

MP MISSOURI PRESS NEWS

Northeast News
teaches its
community a lesson
about having a local
news source
| P6

Show-Me Press
Association invites
you to attend its
meeting, in-person
or via Zoom
| P8

MPAME learns from
Ryan Dohrn how to
re-ignite ad sales
conversations to
recover from COVID
| P12

PLS won't keep Dana Raker from covering her hometown | P4



REGULAR FEATURES

President	2
Obituaries	9
On the Move	11
Srapbook	14
Calendar	15
More on Advertising	16
Jean Maneke	18



Historic times, past and present

On Nov. 4, 1948, the *Chicago Daily Tribune* blasted three words across the top of the front page that day:

Dewey Defeats Truman

The photo of Harry Truman holding up a copy of the paper has become iconic in the world of politics. And journalism.

Faced with early deadlines and relying on political analysts, the *Daily Tribune* got it wrong. Really wrong. More than 70 years later, recent elections remind us analysts and pundits can still misstep. So much for lightning speed technology and polling. Americans, regardless of the decade, seem to have a habit of being difficult to predict.

But I digress a bit.

Truman was traveling by train to Washington D.C. two days after the election when during a stop in St. Louis, someone in the crowd handed him a copy of the *Daily Tribune*.

It's his smile, captured by the photographer in that moment, I want to focus on.

Sweet revenge can provoke a grin.

With no love loss between the Missouri man and the Illinois juggernaut of journalism, surely Truman felt a big dose of "take-that." After all, those Chi-Town folks had called him a nincompoop around the same time the presses were gearing up that fateful night.

But I see more than a jab at a newspaper. I see hope in that smile. Hope after years of brutal world war,

then post-war rebuilding. The dawn of a new beginning.

The night of the election, while the Chicago press crew was grappling with the presses, Harry S Truman was staying at The Elms in Excelsior Springs. According to the hotel, he wanted some peace on the eve of the election. He holed up in Room 200 and took a deep breath, six secret

service agents close by.

Oh what it must have been like to share that moment. That time.

The Elms, in one form or another, has been hanging around just outside Kansas City for more than a century. It's entertained, as it cites, "a clientele of celebrity and notoriety." From Al Capone to Pretty Boy Floyd, the notorious side of that description is covered quickly. And the Show-Me State's President covers the other side solo more than adequately.

The Missouri Press Association's convention — as you probably already knew — just happens to take place this year at The Elms. I sure hope you'll join me there Sept. 23 through Sept. 25.

If we've never met, I won't be hard to spot ... I'll be following the history trail.

And looking for that bright Truman smile.

Doesn't it seem like a great place to pay tribute to a Missouri powerhouse of politics while we celebrate journalism, even if both come with a few flaws.

See you soon.

"More than 70 years later, recent elections remind us analysts and pundits can still misstep. So much for lightning speed technology and polling. ... Americans, regardless of the decade, seem to have a habit of being difficult to predict."



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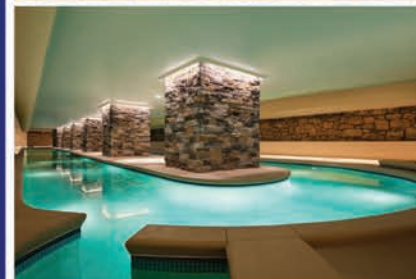
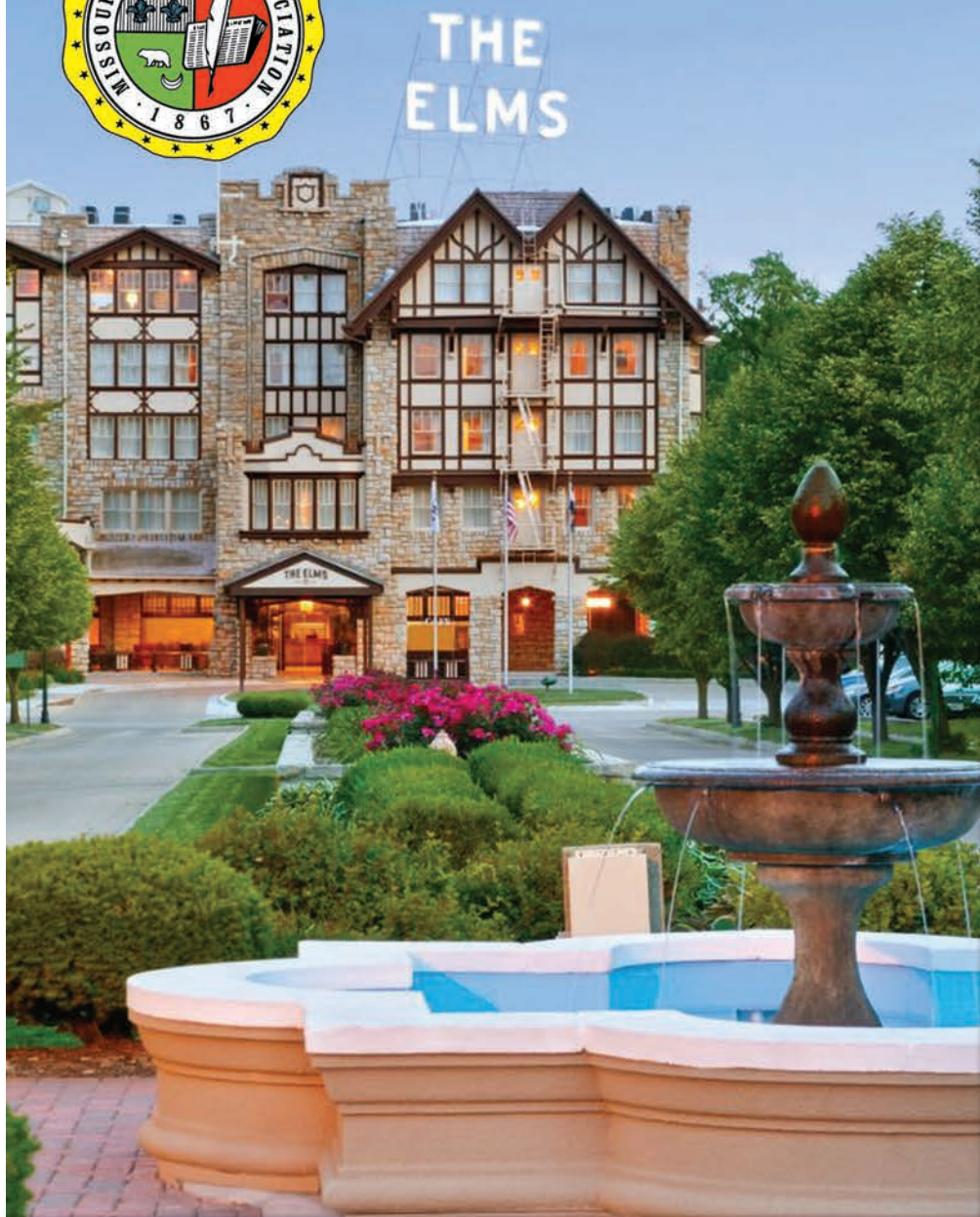
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‘I have a fierce love for and pride in my hometown’

Dana Raker won't let PLS stop her from telling Holden's stories

From Matthew Barba

Missouri Press News

As a profession, journalism has always attracted the passionate and tenacious, those who refuse to throw in the towel even when the odds (and the powerful) are against them. But what do you do when the thing opposing you is yourself, or at least your own body?

Dana Raker is the editor of the *Holden Image*, where she has worked for the last 18 years. For half of that time, she has also contended with primary lateral sclerosis (PLS), a motor neuron disease that has often left her feeling down but never defeated.

“I was diagnosed with Primary Lateral Sclerosis nine years ago, in 2012. It is a neuromuscular disease that’s very similar to [Amyotrophic Lateral Sclerosis], except it doesn’t have the certain death sentence that ALS carries. People can live many years with PLS, gradually losing motor functions over time,” Raker said.

According to The Mayo Clinic, because ALS, or Lou Gehrig’s disease, and PLS are both progressive motor neuron diseases, the latter is often mistaken for the former, which is much more common.

“It is a progressive disease, and some people progress slowly while others go downhill more rapidly,” Raker said. “It is a very rare disease, and some of my doctors say mine is the only case they will see in their careers.

“When I was first diagnosed, they thought I might have ALS, and the PLS could have gone into ALS anytime within the first three years after diagnosis. So I was living on a wing and a prayer, hoping it didn’t progress into ALS,” she said.

Raker first started having symptoms about two years before her diagnosis.

“It took the doctors a couple of years to narrow down what it was because it is so rare. I was 50 years old when I started having muscle symptoms,” she said. “It is not a hereditary disease, nor had I ever had any illnesses in my life that would explain the onset of PLS. No one knows what causes it and there is no cure or effective treatment.”

After the three-year mark passed following her initial diagnosis and the disease was still what doctors considered PLS, Raker said she breathed a sigh of relief and felt more comfortable with her future.

“You have to conquer your fears and deal with your demons

to keep striving to follow your dreams. I just put my foot down and proclaimed that this disease would not dominate my life,” Raker said. “We don’t know what tomorrow has in store for any of us, but we just have to do our very best to make the present as productive and happy as it can be.”

Hometown newspaper

For Raker, being productive and happy means continuing the work she has enjoyed for the better part of two decades.

“It never entered my mind that I would retire from my career at the Image,” Raker said, when asked if she thought about quitting journalism after her PLS diagnosis. “I always just thought I would keep working and doing other physical things, like walking, as long as I was able.”

Being a community journalist, at her hometown newspaper no less, means the work keeps coming, even if she and the other staff have had to adapt.

“I was born and raised in Holden, and I have a fierce love for and pride in my hometown and want to see it succeed and our people happy,” Raker said. “The Image provides a vital service to our community and although many small-town newspapers have gone the way of the dinosaurs, we are blessed to have survived so far.”

Raker was originally hired as a staff writer by the *Image’s* previous owner, Rusty Hartwell, a friend from school.

Prior to joining the newspaper serving the Johnson County town of about 2,500 people, she spent 13 years with AT&T, including working as a manager in an office with 700 people in it.

“It felt like a rat race to me and I didn’t enjoy it at all,” Raker said. “I just needed a change and longed for a career that was meaningful.

“We are a small hometown newspaper, a dying breed really, but I believe we fill a real need in this community — from covering local news happenings and events, to reporting on the births or deaths of our residents, many of whom I know personally.”

Raker held the staff writer job for two years before being promoted to editor, which has her editing all copy, researching different subjects, writing editorial columns, news stories, features, obituaries, cutlines, social items and many other stories.

Continued on Page 5



Dana Raker is news editor of *The Holden Image*, a job she manages to do while also dealing with Primary Lateral Sclerosis. PLS is a progressive neuromuscular disease. (Submitted photo/ John Roberts, Holden Image)

Continued from Page 4: *Working from home*

All of Raker's work now is done from her home office, which she was doing years before the coronavirus pandemic foisted it on others in the industry. John Roberts, the *Image's* current publisher and owner with wife Sandy, explained that while there was some adjustment, the work continued largely as it always would have.

"Through technology, Dana can work remotely from her home, conduct interviews by email, gather pictures through our staff or community members and effectively interact through social media to stay on top of breaking news," Roberts said.

He credits Raker's "love for journalism and dedication to her community" that drives her.

"The people in this little town have a right to have their voices heard and their stories told, and I feel a responsibility to all of them. They count on me to get their news published and I'm happy and honored to do that for them," Raker said. "I strive to ensure that what I run in the paper is correct, appropriate and timely, that's very important to me — because people are depending on me."

In March, Raker was recognized by the University of Missouri Johnson County Extension for her contributions to and support of its programs. Extension wrote in its recognition of Raker, "As editor, Dana is always willing and supportive of assisting in sharing Extension programs and the success of program participants."

Adjusting to changes

With the adjustments, Raker said there were also some sacrifices to parts of the job that she really liked. "Since we are a small office, I had the responsibility of taking pictures at local events every week, which is something I loved doing and really miss," she said.

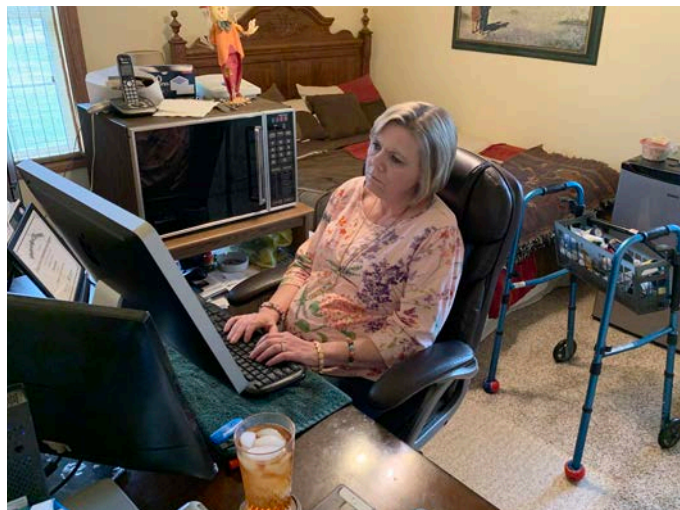
In-person interviews and even talking on the phone are other responsibilities she has had to give up because of PLS' toll, which affects all of Raker's muscles and makes even breathing difficult. Her current home office set up came about because of a fall in 2015 that resulted in a broken hip.

Email and social media, along with a large resource list from her years at the newspaper, mean Raker is always able to connect with her sources. She still uses a traditional keyboard to type but there are adaptive devices if her PLS ever progresses to the point that is no longer possible.

Organizations such as the ALS Association and others have resources and devices — from speech-enhancing devices, to breathing assistance, to computers that adapt to specific needs — to help people deal with losing motor function.

Raker said there are "bad days," when she will find herself tiring more easily or her fingers don't want to cooperate with the work that needs to be done. She makes allowances for those days and refuses to get discouraged or let it keep her from getting work done.

"We've had to make adjustments so I can still do my job, but praise God, after nine years of living with PLS, I'm still able to work, at what I hope is a high quality level," Raker said. "I am blessed with a wonderful support system at home with my



Dana Raker is news editor of *The Holden Image*, which she now does from a home office set up after a broken hip, caused by the progress of her neuromuscular disease made going into the newspaper office too difficult. (Submitted photo/ John Roberts, *Holden Image*)

husband, Dennis, my mom and niece, the rest of my family, and several close friends who all support and encourage me. If I get down or have rough days, they are always nearby to lift my spirits and help me through the difficult times."

Raker said she looks forward to going to work every day and doesn't ever take it for granted. "My work and my writing are very good therapy for me. Cathartic, really. I get lost in my writing and it takes my mind off of the things I can no longer do and the increasing pain that comes with the disease progression," she said.

Raker said that with advances in technology, if a person with a disability is interested in working, there is likely a way to make it happen.

"I would encourage employers to look past the disability and see the whole person — heart and soul — and what assets and skill sets they can bring to your organization. I feel we have a lot to offer, including empathy for all people, which is an important quality," she said.

Roberts added it is important to keep an open mind and, as with many things newspaper-related, publishers should be ready to acclimate to changing circumstances.

"Many people who fall under these categories are the most dedicated, reliable employees you could find. Whatever drawbacks they may present, oftentimes can be overcome," Roberts said. "This is especially true with technology being what it is now and what it will become in the future. In other words, there are workarounds."

When prompted for advice for others in situations like hers', Raker offered wisdom that can help just about anyone.

"I would say to someone who is dealing with what seems to be an impossible situation, lean on your loved ones, have faith in your ABILITY and don't focus on what you can't do. Instead, see the glass as half-full and never stop pursuing your passion," she said.

Northeast News teaches lesson about the fragility of local news

Blank front page, 'radio silence' in late March showed community the importance of a local news presence

By Matthew Barba

Missouri Press News

For many newspaper publishers around the country, there are times when every day feels like a struggle. The fight to keep going, to keep putting out a newspaper, to keep covering the community is hard and often comes with too few rewards.

But for the love of the profession and the communities they cover, many newspaper men and women do keep up the struggle.

Occasionally, however, readers need to be reminded about what is at stake if local news goes away.

That lesson is one Michael Bushnell, publisher of Kansas City's *Northeast News*, and his staff found themselves first teaching local readers, then the region and eventually the country when they published a blank front page in late March.

"We were spitballing ideas during a staff meeting and the question came up about what happens if there's no community newspaper. How do we send that message," Bushnell said. "And it came up what if we printed a blank front page."

The recent loss of three key advertisers: laundromats, a charter school and a grocery store, combined with the stresses the coronavirus pandemic placed on so many businesses meant the *Northeast News* was looking at 2021 being a difficult year financially.

Bushnell said Creative Director Bryan Stalder and Managing Editor Abby Hoover were instrumental in figuring out how to shock readers with the message that local news is at risk and the stakes are closer to home than many people realize.

"We decided to run three pieces all dedicated to what it looks like when there is no local news," Bushnell said. "A column from me, a column from Abby and a piece on the newspaper's history from Abby."

Bushnell's column, titled "The Walmart-ing of Community News is why locally owned community newspapers are struggling," pulled inspiration from an old Missouri Press Association presentation, he said. A large corporation, such as Walmart, will come to town, host a raffle or other event to get free publicity from the local news but does not offer to pay for any advertising in the newspaper.



A blank front page published in late March shocked the *Northeast News*' local community and caught the attention of national news outlets. Publisher Michael Bushnell said the newspaper's staff wanted to educate readers about what it would mean if there was no local news source. (Submitted photo)

The result is the local news, wanting to cover local people and a new story representing investment in the community, gives the corporation free publicity and advertising, but gets very little, if anything, in return.

In his column, Bushnell wrote, "The sad fact of the matter is this: Locally owned community news outlets across the country are in real trouble, many in danger of closing after a lifetime of community news reporting. ... The *Northeast News* is no exception."

He used the closing of Grandview's *Jackson County Advocate* at the end of last year as an example of a community that has lost its cheerleader. "After an over 55-year run, The *Jackson County Advocate* closed its doors leaving Grandview/South Kansas City without a local news source. No more local school board reporting, no more coverage of the Boy Scout chili dinner whose proceeds send kids to Scout Camp. In short, the organization that took on the task and shouldered the burden of reporting on and advocating for their community is gone. Period."

Educating readers

The day the blank front page was published, the newspaper's staff also went "radio silent from midnight Tuesday to midnight Wednesday," Bushnell explained. "We didn't give anyone a call back, no breaking news, nothing on our website except that edition of the newspaper."

Continued on Page 7

Continued from Page 6: *Stellar community response*

By Thursday morning they were back to business as normal, but the *News'* lack thereof had caught the attention of everyone from *The Kansas City Star* to *The Washington Post*. "By that time, the *Star* called, then the *Washington Post*, and everyone was really cluing in. They all just fed into each other," Bushnell said.

On the newspaper's website, Bushnell said the donation button "started to go bananas" as support began pouring in for the newspaper.

"The community response has been stellar. More businesses have been asking what else they can do to support us," Bushnell said. "Essentially what this has done has galvanized the community behind the newspaper."

Bushnell said one of the key advertisers, a grocery store, has also since returned to the newspaper's pages.

Educating readers about the importance of local news doesn't just extend to the newspaper's pages either. A late April meeting of the Northeast Kansas City Chamber of Commerce gave Bushnell a platform to address member businesses about how they would be affected by the loss of the community newspaper.

He also wants to get the state and area's elected officials on the record about their support for legislation such as the Local Journalism Sustainability Act.

As other newspapers have done, Bushnell said he also wants to file a lawsuit against or join with other newspapers that have brought antitrust lawsuits against Facebook and Google. Publishers of dozens of newspapers have already filed suit or announced their intention to based on the claim that the two technology giants have used their clout to monopolize digital advertising.

All hands on deck

Bushnell said he has relied on all of the newspaper's staff to make this experiment in reader education about the importance of local news a success.

"This has been a full on, all hands on deck staff effort, and everyone knew the stakes going in. I don't think we're quite out the other side but it's looking better," he said. "Community journalism is about the community."

And that community includes the newspaper's staff, invested in the community because all but one person actually lives in Northeast Kansas City.

"When there is a major news event, we don't just come in to cover that one thing," he said. "We're here day after day, and we'll be here asking the follow up questions. But it's more than that, you know, we're here for the everyday stuff too, the Boy Scout chili dinner, for youth soccer and the park board meetings."

Report shows it's time to preserve your digital news

From Reynolds Journalism Institute

As news media organizations hustle to publish today's news, it can be a struggle for them to think about how to keep their digital content from disappearing. Today, the news industry faces competition from other digital media platforms, political challenges to media credibility, and, most of all, financial viability. Digital news preservation may not be top of mind, but it should be.

RJI Digital Curator of Journalism Edward McCain, along with a MU-based research team, spent 18 months digging deeply into the issues that surround born-digital news preservation. The team's findings have been compiled into a report that details current policies and practices at contemporary news organizations and provides concrete recommendations for addressing the issues at play.

The report, "Endangered But Not Too Late: The State of Digital News Preservation," takes a close look at the key factors that affect the ability of news organizations to save their born-digital content for as long as they need or want it. Funded by a grant from the Andrew W. Mellon Foundation with support from the Donald W. Reynolds Journalism Institute and the University of Missouri Libraries, the report is the result of an estimated 188 hours of interviews at 29 news organizations, four news technology companies, two news aggregators and five memory institutions.

The research team, composed of journalists, digital media preservation experts and library scientists, spent countless hours reading transcripts, analyzing the data, writing and

presenting the information through tables, charts and graphic design.

"It would be a supreme irony if, as news organizations rush to create the "first rough draft of history," the priceless cultural record of the communities they serve falls into the cracks of this digital age and vanishes forever," McCain said.

Since the rise of the first digital publishing systems in the 1990s, the news industry has seen that the rapid pace of technological change in news systems can result in the loss of valuable previously-published and sometimes irretrievable content. Lack of proper metadata can stymie the retrieval of original high-resolution photographs or video clips from evergreen stories that draw steady revenue streams. Without policies to guide proper newsroom practices, it can be time-consuming if not impossible to track copyright ownership for those same photos and videos.

Despite such challenges, most news organizations are finding ways to hold onto most of their digital content in one way or another, at least for now. A smaller set of media enterprises are finding ways to access and preserve their content for the long-term, and the research team paid special attention to the reasons for their success in this area.

A few of the report's key findings include:

- Newsrooms save some but not all digital content.
- Web CMS is central and often doubles as the archive.
- Good preservation strongly linked to mission and policy.

Learn more, as well as find the full report for download online at www.rjionline.org/stories/preservenews



Are You Ready?

Show-Me Press Association In-Person Or Zoom Meeting

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Tentative Agenda

11AM Lunch

11:30AM Discussion: How have newspapers adapted to COVID-19 and other emergencies

12:15PM Improving Sales with Ted Lawrence, MPA Sales Director

1PM Break

1:15PM Ideas for improving circulation

2:00PM Crime reporting

2:45PM Legislative Update with Mark Maassen, MPA Executive Director and Lobbyist

3:30PM Happy Hour at Shawnee Bluff Winery, appetizers & tasting provided

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Collaboration guide available from News Media Alliance

From News Media Alliance

With many local newsrooms trying to do more with less these days, looking outside your newsroom to partner with other local news publications can have the effect of having a larger, more diverse staff that can cover more topics, more areas of your region, and be more representative of your community.

News Media Alliance has published a guide that will walk you through key questions to ask when considering a partnership, as well as ideas and tips for success and best practices for cross-newsroom collaboration.

You can find the guide on NMA's website or download it directly here: <http://bit.ly/NMAguide>

The guide provides practical tips and advice to help ensure a successful news publishing partnership, from identifying potential partners, to getting to know your partner, to leveraging your partnership outside the newsroom and over the long-term.

Throughout the guide, there are worksheets to prompt you to think about key questions you should ask as you are exploring and navigating a new partnership. Tips and ideas are sprinkled throughout to help build and strengthen the partnership and resulting coverage.

There is also a profile of a successful partnership between the newsrooms at *The Dallas Morning News* and *Texas Metro News*, outlining how they did it, from the formal arrangement to working together on stories, events and more.

Learn more about NMA's collaboration guide at www.newsmediaalliance.org/partnerships-guide/

OBITUARIES

Kansas City

Jean Williams

Jean Kay Hershey Williams, 73, of Overland Park, Kan., died March 27, 2021. She started with *The Kansas City Star* as a writer for and eventually went on to become editor of Special Sections before retiring in 2016.



She got her start in journalism in high school and after college went to work for the *Leavenworth Times*. There she rose through the ranks to become City Desk Editor and then Managing Editor before leaving for *The Star*.

Williams is survived by a son, Patrick; two sisters, Susan and Linda; a grandson, Nicholas; 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.

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

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

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

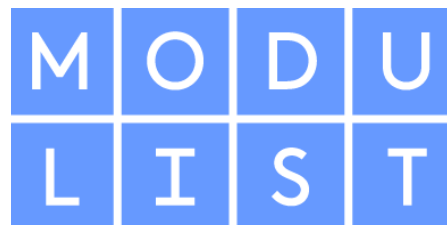


Missouri Press Foundation

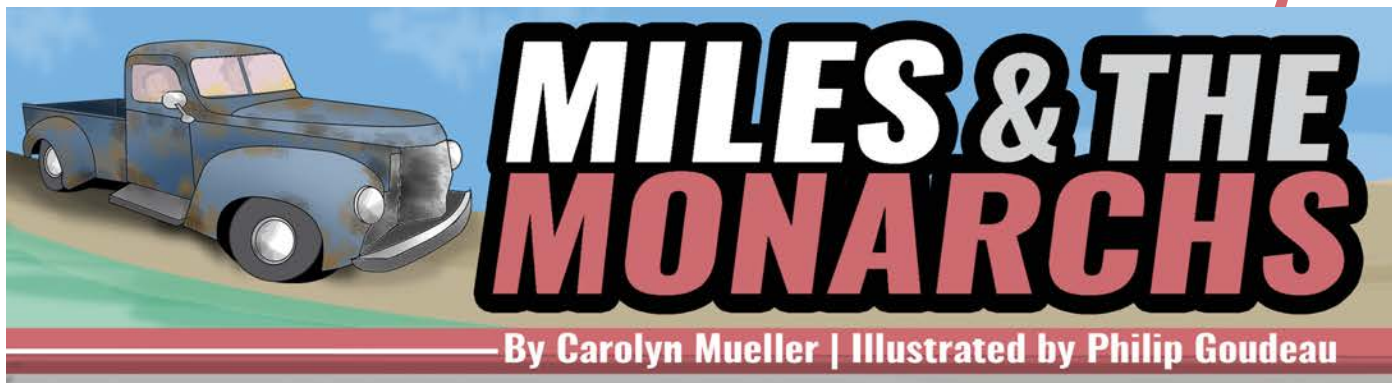
Consider a memorial donation to the Foundation.

Contact Michael Harper at 573-449-4167, ext. 303, or by email at mharper@mopress.com

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



Plan to use before July!



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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Newspapers tell HHS 'We Can Do This'

From National Newspaper Association

Last month, more than 2,500 local newspapers joined a letter from the National Newspaper Association to Health and Human Services Secretary Xavier Becerra asking to join the agency's public education campaign to promote the COVID-19 vaccines.

More than 70 Missouri newspapers signed on in support of NNA's appeal to Becerra and HHS.

The "We Can Do This" campaign was announced by HHS on April 1 as part of the Biden Administration's quest to encourage vaccinations across America. A \$10 billion outreach rollout includes TV advertising and Facebook profiles to reach communities that may be hesitant about the vaccine.

No announcement about including local newspapers as part of the \$10 billion campaign was included in the agency's announcement. Local newspapers report that they are still waiting to participate in the advertising campaign and education outreach.

"It was just last December when Congress strongly urged HHS to do a better job of directing federal ad

dollars to local media," NNA Chair Brett Wesner, president of Wesner Publications, Cordell, Oklahoma, said.

"Now as the nation's newspapers and the communities they serve are struggling to emerge from the pandemic economy, we are concerned that we have been overlooked," he said. "Instead, the agency so far seems more interested in investing in the large social media platforms that have played such an unfortunate role in spreading misinformation about the vaccine. We use those platforms ourselves in addition to our own print and digital publications, but when we do, it is with information vetted by local journalists and our own advertising departments. This is the brand that makes us such a critical element in this campaign. People know us. They see us on the street. They have been relying on the local newspaper all year to help them understand the pandemic. We are far more trusted than remote and sometimes obscure voices in the digital spectrum."

"We want to help," Wesner said. "Why wouldn't you want to take advantage of our credibility in a

ON THE MOVE

Kansas City — Mary King has joined the *Kansas City Business Journal* as a reporter covering and coordinating the newspaper's work on specials and awards programs. She will also help revive KCBJ's engineering and architecture beat.



Formerly, King was editor of the *Jackson County Advocate* in Grandview and a member of the Missouri Press Association Board of Directors. She resigned from the board at the end of 2020 after her family made the decision, based on the newspaper's financial position, to close the *Advocate*.

moment of such urgency and national concern?"

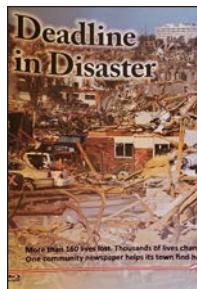
Wesner said many local newspapers have already been working with their public health departments on reader education and vaccination advertising campaigns.

Copies of Deadline in Disaster still available from MPA

From Missouri Press Staff

Copies of *Deadline in Disaster*, Missouri Press Association's documentary about the *Joplin Globe* and its coverage of the May 22, 2011, tornado that devastated the city are still available in recognition of the tragedy's 10th anniversary this year.

Blu-ray copies of *Deadline in Disaster* are available from Missouri Press for \$25, with DVD copies of the documentary available for \$20. Payment may be made to the Missouri Press Foundation.



Deadline in Disaster tells the story of *The Joplin Globe* following the 2011 tornado and how the newspaper continued publishing in the wake of devastation that crippled their southwest Missouri town.

Efforts related to the documentary's production also helped raise \$70,000 for the staff of *The Joplin Globe*.

To purchase a copy of the documentary, please visit MPA's store, mopress.com/shop/

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Tri-City Tribune, Cozad, Neb. — Nancy Dorsey
NorthBay Biz, Santa Rosa, Calif. — Norm Rosinski
West Plains Daily Quill — Frank Martin, Owner

MPAME trains with Ryan Dohrn

By Missouri Press Staff

With vaccinations numbers rising and case numbers falling in Missouri, many people are ready to get together but April's meeting of the Missouri Press Advertising and Marketing Executives seemed too soon for an in-person gathering.

Rather, MPAME held a virtual training session April 15 via Zoom featuring acclaimed advertising sales coach Ryan Dohrn. The session, titled Re-Igniting Ad Sales Conversations, On the Road to Recovering from COVID was designed to help participants work with their community businesses to start rebuilding to pre-pandemic levels of advertising.

As a reminder, those who participated in the training session should have received an email to a recording that they can review for themselves or with their staff, as well as the slides that Dohrn used in his presentation.

MPAME will host a special awards ceremony during Missouri Press Association's 155th Annual Convention and Trade Show in Excelsior Springs. The awards ceremony will be Saturday morning, Sept. 25. Best Ad Contest awards will be presented to winners and recipients of the 2020 Best Sales Person of the Year and the Dee Hamilton Sales Pro awards will be announced.

You are welcome to publicize awards your newspaper won in this year's contest prior to the September awards ceremony. A special edition of Missouri Press News featuring all of this year's Best Ad Contest awards winners will be published closer to the Convention date.

For more information about attending the 155th Annual Convention, check MPA's website or watch future Missouri Press publications.

If you would like to learn more about getting involved with MPAME, please contact Kristie Fortier at kfortier@mopress.com with questions or for more information.



The Columbia Missourian's Bryan Chester, president of Missouri Press Advertising and Marketing Executives watches Ryan Dohrn's presentation with Missouri sales representatives Shelley Sigholtz and Karl Giddens. More than 40 advertising sales and marketing representatives participated in the April 15 virtual meeting. (Submitted photo/Margo Wagner, Columbia Missourian)



MPAME President Bryan Chester introduces Ryan Dohrn for the group's April 15 virtual training session titled, "Re-Igniting Ad Sales Conversations, On the Road to Recovering from COVID." Dohrn gave participants information they can use to rebuild and strengthen relationships between their newspaper and the advertisers in their communities. (Staff screenshot composite)

Sources and resources for Missouri newspapers

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Every Business Needs an Online Presence.

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Clinton — The *Clinton Daily Democrat* has changed ownership effective April 1 with *Benton County Enterprise* publisher James Mahlon White purchasing the newspaper. The *Daily Democrat* was purchased by White's grandparents Mahlon Neill and Kathleen Kelly White in 1950.

The Clinton newspaper is seeing a number of changes and upgrades under the new ownership, including moving to full-color printing every Wednesday. Lay-out and design are also now being done digitally.

A new website has also been launched for *The Democrat*, clintondailydemocrat.com, which will be updated daily.

With the sale, previous *Democrat* publisher Katherine Miles retired. She succeeded her husband Dan Miles in 2020 following his death.



Staff of the *Clinton Daily Democrat*. (Submitted photo)

SE Missourian one of 30 organizations joining Facebook Journalism Project

From Missouri Press Staff

For Missouri Press News

In late April, the Facebook Journalism Project announced 30 North American news organizations that will join its Accelerator reader revenue program. In Missouri, the *Southeast Missourian* in Cape Girardeau will be the only participating newspaper.

The Accelerator program lasts three months and helps address

specific business challenges facing the news industry, according to Facebook. Participating news organizations, working with a team of coaches, learn from each other, innovate and collaborate to develop strategies intended to improve their businesses both on and off the social media platform.

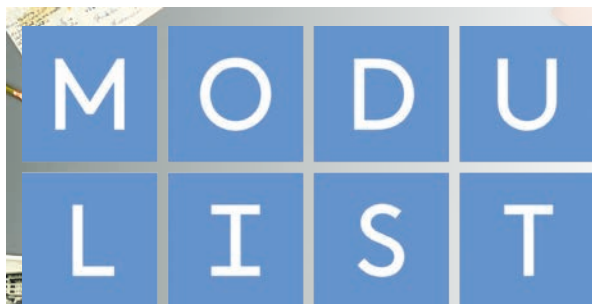
Facebook says nearly 300 applications were reviewed and the current program will run from late

April through mid-July. Afterward, a six-month period for grant-funded initiatives will take place, with FJP-partner Local Media Association distributing the grants.

For more than three years, FJP's Accelerator program has helped 175 newsrooms generate more than \$60 million in customer lifetime value, as well as 200,000 new paying supporters and 2.5 million new registered audience members.

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

Help us sing the praises of your fellow MPA members and contact Editor Matthew Barba with story ideas at mbarba@mopress.com



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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



CALENDAR

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

18 — Show-Me Press Association Annual Meeting, Lake Ozark and Via Zoom

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

30-Oct. 2 — National Newspaper Association 135th Annual Convention and Trade Show, Jacksonville, Fla.

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

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
(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

STAFF

Mark Maassen: Executive Director, mmaassen@mopress.com

Matthew Barba: Editor, mbarba@mopress.com

Ted Lawrence: Advertising Director, tlawrence@mopress.com

Jeremy Patton: Advertising Placement, jpatton@mopress.com

Kristie Fortier: Member Services, Meeting Planning, kfortier@mopress.com

Marcie Elfrink: Bookkeeping, melfrink@mopress.com

Michael Harper: Foundation Director, mharper@mopress.com

Helen Headrick: NIE & Education Director, hheadrick@mopress.com

Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com

Doug Crews: Legislative Director, rdcrews@socket.net

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



Liz Wendling, President of Insight Business Consultants, says cold calling is in some cases very effective, and in some cases, it's not at all.

In an article online, she said she has recently received a higher number of cold calls in the past few months than ever before. "Most of them were train wrecks," she says.

Here's a summary that could help anyone who uses cold calls as part of their repertoire:

The vast majority of callers were more interested into launching into their monologue and sales pitch than asking questions about her business.

"They assumed that I needed what they had to offer. Funny how they knew that, when the only question they bothered to ask was "Are you the decision-maker for the business?" I ended each of these calls saying the same thing – "thanks but I'm not interested."

Because of the high volume of such calls she received, she decided to write an open letter to cold-callers everywhere.

An Open Letter To Cold Callers

Dear Cold Caller,

Recently you called my office and I willingly picked up the phone to have a conversation with you. You immediately launched into what you had to say. Instead of finding out what was important to me, you told me what was important to you.

I might have been interested, might have listened a little longer and might have given you a referral, but you put up too many roadblocks for me to do that. You made too many cold calling mistakes, and they cost you this sale and probably countless others.

I don't want to see you keep making the mistakes that compel me and others to hang up or find an excuse to end the call. I am open to hearing about what you offer, but it's not about you. Remember, you called me.

If you want your cold calls to turn out differently, please change a few things in your approach. Be willing to stop sounding like everyone else and I'm sure our next call will be different.

Here are 5 elements of cold calling approach success that I'm positive will change your game:

1. Research Me And My Company

It's simple these days to obtain solid information on a prospect, prior to picking up the phone. Spending a few minutes on research will yield big results. Otherwise I will know that I am just another number on your call list.

2. Ask Questions

Take the time to ask me questions to find out what I need and what is important to me. If you don't, it makes me feel like you're just in it for the sale, your quota and your paycheck. Asking questions keeps me on the phone with you longer. It works like magic.

3. Listen To My Answers

Please stop talking long enough to listen to me. When you dismiss everything I say with another reason why I should work with you, I have no interest in you and will rush you off the phone.

4. Don't Tell Me You Will Be In My Area

There is nothing worse than hearing those words from a cold caller. Everyone you talk to knows that you're not going to be in my area. That sales technique went out in the 80's. Be honest and ask to set up an appointment if there is any interest on my part.

5. Honor Your Words

If you declare that you will do something for me, do it. If you say you're going to send me an email with some information or get back to me with an answer to my question, do it. I won't chase you down or follow up with you; that's your job.

Cold calling doesn't have to be a painful experience for you or the person you're calling. If your calls are going nowhere and you keep getting the same dreary reactions and results, then your cold calling approach is off.





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When the historical record and takedown requests collide

In just two months, there has been enough activity about the subject of the March 2021 column (“take-down requests”) that it’s clear we need to broaden that discussion a little, giving it some additional space and thought.

A few days ago, during a meeting, the issue of such requests came up in the discussion. It was just a passing reference and didn’t generate substantial time and conversation, but it was extremely surprising for me to hear one of our Missouri Supreme Court judges indicate in a brief comment, not meant to be of great significance, that the issue of public access to past convictions in regard to minor offenses was a subject the judiciary is beginning to consider.

That thought was not fleshed out, but it is of note that some judges in the state are troubled by how easily information can be found about past indiscretions of persons who are attempting to turn their lives around. Of course, all of us are familiar with the fact that juvenile court records have been closed for many years, under much the same kind of theory — the idea that everyone deserves the opportunity for a “fresh start.”

At the same time, across the street from the Supreme Court, Missouri legislators were considering several proposed bills relating to expungement of criminal records. For example (and in the time between this writing and publication, a lot may have happened with this bill), House Bill 902 would eliminate the requirement that a person seeking to expunge a record have no prior or subsequent misdemeanor or felony convictions. In addition, all courts having copies of prior records that the party is seeking to have expunged must not just close those records but must physically destroy those records. The first change will substantially enlarge the universe of persons seeking to take advantage of this ability to wipe their

past history clean.

Of course, once a person with a criminal history has made the effort to remove it from court records, there is going to be greater frustration that it still exists online and a search of the Internet can locate articles about this past blot on a person’s record.

But the push to remove this evidence of past history comes to a giant roadblock when it hits the foundational First Amendment, that courts cannot tell a publisher what the publisher can or cannot publish.

The March 2021 legal column talked about ways some publishers have attempted to work around these issues. No use rehashing that discussion here. But there are a couple of additional points that should be made. The most important point is that there is a two-year statute of limitations for libel claims. A plaintiff cannot sue a publisher for a story that was first published prior to today’s date in 2019. But if a publisher goes in and tampers with that story, changes facts in it or otherwise changes what was published, does that restart the “first publication” rule? Courts have had different opinions on that issue, sometimes focusing on the substantiality of the change. Regardless, it is a valid concern. The wise choice is not to change a story where the change might start that clock running again.

Another thought along these lines

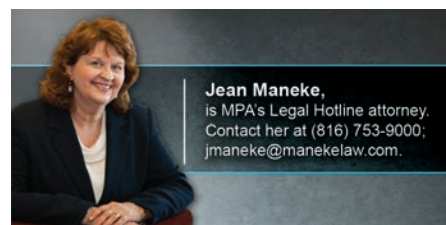
is that you are only responsible for what is within your control. In the wild world of aggregators, there are going to be copies of your story out on the web that are totally outside of your control. Third-party efforts to control

what might be on the Internet must take this factor into consideration and, given that even we sometimes cannot block those folks from reproducing our original content, it is going to be difficult for any state to deal with this issue, too.

Let me bring this additional discussion to a close by reminding you that this is an ethical decision, not a legal one

(except for the statute of limitations concern cited above). It’s more than just what is in your archives on the web. It also involves what stories you choose to publish today, what booking photos you choose to run and what focus is paid to everyday court dockets and reports. It also includes to what extent your paper makes a commitment to cover, to the final sentencing, any court stories that are published. It is bubbling up into one of the biggest issues of 2021 for publishers, without a doubt.

"But the push to remove this evidence of past history comes to a giant roadblock when it hits the foundational First Amendment, that courts cannot tell a publisher what the publisher can or cannot publish."



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



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