

MP MISSOURI PRESS NEWS

What impression is your website making to potential advertisers?

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Missouri Information Corps returns this summer to focus on climate

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State Historical Society has big plans for Missouri's bicentennial

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CONGRATULATIONS

to this year's Outstanding Young Journalists



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Dancing the bill scootin' boogie

What a legislative session. Any nail biter probably gnawed past the quick and was on the way to the cuticle by the time the Missouri General Assembly wrapped May 14.

And if you grind your teeth like I do, you were likely near lock-jaw status when our legislators called it quits for the session.

Funny how the tension starts to build each January, slowly hitting a crescendo by mid-April. The speculation heats up on what bills are set, what amendments might hit where, and the ever changing risk assessment calculations that guide next steps.

It's a well-rehearsed, complicated dance we've been gliding through for years, and one we'll likely repeat for many more.

If we're lucky.

A brief choreography history list between the press and the General Assembly goes something like this:

- Two steps forward and the First Amendment to the U.S.

Constitution was ratified in 1791. It contains, as you know well, those key promises on freedom of speech, religion, and the press.

- Step to the right and the first Missouri newspaper – The Missouri Gazette – follows in 1808.

- Two steps forward and the General Assembly meets for the first time in 1820, just ahead of Missouri statehood status in 1821.

So for 200 years, give or take, the Missouri press and our state government have maintained an effective and critically important dance of a relationship. This isn't a solo effort. It's an embrace. One literally fails to survive without the other, forming a tight foundation to secure our freedoms and continued democracy.

That bond, however, comes with inherent friction. A Free Press questions in its unencumbered watchdog role.

And a Free Press keeps this state's constituents informed through an independent voice.

"So for 200 years, give or take, the Missouri press and our state government have maintained an effective and critically important dance of a relationship. This isn't a solo effort."

Still, legislation has continued to be introduced that would erode information access or limit the watchdogs.

Bills that passed this session cloud open records on email addresses of residents seeking information from political subdivisions and prevent the release of lottery winners. They await the Governor's signature as I write this column. At face value, these seem insignificant in a lot of ways. But a slow erosion can have a mighty impact.

Multiple bills were introduced this year that would have negatively affected public notice in newspapers.

All were defeated; many by running out of time.

In addition to the relentless work of our MPA team including our Lathrop GPM lobbyists, your voices were heard. This year, a larger number of our membership reached out to legislators to help defeat challenges that would have negatively impacted our ability to inform Missouri's citizens.

This dance will go on. Some years we'll take two steps back, some years we'll lead. But every year, we'll do it. And we'll respect the legislative process and keep our readers engaged and informed.



Liz Irwin,
Missouri Lawyers Media
MPA President



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Branson is proud to continue their long history of supporting Missouri newspapers as tournament and prize package sponsor.



Woehlk, Barker named 2021 Outstanding Young Journalists

2020 and 2021 award recipients will be honored at 155th Annual Convention and Trade Show in Excelsior Springs

From Missouri Press Staff

Missouri Press News

Reporters for the *Maryville Forum* and the *Joplin Globe* have been selected to receive the 2021 William E. James Outstanding Young Journalist award from the Missouri Press Association.

Liz Irwin, president of MPA, announced Geoffrey Woehlk of Maryville and Kimberly Barker of Joplin will receive their awards Sept. 25, at The Elms Hotel and Resort in Excelsior Springs, during the Association's 155th Annual Convention and Trade Show awards luncheon.

"This is the 13th year for these awards," said Irwin, publisher of *Missouri Lawyers Weekly*. "This marks the ninth year the award is named in honor of our late colleague, William E. James. The Missouri Press Association recognizes Kimberly and Geoffrey for their excellent news reporting, community engagement



Kimberly Barker, left, is one of this year's 2021 William E. James Outstanding Young Journalist award recipients. Barker has worked for the *Joplin Globe* since May 2017. Missouri Press Association will recognize award recipients at this year's 155th Annual Convention and Trade Show in Excelsior Springs. (Submitted photo/Laurie Sisk, *Joplin Globe*)

and dedication to holding the powerful accountable."

Barker joined the *Joplin Globe's*

staff in May 2017 and since that time has taken "complete ownership of her beats and is well engaged in the geographic areas that she covers," wrote Managing Editor Emily Younker in her nomination letter.

Not only does Barker have the ability to understand key topics and issues important to her readers, but she also continues to demonstrate her ability to relay that information in easily understandable ways, Younker wrote.

"[Barker] is a great team player who tackles any assignment she is given and works well on collaborative projects with others in the newsroom," Younker wrote. "Whether it is breaking news or a long-term feature, a complex topic or a simple one, meeting coverage or enterprise reporting, she rises to the challenge every time."

Continued on Page 5



Geoffrey Woehlk tabulates votes to share with Maryville Forum readers via social media during the August 2020 primary. Woehlk has worked for the Forum since August 2018 and is one of this year's William E. James Outstanding Young Journalist award recipients. (Submitted photo/Skye Pournazari, *Maryville Forum*)

Continued from Page 4: Outstanding journalists

Graduating from Middle Tennessee State University in 2014 with a bachelor's degree in journalism, Barker has experience working for a Nashville magazine and the university's student newspaper. In November 2014, she joined the *Miami, Okla. News-Record* as a staff writer and photojournalist.



Kimberly Barker

Yunker said the *Globe's* readers are better because of Barker's coverage of the community and the way she chronicles the people who live there.

"She has informed communities of issues they need to know. She has thoughtfully and sensitively shared people's stories of triumph and tragedy," Yunker wrote. "And from our newsroom's perspective, she is an enthusiastic journalist who is dedicated to learning more about her craft every day."

Woehlk joined the *Maryville Forum* in August 2018 and since that time he has "tackled head-on some of the most important news stories to face this publication," wrote Publisher Phil Cobb.

Especially in recent months, Cobb added, Woehlk's work has been at the forefront of the newspaper's coverage as he has worked to inform readers of facts in the middle of a constant barrage of misinformation.

"From his ongoing coverage of the COVID-19 pandemic to his dogged efforts to get to the bottom of funding concerns at the Nodaway County Senior Citizens Center, Woehlk has been steadfast in his pursuit of the truth," Cobb wrote.

With Woehlk on staff, Cobb wrote that he feels confident about the newspaper's ability to accomplish its mission of keeping readers informed with accurate information about their community.

Prior to joining the Forum, Woehlk was an editor for KTVO-TV in Kirksville for four years. He graduated from Truman State University

with a bachelor's degree in public communication and while there worked as general manager of the school's radio station, KTRM.

Missouri Press will also recognize 2020's Outstanding Young Journalist, Katelyn



Katelyn Mary Skaggs

Mary Skaggs, at this year's Convention. Due to the coronavirus pandemic, the 154th Annual Convention scheduled to be held in Jefferson City was canceled.

Skaggs has been a reporter for Leader Publications in Jefferson County since January 2019.

In addition to being the sole reporter for the *Eureka Leader*, she has also been tasked with covering the Jefferson County Health Department since her first day on the job.

Winners of the William E. James Outstanding Young Journalist Award have

demonstrated excellence in the field of journalism and maintained the quality, ethics and standards of The Journalist's Creed, written by Walter Williams, founding dean of the University of Missouri School of Journalism.

Editors or publishers submit nominations for the awards and nominees must have been younger than 30 years old on Jan. 1, 2021. The aim of the award is to reinforce the importance of a journalist's role by recognizing and nurturing talent to further promote quality journalism.

William E. "Bill" James, the namesake for this award, served as publisher of the *Warrensburg Daily Star-Journal* from November 2007 until his death in November 2013. He was publisher of the *Cass County Democrat-Missourian* in Harrisonville from 1985 to 2000 and was president of the Missouri Press Association in 1998. He was inducted into the MPA Newspaper Hall of Fame in 2001.



Geoffrey Woehlk

Let Missouri Press know about staff changes

Whether it's a new hire, a retirement or a promotion, Missouri Press wants to know about staff changes at your newspaper.

If you have a new hire, we can issue you a new 2021 press card. Send requests for press cards to Kristie Fortier at kfortier@mopress.com

Missouri Press sends numerous emails to its members crucial to

protecting newspapers' and journalists' interests in Jefferson City and Washington, D.C.

Missouri Press Service also distributes statewide ads via email each week.

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

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Are You Ready?

Show-Me Press Association In-Person Or Zoom Meeting

Friday, June 18 | Lodge of Four Seasons | Lake Ozark

Featuring a series of open discussions led by your peers

Tentative Agenda

11AM Lunch

11:30AM Discussion: How have newspapers adapted to COVID-19 and other emergencies, led by Jacob Warden of Warden Publishing

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

12:45PM Improving Circulation led by Hannah Spaar of The Odessan and Focus on Oak Grove

1:15PM Break

1:30PM Crime Reporting led by Roxanne Murphy of Warden Publishing

2:00PM Online Publishing with Elizabeth Stephens, Digital Director of the Columbia Missourian

2:30PM Legislative Update with Mark Maassen, MPA Executive Director and Lobbyist

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

\$40 In Person Including Lunch | \$15 via Zoom

Register Online: <https://bit.ly/3gCMAZE>

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Is your website making the best first impression for you?

Take time to review your online presence to be sure potential advertisers can find all your important information

From Missouri Press Staff

Missouri Press News

As summer approaches and your desk feels a little less cluttered with everything that needs done, it might be time to think about making updates to your newspaper's website and, ultimately, its image.

In late April, Newspaper Association Managers (NAM) heard a presentation from Tom Silvestri, executive director of The Relevance Project, on what the various press associations, including Missouri Press Association and Missouri Press Service, can do to better represent the products and services it offers.

Silvestri is a former editor and publisher, most recently of the *Richmond, VA Times-Dispatch* until 2019, and is scheduled to present to Missouri Press members during this year's 155th Annual Convention and Trade Show in Excelsior Springs. More information about the convention can be found on the back of this month's Missouri Press News.

Many of Silvestri's tips for press associations can be easily adapted to your newspaper's website. While your website is a place for readers to find local news coverage, potential advertisers can use it to find out more about your products and services.

"We do our best work in times of crisis and it's amazing how many people figured out a way not only to survive but to come up with new products [during the pandemic]," Silvestri told NAM members. "[Newspapers] were becoming the community forum and going back and worrying about their local community like only a local newspaper could."

First and foremost, just like the press association representing Missouri's more than 200 newspaper members, your website should make a "spectacular and convincing case" for your newspaper, Silvestri said. Making the case for your newspaper as an advertising partner means having a website that works, is easy to navigate and is free from typos.

He also suggests using stimulating images and video to keep people engaged and show your newspaper's capabilities, either in-house or through collaboration. By utilizing multi-media on your website to sell yourself, you are also telling advertisers they can increase their impact beyond the already-impressive reach of your print product in helping them find the right market for their message.

**Find many more resources to help your newspaper in The Relevance Project's online revenue toolkit:
<https://bit.ly/35YrqPS>**

As many newspapers have found, they are becoming more than just places to run advertisements. With more options for where to advertise, many newspapers are becoming marketing firms and Silvestri said it is important to boast that you solve problems for clients, including being able to get their message on multiple platforms.

"If you're trying to figure out your strategy for the future, always reassess the relevancy of your advertising services so that they confirm urgency for both you and your customers," Silvestri said.

Relevancy is also key in how you sell the community, which is why it is important to ensure you have up-to-date, relevant data on your website. He suggests getting rid of any data that is more than three years old.

Each year, Missouri Press Association encourages members to run promotions for the Pulse Research Shopping Impact Survey.

With enough response from Missouri consumers, Pulse Research can share statewide, or even more localized, data with the Association and its members.

Silvestri said it is also important your data is presented in a consistent manner, such as promoting your newspaper's reach across either household penetration or number of readers. Doing so, he explained, helps keep your sales pitch more believable.

Your newspaper's website should also present information in terms of economic development, looking at more than just the publication and considering the overall value of the market.

He added that elevating testimonials and reviews of your products, promoting your wins with partners and telling these stories to other clients can help them learn about the possible success they will find working with you and your newspaper.

For more information about how Missouri Press Service can help your newspaper update its website, including having access to the most current market information available to the association, please contact Advertising Director Ted Lawrence at tlawrence@mopress.com



Tom Silvestri

Southeast Missouri Press Association Annual Meeting



Thursday, July 15, 2021

9 a.m. to 4 p.m.

Registration opens 8:45 a.m.

Robinson Event Center

2411 Walters Lane

Perryville, MO

Schedule

9:00

Welcome from Beth Durreman, SEMO president
Representatives of Missouri Press Association

9:45 - 10:30

Diversity, Equity and Inclusion — Interactive presentation
Dr. Tamara Zellars Buck, J.D. — Professor and Chair,
Mass Media, Southeast Missouri State University

10:40 - 12:15

Missouri's National Veterans Memorial
and Exact Replica of the Vietnam Memorial Wall
Photo and Interview Opportunities

12:30 - 1:15

Lunch

1:15 - 1:45

Legal updates with Jean Maneke, MPA Attorney

2:00 - 3:00

Headlines and Cutlines — Interactive presentation
Kim Robertson, Editor, Leader Publications

3:00 to 3:45

Internship Program
Michael Harper, Missouri Press Foundation Director

4:00 to 5:00

Sharing and discussion of MPAME Entries and Winners
Great idea exchange time
Gina Raffety



Dinner at Mary Jane Burger & Brew - RSVP required - Paid for by individuals

Membership dues are \$100 per newspaper:

Included in your dues is registration and lunch at the annual meeting for up to four attendees. Please let Beth Durreman know by July 6 how many will be attending so we can order food and drinks. Send to bethd@perryvillenews.com

Send dues to Gina Raffety, Treasurer, Cash Book Journal
PO Box 369, Jackson, MO • 63755 573-243-3515

Newspaper: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email Address: _____

Meeting Attendee/(s): _____



MoInfoCorps returns this summer with focus on climate

For Missouri Press News

Missouri School of Journalism

A team of Missouri School of Journalism students and recent graduates will spend the summer reporting on climate change and its impact on the state's infrastructure, economy, agriculture, environment and business ecosystem.

The announcement marks the second year of Missouri Information Corps, a public service project launched by the Missouri School of Journalism last year in response to the COVID pandemic. The project puts advanced students and recent graduates of the journalism school to work covering important topics and shares their work with news outlets across the state.

Missouri Information Corps is co-sponsored by the Missouri Press Association and supported by the Missouri Business Alert and the Gannett Foundation, as well as Professors Kathy Kiely and Damon Kiesow, both endowed Knight Chairs on the Missouri School of Journalism faculty.

Have a tip for the team? Is there a story you've been dying to do but couldn't because your newsroom lacked the legs? Send story ideas, requests for information or general words of encouragement for the project to kielyk@missouri.edu

This year's team of Missouri Information Corps journalists includes:

Editors

Mikayla Easley earned her master's degree in journalism in May with a focus on international journalism and U.S. news coverage of Russia. She was an assistant city editor at the *Columbia Missourian*, digital editor at *Vox Magazine* and recently completed an internship in Washington D.C. reporting on foreign lobbying.



Courtney Perrett is a master's student focusing on magazine editing at the Missouri School of Journalism. Originally from Durban, South Africa, Courtney brings a global perspective to her reporting on science, health and environmental topics. In the U.S. she has worked for the magazines *Southeast Ohio*, *Vox* and *Ohio Today*.



Reporters

Anna Kutz will start her senior year this fall at Mizzou, studying multimedia journalism. She's eager to use innovative storytelling methods such as audio, video and graphic design to report on environmental and agricultural topics.



Xander Negrozio earned his bachelor's degree in journalism in May. He is an investigative journalist with a focus on social justice and a passion for wildlife photography. He's covered higher education, crime, public health, arts and culture.



Mark Ossolinski is a graduate student studying public policy reporting at the University of Missouri School of Journalism. A member of the *Columbia Missourian's* state government beat, he is interested in covering how policymaking decisions impact the lives of Missourians.



Continued on Page 10

OBITUARIES

Jefferson City

Gary Gonder

Gary J. Gonder, age 62, of Jefferson City, died peacefully, surrounded by family on May 14, 2021, at his home after a brief illness.

Gonder gave up a basketball scholarship to attend the University of Missouri School of Journalism. After graduating with a bachelor's degree in advertising and photojournalism, he was selected to run the daily newspaper for Royal Viking Line cruise ships, which took him around the world three times.

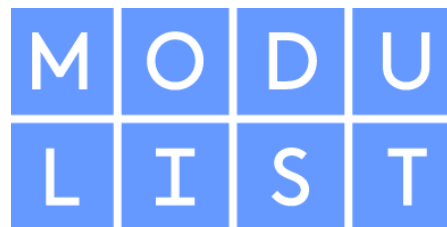
He left the cruise line because he wanted "a house and a dog," and Gonder worked for the Missouri Film Commission before joining the Missouri Lottery for nearly 30 years. He attended several Missouri Press Association events as a representative of the Lottery.

In addition to his wife, Nancy, he is survived by his daughter, Georgia; a grandson; four siblings and many more family and friends.



Consider a memorial donation to Missouri Press Foundation.

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





Continued from Page 9: *MoInfoCorps*

Gallatin — In early May, Darryl and Elizabeth Wilkinson, owners and publishers of the *Gallatin North Missourian* announced their retirement from publishing. Their last edition of the newspaper was expected to be the May 26 edition.

The *North Missourian* has been in continuous publication for more than 150 years. The Wilkinsons have operated Gallatin Publishing Company (GPC) and the *North Missourian* for 43 years and celebrated the “community support and hard-working employees” that have ensured its profitable operation. GPC publications also included a weekly shopper and the monthly *Lake Viking News*.

Darryl Wilkinson was part of the 25th class inducted into the Missouri Newspaper Hall of Fame in 2015. He was president of Northwest Press Association in 1985 and previously served on the Missouri Press Association Board of Directors.

Marshfield — Shelby Atkison has been named editor of the *Marshfield Mail*. A Marshfield native, she has been with the newspaper for the past 10 months and previously covered the city, crime and community beats for the newspaper.



She is a graduate of Drury University in Springfield.

Publisher JT Strasner said Atkison “embodies what we look for in an editorial leader.” He also complimented her passion for newsgathering and ethics.

Columbia — Ruby Bailey, executive editor of the *Columbia*



Missourian and treasurer for the Missouri Press Association Board of Directors, has announced she will be leaving in July to become a senior editor at *The Indianapolis Star*. She will become the opinion and engagement editor at the Gannett newspaper.

Bailey joined the *Missourian* in July 2018 from the *Sacramento Bee*, where she ran the continuous news desk. In addition to being the first woman to hold the top role at the *Missourian*, she was a professor and the Missouri Community Newspaper Management Chair within the Missouri School of Journalism.

MU has announced a nationwide search for Bailey’s replacement will be conducted.

Taking over at the *Missourian* in the interim is Mark Horvit, a senior editor and associate professor who Missouri Press members will be familiar with for his work with the state government reporting program over the past five years.



Horvit came to Columbia in 2008 as the director of Investigative Reporters and Editors and took over the capitol reporting program about nine years later from Phill Brooks.

Kit Wiberg graduated from the Missouri School of Journalism in May with a bachelor's degree in Journalism-Photojournalism.



She worked as a staff photographer and photo editor at the *Columbia Missourian* and wants to focus her photographic work on documenting conservation/environmental issues.

Colleen Wouters earned her bachelor's degree in science, health and environmental journalism in May. She minored in environmental science. As a reporter and editor for the *Columbia Missourian* and *Vox*, and as a member of the inaugural class of Missouri Information Corps fellows in 2020, she has focused on scientific and environmental topics.



Email distribution

Missouri Press will distribute Missouri Information Corps' stories via email as they are made available, usually on a weekly basis. Stories may also be posted on the MPA website.

If you would like to make sure you are signed up to receive these stories or other communication from Missouri Press, please contact Matthew Barba at mbarba@mopress.com

MPA provides free tuition for Missouri Photo Workshop

Missouri Press Association members have a unique opportunity to get a local photo story completed for their audiences through the Missouri Photo Workshop.

For safety, the 72nd MPW in 2020 was held online.

Since the 73rd MPW will again be virtual, Missouri newspapers are encouraged to have their lead visual journalists apply for the workshop.

If accepted, photographers commit to focusing on the workshop during the week of September 19 – 25, 2021.

As a member of MPA, the \$600 tuition would be waived thanks to the Association's support. The application deadline is June 15. The letters, resume and portfolio can be submitted via the ‘apply’ section on the website: <http://mophotoworkshop.org/>

More to come to commemorate Missouri statehood

By Beth Pike

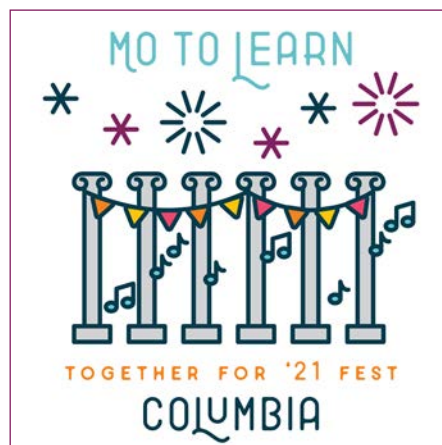
State Historical Society of Missouri

More than 200 projects and events across the state are being celebrated this bicentennial year with key events happening around Statehood Day, Aug. 10. There are service projects, such as tree plantings and cemetery clean up days and an effort by Holt County residents to collect 200 pairs of socks for those in need. The Missouri Community Service Commission is asking Missourians to donate 200 hours of service to the state. Other events include festivals and events to learn more about Missouri history and culture, including the Indigenous people who made Missouri their home long before 200 years ago.

Traveling exhibits help tell the story of Missouri's struggle for statehood. Missouri's Bicentennial Quilt is on tour and features all 114 counties in the state including the independent City of St. Louis. The Story Center at Mid-Continent Public Library and the University of Missouri Extension Community Arts program have been offering programs that explore Missouri's past through storytelling, workshops and book conversations. Other bicentennial activities include walking tours, a time capsule, roadside markers, concerts, exhibits and local festivals unique to Missouri.

Major public events are planned to commemorate the Missouri bicentennial in St. Charles, Columbia, Jefferson City, and Sedalia around Statehood Day Aug. 10. As of now, the events are happening in person with some events streamed live to provide more participation. COVID-19 safety measures will be in place and some events may be limited in numbers for in-person gathering depending upon public health directives. The events are subject to change. There is no admission to attend the festivals with the exception of the entrance fee to the State Fair.

Together for '21 Fest will be held Aug. 6-8 at the Center for Missouri Studies and the MU campus in



Columbia. The festival will include live music featuring Little Dylan Blues Band from St. Louis, traditional Ozark music by The Kay Brothers, and the Kansas City Latin Jazz Orchestra. Music in the American Wild, featuring the orchestral works of award-winning composers and their reflections on Missouri will perform live, as well as Voices of Arrow, a theatrical production that is bringing to life stories of early Arrow Rock citizens on the Missouri frontier.

Together for '21 Fest will also feature folk art demonstrations, children's programming, book talks and lectures, documentary film screenings and bicentennial traveling exhibits, including My Missouri 2021 photograph display and bicentennial quilts.

A new virtual reality experience created by Mizzou's engineering students and faculty will take visitors on a tour of the 98 paintings in the Missouri: Heart of the Nation collection held at the University of Missouri Art and Archeology Museum. Visitors will be transported to the gallery using special VR goggles that will offer a glimpse of Missouri when the original paintings were commissioned by Scruggs-Vandervoort-Barney department store in St. Louis in 1946.

On Saturday, Aug. 7, the First State Capitol State Historic Site in St. Charles will host a bicentennial commemoration at the site where Missouri's first legislature met from 1821 to 1826 before the State Capitol was moved to Jefferson City. The family-friendly festival will include music, vendors and displays on Missouri's statehood.

Also on Aug. 7, Jefferson City will honor Gold Star families in a memorial dedication at the State Capitol. The unveiling of the Bicentennial Bridge, which will take pedestrians and cyclists from the Capitol grounds to Adrian's Island for an interpretive history of the state, is tentatively scheduled that same weekend.

Continued on Page 12

Capturing small-town newspapers in high resolution

By Chris Howell

From The Sedalia Democrat

Jeremiah Ariaz walked into the *Sedalia Democrat* office mid-May and asked if he could take some photographs. It seemed Ariaz had taken a liking to small-town newspapers.

"I was photographing in Haskell, Kansas," said Ariaz. "And a gentleman asked what I was up to. He ended up being the editor of the small-town newspaper, the Haskell newspaper, and he invited me into his office. I was interested in the history of that space and was particularly interested in the darkroom being a photographer. I took a few pictures and really liked them."

Ariaz, an Associate Professor with Louisiana State University, travels the Midwest with a high-resolution camera gathering detailed photographs of election offices and newspapers.

"Newspapers felt a very palpable



Jeremiah Ariaz photographs the Sedalia Democrat offices during a visit in May. (Submitted photo/Chris Howell, Sedalia Democrat)

way in which our democracy is held together," said Ariaz. "I think the newspaper plays a very important role in the communities. In addition to some of the other subjects that I was photographing, including campaign offices primarily in the battleground states of the country, I started photographing newspaper offices."

Ariaz shoots long-exposures of 15

seconds or more with a 100-megapixel Fuji camera, allowing flawless photos in low light with every detail in focus.

The *Sedalia Democrat* has character that only comes from years of cranking out periodicals and the abilities of his digital camera allow Ariaz to tell the story of newspaper offices with the astounding details it preserves.

"I was interested in the technology that makes the newspapers possible. Everything from technology that is no longer in use but often kept in the buildings," he said. "Newspaper businesses are often the oldest businesses within a community and so that technology can span over a century."

Ariaz works on projects over several years before exhibiting enlargements, publishing books or releasing galleries on his website. For more information, contact Ariaz at jariaz@lsu.edu.

Continued from Page 11: *Much MO history*

On Statehood Day, Aug. 10, the public is invited to a bicentennial ceremony at the State Capitol to hear remarks by state dignitaries, poetry by the Missouri Poet Laureate, music by the Missouri National Guard 135th Army Band and other musical performers.

The Missouri Bicentennial stamp, issued by the U.S. Postal Service, will

be unveiled. A proclamation signed and hopefully presented in person by all living Missouri governors will recognize Missouri's 200 years of statehood.

A U.S. Naturalization Ceremony will follow to welcome new citizens who are making Missouri their home. Visitors can also explore the State Capitol exhibits created for the bicentennial.

Traveling exhibits, including the quilts created for the bicentennial, will also be on display. In the afternoon, the public is invited to an ice cream social sponsored by Prairie Farms Dairy.

"Our Missouri Celebration" is the theme of this year's Missouri State Fair Aug. 12-22 with exhibits and activities to commemorate Missouri statehood. While the larger bicentennial events will wrap up at the conclusion of the State Fair, there will still be more to celebrate, such as



the Northeast Missouri Old Threshers annual show in September with an expanded show of tractors and steam engines spanning Missouri's 200 years.

Learn more by visiting missouri2021.org and following @missouri2021 on social media. We hope you make plans to experience this once-in-a-lifetime celebration as Missouri comes together for '21.

Sources and Resources

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Plattsburg — The *Clinton County Leader* has been purchased by Jamey and D'Anna Honeycutt from former owners Steve and Sue Tinnen. Effective May 1, the Honeycutts are the 10th owners in the newspaper's history, dating back to its founding in 1895.

The purchase represents a homecoming of sorts for the Honeycutts. D'Anna worked at the nearby *Cameron Citizen-Observer* from 2004 to 2011, serving in multiple capacities, including reporter, editor, general manager, sales manager and publisher.

Jamey was the publisher of the *Cameron* newspaper and *The Shopper* from 2001 to 2010. He also has experience working as a publisher for GateHouse newspapers, Phillips Media Group and its predecessor, Community Publishers, Inc.

"There's not going to be a lot of change in how this newspaper operates and its core values," said Jamey Honeycutt. "We want to take what the Tinnens have done, Steve and his dad, Skip, and we want to continue that. It's a shame that a lot of communities are losing their papers. It doesn't have to be that way. And we want to ensure that's not how it's going to be for Clinton County."

The Tinnen family's long tenure in the newspaper



Jamey and D'Anna Honeycutt, left, have purchased the *Clinton County Leader* from Steve and Sue Tinnen. They are the newspaper's 10th owner since its founding in 1895. (Submitted photo)

industry began in 1969 when the late Skip and Franc E. Tinnen purchased *The Plattsburg Leader* from John and Helen Biggerstaff (the former having started working for *The Leader* in 1913).

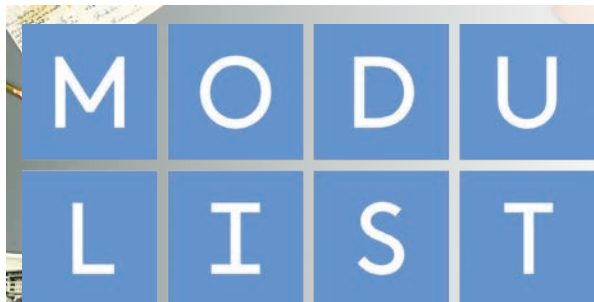


Ron Schott, right, has purchased *The Wright County Journal*, formerly the *Mansfield Mirror* and *Mountain Grove News-Journal*, from Dalton Wright. Schott was formerly the newspaper's publisher. (Submitted photo)

Mountain Grove — The *Wright County Journal* was purchased in late April by Ron and Kristy Schott from Wright County Publishing and Dalton Wright, who also owns Lebanon Publishing Company. Schott joined the newspaper in June 2019 and was previously publisher of the *Vandalia Leader*.

Schott says the purchase is a dream come true after 20 years. "I started my journey in the newspaper industry as a freelance writer 20 years ago just trying to make a couple of extra bucks to provide for my family," he said. "Two decades of hard work and working countless hours with God's help, led me to what happened last Friday. I'm forever grateful and humbled to be in this position."

The newspaper became the *Wright County Journal* after the COVID-19 pandemic led to the merger of the *Mountain Grove News-Journal* and *Mansfield Mirror*. It will remain focused on hyper-local countywide coverage.



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Arrow Rock print shop museum gets new sign

From Missouri Press Staff

Missouri Press Association's Newspaper Print Shop Museum in Arrow Rock has a new sign just in time to welcome visitors to the historic town as the state's pandemic situation appears to improve.

The new sign replaces the aged, previously-installed marking that indicated the former Odd Fellows Lodge in historic Arrow Rock houses a plethora of printing paraphernalia from a by-gone era, as well as a few historical oddities.

Made possible by anonymous donations to the Missouri Press Foundation, the new sign is an exact replica of the one that has been hanging in front of the museum for the last 55 years. The new sign was installed by Friends of Arrow Rock, which helps preserve the town's historic locations and organize educational events for visitors.

MPA dedicated the Print Shop Museum in August 1966 as part of the

Association's 100th Anniversary.

Items of note on display in the museum include letterpress printing equipment, including Linotype, a newspaper flatbed press, job presses, Washington hand presses, hand-set type and other tools of the printing trade. The desk belonging to famous country editor H.J. Blanton of the *Monroe County Appeal* in Paris, Mo., is in the museum.

A major renovation effort in recent years helped ensure the future of the museum and its contents.

In 1963, the entire town of Arrow Rock was designated a National Historic Landmark

because of its association with Westward Expansion. The town is located northwest of Boonville, about 13 miles north of I-70 on Highway 41.

You can find information to plan your visit to the Print Shop Museum and other Arrow Rock sites, including a walking tour map of the town, at <https://arrowrock.org/plan-your-visit/>



A new sign hangs outside Missouri Press Association's print shop museum in Arrow Rock. (Submitted photo/Doug Crews)



CALENDAR

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

Missouri Press Association / Service / Foundation

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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



Customer Retention vs. Acquisition

Corey Elliott of Borrell Associates recently presented a report on what small businesses are focusing on in 2021 vs. 2020. Some of what he found seems to be common sense; some is less obvious.

For instance, he looked at the efforts made to ensure the retention of existing customers vs. the acquisition of new customers

It is not surprising that in 2020, most small businesses focused on retention. (Read: survival.)

But in 2021, they say it's all about acquiring new customers. In fact, 59% of small businesses say they are more focused on acquiring new customers than they were in 2020. This makes sense, considering most businesses, focused in 2020 on staying open, not necessarily on growth. But today those business owners are telling us that they are ready to expand again.

This Borrell report answers some important questions:

What do business owners think is their best way to acquire new customers? What media are they using? What tactics?

65% say that the number one thing they need to do to acquire is to buy Social Media ads. The number two approach, taken by 52% of business owners, is to utilize Search Engine Marketing. The third is to develop community partnerships. (39%)

After four more digital approaches, like email, ads-in-apps, etc., the first non-digital tactic is listed at number 8, and it's one we know and love. Yes, 29% said they are using newspaper ads to acquire new customers.

And here's the bottom line: Only 43% of business owners claim to be "really good" at acquiring new customers. That means more than half of them know they need help. They need someone like you who can come in and explain that the tactics used to retain customers (Social Media ads, email lists, etc.) are not the same tactics that are most effective in acquiring new customers. That newspaper ads are among the most trusted. That customers want to support local businesses in 2021, and that the best way for those businesses to present themselves as 'local' is to consistently appear in the local newspaper.

So let's get out there and help them fulfill their 'desire to acquire'!



Nominations sought for 2022 officers, directors

From Missouri Press Staff

The Missouri Press Association nominating committee will be meeting to decide on candidates for 2022 MPA Second Vice President, Secretary, Treasurer, and four Directors.

The terms of current directors Kevin Jones, *St. Louis American*, and Bryan Jones, *Versailles Leader-Statesman*, are expiring Dec. 31, 2021.

The position of former MPA director Jim Van Nostrand, *Columbia Tribune*, is expiring Dec. 31, 2021.

The position of former MPA director Mary King, *Jackson County Advocate*, is vacant, and needs to be filled. This term expires Dec. 31, 2022.

MPA Secretary Gary Castor, *Jefferson City News Tribune*,

and MPA Treasurer, Ruby Bailey, *Columbia Missourian*, are serving one-year terms, also expiring Dec. 31, 2021.

Persons who wish to be considered for any of the positions, including those persons whose terms are expiring, must complete a nomination form and return it to Missouri Press Association by July 1.

A copy of the nomination form is available on Missouri Press' website or by contacting members of Missouri Press Staff.

Trevor Vernon, *The Advertiser*, Eldon, immediate past president of MPA, is chairman of the nominating committee this year. Elections will be held during the MPA Business Meeting on Sept. 24 in Excelsior Springs during MPA's 155th Annual Convention.



Missouri Newspaper Organizations



NORTHWEST MISSOURI PRESS ASSOCIATION: President, ; Vice President, ; Secretary, Kathy Conger, Bethany; Treasurer, W.C. Farmer, Rock Port. Directors: Past President, Phil Cobb, Maryville; Mike Farmer, Rock Port; Jim McPherson, Weston; Adam Johnson, Mound City; and Kay Wilson, Maryville.

SHOW-ME PRESS ASSOCIATION: President, Hannah Spaar, Odessa. Directors: Roxie Murphy, Maries County Advocate; Gary Castor, Jefferson City News Tribune; Tim Schmidt, Westplex Media; Jacob Warden, Warden Publishing.

OZARK PRESS ASSOCIATION: President, Dan Wehmer, Webster County Citizen; Vice President, Kyle Troutman, Monett Times; Secretary-Treasurer, Norene Prososki, Ozark County Times, Gainesville. Directors: Steve Pokin, Springfield; Allison Wilson, West Plains Daily Quill; and Ron Schott, Mountain Grove.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Beth Durreman, Perryville; Second Vice President, Lucas Presson, Cape Girardeau; Secretary-Treasurer, Gina Raffety, Jackson; Historian, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; Anne Hayes, Cape Girardeau; Jay Forness, Jackson; 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, 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: Steve Ahrens, Jefferson City; Brian Brooks, Columbia; Kathy Conger, Bethany; Doger Dillon, Eminence; Laura White Erdel, Columbia; Wendell Lenhart, Trenton; Joseph Martineau, St. Louis; Bill Miller, Sr., Washington; Jim Robertson, Columbia; Vicki Russell, Columbia; Jean Snider, Harrisonville; John Spaar, Odessa; James Sterling, Columbia; Paul Stevens, Lenexa; and Dane Vernon, Eldon. Director Emeritus: Rogers Hewitt, Shelbyville.

MISSOURI COLLEGE MEDIA ASSOCIATION: President, Arianne Boma, Missouri Western State University; Vice President, Kendrick Calfee, Northwest Missouri State University; Secretary, Harry Loomis, Missouri Western State University; MPA Liaison, Jack Dimond, Missouri State University; Adviser, James Carviou, Missouri Western State University.

On the public funding of 'government speech'

Many times this column is helpful to advise you, the readers, about decisions of courts in Missouri that impact your tasks as journalists. But this month, the column is a “heads up” to keep an eye on a case pending in the Missouri Supreme Court that may have a significant impact on your city, your city’s leaders and its budget, and public information about ballot measures that might become advertising in your newspapers.

The case is *City of Maryland Heights v. State of Missouri* (the case number is SC 99098, if you are searching for it). The Missouri Supreme Court has begun the process of hearing it, having received the appeal directly from the Circuit Court of Cole County because it’s an appeal of a state statute. The court has received the legal file (“the record”). Briefs will be filed, and then, probably this fall sometime, oral arguments would be anticipated.

Why is this case so important? It is focused on the interpretation of Section 115.646, the statute that governs spending of public funds on election matters. “No contribution or expenditure of public funds shall be made directly by any officer, employee or agent of any political subdivision to advocate, support, or oppose any ballot measure or candidate for public office.”

But at the same time, it allows officials to make “public appearances” and issue “press releases” regarding such matters.

When the case was tried, some of the cities’ officials talked about using city funds to publish and distribute postcards and newsletters to citizens and speaking at city venues regarding various ballot measures. The statutory language was “vague,” they said, leaving them uncertain what they could or could not do. They

risked both civil fines and criminal penalties if found in violation. Plus, what about their First Amendment rights? The State’s attorneys didn’t dispute their past actions but argued this statute was not unconstitutional.

Cole County Circuit Judge Cotton Walker agreed that the statute targeted speech based on content. But Judge Walker then turned to the State’s defensive argument – that the First Amendment did not apply to “government speech.”

What’s that? Government speech is officials, in their official capacity, speaking about the government’s position and point of view. Such speech “was integral and necessary to the act of governing,” the Judge said, pointing to supporting case law. And, of course, such acts required the expenditure of some government funds to disseminate its point of view.

Judge Walker pointed out that rulings by the U.S. Supreme Court held that government had a right to express its point of view and concluded this statute did not regulate such “government speech.”

Confused? Listen to this sentence in the decision: “For example, a city council may call for an election on a tax increase and support its passage, but a mayor having a column in a monthly newsletter may nonetheless declare his or her opposition to the tax proposal.” Under that set of facts, only the council’s expressed viewpoint was “government speech,” not the mayor’s statement.

Therefore, the statute targets only “officers, employees, and agents” of political subdivisions, and the Judge said this is a violation of their constitutional rights.

“Missouri voters are intelligent enough to assess for themselves the truthfulness and underlying motives and biases of election campaign claims....” the Judge noted.

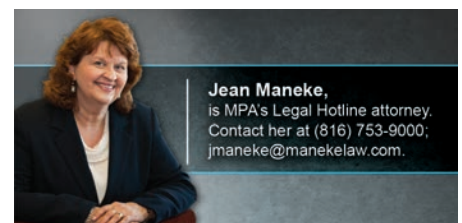
He then went on to note other concerns in the statute’s language. Where it says “any ballot measure,” does that mean public funds can be spent until the ballot is printed? When do the statute limitations begin? And what constitutes “public funds”?

Other Ethics Commission statutes talk about “contributions” and “anything of value” – which is much broader than “public funds,” it would seem. What about employee time? Use of public vehicles, copiers, communication tools like newsletters? “Has the city clerk committed a crime by using a city computer to respond to a resident’s inquiry on the effect of a pending ballot measure?” the Court queried. “Does the statute require a government publication to include both sides of every electoral question?”

In light of these issues, the Circuit Judge held the statute was unconstitutional and therefore void. The State’s attorneys have initiated the appeal directly to the Missouri Supreme Court.

And the impact on you, the reader? So many times, questions arise about public bodies spending for informational advertising for ballot issues. So many times, city officials hold press conferences in places where citizens question the forum to reporters. Sometimes, advertising departments have been hesitant to accept political advertising due to uncertainty about this statute.

Stay tuned. It may be late fall, but perhaps we’ll have some better answers soon.



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



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- 155th Annual Missouri Press Association Convention Tentative Schedule -

Thursday, September 23

11AM Registration Open | Lobby
Noon MPF Board Meeting | Truman Boardroom
2PM MPA/MPS Board Meeting | Empire Saratoga
2PM-6PM Trade Show Exhibitors Setup Time | Foyer
5:00-8:00PM Missouri Press Foundation Reception | An Evening with Al Capone & The Stone Soup Band | Gazebo

Friday, September 24

7:30AM-6:30PM | Registration and Better Newspaper Contest Displays Open | Foyer and Grand Ballroom
8AM-3:45PM | Trade Show Open
8:15AM | Breakfast Program and Welcome | Grand Ballroom
8:45AM | General Session | Grand Ballroom
9:45AM | Break in Trade Show Area | Foyer
10:00AM | General Session | Sgt. Bill Lowe, Missouri State Highway Patrol | Active Shooter Training | Grand Ballroom
11:00AM | General Session | Leonard Woolsey, Pres. of Southern Newspapers | Successfully Transitioning Change | Grand Ballroom
Noon | Business Meeting | Grand Ballroom
12:15PM | Lunch Program | Mun Choi, University of Missouri President | Grand Ballroom
1:15PM | Break in Trade Show Area | Foyer
1:30-2:15PM General Session | Grand Ballroom
2:15PM | Break | Sundae Bar Break | Trade Show Area
2:45-4:00PM Speaker | Linda Ramey-Greiwe | Social Media | Grand Ballroom
6:00PM | Hall of Fame Reception | Outdoors by the Regent Ballroom
6:20PM | Silent Auction Ends, Last Call for Bids!
6:30 PM | Hall of Fame Dinner | Regent Ballroom
Following Dinner | Hospitality Room Open | Royal Lounge

Saturday, September 25

8:00AM-11:30AM | Registration Open
8:15AM | Breakfast Program | Missouri Press Advertising and Marketing Executives Awards | Regent Ballroom
9:15AM | General Session | Linda Ramey-Greiwe | Working with and Selling to Millennials & Generation Z | Regent Ballroom
10:15AM Break
10:30AM | Editorial Session | Tom Silvestri, Executive Director of The Relevance Project | Regent Ballroom - Tentative
Noon | Better Newspaper Contest Awards Luncheon | Grand Ballroom

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