

# MP MISSOURI PRESS NEWS

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# Shared history

A few weeks ago, I insisted on helping my mom sort out some things around her house. At 89, Mom doesn't lose sleep over the resident dust bunnies but their rising clutter condos were starting to worry me as a few minor mobility issues have begun to affect her.

Among my self-assigned tasks was to clean my Dad's office.

His "office" is a roll-top desk in a corner of their little living room. It was jam-packed and untouched since the day he died seven years ago. And so my heart sank as I pulled the first drawer open and papers flew, filled with his determined handwriting. Gut-wrenching in every sense of the word. I couldn't

just "clean" out the belongings of someone I still idolized. Someone whose wise counsel I still need when days get rocky.

He was always working on a project. If he wasn't building, creating or fixing, he was reading, researching or inventing. His desk was filled with everything ... genealogy research, computer manuals, coin collecting

info, a book of poems. In the drawers were floppy disks, hard disks, cassette tapes, carbon paper ... Under the desk I found computer keyboards, PCs, a Rolodex, a typewriter ... It was like a mixed up time machine where stuff just got jumbled from every decade.

Kind of like my head.

*"My father revered journalists, authors and poets. He poured over current events, believed he was a better human if he could understand the past and marveled at the inspiration of the future."*

Memories flashed across my brain with everything I touched. My hand moved slowly over the cover of the typewriter. I remember shortly after graduation being tethered to the kitchen table with that damn thing trying to flawlessly type cover letters to go with my resume to job after job listed in the "want ads."

I flipped through the Rolodex. It had every phone number I ever used and, in a weird way, traced my career path across the country. And the phone numbers were backed up by the business cards from every job I held. Press passes I'd discarded over the years were neatly nestled under the business cards.

He had books and hard drives. He had Google for Dummies and a 1940s book on penmanship. He had a large

hardbound book of front pages of newspapers marking historic events. And he had print outs of websites on every current project he was working on. A full shelf along one wall of the living room is lined with the most expensive – and expansive – encyclopedia set he could afford.

He was, in all senses of the word, a renaissance man using every available resource.

My father revered journalists, authors and poets. He poured over current events, believed he was a better human if he could understand the past and marveled at the inspiration of the future.

His desk isn't a time machine. It's a time capsule. It marks the evolution of the tools I've used in my 40-year career in journalism. Some made me wince when I discovered them there, others made me reminisce.

I tidied up my father's world that day, but I assure you the typewriter is still tucked under desk. After all, if I'm lucky, I've still got a few years left in this glorious profession. I may need a machine like that one day ... one that can actually work without an internet connection.

Thanks Pop. I love you.



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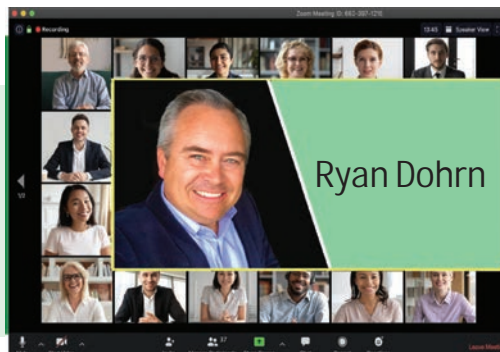
**to the 2021  
Best Ad  
Contest  
winners!**

Letters informing this year's winners have gone out and you are encouraged to publicize your awards in your publication.

Plaques and certificates will be presented to winners at a special ceremony during Missouri Press Association's 155th Annual Convention and Trade Show in Excelsior Springs September 23-25.

**For the latest information on Convention plans,  
go to [mopress.com/convention](https://mopress.com/convention).**

A special edition of Missouri Press News will be published in September featuring all of this year's Best Ad Contest winners.



**Don't forget to register**

**for MPAME's online ad sales training  
featuring Ryan Dohrn,  
April 15 via Zoom  
at <https://bit.ly/3vyCez7>**

Missouri Press Advertising and Marketing Executives



# A historical gathering for Missouri Press at The Elms

*Join us in Excelsior Springs for the Association's social event of the year*

**From Matthew Barba**

*Missouri Press News*

Around the country, including in Missouri, many towns were founded around natural springs, chosen for their perceived health and wellness benefits. Excelsior Springs is one such town, embracing the history around its founding in 1880.

Excelsior Springs, and the Elms Hotel and Spa specifically, will host Missouri Press Association's 155th Annual Convention and Trade Show in September, bringing hundreds of members together at a historic location following a historic year for the state and country.

While the town got its start in 1880, it was not until eight years later that the first Elms Hotel was constructed. With more than 270 rooms at its peak, the first Elms hotel was a resort of grand design that included wrap-around porches, ballrooms for large gatherings and, of course, mineral water baths.

However, the first Elms Hotel was destroyed by fire just shy of 10 years in operation. A second hotel bearing the name would eventually be built in July 1909, but it was also destroyed by fire in October 1910.

The Association will be gathering at the third Elms Hotel and Spa, which was completed in September 1912. It is built of limestone from the area but still boasts many of the grand features the first two structures incorporated. The hotel is part of The Elms Historic District, which includes 31 contributing buildings, one site and seven structures.

MPA President Liz Irwin said the decision to hold this year's Convention at The Elms was easy because of how much history the hotel has seen.

"The history of the Elms is awe-inspiring. So much has happened there that I don't think a lot of Missourians realize, from celebrities to gangsters and even a presidential visit," Irwin said. "We're hoping this year's Convention isn't just an opportunity for us to get together after a year of being apart, but also to learn about some of the state's most interesting history."

## **Gangsters, governors and ghosts**

The grandeur of the Elms Hotel has always been a draw for people from all over the world, but even some of America's most famous and infamous criminals have ties to the building's history.

Al Capone, Charles "Pretty Boy" Floyd and George



The Elms Hotel and Spa, shown here with its sign illuminated, will be the location of Missouri Press Association's 155th Annual Convention and Trade Show. It will be the first time since 2019's Convention that all the Association's members will have a chance to gather in one place. (Submitted photo/The Elms Hotel and Spa)

"Bugs" Moran, according to the hotel's history, were all reported to host "illegal gambling and bathtub gin parties" at the Elms. On at least one occasion, stories from the time say police attempted to break up one such party and were told by the "Governor of Missouri," who was also in attendance, to go find someone to arrest who was "really breaking the law."

How much truth there is to these stories remains debatable, but that's part of the fun of going to a place like the Elms, where it is so steeped in history that sometimes fiction seeps in.

One story that isn't fictional is the visit by Pres. Harry S. Truman, who on Nov. 3, 1948, availed himself of the hotel's services while awaiting results of that year's presidential election. Staying in what is now Room 300 (Room 200 at the time), Truman listened to the results on the radio in his room after a mineral water bath, massage and other amenities.

Truman returned to Kansas City Democratic Headquarters the next morning for victory photos. He made one more visit to the Elms before returning to Washington, D.C. On his way, he stopped in St. Louis and history was made with the famous "Dewey Defeats Truman" newspaper headline photo op, during which the president reportedly said, "That ain't the way I heard it."

**Continued on Page 11**



# Will you give to the Foundation to fund Missouri newspaper interns?



Tegan Shockley  
2020 Newspaper Intern

"My internship with Lake Expo showed me what journalism can look like in the real world. I was able to apply what I've learned in school and write about local issues in a new way. I learned more about my hometown and what matters to the Lake community. One of the stories I'm proud of was the passing of a restaurateur legacy. I helped share his story and got to talk to other influential business owners in the area who had worked for him. This internship showed me the importance of local journalism and how our business is ever adapting to provide for our communities."



Daisy Garcia Montoya  
2020 Newspaper Intern

"I am a senior at UMKC, and this summer I was an editorial assistant at Northeast News in Kansas City through a Missouri Press Foundation grant. There is a variety of things that you learn at Northeast News, so I got to learn about guerilla journalism, video editing, podcast editing, of course writing for a print newspaper. I think it was very helpful that I got to learn and experience different types of journalism through this internship. Going to this internship gave me the exposure that I needed to cover different areas, and honestly I just feel more prepared for what comes next, so thank you."

## 100% of your donation will go toward newspaper internships

**YES!** I wish to fund an intern, my tax deductible gift is:

- ☐ \$1,000 Fund an 8-week internship
- ☐ \$500 Fund a 4-week internship
- ☐ \$250 Fund an intern for 2 weeks
- ☐ \$125 Fund an intern for 1 week
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- ☐ \$25 Fund an intern for 1 day

Other amount: \$

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# In a town where everyone knows each other, news means that much more

By Kristin Kuchno

Missouri School of Journalism

Fayette thrives on tradition and neighbors are well acquainted with one another. That's what Meggan Bruner said makes the *Fayette Advertiser* newspaper so interesting to read, because she knows the individuals it covers.

Bruner was born in Fayette and lived there until graduating from high school. Her mother, who still lives in town, sends her article clippings from decades ago. "There's things that happened a long time ago that she will send me, and that's probably my favorite part to read now," she said.

The *Fayette Advertiser* started in Glasgow in 1840 as the *Howard County Banner*. It is Missouri's third oldest newspaper still in publication, behind the *Hannibal Courier-Post* and the *Palmyra Spectator*.

The original owner's name is unknown. It is believed that W.B. Twombly operated the newspaper in Glasgow, according to a September 1990 article written in celebration of its 150-year anniversary. The following publisher relocated it to Fayette. It turned into the *Fayette Advertiser* in 1916 after going through multiple ownerships over the years.

Today, the *Advertiser* is operated by a team of three: Justin Addison, editor and publisher, Kevin Oeth, sports editor and Linda Vroman, office manager.

It serves all of Howard County, with its office on Main Street in Fayette. The town is small in comparison to some other homes of weekly newspapers; Fayette had a population of 2,693 as of 2019, according to the United States Census Bureau.

The *Democrat-Leader* newspaper, once a competing publication, combined with the *Advertiser* in 1925 and was described as "two



*Fayette Advertiser* publisher Justin Addison talks on the phone during a visit from University of Missouri photojournalist Matty Megan. Addison is the third Fayette native to run the newspaper, which is among the oldest continuously published newspapers in Missouri. (Submitted photos/Megan Matty, University of Missouri)



*The Fayette Advertiser and Democrat-Leader* newspapers, along with other local landmarks, are immortalized in a downtown mural on the corner of West Morris and Church streets. *The Advertiser* is one of Missouri's oldest newspapers still in publication, beat only by the *Hannibal Courier-Post* and *Palmyra Spectator*.

newspapers in one." Each published once a week, but under the same ownership. The *Democrat-Leader* ran



A copy of a February 2021 edition of *The Fayette Advertiser* sits on top of a copy from December 1961. Changes over the years have included the paper's size and the addition of color.

on the weekends and the *Advertiser* ran during the week.

## Enduring local news

Denny Davis, who became editor in 1984, was the second Fayette native to run the papers — the first being John B. Clark Jr. in the late 1800s. Current publisher Addison, a Fayette High School graduate, is the third.

Davis retired but continued working for a few more years and trained Addison, who was the sports editor from 2002 to 2009.

"He was the editor emeritus, so to speak," Addison said. "He did all the proofreading and it was his red pen that I got to love and hate."

Pat Roll purchased the papers in 2011. Due to economic difficulties, the papers shortened to once a week in 2017 and kept the *Fayette Advertiser* name. Addison and his wife, Dr. Sonya Addison, bought the paper in 2018.

The need to kill the *Democrat-Leader* was not the first struggle the mid-Missouri paper faced. During the Civil War, Union soldiers destroyed the office — Howard County had the largest population of enslaved people in the state in 1850, according to the Historic and Architectural Resources of Fayette, Missouri.

**Continued on Page 7**



## Continued from Page 6: 'Like an extended family'

In 1882, a fire also caused damage, resulting in the loss of many papers and files. Advertising has fluctuated over the years, with local businesses enduring the financial burdens of the Great Depression and World War II.

### Essential staff

Addison said his biggest goal was to put out the best newspaper he could. Because he is only one of two writers on the staff, he attends all town meetings. This includes city council, school board and ambulance board.

Vroman has been on the staff the longest. She joined in 1984 at 24 years old. As office manager, she handles all advertisements and customer service.

"I'd be in real trouble without her," Addison said in regard to her advertisement designs. "She's irreplaceable in that role."

And the sports editor, Oeth? He's also the town's mayor.

The community elected him in June 2020. He then joined the newspaper staff in November. He covers all sports for Central Methodist University in addition to the five surrounding high schools. Addison said they set strict boundaries between the work Oeth does as mayor and their responsibilities in covering news.

Today, the paper serves not only those in Howard County, but natives who have moved away, too. They mail their weekly papers to most of the 50 states, and people from all over the country view their online news site.

In resident Peggy O'Connell's case, she bought a subscription for her parents in St. Louis. She moved to town to attend CMU before getting married and having children, and wanted to keep her parents updated on the town.

Bruner, the Fayette native, finds significance in reading the clippings her mother sends her.

"I think once you grow up with people being from a small town it's more like a family, like an extended family," she said. "It's like a way to keep connected with people that you knew for 20 years of your life."

*Kuchno is a student at the Missouri School of Journalism.*



Advertiser office manager Linda Vroman sits at her desk overlooking the newspaper's front of the office. Vroman has been with the Advertiser since 1984 and is in charge of all advertisements and customer service. Publisher Justin Addison said of Vroman, "I'd be in real trouble without her." (Submitted photos/Megan Matty, University of Missouri)



Kevin Oeth, sports editor for the *Fayette Advertiser*, plans out his week's basketball games in early February. He has been with the newspaper since November 2020, just a few months after being elected as the city's mayor. Oeth says with every edition he sees improvement and that working for the newspaper has "been a blast."

## Legislative resources available at mopress.com

### From Missouri Press Staff

During the legislative session, Missouri Press Association may call on you to contact your local legislators about specific issues.

To help you be better prepared to discuss the issues important to the state's newspaper industry, MPA is gathering legislative resources on its website you can reference any time. The page is located at <https://mopress.com/missouri-press-legislative-roundup/> or from the front

page of the MPA's website.

**On the resources page, you will find the following:**

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

Missouri Press will continue to distribute emails as necessary with an emphasis on calls to action.

Please contact Executive Director Mark Maassen at [mmaassen@mopress.com](mailto:mmaassen@mopress.com) or 573-449-4167, ext. 308, if you have questions about legislation.

If you have any questions, or suggestions for items to include on the legislative resources page, please contact Missouri Press Editor Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com)



**Joplin** — The *Joplin Globe* announced plans to eliminate its Sunday edition and instead give subscribers a new “Weekend Edition,” printed and delivered on Saturdays but still containing all the same pages, sections and inserts previously found in the Sunday edition. Publisher Dale Brendel said one advantage to the new

edition will be getting readers Friday night high school sports coverage the next day, rather than waiting until Sunday.

Brendel said the newspaper had received complaints from readers who missed the Saturday print edition with expanded high school sports coverage. Readers will also have more

time to plan weekend activities and act on sales offered by advertisers.

In May 2020, the *Globe* reduced its print days from seven to five, with Mondays and Saturdays being cut. Staff continued to produce a daily e-edition that subscribers received via email, even on days without a printed newspaper.

## News-Tribune working with Trusting News to re-engage conservative readers

From Missouri Press Staff

For Missouri Press News

The *Jefferson City News-Tribune* is one of 28 local newsrooms from around the country working with Trusting News to interview and survey what people who politically lean “right” think about journalism.

Trusting News is an initiative of the Reynolds Journalism Institute, the American Press Institute, Democracy Fund and the Knight Foundation. Its purpose is to “demystify the issue of trust in journalism,” including in this most recent project to build insight about what right-leaning news consumers think of local news.

Joy Mayer, director of Trusting News, laid out in a March 18, Medium post that the group is continually asking newsrooms where relationships with communities could be improved and who is being left out of coverage.

“There are many reasons people have for feeling like the news is not made for or by people like them, and we want to have a more complex understanding of how people of different ethnicities, ages, socioeconomic groups, geographies, education levels and world views perceive journalism,” Mayer wrote.

A September 2020 Gallup poll showed 40 percent of Americans have a “great deal” or “fair amount” of trust in the news media, higher than the 32 percent reported

in 2016. However, only 10 percent of Republicans report generally trusting what they see in the news, versus 73 percent of Democrats.

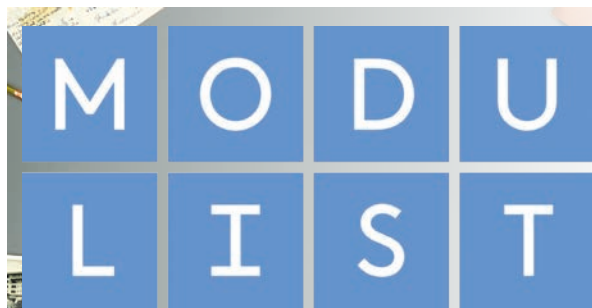
Mayer added that when trying to reach people from across the political spectrum it is important to understand and thoughtfully address the gap in trust that comes with differing political views.

Listening is the first step to understanding and addressing the trust gap, which is where the *News-Tribune*, KCUR in Kansas City (the only other Missouri participating newsroom) and the 26 other local newsrooms come into play. They will be surveying and interviewing readers, viewers and listeners to get their thoughts about local news media.

Mayer said the information gathered by newsrooms will be given to the Center for Media Engagement at the University of Texas at Austin for analysis. A report on and insights into their findings will be released later this year.

Others are invited to participate in the project by using Trusting News’ interview guide to have conversations with readers in their local communities. If you are interested in the interview guide, it can be found here: <http://bit.ly/3qZVgL9>

For more information about Trusting News, visit [trustingnews.org](http://trustingnews.org)



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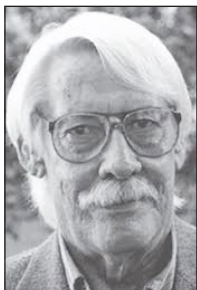
# OBITUARIES



## Kansas City

### Wes Lyle

George Weston "Wes" Lyle, 86, photojournalist, he helped expand of Kansas City, died unexpectedly the *Journal* into 40 new markets, on February 21, 2021, at his home in downtown Kansas City. spending 2-3 years at a time launching the paper in east and west coast cities.



As a teenager, Lyle shadowed his father, who was a photographer for the *Topeka Daily Capital*, which helped develop his passion for photography.

After a tour of duty in the Navy, he joined the United Press wire service in 1956 in Texas as a photographer. He later transferred to the Kansas City UP office. He left UP for the Leavenworth Times and then joined the Kansas City dailies in 1965.

He left the *KC Star* and *Times* and freelanced before joining the *Kansas City Business Journal*. As a

His newspaper work stands as some of his best, say his peers. His photography books, *Kansas Impressions*, 1972, and *Missouri Faces and Places*, 1977, feature the resilience and the beauty he found in his Midwestern roots.

Lyle was inducted into the Missouri Photojournalism Hall of Fame in 2007.

He is survived by two daughters, Robin and Jessica; several grandchildren and great-grandchildren; and many more family and friends.

## Osceola

### Michael Crawford

Michael Wayne Crawford, 59, of Osceola, editor and publisher at Sac-Osage Publishing, died Feb. 5, 2021.

He spent his life working in the newspaper industry, including 25 years as editor of the St. Clair County Courier in Osceola. He also oversaw the daily operations of many other publications in Missouri that are operated by Main Street Media.

In addition to being the newspaper's editor, he was known for his involvement in numerous school and community functions.

He is survived by three sons, Mason, Merrit and Milan; one granddaughter; his mother, Sharon and stepfather, Ron; and many more family and friends.



## Help keep public notices in print

### For Missouri Press News

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

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

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

If you need to resume uploading, please contact Ted Lawrence at [tlawrence@mopress.com](mailto:tlawrence@mopress.com).

If your newspaper needs training and login information setup, please contact Kristie Fortier at [kfortier@mopress.com](mailto:kfortier@mopress.com)

A change to Missouri Press' public notice website was needed to help combat legislation that has been introduced in recent years attempting to take all public notices out of printed newspapers.

To help protect public notices appearing in printed newspapers, we NEED every member newspaper to be uploading ALL public notices to the new website, [mopublicnotices.com](https://www.mopublicnotices.com).



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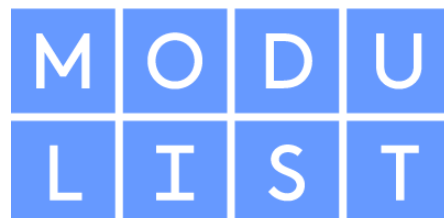
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Foundation, contact  
Michael Harper at

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or by email at

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newspaper people who have died.  
Send obituaries for Missouri Press News to  
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**June 17, 2021**  
**11 am Lunch**  
**Noon Shotgun Start**

# 2021 First Amendment Golf Classic

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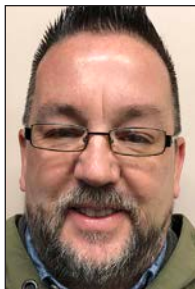




## ON THE MOVE



**Fulton** — Ryan Boland is the new editor of the *Fulton Sun* after 30 years mostly as sports editor at the newspaper. However, it is not his first time in the editor's seat, as he has previously served two brief stints as the *Sun's* news editor.



He said he is looking forward to helping enhance the newspaper's already strong news coverage in working with *Sun* reporter Olivia Garrett.

Boland replaces Helen Wilbers as editor. Wilbers moved to Colorado earlier this year to continue her career. She had been editor of the *Sun* since June 2019.

**Neosho** — Seth Kinker has joined the *Neosho Daily News* and *Aurora Advertiser*, handling news and sports in Newton, Lawrence and McDonald counties for both newspapers and their websites. A recent transplant to southwest Missouri, his previous experience includes *The Community Post* in Minster, Ohio, where he was first sports editor and then managing editor, and *The Sun Times News* in Chelsea, Mich.



**Bolivar** — J.T. Strasner has joined Phillips Media Group as the new publisher of the *Bolivar Herald-Free Press*, along with other newspapers in



the group, including the *Cedar County Republican*, *Buffalo Reflex*, *Marshfield Mail* and *Christian County Headliner News*. He takes over for Jamey Honeycutt.

Strasner has a decade of experience publishing daily and twice-weekly newspapers in Texas. Previously, he was also a publisher in Mississippi and served as editor of three newspapers in Arkansas. He and the newspapers under his direction have won numerous awards, including four Associated Press Managing Editors Sweepstakes honors and two Arkansas Press Association general excellence awards.

## Continued from Page 4: Adding MPA's history

Because of the Elms' extensive history, including the fires that destroyed the first two hotels, it is claimed the premises are haunted. Whether or not you believe in ghosts, the hotel offers an opportunity to



Famous for the mineral baths that helped its founding, the Elms' history also has a significant amount of history tied up in a different liquid: alcohol. Stories about the hotel say several of America's infamous gangsters not only visited there but hosted illegal parties on the premises during Prohibition. (Submitted photo/The Elms Hotel and Spa)

convince you with nightly ghost tours led by staff.

The hotel was even featured in 2013 on an episode of the SyFy channel's *Ghost Hunters*.

After the coronavirus pandemic shut down so many opportunities for in-person events, including MPA's 154th Annual Convention, Irwin said it was important to her the Association host this year's Convention at one of the state's most majestic hotels.

"I am proud that Missouri Press will be adding our own little bit of

history to this magnificent hotel. The Elms symbolizes so much of Missouri's historical narrative, which we as journalists have ourselves been responsible for chronicling for more than 155 years," Irwin said. "I can't wait to see everyone in Excelsior Springs at The Elms in September. It's going to be a grand convention."

For more information about registering to attend this year's Convention, visit [mopress.com/convention](http://mopress.com/convention) or contact any Missouri Press staff member.

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West Plains Daily Quill — Frank Martin, Owner

## Looking to journalism's future

I had the opportunity to review entries into the Better Newspaper Contest written by high school students. Of course, some really stood out, but the rest were well written also. It warmed my heart to see how seriously these students were about seeking accuracy through research and various sources.

The topic of most of the articles were fair and balanced with several sides to the story presented. School newspapers are limited with space, but each article entered was complete, telling the whole story honestly and impartially. Recently, attempts have been made to marginalize journalism. These students gave me confidence in the future of our profession. They will carry the torch.

\* \* \*

The 2020-21 school year has been like no other. Teachers have embraced virtual school, finding clever and creative ways of engaging students. That being said, we're all looking forward to schools reopening and letting the learning continue. Kids need to be in school, so let's hope the 2021-22 school year is a success, in Missouri and everywhere.

Newspapers in Education is a great resource for virtual and in school students.

The upcoming school year calendar will be posted in June. Watch for that and browse our current calendar suggestions. You might find just the ad that you want to publish for your readers and students.

Recommended features for April include the Missouri Bird Series, a 13-part series about Missouri's native bird species (birdteach); and Agriculture is Everywhere, a 7-part series or tab that gives insight into the variety of



agriculture in Missouri (moag16).

Find Missouri Press Foundation's current NIE calendar online at <https://mopress.com/nie-calendar/>

If you have any questions about the Newspapers in Education program, feel free to contact Helen Headrick at [hheadrick@mopress.com](mailto:hheadrick@mopress.com)

A Newspaper In Education partnership project with the Missouri Department of Conservation

*Songbirds* of Missouri  
**Cardinal**



## Vocabulary

Match the word with the definition.

- |                                     |   |
|-------------------------------------|---|
| <input type="checkbox"/> Camouflage | A. To sit upon an egg to provide the heat necessary for hatching                  |
| <input type="checkbox"/> Clutch     | B. A family of young birds  |
| <input type="checkbox"/> Fledge     | C. To disguise or conceal   |
| <input type="checkbox"/> Range      | D. To grow the feathers necessary to fly  |
| <input type="checkbox"/> Predators  | E. The eggs laid by a bird at one time  |
| <input type="checkbox"/> Brood      | F. Animals who hunt and kill other animals for food                               |
| <input type="checkbox"/> Incubate   | G. Low, woody plants and bushes   |
| <input type="checkbox"/> Habitat    | H. The area of land or expanse of territory where an animal lives                 |
| <input type="checkbox"/> Shrubs     | I. The natural living area that provides the resources an animal needs to survive |

(Show-Me Standards: CA 1, CA 6, Goal 2.1)

### Classroom Activity

Northern cardinals were originally concentrated in the southeastern United States. Habitat assistance from humans is probably the main reason cardinals now occupy a much larger range. This activity is designed to demonstrate how this happened.

### Objectives:

**Objectives:**  
Students will be able to:

- Describe habitat needs of a cardinal
- Describe the food cardinals prefer
- Describe how humans have helped cardinals thrive in the United States

**Activity Time Frame:** Repeated over six-week period

**Materials:**

**Materials.** Notebooks or notepads for journaling; cardinal-friendly birdseed; the assistance of a local biologist or bird expert

### Procedure:

- Divide the class into teams of two or three students. Assign a couple of teams to natural habitats that don't feature bird-feeding set-ups, such as stream corridors, forest edges, city parks, etc. Now set up a feeder or find a good spot to scatter bird seed on the ground.
- Assign the remainder of teams to locations with some type of bird-feeding set-up. This could be someone's home, or, if the school budget allows, put a couple of feeders up at school.
- Vary the type of food at each feeding station. Cardinals are especially fond of

sunflower seeds—particularly the black-oil variety—but they also like proso millet and safflower seeds. They prefer a stationary feeder over a hanging one, but if that's unavailable, scatter some seed on the ground. One station can have black-oil sunflower seed; another can have milo, another birdseed mix, another, cracked corn scattered on the ground, etc.

- For a six-week period, have each team do a daily count of cardinals at their observation area. One student from each team should observe the feeder for a few minutes and count the cardinals at the feeder.

Observations can be done in shifts (one student has one week, another one has the next). Cardinals prefer to feed at morning or at dusk, but observations can be made at times convenient for the students. Have each team take note of trees, shrubs, water sources and other habitat elements in the area surrounding feeders.

At the end of the monitoring period, have each team report their overall cardinal count. With the help of your birding expert, determine which trees and shrubs were planted by humans. Discuss how habitat and food availability conditions caused by humans has affected the number of cardinals seen in each area. Discuss how these changes have helped cardinals thrive in the last 200 years.

Grade levels: 4-8

(Show-Me Standards: CA 6: S 3, 8; Goal 1.3, 1.5)

## Short Answer Q&A

1. Why is the female cardinal less striking in color than the male cardinal?
2. When can you see the cardinal in Missouri?
3. Where do cardinals build their nests?
4. How many eggs do they lay at one time?
5. Why have cardinals expanded their range?
6. What is the cardinal's favorite food?

### Math Story Problem:

David is a bird watcher, and a couple of years ago he started noticing that cardinals were building nests and raising their chicks in his shrubs. In 2004, one cardinal raised a brood of four chicks. In 2005, one cardinal had a brood of three chicks, and another cardinal produced a brood of five chicks in a different nest. In 2006, three cardinals raised two broods of two chicks each.

[illegible]

Milk is the most important food for newborn calves and lambs.

Within 10 hours of birth, the calf or lamb must be able to suckle.

Cattle, sheep and goats are ruminant animals. They stomach the food continuously. They chew food to soften it before swallowing only to return that food to their mouth and continue to chew it again later. This is called **chewing the cud**. It is this swallowed the second time and digested.

Sheep graze on grass and other plants. Most farm houses that are used in many of our projects are from the families of calves, lambs, chickens and quail.

# DAIRY FARM

SWISS  
FARM  
HOUSE  
MILK  
COW  
LAMB  
GOAT  
SHEEP

tacogee seeh

cat (cane)

togor

hosec

link

TURKEY FAMILY TERMS

POULTRY - CHICK  
PULLED - TURKEY  
WINGS - TURKEY  
WINGS - TURKEY  
BIRD - TURKEY

CHALZA

YELK

GERMINAL DISC

ALBUMEN WHITE

ARC CELL

WITELINE

MEMBRANE

PIG FAMILY TERMS

FEMALE - SOW  
PULLED - PIG  
BIRD - PIGLET

5-6 months

Preparation for feeding  
Preparation for feeding  
Preparation for feeding

PIG FAMILY TERMS

FEMALE - SOW  
PULLED - PIG  
BIRD - PIGLET

5-6 months

Preparation for feeding  
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# Sources and resources for Missouri newspapers



**Every Business Needs  
an Online Presence.**

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



**The Missouri Bar**  
Jefferson City • 573-635-4128  
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on Facebook.com/MissouriBar



For information  
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or issues affecting  
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& Readers With Free  
Online Calendar Posting**

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syndicate their events to your  
online calendar for free with the  
Evvnt online marketing platform.

**TWO**

**Create Revenue With  
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.

**THREE**

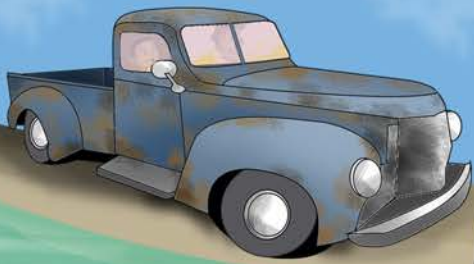
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# MILES & THE MONARCHS

—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](http://mo-nie.com) and use the **download code: monarchs** to access the Teacher's Guide and all eight chapters.

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Missouri Press  
Foundation





# 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](http://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](mailto:mbarba@mopress.com)



## CALENDAR

### 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

### July

**15** — Southeast Missouri Press Association Annual Meeting, Perryville

### September

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

**23** — Thursday Night Social

**24** — Newspaper Hall of Fame Banquet

**25** — Best Ad/Better Newspaper Contest awards ceremonies

### October

**21** — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

## Still need new 2021 press cards?

Send requests for your newspaper's 2021 press cards and 2020-2021 MPA auto stickers to Kristie Fortier at [kfortier@mopress.com](mailto:kfortier@mopress.com)

Because changes occur throughout the year, MPA does not keep a list of cards previously issued and you will need to resubmit all names.

## Missouri Press Association / Service / Foundation

802 Locust St., Columbia, MO 65201-4888  
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Jean Maneke: Legal Hotline Counselor, [jmaneke@manekelaw.com](mailto:jmaneke@manekelaw.com)

Doug Crews: Legislative Director, [rdcrews@socket.net](mailto:rdcrews@socket.net)

# More On Advertising

**Ted Lawrence,**  
Advertising Director  
Missouri Press Service

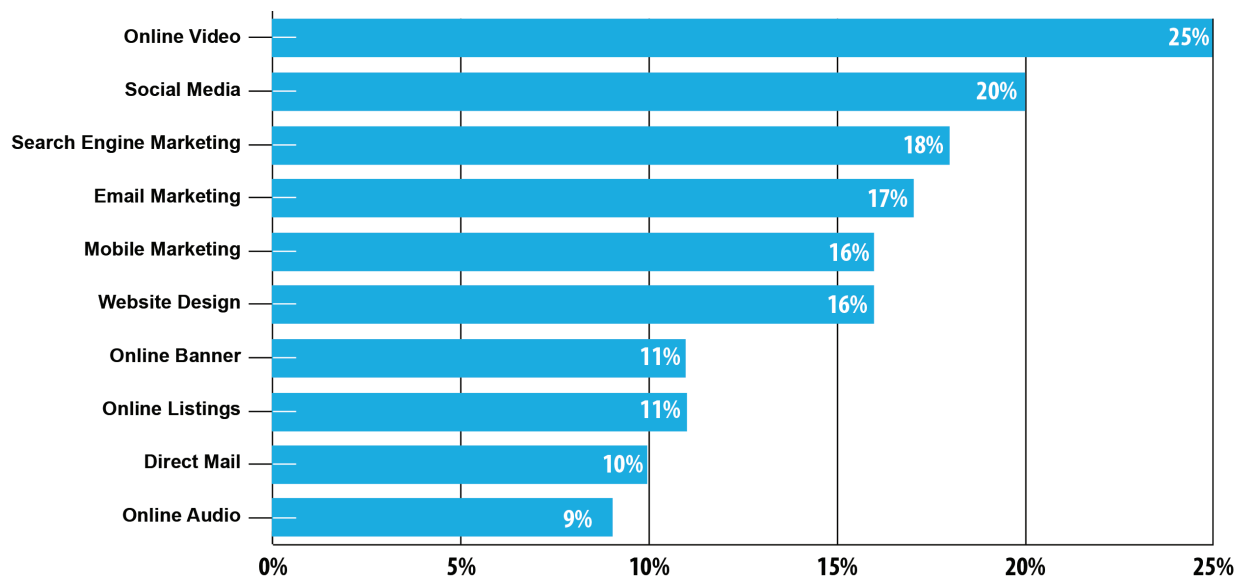


The Burrell Associates survey of local ad buyers is the largest of its kind in the nation. The most recent survey was conducted Q2 and Q3 of 2020 and examined their spending in 2019 and 2020 and their plans for 2021. They surveyed more than 2200 local advertisers, 43% of whom said they were buying newspaper advertising. The results in this report examine responses from those newspaper buyers.

1. Roughly half of newspaper buyers are in retail, health care, arts & entertainment, and real estate.
2. They have bigger ad budgets compared with counterparts who don't buy newspaper ads.
3. They buy 5 other types of marketing (in addition to print newspaper ads) during the year.
4. Their most widely used forms of marketing planned for 2021 are Social, Email, and Search advertising.
5. They spend more on 14 other types of media than they do on newspapers.
6. They deem website design, Search Engine Optimization, and Search Engine Marketing to be the most effective forms of marketing.
7. They believe streaming video, website design, SEM, and SEO have grown more effective.
8. They are planning their largest ad-budget increases in 2021 for streaming video, social media, search, and email marketing.
9. They plan to increase their 2021 overall ad budgets by 11.2%.
10. Nine types of media were in steady disfavor, with fewer buying them in 2020 and 2021.
11. Nineteen percent stopped buying newspaper ads in 2020. COVID-19 was the top reason. "Too expensive" was second.
12. Nearly half planned to buy streaming video advertising in 2021.
13. Facebook continues to rule. After Instagram, LinkedIn and Twitter, all other social platforms have only niche interest.

Even though advertisers plan to spend 8% less on newspaper advertising in 2021 than they did in 2020, those who included newspaper in their media mix last year plan to increase their overall ad budgets by 11.2%. So our current customers are planning to spend 11.2% more than they did in 2020. It's our job to make sure the lion's share of that increase goes to the local paper.

## TOP TEN MEDIA FOR PLANNED AD SPENDING GROWTH IN 2021:







# Missouri Newspaper Organizations

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**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.

**SHOW-ME PRESS ASSOCIATION:** President, Hannah Spaar, Odessa; Vice President, vacant; Secretary-Treasurer, vacant. Directors: Roxie Murphy, Maries County Advocate; Mary Wilson, Grandview.

**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.

**SOUTHEAST MISSOURI PRESS ASSOCIATION:** President, Beth Durreman, Perryville; Second Vice President, Lucas Presson, Cape Girardeau; Secretary-Treasurer, Michelle Friedrich, Poplar Bluff; Historian, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; Randy Pribble, Iron Mountain; Anne Hayes, Cape Girardeau; Matthew Dollard, Cape Girardeau; and Tamara Buck, Cape Girardeau.

**MISSOURI PRESS ADVERTISING & MARKETING EXECUTIVES:** President Bryan Chester, Columbia; First Vice President, vacant; Secretary-Treasurer, Kristie Fortier, Columbia. Directors: Kevin Jones, St. Louis, Sandy Schnurbusch, Perryville; Brittney Cady, Jefferson City; Gina Langston, Greenfield; Past President, James White, Warsaw.

**MISSOURI PRESS SERVICE:** President, James White, Warsaw; Vice President, Jeff Schrag, Springfield; Secretary-Treasurer, Dennis Warden, Owensville. Directors: Phil Conger, Bethany; Jim Robertson, Columbia.

**MISSOURI PRESS FOUNDATION, INC.:** Interim President, Dave Berry, Bolivar; First Vice President, Wendell Lenhart, Trenton; Secretary-Treasurer, Doug Crews, Columbia. Directors: Vicki Russell, Columbia; James Sterling, Columbia; John Spaar, Odessa; Dane Vernon, Eldon; Bill Miller, Sr., Washington; Jean Snider, Harrisonville; Brian Brooks, Columbia; Kathy Conger, Bethany; Paul Stevens, Lenexa; Jim Robertson, Columbia; Dalton Wright, Lebanon; Steve Ahrens, Jefferson City; Trevor Vernon, Eldon. Director Emeritus: Rogers Hewitt, Shelbyville.

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

# Determining the privacy of a public figure's tweets

**P**resident Joe Biden has more than 9.3 million followers on his official Twitter account. Governor Mike Parson has more than 46 thousand Twitter followers. Anderson Cooper has more than 10.1 million followers. The New York Times has more than 49.6 million followers.

With today's news cycles being what they are, Twitter has become one of the most important sources of news for the public — just as important, if not more so, than television and radio, which used to claim immediacy as their biggest benefit. We can read it faster on our phones than the announcer can read it on the air.

And, Twitter lets the user both pass the news on, as well as engage in conversation with the source of the news. That interaction helps support its popularity. The public likes talking back to its sources. Sometimes, however, the source doesn't want to hear what you have to say. You get a message saying you are blocked.

If the person you are following is a public official, are they allowed to do that with their official account? A group of Twitter users, including the Knight First Amendment Institute at Columbia University, found themselves blocked by President Trump in late spring 2017, after he took his personal Twitter account and turned it into the primary forum for his viewpoints on national political issues. As a result of his blocking them, they filed suit against the President.

The President's attorneys did not dispute that this account was his "official" account, even though it was not the designated President's government-controlled account. They agreed that his actions constituted "government control" over the blocking function of the account.

This caused the Court to determine that these actions created a "public forum" and that the

President's blocking was "viewpoint discrimination," a violation of the Plaintiffs' First Amendment rights. A government entity is not permitted to discriminate based upon viewpoint in a public forum.

The federal appellate court issuing this decision recognized that not every social media account operated by a public official was a "government account."

Key in its analysis that this was a public forum was the President's own actions making the Twitter retweets and comments features "accessible to the public without limitation." So, when the President blocked the plaintiffs, he violated their First Amendment rights.

Why is this two-year old opinion important today? Well, last month, the federal appellate court in our circuit spoke on this very issue. State Rep. Cheri Reisch (R-44th District) blocked a constituent on her Twitter account.

Mike Campbell, the plaintiff, who was following the State Representative's Twitter account, retweeted a comment made by third person who criticized a comment the State Representative had made about an opponent. The Plaintiff, unhappy to be blocked from the account, sued, claiming a First Amendment violation.

The U.S. District Court held that Campbell was right and that his speech was protected by the First Amendment because the State Representative's account was a "designated public forum" and that she acted to block the plaintiff "under color of state law."

But in late January, the 8th Circuit Court of Appeals held that the State Representative's actions were "unofficial conduct." The appellate judges considered the Trump decision

in making their decision in Campbell's case, but held that the Trump decision did acknowledge "not every social media account operated by a public official is a government account."

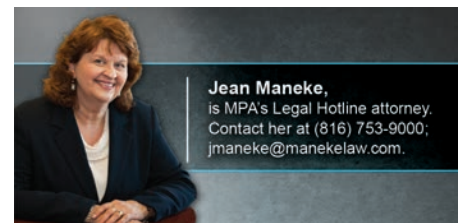
Having said that, however, the

appellate court went on to cite every factor that the Trump decision held as demonstrating his account was public, and then saying that same factor showed Rep. Reisch's account was private. It is a decision that makes explaining it very hard for lawyers.

There is a dissenting opinion in the Campbell v Reisch case. Reisch has asked for the entire judicial panel to review the decision, the first step in filing an appeal, which would ultimately go before the U.S. Supreme Court. Stay tuned.

One last note: One sentence in the Trump decision is hilarious: "...[T]he government argues first that the Account is the President's private property because he opened it in 2009 as a personal account and he will retain personal control over the Account after his presidency." We all know how that turned out. Someone forgot Twitter is privately owned.

*"The public likes talking back to its sources. Sometimes, however, the source doesn't want to hear what you have to say."*



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

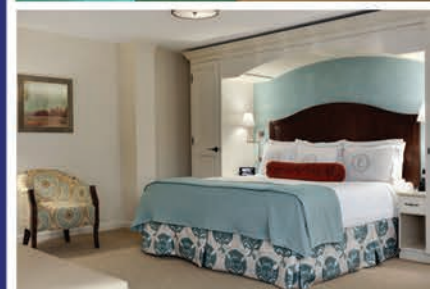
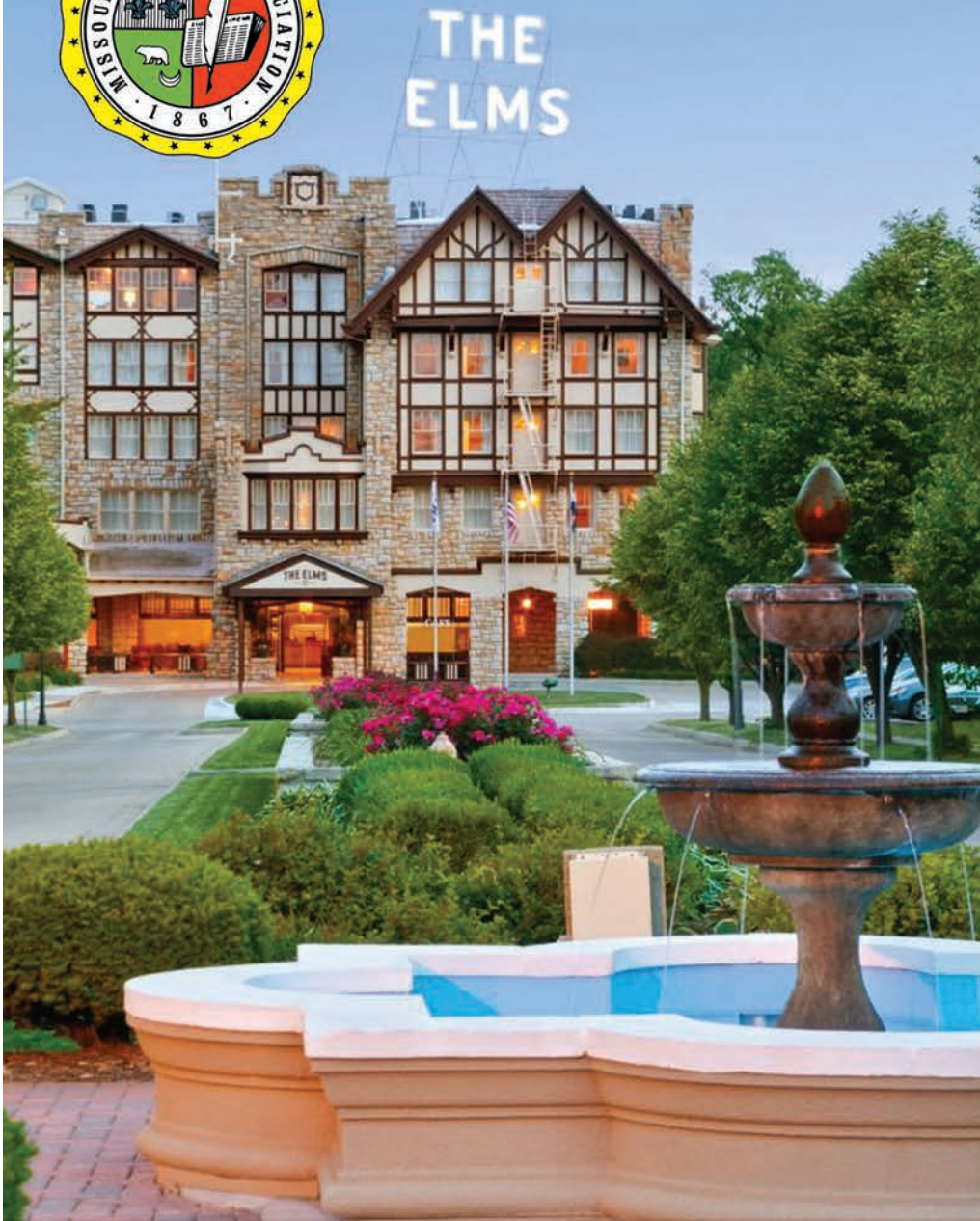


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