ryan Sheehan is the new education reporter.

Howell got his start in broadcast television as a corporate television director for JC Penney Corporate

in Texas. He later became a news journalist working for KLTV in Tyler, Texas. He moved on to Tulsa, Okla. and became a mobile video journalist and stormchaser for a station there. Leaving broadcast news, he began producing videos for Brief Media, a veterinary business journal.



Sheehan is a 2020 graduate of the University of Central Missouri in Warrensburg where he received a bachelor's in Digital Media Production with an emphasis in Digital Cinema. He worked for several years as a staff writer for the *Muleskinner*, UCM's student-led newspaper, and was an intern for the *Warrensburg Star-Journal*.



Diana Surface joined the *Democrat's* advertising department as a sales representative in late January. She has previous outside

sales experience and leadership that will help her engage with the newspaper's advertisers.



Warrensburg — Joe Andrews joined the *Star-Journal* as sports editor in January, the first full-time sports editor at



the newspaper in almost a year. He is a 2019 graduate of Northwest Missouri State University and previously covered sports for the *St. Joseph News-Press* during and after college. He also was managing editor of *The Missourian*, Northwest's student newspaper.

As a reporter for the *News-Press*, Andrews covered high school and college sports, as well as, assisted with coverage of the Kansas City Chiefs training camp. In 2020, he became a contributor to *Sports Illustrated's* Arrowhead Report, writing stories related to the Chiefs.

Plan to recognize Sunshine Week, March 14-20

From Missouri Sunshine Coalition

The Missouri Sunshine Coalition reminds all open-government advocates that Sunshine Week is Sunday, March 14, through Saturday, March 20. This is the 16th annual national and state observance.

The coalition will be distributing its next Missouri Sunshine News & Notes newsletter soon, highlighting many recent topics in the news, the courts and the General Assembly. For more information, contact Dennis Ellsworth, coalition executive director, at dennis11ellsworth@gmail.com or 816- 261-5373.

Sunshine Week was founded in 2005 by the American Society of News Editors -- now the News Leaders Association. The group offers a content "toolkit" for news organizations wanting to mark the week. Visit newsleaders.org/sunshine-week-about to access this content.

The Sunshine Week content toolkit is a free resource for any media outlet, journalist, school, civic or non-profit

organization — anyone interested in publishing the content during the week to amplify the importance of access to public information.

As Sunshine Week nears, and sometimes during the week, more material will be added. Be sure to check back often.

The group also suggests these activities:

- News organizations might choose to highlight the importance of open government through stories, editorials, columns, cartoons or graphics.
- Individual supporters might offer to speak to civic groups about the importance of the Sunshine Law.
- A local coalition of citizens, business and media representatives might ask their elected officials to pass a proclamation affirming their commitment to the importance of open, accessible government meetings and records.

For assistance with any of these activities, contact the News Leaders Association or Ellsworth at the Missouri Sunshine Coalition.

Subject: Missouri Press emails
From: Matthew Barba <mbarba@mopress.com>
Date: 3/1/2021, 1:52 PM
To: Missouri Press Association members



Help us communicate with you better

We want to make sure you are hearing from us

When you get a Missouri Press email, do you open it right away? Do you open it all? Do you open it intending to get back to it “later” but later never comes and that tab in Outlook eventually just gets closed?

Missouri Press staff understands that you get a LOT of email. And sometimes, we aren’t helping things.

For the first quarter of last year, Missouri Press sent out more than 35,000 emails to the Association’s members, other media and individuals affiliated with MPA.

Some of those emails were about extremely important Association business, for example, Day at the Capitol.

Others were news releases distributed through Missouri Press Service’s Flash News! Release program. Those emails are often paid for by clients and help offset operating costs.

A few of those thousands of emails were letting you know about services like statewide classifieds and the Missouri School of Journalism’s Capitol Report.

Coming into 2021, the Association told members the plan is to be more cognizant of how much email we distribute. We are doing more to gather resources on our website and put information in things like the weekly eBulletin so we’re not contributing further to your full-to-bursting inbox.

We’re also running more reminders in the mid-month Bulletin and Missouri Press News, which returned to monthly printing last year.

But, and there’s always a but, email is still the most efficient means of communicating with the entire membership. So, we need to know what we can do better to help you receive our emails.

First, we need to know if you are even receiving emails from Missouri Press. Have you emailed back-and-forth with anyone from Missouri Press recently? Now think, or look back in your inbox, to see if you have received any of Missouri Press’ weekly eBulletins, announcements about the magazine being available (like the one for this month’s edition) or anything with the text “Flash News! Item” in the body.

Second, if you’ve been communicating with us, but not receiving the emails we send out through our mass distribution program, we want to figure out why. Sometimes you get taken off our list by accident, and sometimes technology thinks it knows better and starts filtering out items it thinks are spam.

Third, are you connected with Missouri Press on social media? Would you want to see more information about the Association shared via Facebook, Twitter, etc.?

Finally, if you want to receive our emails but are not, let’s get you signed up.

Remember, it takes all of the Association’s members working together to protect the Missouri newspaper industry and the rights that allow journalists to do their jobs.

Please consider taking the survey here, <http://bit.ly/MPemails21>, to help us gather feedback about how Missouri Press distributes emails.

If you have any questions about receiving Missouri Press emails or getting on the list, please contact Matthew Barba at mbarba@mopress.com

Sources and resources for Missouri newspapers

Digital FOOTPRINT
OFFERED BY MISSOURI PRESS SERVICE



Every Business Needs an Online Presence.

Contact Ted Lawrence
at Missouri Press.
tlawrence@mopress.com
573-449-4167



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& Readers With Free
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Event marketers send and
syndicate their events to your
online calendar for free with the
Evvnt online marketing platform.

TWO

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Ready-to-Upsell Add-Ons**

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.

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**Reverse-Publish to
a Print Calendar Instantly**

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!**

METRO

CREATE. SELL. PROFIT.

Member opinion: No to alternative facts; yes to alternative identity

By Andy Ostmeyer

The Joplin Globe

Two recent conversations — one angry, the other not — have been banging off each other inside my head.

An angry reader wanted to know why in Hades (he didn't speak Greek, by the way) we keep running stories stating it was supporters of former President Donald Trump who were involved in the Capitol attack. He insisted it was antifa. He accused the media of lying to him.

The whole time I'm listening to him, I'm thinking: He's not angry at us for lying to him; he's angry at us for not lying to him.

Nothing I said made a difference. He then moved on to blaming the media for deep divisions that exist in our country.

That led me to a second conversation, with Joshua Darr, who teaches politics and communication at Louisiana State University. He's an expert on partisan polarization and local news and lead author of a study titled "Newspaper Closures Polarize Voting Behavior," which appeared in 2018 in the *Journal of Communication*.

The study concluded that it's actually the decline and closing of newspapers that contribute to increased polarization and partisan identity. I wanted to know a little more.

Darr said it has to do with the evolution and proliferation of national cable news channels, the internet and social media, which readers turn to more often and rely on more heavily when a community loses its newspaper.

"Many of these new entrants to the market tend to be more extreme, partisan and polarizing than news of the past, with important consequences for voters," Darr and his co-authors wrote in the study.

I was reminded of the rebuke Ted Koppel gave to Bill O'Reilly when Koppel said national news has gone from being "objective and dull" to "subjective and entertaining." Cable news and social media regularly frame news as sport, adversarial, even combative between

the two parties, otherwise it's not entertaining and, ultimately, not as profitable. As part of that, events get interpreted and reported through an ideological lens, with the worst of these media putting ideology before facts.

The result was my angry antifa caller.

Into this widening spectrum of national cable and internet news, from far right to far left, viewers naturally settle into that place on the spectrum that supports the narrative they want to hear.

"It sort of reinforces your partisan identity," Darr told me.

Evidence for increasing partisanship after a community loses its newspaper is found in voting patterns. According to the study: "We identify a significant effect in voting patterns in matched communities that have and have not experienced the closure of a local newspaper: Communities with newspaper closures have lower rates of split-ticket voting in presidential and senatorial elections."

That's due in part to the fact that without local newspapers, voters grow more partisan because of that increased reliance on national and increasingly partisan news sources. But they are also less informed about local and state candidates and issues, so they default to the candidate's political label either as a Republican or Democrat to make decisions down ballot. (Another study found that as people are less informed about local issues and local candidates, they simply stop down-ballot voting.)

But with a community newspaper, even though you won't find alternative facts, there is the option of an alternative identity.

Darr pointed out that community newspapers reinforce community identity, which transcends partisanship.

You read a local newspaper story and discover that the guy flying the Trump flag from his pickup is also the

volunteer cleaning up baseball fields where your son, who dreams of being the next Hank Aaron, would spend every waking hour if you let him.

You read a local newspaper story and learn that the person with the Bernie Sanders bumper sticker is also the same person who leads local cancer fundraisers, which have benefited her mom — and yours. You read the local obituaries and realize that the person who sits in the pew next to you in church, whom you knew little about beyond his Trump face mask, just

lost a loved one to a horrible disease, something you know a bit about.

You realize by reading the paper that the guy at the rally for President Joe Biden also runs a small business, just as you do, and supports, just as you do, a new community investment program that will help both your businesses.

Community newspapers help readers understand that their communities are complex, multidimensional and, above all, connected. Suddenly it's less about being a conservative or a liberal and more about being a resident of Joplin.

"Local news helps reinforce a local identity that cuts across partisanship," Darr told me.

As I write this, I counted 112 local stories in the paper over the past week that were about community, schools, businesses, teams, churches, elected leaders. That's 112 times in one week that we offered an antidote to polarization by reinforcing connections that build that alternative identity among us — that of community.

We may be conservatives, liberals and moderates, but we are first and foremost neighbors.

To be a community, we need community newspapers.

Andy Ostmeyer is the editor of The Joplin Globe. His email is aostmeyer@joplinglobe.com. This column was originally published Feb. 7, 2021, in the Globe and is re-printed here with some edits.



Andy Ostmeyer

Be sure to 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.

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.

**Please send Missouri Press News
YOUR news to mbarba@mopress.com**

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CALENDAR

March

14-20 — Sunshine Week

31 — Better Newspaper Contest Entry Deadline

31 — Outstanding Young Journalist Nomination Deadline

31 — Newspaper Hall of Fame Nomination Deadline

April

15 — Missouri Press Advertising and Marketing Executives Annual Meeting, Via Zoom

20 — Internship Grant Program Applications Due

May

11 — Missouri Photojournalism Hall of Fame Nominations Deadline

June

17 — First Amendment Golf Classic, Lake Ozark

18 — Missouri Press Foundation Board of Directors Meeting

18 — Missouri Press Association and Service Boards of Directors meetings

September

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

October

21 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

A portrait photograph of Prof. Dr. Gert H. W. van den Brink. He is a middle-aged man with short grey hair, wearing glasses and a dark jacket over a blue and white checkered shirt. He is smiling slightly at the camera. The background is dark and out of focus.





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

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Unpublishing requests gaining new legs around the country

Several years ago, this column addressed the issue of calls that come in from readers seeking to have stories taken down from the paper's archives. Not a new issue, it arose several years ago again as the state passed a bill allowing some felonies to be expunged from the Case.net records. (See the September 2018 law column linked on MoPress.com)

Since that time, the issue has been relatively quiet on the national level. But recently, it has come to the forefront again. In January, the *Boston Globe* announced it would initiate a program called "Fresh Start," allowing readers to complete an online form to request a story about them be updated or anonymized. That form goes to a committee of 10 journalists from the paper and its sister site, Boston.com, who consider the request. One discussion of that process mentioned that requests from public figures are subject to "intense" scrutiny.

After consideration of the requests, the panel can choose to either "deindex" the story, a process where a search for a name will not turn up a link to the story – the only way the story can be located is to know exactly when it ran or on what page, for example. It is not visible for the computer "spiders" who search all online content in order to generate pertinent links such as Google and other search engines produce in response to a search.

In other cases, this panel will decide to actually remove the entire story, to "clean" the "digital slate" of

the requester. A story discussing this paper's process appeared in *Slate Magazine* on February 16, 2021. "This isn't about rewriting history," the *Globe's* managing editor for digital content noted. Rather, the editor said, the purpose is "an acknowledgment that people can move on with their lives and that we don't want our journalism to become a barrier to that."

The *Slate* article, and others on similar subjects, point out that the 2020 "Black Lives Matter" movement raised awareness that there are many cases where arguably the criminal justice system has disproportionately affected those persons unable to afford the significant cost of a high quality legal defense team. Often those in that category are also non-white defendants.

These are difficult questions to wrestle with, which is why a member paper called me a few weeks ago to discuss this issue again. They had encountered a similar request and were pondering what response was

appropriate. Legally, there is not a right or wrong answer. The story was true when the story was published. The story cannot be libelous because it was, and is, true, whether or not court records presently visible would substantiate it.

At the same time, I see what has happened in Kansas City in the past six months and am sure

similar events are occurring all over Missouri. J.C. Nichols, a real estate titan in the city's history, developed the Country Club Plaza and numerous housing communities surrounding it

through the use of restrictive covenants barring persons of a certain race or color from purchasing property in those neighborhoods.

While it is true that times have changed, along with peoples' attitudes about many issues, it is undisputable that this character trait was wrong and should not be held up for adulation today.

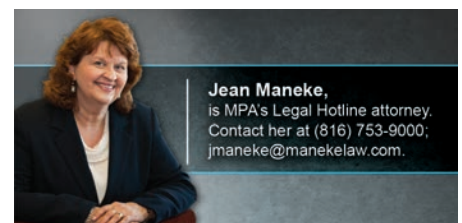
Even the *Kansas City Star*, that considered its founder William Rockhill Nelson, an icon of journalistic history, and that ran his photo on its editorial page still, more than 100 years after his death, made the decision earlier this year that its award-winning newspaper had a history of negative coverage toward non-whites and that it needed to do a better job of covering the entire community. In a public apology, it turned its back on its history and started anew.

The author of the book "Delete: The Virtue of Forgetting in the Digital Age," Viktor Mayer-Schonberger, said "If we have a digital tool that continually reminds us of the past, then we have undone a key feature of human cognition and that is the ability to let go of memories."

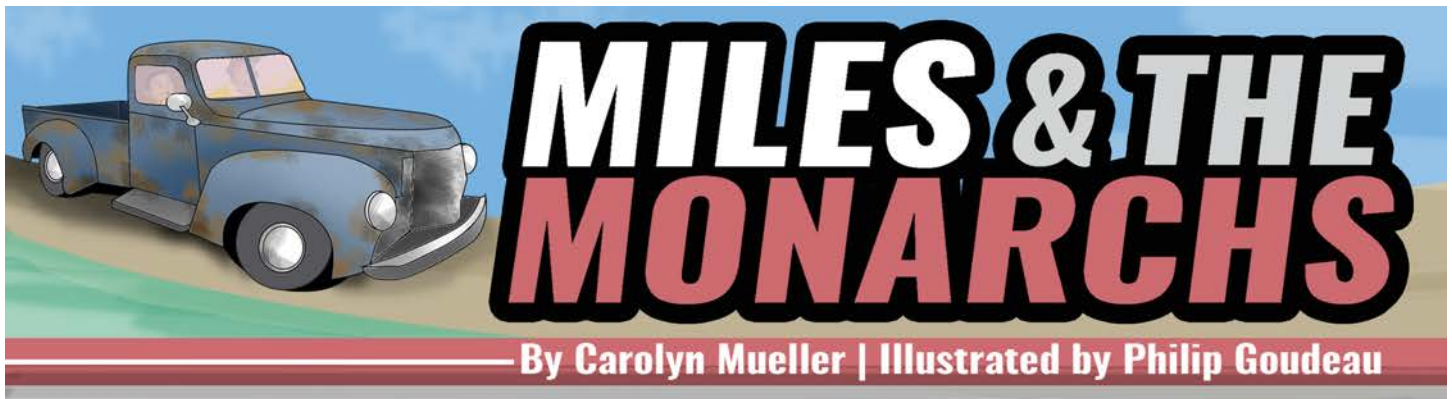
Some of these decisions will not be easy. Trying to determine a proper standard for such actions will take some tough thinking and there will be papers that, rather than do that heavy lifting, will choose to just leave their past practice alone. Legally, that decision is fine.

But newspapers have always been forced to decide what is "news" for their readers, and what isn't "news." I believe they'll do fine making that decision still, whatever it is.

"Trying to determine a proper standard for such actions will take some tough thinking and there will be some papers that ... will choose to leave their past practice alone. Legally, that decision is fine"



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



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.

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