

MP MISSOURI PRESS NEWS

See you in September *for a historic celebration!*



Congratulations to the 2020, 2021 Newspaper Hall of Fame inductees.

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Do you have a plan to address unpublishing requests?

I watch over a number of media groups across our company, so a typical day might have me knee-deep in an issue around how the supply chain breakdown is causing rising prices in the furniture market, or a press operation can't find enough workers in the Midwest, or I need another three special initiatives to hit my Q3 estimate ...

Never boring.

But, for the most part, the problems are somewhat predictable. The flavor may change based on geography or content focus, but I pretty much know what troubles will find me. I'm sure you have the same headaches.

If you do this long enough, you can sometimes see new problems heading your way. The "one-offs" that are suddenly not anomalies. They start piling up to make for an emerging issue. And if you're

lucky, you're only knee deep in a big mess when you realize it's here to stay.

Like my epiphany a few weeks ago.

Requests (actually DEMANDS) started thumping me in the head to remove old articles from our websites. Sure, I've received these requests

before, but they came in at the pace of about once a year. They're coming rapid fire now — one a week for the past month.

My response has remained consistent. If our original reporting was factual, I don't remove it. Even if I agreed to remove it, I can't possibly erase it from the entirety of the global internet ... no more than I can remove the ink from the paper after it's published.

So, when I opened my *Editor & Publisher* email today, a featured article gave me some sense of relief. First, it confirmed my suspicion that this

is a growing concern, and, it outlined an effort to provide publishers guidance in this uncharted territory.

Deborah Dwyer, a Reynolds Journalism Institute fellow and a journalism doctoral candidate at the University of North Carolina, is leading a project called "Unpublishing the News". With the help of an advisory board, the website — unpublishingthenews.com — offers a place for newsrooms to post policies on the issue, a blog, a forum to discuss the topic and the results of a national survey Dwyer completed.

Seems we've all been dealing with this issue but we weren't talking much about it. And Dwyer's out to not only shine a light on the problem but she's partnered with several newsrooms — including the *Missourian* in Columbia — to develop pre-publication practices and unpublishing guidelines.

Take a few minutes to visit the website and Dwyer's work.

Even if you haven't started receiving unpublish requests, they're probably headed your way. You'll be better prepared than I was when they start nipping at your heels.

"Requests (actually DEMANDS) started thumping me in the head to remove old articles from our websites. Sure, I've received these requests before, but they came in at the pace of about once a year. They're coming rapid fire now — one a week for the past month."



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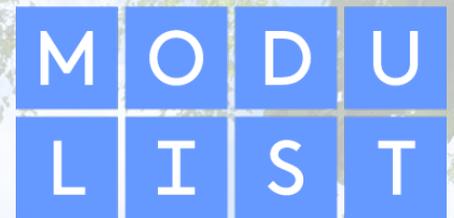
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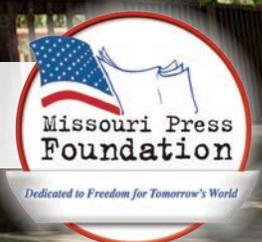
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Hors D'Oeuvres * Wine * Beer * Cash Liquor Bar

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All we are missing is you!



Join your fellow members to celebrate 155 years

Missouri Press Association's 155th Annual Convention is Sept. 23-25 in Excelsior Springs

By Matthew Barba

Missouri Press News

With six Newspaper Hall of Fame inductees to honor, winners in two awards contests to recognize and hundreds of friends to catch up with, the 155th Annual Convention and Trade Show in Excelsior Springs will not be one to miss.

Coming off 2020 and all of the difficulties, frustration and heartache caused by the coronavirus pandemic, organizers of this year's Convention have planned something for everyone.

The Convention begins Thursday, Sept. 23, with a social night sponsored by the Missouri Press Foundation. In addition to food and drinks, entertainment will consist of live music and a historic Al Capone impersonator who will talk about the history of The Elms Resort and Hotel.

MPA President Liz Irwin said she hopes members will appreciate an event that has little in the way of expectations for attendees.

"Sometimes we like to have a theme and encourage people to dress up, but I am thinking people just want a chance to get together and decompress after last year and in face of some of the issues our state continues to grapple with," Irwin said.

More information about attending the Thursday night social is available on page 3 of this month's *Missouri Press News*.

Friday's schedule will be mostly about the business of journalism. Throughout the day, Convention attendees can expect to participate in sessions that run the gamut of workplace equality, active shooter preparation with the Missouri State Highway Patrol and successfully



transitioning changes at your newspaper.

Attending the Convention will not be all work, though, as one idea from last year's canceled event in Jefferson City will return to brighten everyone's spirits in Excelsior Springs. On Friday afternoon you can expect to find an ice cream sundae bar (with all the toppings!) to help give you the sugar rush you need to get through the rest of the day.

A tentative schedule of events can be found on the inside back cover of this month's *Missouri Press News*.

"Every year the Convention brings together hundreds of Missouri Press members for shared learning experiences and fellowship," Irwin said. "Friday during the day is important to our ongoing learning but that night we are pulling out all the stops for fellowship. Notably, we will be honoring two years' worth of some of the most deserving newspaper people to be inducted into the Hall of Fame."

During the Friday night Hall of Fame banquet, inductees from both 2020 and 2021 will be honored and receive Pinnacle Awards denoting

their inclusion in the Missouri Newspaper Hall of Fame.

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.

You can register to attend the Hall of Fame banquet using the form on the back cover of this magazine.

Saturday morning will start with a breakfast awards banquet recognizing the winners of this year's Best Ad Contest. A special awards issue of *Missouri Press News* is also planned for September featuring all of the winners of the contest.

After the breakfast awards banquet and sessions focusing on advertising and resources available to your newspaper through The Relevance Project, the Convention will conclude with the annual Better Newspaper Contest awards luncheon.

During the lunch, Missouri Press will recognize 2020 and 2021 recipients of the William E. James Outstanding Young Journalist awards.

If you have any questions about attending the Convention, please contact Kristie Fortier at kfortier@mopress.com or 573-449-4167, ext. 301.



Check Out Some of the Talented Speakers MPA Is Bringing to You! They Can't Wait to Share Their Real-Life Experiences with You!



Thomas A. Silvestri



Leonard Woolsey



Linda Ramey-Greiwe

Tom's program is a triple play.

Learn 1) how you can tap an expanding resource called The Relevance Project that MPA helped launch, **2)** how well you score -- pass or fail? -- on the Relevance Meter that tracks the key factors in being indispensable to seekers of local news, and **3)** why your newspaper should be THE Community Forum to better connect to engaged audiences so that you OWN the story about trusted newspapers and why they are so important to a market's media literacy. (As a bonus, ask the presenter how to survive ownership changes. Phew.)

End the outstanding MPA convention on a Relevant high note!

A little more about Tom:

Tom Silvestri was named executive director of The Relevance Project in May 2020.

The initiative of the Newspaper Association Managers seeks to empower local newspapers to strengthen their franchises and, in turn, their important role as THE Community Forum.

Silvestri retired Dec. 31, 2019 as the president and publisher of the Richmond (VA) Times-Dispatch, after a 15-year run that included three owners and the Great Recession.

His nearly 45 years in newspapers included promotions as a frontline news manager and editor, unprecedented corporate roles such as the director of news synergy and community newspapers president, several community and industry leadership positions, and the establishment of a civil, civic dialogue initiative called the Public Square that earned The Times-Dispatch national acclaim.

Among his industry accomplishment are chairman of the American Press Institute and president of the Southern Newspaper Publishers Association, where he received the Frank W. Mayborn Leadership Award in 2018. He also is a member of the Virginia Communications Hall of Fame.

Silvestri lives with his wife, Sue Kurzman, in Richmond, VA.

In his own words: "I am thrilled to return to the state that helped form my core values - always tell the truth, work harder than the next person, and remember to watch out for your neighbors," said Woolsey. "I owe a good part of whatever people feel are my best attributes to growing up with Midwestern values. Funny thing, growing up, you didn't give those things much thought, but having genuine Midwestern DNA is appreciated and admired by others around the country."

A Little more about Leonard:

Leonard Woolsey is the president of Southern Newspapers and publisher of Texas' oldest newspaper, The Daily News on Galveston Island, Texas. Next year the newspaper will celebrate 180 years, 5 years older than the state of Texas. But long before that, Woolsey was raised with a "Show Me" attitude - growing up in both Kansas City and St. Louis. A graduate of the University of Central Missouri, Woolsey's media career spans markets in Atlanta (twice), Pittsburgh, Chicago, St. Louis, Kansas City, and now 45-minutes south of Houston (yes, there is an island off the upper Gulf Coast of Texas).

Leonard is an author of 3 books based on a long-running (23-years) essay series, In Plain View. He's married to the girl he met 40 years ago in his first semester of college. She's worked hard to raise him. He's a former competitive skateboarder and now surfer. They have two adult kids - 26 and 30. Empty nesting rocks. They love to adventure travel, do crosswords together, and raise a rescue Australian Kelpie dog.

Professionally: Named top 15 over 50 by Editor and Publisher 2020, twice featured in Editor & Publishers 10 Newspaper Who Do It Right.

In her own words: "As someone who was born and raised in Missouri and who served as publisher of the Springfield News-Leader, I am delighted to be presenting to the Missouri Press Association. After graduating from Mizzou, I joined Gannett and spent 28 years in advertising sales and publisher roles across the country. The business transformed over those years. We migrated to a digital company and had to recreate our business model.

The local newspaper continues to play a critical role in keeping our communities informed. You are doing important work, and I know the business model is still tenuous. I plan to share a few insights to help you better understand social media and your millennials and Gen Z customers."

A little more about Linda:

Linda Ramey-Greiwe is the Brand Market Leader for IUPUI. In this role she leads the marketing strategy for a large university located in Indianapolis, serving over 30,000 students.

In addition to her current marketing leader role, Linda owns a sales and marketing strategy consulting business, LRG Consulting. Linda focuses on helping businesses and nonprofits clarify their goals and then builds innovative marketing and sales strategies to help organizations achieve success.

Previously, Linda served as the Executive Director of Care to Learn, a Missouri nonprofit organization which helps communities meet the health, hunger and hygiene needs of children so students can stay in school and achieve success.

Ramey-Greiwe is the past publisher of the Springfield News-Leader and regional vice president of Gannett. Linda spent over 28 years working for Gannett, working in various advertising management and publisher roles in 10 different markets.

Linda is married to Terry Greiwe and they have two grown children, Alexandria, 26 and Dillion, 22. Terry and Linda live in Indianapolis. Linda enjoys an active lifestyle including tandem bicycling with her husband and running with her children.



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2021 INDUCTION CEREMONY



Christine Cannella



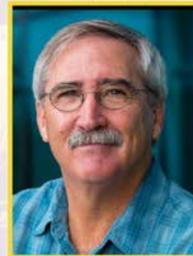
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Missouri publisher offering grant for digital publishing toolbox

From Missouri Press Staff
For Missouri Press News

Publishing in Missouri communities like Lamar, Greenfield and Paris means Lewis County Press (LCP) is no stranger to the struggles that come with operating small-town newspapers.

With the goal of helping other community newspapers like theirs remain viable as long as possible, the owners of LCP have launched a new six-month grant program, the Community Journalism Project. The grant provides other news organizations access to Workbench, LCP's digital "newspaper-in-a-box" suite of tools, and the guidance necessary to make the most of the software.

Patrick Schless, LCP's chief technical officer, describes Workbench as a suite of tools for publications that know print is not dead but also know just having a print product will not be enough anymore when it comes to generating advertising and subscription revenue.

"Workbench is one easy-to-use system that encompasses everything a newspaper needs to be both print and digital," Schless said. "It's about changing the mindset to think about all subscribers equally."

So what is LCP offering exactly? Schless said the Community Journalism Project covers four areas that include all aspects of print and digital newspaper publication.

- The Workbench technology is a single system that includes a website for your newspaper, tools for subscribers and advertisers, email newsletters and alerts, and print mailing presort, labels and U.S. Postal Service forms

- Guidance from LCP and the lessons they have learned with small-town newspaper operations, including analysis of print mailing lists, reviewing costs and ideas to boost circulation

- Marketing to help your newspaper

grow its newsletter, alert and social media "subscribers," ideas to turn engagement into advertising revenue, and readership gains through subscription drives, promotions or discounts

- Quantifiable results over the course of the grant program, as well as a proven record for retention of both print and digital subscribers

- \$400 cash after the first 30 days to use as the participant needs, such as for new technology, pay for an intern or anything else

"There is no limitation to participation in the grant program," Schless said. "We want to engage every publication where they think we can help."

The grant program came about after realizing the success LCP had seen in its own local publications and the non-LCP-owned newspapers that also use the Workbench software.

"We are combining the operational guidance we've gained and the technology we've developed to help community newspapers," Schless said. "We will help participants in the grant program find, engage and retain subscribers. Our strategy is to promote digital without devaluing the print product."

LCP bills its Workbench software as simple and intuitive, requirements they saw were needed after working with the employees of their own publications.

Melody Metzger, editor of the LCP-

owned *Lamar Democrat*, said it is difficult to put in words just how easy it is using Workbench.

"It is so, so user friendly, it literally walks you through everything," Metzger said. "I'm not the best at computers but it's become so second nature that it's kind of hard to explain because I do it all by instinct now."

Metzger said she and readers have access to the newspaper's past work dating back to 2013, when LCP bought the *Democrat*. She can also view metrics for the website and appreciates the ability to easily push out news alerts to subscribers.

"The community newspaper is an expert in its content and its community," Schless said. "We don't want to just be a vendor but a partner who can help you engage and deliver your content to readers when and how they want it."

The guidance LCP offers will also extend to digital publishing plans for social media and how to talk with advertisers about utilizing the new audience your newspaper can reach.

"The people with the least to start are the ones who get the biggest boost from what we have to offer, but we think by doing this we can help community newspapers remain viable and maintain them for as long as possible," Schless said.

For more information about LCP's Community Journalism Project, or to apply, visit the website at:

communityjournalismproject.com

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Visit NNAFoundation.org/convention for details. Registration opening March

Potter Ambassadors help newsrooms boost readership, improve content

From MU School of Journalism

Since 2018, the Potter Digital Ambassadors program at the MU School of Journalism has helped 20 Missouri newsrooms upgrade their multimedia and social media skills.

MU journalism students are paired with community weekly or daily newspapers and spend a week training staff to understand the latest digital tools and how to use them to boost readership and improve content. Students generally arrive in mid-January during winter break.

There is no cost to newspapers for this program. Potter Digital Ambassadors is underwritten by MU alum and community publisher Walt Potter Jr., whose interest is strengthening the position of community newspapers.

These students, all advanced in their journalism fields, are proficient

in using audio and video software, for example, to create outstanding products for a website. The students are also accomplished at teaching the benefits of Google Analytics, Twitter, Facebook, Instagram and other platforms to reach a wide variety of readers and potential subscribers.

Ambassadors are selected through a process that emphasizes their skills background, as well as their personal background. They are paired with newspapers based on complementary interests and skills. You tell us what you'd like or need, and we'll look for a student capable of providing it.

We welcome any and all applications from newspapers in Missouri. If you are interested, please email Jeanne Abbott, abbottjm@missouri.edu, who coordinates the program.

If you would like to talk to newsrooms that have already

benefited from this program, we'd be happy to put you in touch. Previous sites include Jefferson City, Perryville, Maryville, Sedalia, Eldon, Washington, Warrensburg, and more.

Legislation introduced in Senate to support local news

From National Newspaper Association

In July, U.S. Senators Maria Cantwell (D-WA), Mark Kelly (D-AZ), and Ron Wyden (D-OR) introduced the Local Journalism Sustainability Act of 2021. This legislation would help financially support local news organizations through tax credits to incentivize hiring more journalists, subscriptions, and advertising from local small businesses.

Representatives Ann Kirkpatrick (D-AZ) and Dan Newhouse (R-WA) introduced a similar bipartisan House version of the bill (H.R.3940) in June 2021.

The Local Journalism Sustainability Act would help support local news organizations through tax credits for local newspapers, digital publications, television and radio.

In October 2020, Cantwell released an extensive report examining the transformation of local news in the information age and impacts to local journalism. The report found that over the past two decades, the local newspaper industry has lost around 70 percent of its total revenue, and newspapers have been forced to let go of more than 40,000 newsroom employees, a full 60 percent of their journalistic workforce.

Governor Parson vetoes bill modifying Sunshine Law

From Lathrop GPM

For Missouri Press Association

On July 9, Governor Mike Parson vetoed House Bill 362, sponsored by Rep. Bruce DeGroot, R-Ellisville, a bill modifying the state's Sunshine Law. The bill, as approved by the General Assembly in May, would close several records which are now open to the public. But the Governor's veto letter gives other reasons for his veto.

HB 362 would create a new program administered by the State Auditor that would require agencies that oversee credit and lending programs on behalf of the state to compile information and supply such information to the Auditor. Then, the Auditor would be required to compile the data and submit a report to the General Assembly. The Governor in his veto letter says the Auditor "has sufficient authority under the Constitution" . . . "and existing statute to ensure state funds are properly

accounted for, and to make reports to the General Assembly." Also, the bill would require relevant state agencies to supply a report to the Auditor by Aug. 30, however, the effective date of the bill is Aug. 28, and the veto letter says the timeline is "impractical."

The veto letter also is critical of a new program established in HB 362 under the Office of Child Advocate (OCA), which would empower the OCA to receive and investigate reports of safety concerns of employees, and of children served by the Children's Division (CD) of the Department of Social Services. The veto letter says the provision would "expand the authority of the OCA to include further oversight of CD, including its employees" . . . "and unnecessarily undermines the existing administrative structure within CD."

In mid-September, the General Assembly will meet for its annual Veto Session.

Southeast Missouri Press gets together in Perryville



Missouri Press Association President Liz Irwin, right, greets, from right, Southeast Missouri Press Association President Beth Durreman, Peggy Scott and Mark Maassen at SEMO Press' July 15 meeting in Perryville. The meeting was the second regional press association gathering this year and the first held exclusively in-person.

there's not much we can do," is to help people think critically about the words they use, identify sources of inequity and recognize power dynamics and how they affect people.

Other presentations during the day included an interactive presentation on writing headlines and cutlines, led by Kim Robertson, editor at Leader Publications. Gina Raffety, publisher of the Jackson Cash-Book Journal helped attendees share ideas and discussion for advertising and other revenue opportunities.

Continued on Page 11

From Missouri Press Staff

Missouri Press News

With the return to in-person gatherings, Southeast Missouri Press Association made sure this year's annual meeting on July 15 hit on a variety of topics ranging from workplace diversity to advertising ideas and even a visit to the Missouri National Veterans Memorial.

Following welcome remarks from SEMO Press President Beth Durreman, Missouri Press Association President Liz Irwin and MPA Executive Director Mark Maassen gave statewide updates about the Association.

The first learning session of the day was an eye-opening interactive presentation on diversity, equity and inclusion with Dr. Tamara Buck, professor and chair of Mass Media at Southeast Missouri State University.

Dr. Buck, who is scheduled to present at MPA's 155th Annual Convention and Trade Show in Excelsior Springs, Sept. 23-25, had attendees evaluate various statements to determine how they might foster harassment and discrimination.

The goal of the exercise, which included such phrases as, "Why didn't they speak up sooner; why only now?" and "What happened isn't illegal so



Above, Gina Raffety leads discussion and an exchange of ideas for advertising and revenue during Southeast Missouri Press Association's July 15 annual meeting in Perryville. One of several sessions held throughout the day, it gave attendees a chance to help each other recover from the previous year. At left, attendees of SEMO's annual meeting participate in a headline and cutline writing exercise. Each table was given stories and photos with the headline or cutline missing, then tasked with writing their own version and sharing with the group. (Staff photos/Matthew Barba)



Continued from Page 10: *Honoring America's veterans*

Visiting Missouri's National Veterans Memorial

Just before lunch, attendees of SEMO's annual meeting had the chance to visit Missouri's National Veterans Memorial. The memorial is not associated with any government entity but does have the support of the U.S. National Parks Service.

While the memorial is meant to honor all of America's military veterans, one of the location's distinguishing features is an exact replica of the Vietnam Veterans Memorial in Washington, D.C. Other displays and exhibits in the accompanying museum pay tribute to everything from service members who saw combat to the nurses tasked with helping to save their lives when the fighting was done.

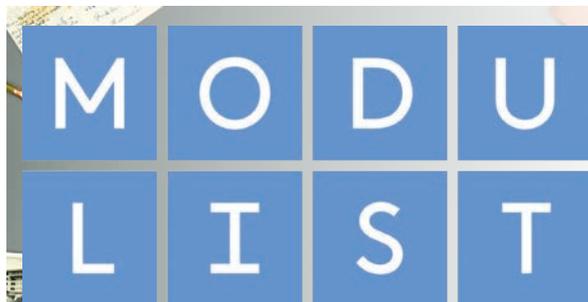
One of the memorial's biggest donors was Jim Eddleman, who fought in the Tet Offensive during the Vietnam conflict. Jim and his wife Charlene donated the former farmland that would become the memorial's campus. Jim is known for telling visitors that he, "used to grow crops here but now I grow people."

The memorial sees several thousand visitors a week. Short-term expansion plans include an "Old Guard" bronze monument similar to what is on display at Jefferson Barracks Park in St. Louis and at Fort Myer, Va. from St. Louis sculptor Barbara Mungenast.

SEMO Press members listen as a volunteer tour guide explains some of the exhibits on display in the military museum at Missouri's National Veterans Memorial in Perryville.



Attendees of Southeast Missouri Press Association's July 15 annual meeting in Perryville had the opportunity to tour the Missouri's National Veterans Memorial, which includes an exact replica of the Vietnam Veterans Memorial found in Washington, D.C. Also at the Missouri veterans memorial is a museum and welcome center. (Staff photos/Matthew Barba)



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OBITUARIES



Springfield

Dale Freeman

Dale Freeman, 94, former executive editor of the *Springfield News-Leader* known as "The Ozarker," died July 10, 2021.

He was known as a newspaperman through and through and immensely proud of it. He got his start in newspapers working for the hometown paper, the *Mansfield Mirror*. After service in the U.S. Navy, he attended the University of Missouri School of Journalism.

He joined the Springfield Newspapers staff in the early 1950s and took a leave from 1956 to 1960 to serve as an administrative assistant to Congressman Charlie Brown in



Washington, D.C. Upon returning to Springfield, he resumed his newspaper career, becoming city editor of the afternoon *Leader & Press*. He eventually became chief editor over the entire operation, which included the morning *Daily News* and the Sunday *News & Leader*. He was also known for his popular Sunday column, appropriately titled, "The Ozarker."

In the 1980s, Freeman became Editor in Residence on the faculty of then-Southwest Missouri State. He spent more than a decade helping guide a new generation of journalists.

Paris

Dick Fredrick

Richard (Dick) John Fredrick, 85, of Paris died July 12, 2021. For many years

he was publisher of the *Monroe County Appeal* and was known to enjoy sharing his opinions on matters of the day. He also was an attorney with private practices in Paris and Wellsville.



He also was known for his community involvement and participation in various civic and community groups, as well as in the Catholic Church.

He is survived by three children, Catherine, Erich and Patrick; a stepson, Jeff; seven grandchildren; and many more family and friends.

SCRAPBOOK



Newspaper Association's Pub Aux quarterly photo contest for the third quarter of the year. His photo, "Cloud Cover," seen at left, captures a Union High School soccer player going up to play the ball away from a Ft. Zumwalt South player during the MSHSAA Class 3 semifinals in June 2021.

The contest is open to any NNA member newspaper. Winners receive a certificate and either a coffee mug with their photo on it or a poster-size reprint of their photo.

Moberly — In July, shortly after celebrating its 152nd anniversary on June 23, the *Monitor-Index* relocated its main office to Suite 201 at 208 W. Reed St. A historic fixture in the downtown district, it had previously been located on North Williams Street for 116 years.

Moberly's first newspaper was a weekly edition named *The Monitor* under the editorship of Lafayette R. Brown.

One of more than 10 Gannett Co.-owned newspapers in Missouri, the *MMI* publishes Wednesdays and Saturdays. Chuck Embree is the news reporter and has been employed at the *MMI* for more than 27 years. Michaela Sawyer is a part-time business office clerk.

Lebanon — Retired Missouri publisher Gary Sosniecki's book about his great-grandmother's violent murder, "The Potato Masher Murder," published last year, has received the first-place Walter Williams Award, the top award in the Missouri Writers Guild's 2021 President's Contest.

Named in honor of the founder of the Guild, the award recognizes "a major work in book or other form of publication that is worthy of special recognition because of the research or high literary quality involved in its creation." Williams also founded the Missouri School of Journalism, of which Sosniecki is a 1973 graduate.

Washington — Bill Battle, sports editor for the *Washington Missourian*, received first place in the sports category of National

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METRO
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2021 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

To: MPA Publishers
From: Mark Maassen

Deadline: Aug. 6, 2021

For the **30th** year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **August 6, 2021**.

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **Central Michigan Chippewas** on Saturday, **Sep. 4**. The game is scheduled for 3 p.m.

You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) by mail or fax or email to the Missouri Press office by August 6, 2021. Missouri Press will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email mopressads@mopress.com, fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 6, 2021.

Ticket Details: The Mizzou Athletic Department, through Missouri Press, will provide each participating newspaper tickets in quantities of 8, 12 or a maximum of 16 reserved seat tickets to the **Central Michigan—Mizzou** game at a maximum total value of \$45 per ticket (total maximum value of \$720). These tickets will be outside the 20-yard line in the best available special Missouri Press section.

In return, participating newspapers provide Mizzou athletics up to a total of \$720 in display advertising. The total minimum is 8 tickets and total maximum is 16 per publication. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run in late August.

YOU HAVE 3 CHOICES — COMPLETE THIS FORM TODAY!

Newspaper Name: _____ **City:** _____

_____ 8 tickets you are requesting x \$45 = \$360 your commitment

_____ 12 tickets you are requesting x \$45 = \$540 your commitment

_____ 16 tickets you are requesting x \$45 = \$720 your commitment

Please consider donating tickets to MPA. Missouri Press may have _____ tickets.
(Donated tickets will be deducted from the number of tickets you are requesting.)

Address to mail tickets: _____

Signature _____ **Email address:** _____

ON THE MOVE



Festus — In late June, Leader Publications said goodbye to longtime editorial cartoonist Judy Dixon, who moved from Jefferson County to be closer to family. Dixon had been with Leader Publications since January 1998 and has won numerous awards for her work. In 2014, she was inducted into the Missouri Newspaper Hall of Fame.



A Judy Dixon "self-portrait" from 2014 of the editorial cartoonist at her desk. (Submitted graphic)

The 94-year-old Dixon was already in her 70s when she began her work with the *Leader*, showing that creative energy can remain strong and vibrant even in a person's sunset years. Former publisher Patrick Martin said he hired Dixon because of her talent. "A columnist has 800 words to make a point and sometimes misses the mark. Judy could get the job done with one devastating, bull's-eye cartoon."

Columbia — Kevin Graeler has been named the *Columbia Daily Tribune's* new managing editor, dropping the "interim" from his previous title. Graeler had previously been leading the Columbia newsroom since January following the departure of Jim Van Nostrand.



Graeler is a University of Missouri graduate and most recently had been the *Tribune's* sports editor since July 2019. He also previously worked as sports editor for the *Hannibal Courier-Post* for two years after graduating college.

Amos Bridges, editor-in-chief at the *Springfield News-Leader* and Gannett state editor for Missouri, said Graeler "cares deeply" about the community and has demonstrated a clear commitment "to providing readers with compelling, trustworthy coverage from one season to the next."

Lebanon — Helen Sosniecki of Lebanon has been elected to a three-year term on the board of the International Society of Weekly Newspaper Editors. Helen and husband Gary formerly owned newspapers in Humansville, Seymour and Vandalia and published *The Lebanon Daily Record*. They have been ISWNE members since 1982 and jointly received the organization's Eugene Cervi Award for lifetime achievement in 2003.



Helen also serves on the newsroom panel of the ISWNE-Huck Boyd "Conversations in Community Journalism" project. Although retired from full-time journalism work, Helen is an adviser to the Ozark Press Association board, serves on the National Newspaper Association's Congressional Action Team and helps mentor Fellows in the NewStart local newspaper-ownership initiative at West Virginia University's Reed College of Media.

Send YOUR newspaper's news to mbarba@mopress.com



CALENDAR

August

- 6 — Mizzou Football Ticket Advertising Tradeout Due
- 19 — MPA Past Presidents and Spouses Dinner, Arrow Rock

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

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

Help us sing the praises of your fellow MPA members and contact

Editor Matthew Barba with story ideas at mbarba@mopress.com

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



Favorite Summer Activities: Selling and Fishing

In a recent post, Gina Trimarco listed “Fifteen of the Most Important Tips That Salespeople Can Learn From Fishing”.

1. Be consistently patient, with the mental stamina to wait out the process—Remember that winning is not easy.
2. Do not give up on your pipeline process or prospects to try the next shiny thing.
3. Don't allow yourself to feel defeated when others appear to have more success.
4. Pay vigilant attention to the “bobbers” (buying signals) during the sales process.
5. Don't let the wrong “fish” occupy your time and resources, or blame them instead of finding a new place or way to prospect and negotiate— know your numbers and do not be afraid to “cut bait” when the probability of closing is slim.
6. Be careful with the “hook” and “bait” you are using, especially if you're selling a service. For example, don't spend too much time consulting for free in the discovery stage and then lose the deal.
7. Get a coach or mentor who can observe and guide you, and be open to encouragement and coaching instead of feeling pressured.
8. Be willing to get your hands dirty and do the uncomfortable activities instead of leaning on others to do it for you.
9. Most of the time, “tired” is a state of mind. Find ways to exercise your mindset and choose your attitude.
10. Build up your obstacle immunity through consistent activities. Push through and don't take shortcuts when you get tired.
11. Don't allow distractions to pull you away from your plan and goal.
12. Stay curious about solutions for the task at hand; avoid irrelevant scenarios.
13. Align yourself with team allies who will offer you friendly competition to inspire you, not derail you.
14. Appreciate what you do well in your process, note what you're not doing well, and make changes.
15. When you feel like giving up, cast your line one more time, even if the odds are against you.

Happy fishing!



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 Prosocki, 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.

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.

The taxman's notices cometh

August is the time of year when county collectors get busy on the annual tax lien sale. Missouri allows counties to place a lien on real property, after three years of non-payment of county-assessed taxes, and the lien is then sold on the courthouse steps for the sum of the unpaid three-year tax bill. State law sets out procedures for one who buys the lien to collect interest on the unpaid lien and, eventually, to claim ownership of the land via a quiet-title action in circuit court in the county.

All of you have seen the legal notice that runs before those sales – three times before mid-August, with the sale to be held on the fourth Monday in August. If you are a legal notice paper (in some cases, the ONLY legal notice paper) in your county, you are well aware of that notice showing up in late July as this process begins. Well, that was not the case for one paper in this state in late July.

It isn't important what paper it was. What is important is that the paper, the solely qualified legal notice paper in the county, discovered the notice being published, with no advance warning, in a total-market-circulation publication in the county, instead.

State law is very clear as to the process involved in this sale. Section 140.170 of the Missouri statutes states: "Except for lands described in subsection 7 of this section, the county collector shall cause a copy of the list of delinquent lands and lots to be printed in some newspaper of general circulation published in the county for three consecutive weeks, one insertion weekly, before the sale, the last insertion to be at least fifteen days prior to the fourth Monday in August."

The key to this is not in this statute. It's actually in Section 493.050, what we as an association call the "legal notice statute." It says, as most of you well know:

"All ... legal publications affecting the title to real estate shall be published in some daily, triweekly, semiweekly or weekly newspaper of general circulation in the county where located and which shall have been admitted to the post office as periodicals class matter in

the city of publication; shall have been published regularly and consecutively for a period of three years ...; shall have a list of bona fide subscribers ..., who have paid or agreed to pay a stated price for a subscription for a definite period of time...."

Those three specific qualifications are what sets apart "legal notice papers" from other publications in your town. And this requirement is further supported by Section 493.055, which goes on to say, "All ... legal publications affecting the title to real estate, shall be published in a newspaper of general circulation, qualified under the provisions of section 493.050"

That's pretty clear. But apparently there is one county collector in the State of Missouri who either didn't understand when that person read the instructions given to collectors, or who for personal reasons chose to place the ad in a non-legal notice paper.

The local paper noticed the ad was published in a non-legal notice paper and had a lawyer well-versed in legal notice law send a detailed letter setting out all these facts in a letter to the collector, advising that it was critical to move the second and third publications into a proper legal notice paper, while noting that the paper had no advice as to whether if even doing that would protect the county collector from a suit against them over the error in the legal process that had already taken place.

The county has a legal right to do what the state statutes set out. When it does it erroneously, it puts a cloud on the title of the landowner

that is wrongfully done and therefore defective. Perhaps such an action would make the landowner entitled to some kind of damages against the county, perhaps even punitive damages. I am not aware that this issue has ever been addressed by a court in Missouri but it seems to me that a county collector

would not want to put his or her office in a position of creating that potential liability due to their wrongful actions.

What lesson can we learn at this point? Well, the outcome in this situation will tell us eventually. In the meantime, perhaps it's just a reminder that each of us need to work hard to be sure county officials in our area understand not only the importance of legal notices but

which ones go where. I have often told our members, in response to questions about whether the county or city is properly requesting publication of a notice, that our job is to publish what they ask us to publish and not to offer unsolicited legal advice to those making the request, in order to protect papers from giving out wrong legal advice.

It should not be up to the local paper to educate the public officials in their jobs. But it certainly is a tragedy when a public official creates liability for the county because they didn't do their job correctly.

"It should not be up to the local paper to educate the public officials in their jobs. But it certainly is a tragedy when a public official creates liability for the county because they didn't do their job correctly."



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



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

September 23-25, 2021

155th Annual Missouri Press Convention & Trade Show

The Elms Hotel & Spa
401 Regent Street
Excelsior Springs, MO 64024

Room Reservations:
\$159 Room Rate

Book Your Room Online: <http://bit.ly/3vva7AW>
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

6:00-8:00PM 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 | Dr. Tamara Zellars Buck, SE Missouri State University | Diversity Equity and Inclusion

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 & Former Publisher of the Richmond (VA)Times-Dispatch | Regent Ballroom

Noon | Better Newspaper Contest Awards Luncheon | Grand Ballroom

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

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Room Reservations:
\$159 Room Rate

Book Your Room Online: <http://bit.ly/3vva7AW>
or Call: 816-630-5500
Call by August 20 for room reservations



Newspaper or Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Visa Mastercard Discover Check

Credit Card Number _____ Exp. Date: _____

Signature of Card Holder _____

Printed Name of Card Holder _____



Register Today and Bring Your Staff! Early Birds Registering by August 20 can Save up to \$75

STAFF MEMBERS MAY ATTEND LEARNING SESSIONS FOR NO ADDITIONAL COST ONCE NEWSPAPER HAS PAID BASE REGISTRATION FEE!

Base Registration Fee:	Active Member	Associate/Friend	Retired	Reg. Fee Total
Choose One – Only pay 1 time/group	\$175	\$185	\$50	\$ <input type="text"/>

*Are You ONLY Attending Saturday Awards Lunch and Sessions? Skip Base Registration and Sign Up in Special Box Below

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.

Send form to: Missouri Press at 802 Locust St.
Columbia, MO 65201 • Questions? Call 573.449.4167 ext. 301

Deduct \$75 on Active or Associate/Friend or \$20 on Retired
Member BASE Registration Fee Submitted by August 20

Grand Total Due: \$