

MP MISSOURI PRESS NEWS

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Celebrate Missouri's lions of journalism in a mighty fashion

The Missouri Press Association has been honoring exceptional journalism careers through its Hall of Fame program for 30 years. That first group set a very high standard — the *Kansas City Star's* William Rockhill Nelson and the *St. Louis Post-Dispatch's* Joseph Pulitzer book-ended the list that included many of Missouri's journalism founders.

While Pulitzer secured his legacy for more than 100 years through the recognition of excellence in journalism, literature and music with his namesake prize, Nelson's footprint remains clear in Kansas City perhaps most prominently through the city's art museum.

Big shoes.

No sweat.

The men and women we honor with the most

recent Hall of Fame classes are on equal footing with Pulitzer, Nelson and every person selected for this elite recognition since 1991. Most don't have national prizes or art museums named after them (yet), but each has furthered the profession in significant and incredibly positive ways.

As you will read in this month's magazine, we will honor six remarkable men and women at this year's September convention when we gather at the Elms in Excelsior Springs. At that time, we'll celebrate 2020 and 2021 honorees as the pandemic prevented last year's in-person gathering.

Professional contributions of these most recent honorees is varied but a consistent depth of purpose is prevalent.

Shine a

spotlight on Jack Ventimiglia and your jaw will drop when you begin to realize what his dogged pursuit of truth has accomplished during his tenure at newspapers across Missouri.

Pan the light to Steve Tinnen or Dane Vernon and you'll find legacies of journalism integrity and family tradition unparalleled in commitment to their communities.

Kia Breaux's work with AP or Laura Hockaday's contribution to the *KC Star* — incredible. Alan Turley started at a Linotype before securing his legacy through *The Van Buren Current Local*.

Most of us can only hope to aspire to the level of excellence these six have attained. I know that while I fall short, they encourage my continued pursuit. And I'm sure I'm not alone. They are surely an inspiration to all of us.

I may never reach their summit before I retire from this profession, but I will celebrate mightily with them come September.

I hope you join me at The Elms when we gather together to recognize their incredible achievements.

"The men and women we honor with the most recent Hall of Fame classes are on equal footing with ... every person selected for this elite recognition since 1991. Each has furthered the profession in significant and incredibly positive ways."



Liz Irwin,
Missouri Lawyers Media
MPA President



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Missouri Press Advertising and Marketing Executives

MPAME

Congratulations

*to the winners of the 2021
Better Newspaper Contest
and
Best Ad Contest*

Notification of this year's contest winners has been made. While you were encouraged to publicize your ad contest results, Missouri Press Foundation requests that you **DO NOT** publish the results of the editorial contest until after the awards luncheon at the 155th Annual Convention and Trade Show, Saturday, Sept. 25, at The Elms Resort and Hotel in Excelsior Springs.

A special awards breakfast for the advertising contest will also be held during the Annual Convention. Find registration information and a schedule for this year's Convention on the back cover of this edition of Missouri Press News or online at mopress.com

If you need more information or have any questions about either contest, please contact
Matthew Barba at mbarba@mopress.com or
Kristie Fortier at kfortier@mopress.com

Newspaper Hall of Fame is growing by three

*Inductees from 2020, 2021 will be honored during
MPA's 155th Annual Convention in Excelsior Springs*

From Missouri Press Staff

Missouri Press News

Three newspapermen, including two former Directors on the Missouri Press Association Board, will be joining the Missouri Newspaper Hall of Fame as the 2021 class. Their induction will take place Friday, Sept. 24, during the 155th Annual Convention and Trade Show in Excelsior Springs.

Established by MPA in 1991, the 2021 Hall of Fame class will be the 31st group to be inducted, and their induction will take place at the same time as the 30th class. Last year's induction ceremony had to be canceled due to COVID-19 pandemic concerns.

This year's inductees are the late Alan R. Turley, former publisher of *The Van Buren Current Local*; Jack "Miles" Ventimiglia, longtime editor of several Missouri newspapers, including the *Richmond News*; and Steve Tinnen, former owner and publisher of *The Plattsburg Clinton County Leader*.

The 2020 Hall of Fame class includes the late Laura Rollins Hockaday, longtime society editor for *The Kansas City Star*; Kia Breaux, Midwest regional director for The Associated Press; and Dane Vernon, former publisher of Vernon Publishing and former MPA President.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities. Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.



Jack "Miles" Ventimiglia is one of the most awarded newspapermen in Missouri history, proving year after year he is capable of taking on any editorial task with distinction. He is also known for his work inspiring others to do the same, leading three separate newspaper groups to Gold Cup wins.

— Jack "Miles" Ventimiglia —

With 40-plus years of journalism experience and more than 250 first place contest awards to his name, Jack "Miles" Ventimiglia has spent his career proving he is a "jack-of-all-trades" newspaperman.

The first in his family to attend and graduate college, Miles had dropped out of high school for a year before returning to finish and then go to college, earning his master's degree in journalism mass communication from Central Missouri State University. Since 1980, he has held a variety of editor positions at publications in Illinois, Kansas and Missouri.

Miles has earned or shared in earning more than 250 first place awards from multiple journalism and

press organizations, including MPA, National Newspaper Association, Society of Professional Journalists, Associated Press Managing Editors, Missouri State Teachers Association and several others. Among his many accolades have been 13 Gold Cup wins in Missouri Press' Better Newspaper Contest from three non-affiliated newspaper groups, *The Liberty Sun-News*, *The Warrensburg Daily Star-Journal* and *The Richmond News*.

Issues ranging from the local to the professional have been the subject of Miles' ink, including championing gender equality and civil rights, advocating a reporter shield law in Illinois and proposing similar legislation for Missouri's reporters, and arguing for a state amusement park ride inspection law and state sex offender registration reform. In addition to serving as a director on the MPA Board, he has been an active member of the Association's Contest Committee and was president of the Kansas City Press Club/Society of Professional Journalists.

— Steve Tinnen —

In 1981 Steve Tinnen joined *The Clinton County Leader*, working with his father, Skip Tinnen, and doing every job required at his hometown newspaper, from selling ads and writing features to covering hard news and shooting sports photos. Twenty years later, he took over as publisher and became the newspaper's ninth owner until he and wife Sue sold it in 2021 to retire to spend time with their children, Liz and Jimmy and granddaughter, Maddie.

Continued on Page 5

Continued from Page 4: Inductees are known for their support of journalism, free speech



Steve Tinnen is widely recognized as one of the state's top publishers, showing unbreakable dedication to the ideals that underpin the journalism profession. He remains one of his community's most honest critics and one of its most ardent supporters, doing all he can to make it a better place.

Tinnen has earned a reputation as one of the top publishers in Missouri with unbreakable dedication to balance and truth. Every week for more than 1,040 weeks, beginning when he became publisher in 2001, he has written his column, "What's the Shape of the World?" His work and the work of the staff at *The Clinton County Leader* has been recognized on numerous occasions, including earning two gold medals and two first place General Excellence awards from the Missouri Press Foundation's Better Newspaper Contest in recent years.

He has previously been active on the MPA Board of Directors and is very involved in the Northwest Missouri Press Association, including contacting presenters and helping to organize the group's annual meeting. Outside of the newspaper industry, he has served on the Cameron Regional Medical Center Board of Directors, the Clinton County R-III Board of Education and the Plattsburg Parks Board.

Tinnen is known in the Plattsburg community as one of its loudest supporters, most honest critics and

a vigilant defender. The same things can be said for his commitment to Missouri newspapers and the journalism craft.

— Alan Turley —

For more than 50 years Alan R. Turley dedicated his life's work to the readers of his hometown newspaper, *The Van Buren Current Local*, and the citizens of Carter County at-large. His introduction to the newspaper came in his teens when he was employed there to operate a Linotype type-setting machine, a sheet-fed newspaper printing press and a hand-fed job press.

Following his graduation and a stint at Southwest Missouri State University, he took positions at newspapers in Oklahoma, Arkansas and then eventually at the St. Louis Post-Dispatch, where he was a Linotype operator on the nightshift. In December 1957, he and wife Marge purchased *The Current Local*, fulfilling a dream of Alan's since he had first worked there.

The Turleys made a number of improvements to their newspaper before selling to a local business consortium in 1970, who in turn sold *The Current Local* to area publisher Charles Ellinghouse. Following a time working as a sales representative for the *Daily American Republic* in Poplar Bluff, the Turleys once again purchased *The Current Local*, this time from Ellinghouse in 1972, where Alan



Alan Turley dedicated his life to providing news to the people of Van Buren and Carter County. He was known for conducting himself rationally and honorably. By preserving the integrity of his newspaper, he also served to help maintain the integrity of local newspapers everywhere.

remained until his retirement in 2014.

Turley was known as a bastion of reliability, rationality and honor to the readers of *The Current Local*. His legacy is the preservation of necessity and integrity of *The Current Local* and, by extension, the integrity of newspapers everywhere in the minds and hearts of their readers. He died Dec. 11, 2014, at age 85 and just a month after his retirement from the newspaper.

More information about the Missouri Newspaper Hall of Fame can be found on Missouri Press' website at mopress.com

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NorthBay Biz, Santa Rosa, Calif. — Norm Rosinski
West Plains Daily Quill — Frank Martin, Owner



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First Amendment Golf Classic marks return to in-person events

One of the hottest days of the year didn't stop MPA getting together in Lake Ozark

From Missouri Press Staff

For Missouri Press News

With temperatures pushing triple digits, players in this year's Missouri Press Foundation First Amendment Golf Classic found themselves seeking relief from the heat any way they could.

The June 17 golf tournament at The Cove in Lake Ozark marked Missouri Press' first time having an in-person gathering since the coronavirus began spreading throughout the state and country. As in previous years, the tournament was held in conjunction with the Missouri Press Association Board of Directors' summer meeting and the regional Show-Me Press Association meeting at Lodge of Four Seasons.

This year saw 35 players compete for bragging rights and first pick from the prize table. Returning for victory from 2019 was Roger Dillon's team that this year included Dan Dillon, Barb Squires and Jim Squires.

Also returning this year was the tradition of awarding the traveling Porter Fisher trophy to a recipient chosen based on how well they embody the spirit of camaraderie and sportsmanship represented in the tournament. The 2021 trophy winner was Karen Taylor, a longtime tournament participant who has helped support Missouri Press through her work at Central Bank of Boone County.

For this year, Branson Convention and Visitors Bureau donated a special prize package teams could win in a closest-to-the-pin contest. Nick Jones ended up closest to



Karen Taylor is this year's recipient of the Porter Fisher traveling trophy awarded during the First Amendment Golf Classic. The plaque, presented by Missouri Press Association Executive Director Mark Maassen, is given to players who embody the tournament's spirit of camaraderie and sportsmanship. Pictured, from left, are Maassen, Taylor, Lonnie Taylor and Jim Robertson. (Staff photos/Matthew Barba)

the pin and won a two-night hotel stay in Branson, and four passes to Silver Dollar City, the Showboat Branson Belle and Shanghai Circus Amazing Acrobats.

Teams in this year's tournament included:

- Roger Dillon, Dan Dillon, Barb Squires, Jim Squires
- Mark Maassen, Lisa Dresner, Jason Outman, Jonas Arjes
- Karen Taylor, Lonnie Taylor, Hamilton Trinidad, John Stringer
- Kent Ford, Jeremy Patton, John Spaar, Randy Jones
- Trevor Vernon, Dane Vernon, Kevin Jones, Nick Jones, Dave Zimmerman
- Jim Robertson, Dennis Robertson, Gary Moore, Tom Andes
- Doug Crews, Tricia Crews, Jeff Hedberg
- Dennis Warden, Jacob Warden, Michael Harper
- Dave Berry, Gaila Rue, Jim Kennedy, Robin Kennedy

Joe and Phyllis May, and Jim Sterling could also be found on the course during the day providing moral support to players doing their best to endure the day's heat.

Work planning next year's tournament begins soon. If you are interested in volunteering, please contact Michael Harper at 573-449-4167, ext. 303, or at mharper@mopress.com



For the second tournament in a row, Roger Dillon's team has come in first in the Missouri Press Foundation's First Amendment Golf Classic. Dillon's team won the tournament in 2019 (2020's was canceled) and includes, from left, Barb Squires, Jim Squires, Dan Dillon and Roger Dillon.

More from the First Amendment Golf Classic



Jeff Hedberg, left, and Kent Ford catch up after the First Amendment Golf Classic held June 17 at The Cove in Lake Ozark. The tournament marks the first time Missouri Press members and friends were able to gather after COVID canceled many of last year's events.



Jim Robertson admires a well-placed shot on the back nine of The Cove during this year's First Amendment Golf Classic. More than 30 players endured extreme heat in Lake Ozark to play in the tournament.



Nick Jones, second from left, won the closest-to-the-pin contest and a special Branson prize package at this year's First Amendment Golf Classic at The Cove in Lake Ozark. Jones' team members include, from left, Trevor Vernon, Jones, Kevin Jones, Dane Vernon and Dave Zimmerman. (Staff photos/Matthew Barba)

Missouri Press Foundation
First Amendment Golf Classic

HOLE SPONSORS: Doug & Tricia Crews, Laura White Erdel, Jean Snider, Kevin Jones, Joe May, Jeff Hedberg, James Mahlon White, Missouri Propane Gas Association, Wassman CPA Services, John Spaar, Jim Sterling, Jim Robertson, and Central Bank & Central Trust

PRIZE SPONSORS: Dave Berry, Vernon Publishing, Kent Ford, Roger Dillon, Kevin Jones, and Jim Robertson

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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): _____



Show-Me Press talks adapting to COVID and improving sales, circulation

From Missouri Press Staff

For Missouri Press News

The Show-Me Press Association met June 18, at Lodge of Four Seasons in Lake Ozark for the first in-person regional press meeting post pandemic restrictions. The presentation of a variety of topics mostly took place as an open discussion among attendees and covered everything from online publishing to reporting on crime to ideas for improving circulation.

Show-Me Press also offered the meeting as a hybrid, with attendees able to “tune-in” via Zoom. More than 20 people attended the meeting in person and online.

Following opening remarks from Show-Me Press President Hannah Spaar of *The Odessan*, Odessa, Jacob Warden of Warden Publishing recounted the success his family’s newspaper company had with Dropbox. Staff across the publishing company’s three newspapers were able to access all of the same files while continuing to work remotely in the midst of the pandemic.

Warden also said the digital backup will serve as an additional archive solution for the newspaper company.

Missouri Press Service Advertising Director Ted Lawrence offered some ideas for and opened discussion about ideas to increase revenue. Arming your sales staff with spec ads and reader information can be critical to making a sale.

Lawrence told attendees that Missouri Press has access to statewide data from the Pulse of America market research survey that is conducted each year. Anyone wanting a copy of that data can contact him via email at tlawrence@mopress.com

Other topics of discussion were led by Elizabeth Stephens, digital director for the *Columbia Missourian*, and Dave Marner, editor of the *Gasconade County Republican*. Marner talked about reporting on crime, the



Dave Marner, center, speaks during Show-Me Press Association's June 18 meeting at Lodge of Four Seasons in Lake Ozark. The meeting included discussion on a variety of topics, including Marner's presentation on covering crimes and working within restrictions to get information. Pictured, from left, Kristie Fortier, Missouri Press Association; Jacob Warden, Warden Publishing; Marner; Bryan Chester and Elizabeth Stephens, Columbia Missourian. (Staff photos/Matthew Barba)

increasing difficulty of getting certain information and other ways you can find information law enforcement cannot release.

Mark Maassen, Missouri Press Association executive director, also provided a recap on how the spring legislative session went and what newspapers should expect in future sessions.

The next regional press meeting planned is Southeast Missouri Press Association, scheduled for Thursday, July 15, in Perryville. Agenda and registration information can be found on page 8 of this month’s *Missouri Press News*.



Brent Simpson, of Lakeexpo.com talks ideas for increasing revenue during last month's Show-Me Press Association meeting while President Hannah Spaar of The Odessan listens. The Show-Me Press meeting is the first regional press association meeting since the state implemented COVID-19 restrictions last year.



Attendees of Show-Me Press Association's hybrid meeting held June 18, at Lodge of Four Seasons in Lake Ozark listen to a variety of topics ranging from covering crimes to increasing revenue to improving circulation. Attendees include, from left, Trevor Vernon, Vernon Publishing; Gary Castor, *Jefferson City News Tribune*; Ted Lawrence, Missouri Press Service; Peggy Scott, Leader Publications; and Phil Conger, *Bethany Republican-Clipper*.

Missouri Press board, members urged to meet with lawmakers



Missouri Press Association President Liz Irwin leads the first Board of Directors meeting June 18, at Lodge of Four Seasons. It was the first since January 2020, after which most of the Association's events were canceled due to coronavirus restrictions. Pictured with Irwin are Board members, Amos Bridges (center) and Bryan Jones. (Staff photo/Matthew Barba)

From Missouri Press Staff

Missouri Press News

For the first time in more than a year, the Missouri Press Association Board of Directors met in-person to discuss the association's ongoing business, including getting a recap on the spring legislative session that almost proved devastating to public notices in newspapers.

Representatives of Lathrop GPM gave the board highlights of the legislative session, including stressing the lengths that were made by some parties to get language into multiple pieces of legislation to change the legal requirements for how

public notices, especially unclaimed property, are posted.

Members of the board, and by extension the entire MPA membership, were also encouraged to meet with their legislators outside of the legislative session to establish a relationship and discuss issues that affect newspapers without the pretext of asking for a specific vote, such as happens during the legislative session.

"We need more people reaching out in a grassroots-styled effort," said Heath Clarkston, one of MPA's lobbyists with Lathrop. "It is easier to go to someone with a problem if you have already developed a relationship with them."

MPA Legislative Director Doug Crews told the board that information for publishers and editors to meet with their legislators is available through the press association. These talking points help newspapers' representatives educate legislators about the value in publishing public notices in print through a third party, such as newspapers.

A summary of MPA's talking points is available on page 11 of this month's *Missouri Press News* and a copy of these talking points is available by contacting MPA Executive Director Mark Maassen at mmaassen@mopress.com

If you meet with your legislators to discuss newspapers, please report any feedback you receive to Maassen at the above email address or by calling 573-449-4167, ext. 308

Missouri Press Foundation

Thank you for your support

Because of you, we were able to give six grants to Missouri newspapers to hire summer interns.

Carol Aholt
Alan Berner
Brian Brooks
Doug & Tricia Crews

Kent & Sharon Ford
Richard Ganahl
Bill Hankins
Greg Jackson

Pam LaPlant
Marilyn Miller
Bill & Jackie Miller
Pamela Wingo

Action needed by Missouri Press publishers and editors

Publishers and editors are needed to discuss public notices IN PERSON with their local state senators and state representatives. These discussions need to happen as soon as possible and as often as possible during the General Assembly's "down time."

Even though the next regular session in Jefferson City does not begin until January 2022, newspapers must do everything they can to gain support among legislators to keep and protect public notices published in newspapers.

Issues likely to see a return in next year's legislative session include removing unclaimed property notices from newspapers, eliminating public notice when self-storage businesses auction off property for non-payment and cutting newspaper notices from the state Office of Administration purchases.

Why public notices in newspapers are essential

Ask your neighbors: Have they checked a government website for any information that might affect them, their property, their neighborhood, or their community? What about checking ALL of the websites for every government district in which they live?

A notice placed on a government website simply does not notify anyone.

Newspapers, delivered to homes and businesses, arrive with published notices that may well be important to the resident, the business or other community stakeholders.

Why public notices should be published in newspapers

1. Public notices should be published by an independent party. Eliminating a third-party publisher also removes any independent proof of publication.
2. Public notices must be accessible to the public. Many rural areas of Missouri still lack high-speed internet and large segments of the population lack the financial means to purchase a computer or pay for monthly internet access.
3. Subscribers and their neighbors read newspapers, then share and discuss what they read.
4. Government websites notify no one and simply placing a public notice on the internet does not promote transparency.
5. Government websites do not create permanent records and are less secure than print newspapers because of the risk of cybersecurity attacks.

The purpose of public notices is to notify the PUBLIC about upcoming actions and events and to INCREASE government transparency. If public notices are moved to government websites, the whole point of public notice laws will be thrown out the window.

Please talk to your legislators and encourage their support

Missouri Press Association urges publishers and editors to contact their local state legislators and seek their support of public notices in newspapers.

If you have questions about talking to your legislators or need advice, please contact MPA Executive Director Mark Maassen at 573-449-4167, ext. 308, or by email at mmaassen@mopress.com

The Association requests you report any feedback from your visits with legislators.



Maryville — Lana Cobb, who has been a part of northwest Missouri newspapers for nearly half a century, has retired following the sale of *The Maryville Forum* last month. This will mark the first time since Richard Nixon was president that she won't be working in a local news operation.

Cobb began her career in newspapers at *The Richmond Daily News*, where her husband, Bob Cobb, was editor. They later purchased the *Tri-County News in King City*, and later the *Stanberry Headlight* and *Albany Ledger*. She worked with her son, Phil, from *The Forum*, then to *The Post* and back to *The Forum* when Phil and Chaundee Cobb purchased it from GateHouse in 2013.



Branson — Mandy Farrow is the *Branson Tri-Lakes News*' new general manager, taking over from long-time employee Robert Erickson. Farrow has 21 years of experience working in news organizations of all sizes in Texas, Mississippi and Missouri. She got her start as a classified sales assistant at *The Tyler, Texas Morning Telegraph* and joined the Branson newspaper about three years ago.

Farrow told readers she wants to ensure the *Tri-Lakes News* continues on for another 110 years and her door is always open to help with the good communication of ideas that will mean the future success of the Branson area.

Erickson is leaving the newspaper to follow his passion in the design field, the newspaper reported. His time with the newspaper included being an integral part of the evolution of the *Branson Daily News* into the *Tri-Lakes News*.



St. Louis — Kevin Jones, chief operations officer for the *St. Louis American*, has been named a finalist for Editor & Publisher's Operations All-Stars, which recognize the industry professionals responsible for keeping news organizations up and running. Jones was nominated and chosen for his work during the pandemic to develop new special sections and cultivate other sources of revenue in the face of advertisers pulling out of the newspaper.

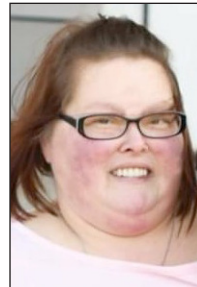
Jones also researched grants for the newspaper, and when combined with other efforts meant the *American* did not have to reduce its staff or cut salaries. He also worked with St. Louis-area healthcare systems to use the newspaper to get information about COVID into the Black community.



Paris — Holly Billett has joined the *Monroe County Appeal* and *Ralls County Herald-Enterprise* newspapers as a reporter. She was raised in Monroe County and told readers she wants to give back to the communities in the county, as well as find more ways to get involved.

Also making moves at the newspapers is Robin Gregg, who is now publisher and replaces Shon Coram. Gregg will also be the advertising manager for both newspapers.

Lacey Shumard replaces Gregg as the editor for the *Appeal* and the *Herald-Enterprise*.



Holly Billett



Lacey Shumard

AP no longer naming suspects in minor crimes

From The Associated Press

The Associated Press announced in June it will no longer run the names of people charged with minor crimes.

In so doing, one of the world's biggest newsgathering organizations has waded into a debate over an issue that wasn't of much concern before the rise of search engines, when finding information on people often required going through newspaper clippings.

Often, the AP will publish a minor story that will hold some brief interest

regionally or even nationally and be forgotten the next day.

But the name of the person arrested will live on forever online, even if the charges are dropped or the person is acquitted. And that can hurt someone's ability to get a job, join a club or run for office years later.

The AP, in a directive sent out to its journalists across the country, said it will no longer name suspects or transmit photographs of them in brief stories about minor crimes when there

is little chance the organization will cover the case beyond the initial arrest.

The AP said it will also not link to local newspaper or broadcast stories about such incidents where the arrested person's name or mugshot might be used. The AP will also not do stories driven mainly by particularly embarrassing mugshots.

The policy will not apply to serious crimes, such as those involving violence or abuse of the public trust, or cases of a fugitive on the run.

Sources and Resources

Digital FOOTPRINT
OFFERED BY MISSOURI PRESS SERVICE



Every Business Needs an Online Presence.

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



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Find us on Twitter @mobarnews,
on Facebook.com/MissouriBar

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Maryville — Ken and Traci Garner are the new owners of *The Maryville Forum* and *The Post*, having purchased the newspaper from Phil and Chaundee Cobb effective June 1. The Cobbs purchased the newspaper from GateHouse Media in December 2013, returning it to local ownership for the first time since the 1960s, and the Garners' ownership will continue that streak.

Ken Garner has had a lifelong love of newspapers, starting with his first industry job as a young paperboy in Virginia. He got his first job out of college as a reporter with *The Forum* in 2001, after a seven-year stint in the U.S. Marine Corps and his graduation from Northwest Missouri State University.

Garner said he appreciates the work Cobb did to keep the newspaper local and revitalize its presence within the community. "It's important for the people here to have a voice that holds their government, and businesses, and everything else not just accountable, but gives them factual information," he told readers.

Phil Cobb will be leaving the newspaper to work for Edward Jones but said he feels confident handing the newspaper's reins to Garner. "I know Ken is going to care about the product, I know he's going to care about the people, I know he's going to care about the community," Cobb said.

Harrisonville — After about 140 years, the *Cass County Democrat-Missourian* announced last month it would cease publication with the last edition planned for June 25. One of the oldest businesses in the county, it was established as *The Cass County Democrat* in 1881, a year after sister publication *The Kansas City Star*.

In 1954, the *Democrat* combined with a competing paper, *The Missourian*, and began operating under its current name. It was purchased by McClatchy in 2006, along with *The Star*.

Paris — The *Monroe County Appeal* will be moving offices in mid-July but will be staying on Main Street in downtown Paris. The offices will move just a few doors down from 230 to 209 North Main Street after 50 years



Ken Garner and Phil Cobb shake hands following the former's purchase of *The Maryville Forum*, effective June 1. Cobb, who is going to work for Edward Jones, owned the newspaper since purchasing it from GateHouse Media in 2013. (Submitted photo)

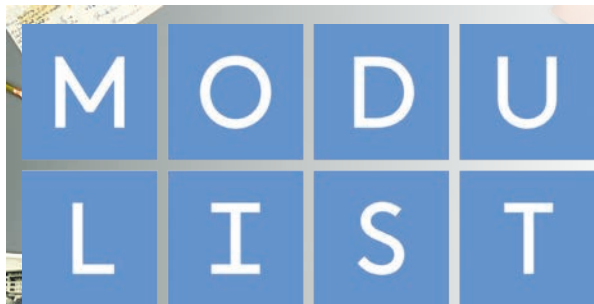
being located across the street from the county courthouse.

The newspaper is planning an open house for sometime in August after the move is complete and the dust is settled.

Also moving are the *Ralls County Herald-Enterprise* offices, which will be relocated to 109 East Main Street in Perry, across the street from the U.S. Post Office.

Washington — The *Missourian* Media Co. is consolidating its operations at the company's printing facility at 6321 Bluff Road. The location has served as the media company's commercial printing headquarters since the mid-2000s.

The downtown office was home to The *Missourian* newspaper operations since the mid-1950s. The building was expanded several times over the years to accommodate growth. The 18,155-square-foot building and its 1-acre lot will be sold. The last day its downtown office was open was June 18.



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SHSMO expands digital newspaper archive

From State Historical Society of Missouri

The State Historical Society of Missouri continues to expand the scope of the Missouri Digital Newspaper Project by adding 333,000 pages of digital newspaper content from seven counties along the Mississippi River and four counties from central and north Missouri: Clark, Ralls, Jefferson, Perry, Madison, New Madrid, Dunklin, Johnson, Callaway, Worth and Nodaway.

Newspapers are the first draft of history, serving as primary sources for historical research and providing a glimpse into society at the time of publication.

New content from 42 titles spanning the years 1860 through 1946 has been added through grant funding supported by Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library, a division of the Office of the Secretary of State.

These recently digitized newspapers

are freely available to the public and are keyword searchable. They can be found on the State Historical Society of Missouri website at shsmo.org/mdnp.

Information about specific newspapers included in the recent expansion of the archive is available here: <https://bit.ly/3gWlbfX>

Over the past 11 years, more than three million pages of Missouri newspapers have been digitized through the Missouri Digital Newspaper Project, with the goal of

providing free, searchable newspaper content from every county. The collection now includes over 350 titles from 108 of Missouri's 114 counties and the city of St. Louis.

Focused on merging meaningful historic content with innovative modern technology, the State Historical Society of Missouri employs the highest national digitization standards: newspapers in its collection are digitized to Library of Congress National Digital Newspaper Program specifications. More about this program can be found online at shsmo.org/mdnp.



CALENDAR

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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More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



Here are 10 thoughts from Ryan Dohrn on changing our media sales approach to increase our close rate, as we sell in a post-pandemic media sales world.

- 1** Emotional buyers do not respond well to data and stats. Talk about advertiser success stories or case studies.
- 2** Do not ask the standard questions you have been asking for years. Instead of asking what their budget is, say: "Tell me about a local business you feel does a good job of marketing." Then talk about what marketing success could look like for them. Paint a picture of potential.
- 3** Do not try to win the "traditional vs. digital" argument. Instead, talk about using a combination of media. As ad sales pros, we must control the narrative. Digital-only advertisers are limiting their potential ROI.
- 4** Talk about minimums required for ROI success. Show the reality of what they need to do to succeed. "If you're going to be competitive, there are some marketing initiatives that you need to do in any 30-day period." These initiatives should be shown in your pricing plans/packages.
- 5** Come with ideas ready to roll. Most people have lost patience for sitting through a discovery interrogation session. Recommend what they need to do, as opposed to what they want to do. There is no proof that custom advertising solutions sell more than recommending what will work for a tested category of your clients.
- 6** In a time of crisis, most people want to be led—so, lead. Be a media advisor. Recommend options based on what has worked for your other advertisers. And it's not about budget. It's about what the advertiser's category demands. Identify what they need, and get them results.
- 7** Social media is not the single answer to marketing. "Mr. or Mrs. Advertiser, you love social media. We do too, but pretty much every business is on Facebook. Social media has become saturated. What are you doing to stand out from the crowd?"
- 8** Digital and social are different. Social is intrusion-based advertising. The digital we sell is permission-based marketing. Apple, iOS, and Chrome are about to block cookies, and some of that has already happened. I believe we're going to see a traditional media resurgence.
- 9** Traditional media is a dominating marketing play. One of the best drivers of search activity comes from traditional media sources.
- 10** Sell the marketing triangle of success: traditional, digital and social. If advertisers want to dominate their marketplace, they have to do what others either don't know how to do, or think they need to do, but can't execute because of budget or other circumstances.





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 Proski, 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, Sandy Schnurbusch, Perryville; Brittney Cady, Jefferson City; Gina Langston, Greenfield; Past President, James White, Warsaw.

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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.

The ongoing case for remote access to Case.net

Access to documents on Case.net, the state court's electronic court system, continues to remain an uncomfortable burr in the saddle of journalists in this state. For years, we have sought to get login access for journalists, the way lawyers have such access, allowing for viewing of pleadings from your home or office, rather than requiring a trip to the courthouse (or a call, always welcome, to your hotline attorney).

The response we've repeatedly heard from the Missouri Judiciary (and the Office of State Courts Administrator, which manages the Case.net system for the Courts), is that the technology to accomplish this goal would be a significant cost and the courts simply don't have the revenue to pay for it, with budgets in this state being tight. I do not dispute what they say, but that does not mean this situation is not just wrong.

But right now is not the time to argue that issue. Instead, there's a recent court decision that you should know about because it helps demonstrate the mental status of the courts in terms of access to court records – in this case, the federal district court of the Eastern District of Missouri, in St. Louis, speaking in regard to Case.net records in Missouri.

Courthouse News Service (CNS) is a publication primarily used by attorneys to monitor new litigation

that might affect their clients. CNS has reporters in state and federal courts across the country covering new filings and the status of cases through the appellate system, writing about arguments before the U.S. Supreme Court and even covering live activities in Congress. But the covering of new filings on a daily basis, particularly those against businesses and public entities, is a company specialty.

In the past, circuit court clerks in Missouri would set aside new lawsuits for CNS reporters to review, and at times this happened even before

the cases were processed into files. Then when Case.net arrived, CNS reporters went from paper access to viewing new cases on terminals in the clerk's offices. But that often meant CNS was required to wait days, maybe even weeks, before reporting on a new case, due to delay by the clerks in processing the new lawsuit and getting it up online.

CNS filed suit in federal court in St. Louis over this frustration and asked for issuance of a preliminary injunction to stop the delay it was encountering.

The federal judge pointed to the fact that other federal courts in the Seventh and Ninth Circuits had issued differing rulings – the Ninth Circuit believed that federal interference in acts of the state court judicial system was appropriate where federal court intervention would

be of a limited scope, rather than an ongoing intrusion into the state court actions. But the Seventh Circuit held that a state has wide latitude in terms of handling its internal affairs and the federal court should not step in and take control of state court operations.

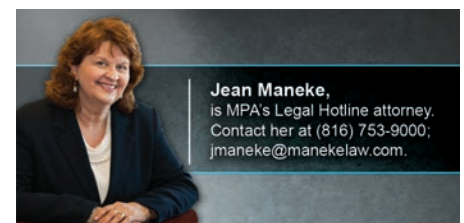
Inasmuch as the Eighth Circuit (which includes Missouri) has entertained no similar case, this federal judge decided that he stood with the Seventh Circuit ruling. "This Court does not wish to dictate to, oversee, or otherwise insert itself into the ... operations and administration of its co-equal Missouri state courts," wrote the Hon. Henry Edward Autrey, the St. Louis federal judge, noting that even the Missouri Supreme Court delays posting filings until a review by its clerks for acceptability.

Given that the order was entered within the last few days, it is too early to know if CNS will appeal, but it appears likely, given their interest in this subject.

Meanwhile, last fall, the Missouri Supreme Court issued a revision to several of its Court Operating Rules that appear to envision remote access to the public to court public records on or after the "Expanded Remote Access Implementation Date." That term is further defined by the Court as "... a date set by order of this Court made and entered no less than six months in advance of such date."

So it's clear remote access is coming, just not as clear when that date will be. It may not mean immediate access, but it will definitely be an improvement for the Missouri public. Stay tuned!

"So it's clear remote access is coming, just not as clear when that date will be. It may not mean immediate access, but it will definitely be an improvement for the Missouri public."



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



Online Registration Available! <https://bit.ly/3wflnkv>

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or Call: 816-630-5500
Call by August 20 for room reservations

- 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

Online Registration Available! <https://bit.ly/3wflnkv>

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Attendee Name Please Include All Names	Thurs. MPF Fundraiser \$59	Friday Breakfast \$35	Friday Lunch \$45	Friday Banquet \$75	Saturday Breakfast \$35	Saturday Luncheon \$45	*Saturday ONLY Reg. Sessions & Luncheon \$50	Total Per Person

Convention Cancellations received by Sept. 10 **WILL** be refunded.
Cancellations received after Friday, Sept. 10 will **NOT** be refunded.
Cancellations may be emailed to kfortier@mopress.com.

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