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Making things a little easier for the ones who come next

When I graduated from Hillsboro High School in 1977, I was hell-bent on getting a college degree. I wasn't quite sure how I was going to make that happen, but Carl Bernstein and Bob Woodward needed my help at this world-saving stuff.

And I needed a cape. Quickly.

Forty-four years ago, through my lens, was a time of incredible promise weighed down by some big stuff. Stuff I really didn't comprehend then except to know a bunch of it was an impediment to my college plans.

Inflation was rising. Gas wasn't just expensive, it was scarce. And jobs were very, very hard to find.

At any given time, I was simultaneously working three part-time jobs while I watched my mom leave each morning to run a sewing machine in a purse factory, and saw my dad come home each evening worn out from a long day in construction.

I didn't have a lot of options, but I was bolstered from the economic challenges with a \$200 scholarship from my high school honor society and a will to fill the money gap to become a first-generation college diploma owner.

I didn't know what I didn't know, so I put one foot in front of the other and soon two years at a local community college were followed by two years at MU's J School. And all four were

supported by a bunch more part-time jobs, a lot more purse seams sewed and a gazillion nails hammered.

And, yes, a whopping student loan that took me seven years to pay back.

But I had my cape ... with a mortgage attached.

It was a glorious time. I'm grateful in countless ways.

But what if just a little bit of it would have been just a little bit easier?

It will be for a few future journalism students thanks to the remarkable work of the Missouri Press Foundation, the University of Missouri School of Journalism and its Reynolds Journalism Institute.

As you may have heard by now (or can read on the opposite page from this column), our foundation and the J-school have teamed up to award scholarships to select journalism students who will make a promise to work in a rural community for two years when they graduate. These students will receive \$10,000 a year in tuition assistance for four years at MU.

It's a big scholarship but equaled by the commitment these students will make when they graduate.

What an incredible way to not only pay it forward for deserving recipients but to ensure the passion and commitment we have moves forward to the next generation.

In hometowns across our state. At the *Current Wave* or *The Odessan* or the *Republic-Monitor*. Those, and so many others among our membership, are anchored to the bedrock of the profession.

These scholarships celebrate their continued success with the next generation of journalists and impart the necessity of the essential work done by the folks every day.

Too often our children leave for a leg of the rainbow off in the distance. But for those of us who went chasing for that pot of gold to one day realize there was just as much need back home

My memories at the dawn of my career are just as vivid as the moments I'm experiencing as the sun wanes. My cape is a bit dusty and frayed. It's time for the next Bernsteins and Woodwards.

So how good to know they're there. That they will be found in hometowns across the state, sewing their capes.

Thank you, Missouri Press Foundation. Thank you, MU.

It's a good day to fly.



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Missouri Press partners with MU Journalism School, RJI for new scholarship

This scholarship will help attract students to the MU J-school and prepare them for leadership roles at rural Missouri newspapers.

From Missouri Press Staff

Missouri students can now apply for the Rural Missouri Newspaper Scholarship, a need-based award for up to \$40,000 for qualifying students attending the Missouri School of Journalism for four years (eight semesters). Students chosen for the program must be pursuing a degree in journalism or strategic communication, and upon graduation students receiving the scholarship will be expected to work for a rural Missouri newspaper for at least two years.

Two students will have the chance to receive funding through the scholarship beginning with the 2022-23 academic year. Qualification for need is determined through the federal FAFSA program. Students will also receive an additional \$5,000 summer fellowship funded by the Reynolds Journalism Institute (RJI) and can apply for a further \$1,200 from RJI's Potter Digital Ambassador program.

The Missouri Press Foundation (MPF) and the Missouri School of Journalism are eager to attract rural Missouri high school graduates to the School of Journalism with the goals of preparing them to take leadership roles at rural Missouri newspapers and helping those students finance college degrees in journalism. This scholarship program is intended to attract such candidates and assist publishers with finding qualified candidates.

Brian Brooks, MPF president and professor emeritus at the Missouri School of Journalism, said the Rural Missouri Newspaper Scholarship will give small newspapers around the state a leg up when recruiting new hires.

"Every year, rural newspapers around the state struggle with finding journalism-trained staff who can provide the kind of coverage that is critical whether your coverage area is 500 or 5,000 people," Brooks said. "We believe a lot of up-and-coming journalists have the potential to fall in love with rural newspaper journalism. This scholarship will

help get more well-trained students into these newsrooms and help eliminate the anxiety that comes with paying for school and securing post-graduation employment."

Students chosen for the program must pursue a degree in journalism or strategic communication and must take at least one advertising course and one marketing course. Scholarship recipients will be asked to spend a summer working at a rural Missouri newspaper (minimum of 10 weeks) through RJI's summer fellowship program, which includes a stipend of \$5,000.

MPF will work directly with Missouri newspaper publishers to find the best match for a student. The intent is for the student to fulfill the two-year post-graduation requirement at the newspaper where he or she interned, but that may not always be possible. Newspapers will be expected to help the student find housing for the summer internship program and assist with finding housing for the post-graduation period.

An application for the Rural Missouri Newspaper Scholarship can be found on the Missouri Press Association website, www.mopress.com.

Money for the scholarship is generated from earnings on the proceeds from the sale of the Missouri Press Association parking lot in downtown Columbia three years ago. An agreement between the MPA Board of Directors and the Foundation Board of Directors has the two organizations splitting earnings generated from the roughly \$1 million the parking lot's sale generated.

MPA Executive Director Mark Maassen said the Association, Foundation and other partners were able to move forward with the Rural Missouri Newspaper Scholarship because of how well the related investments in the stock market did last year.

Please contact Maassen with any questions at (573) 449-4167, ext. 308, or mmaassen@mopress.com.





Jack "Miles" Ventimiglia, 2021 Newspaper Hall of Fame inductee, is one of the most awarded newspapermen in Missouri history with more than 250 first place awards to his name.



Steve Tinnen, right, former publisher of *The Plattsburg Clinton County Leader* is considered one of the state's top publishers and recognized for his dedication to the journalism profession.

Congratulations to the Newspaper Hall of Fame's newest members

From Missouri Press Staff

The 155th Annual Convention and Trade Show in Excelsior Springs included the induction of Missouri Press Association's 30th and 31st classes of the Missouri Newspaper Hall of Fame.

Inductees in 2020 were the late Laura 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, Inc. and former MPA President.

The 2021 inductees included 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*.

There have been more than 156 people inducted into the Missouri Newspaper Hall of Fame since it was established in 1991.

Jack "Miles" Ventimiglia

With 40-plus years of journalism experience and having earned or



Mike Grassham, editor of *The Van Buren Current Local*, reads a statement from and accepted the Pinnacle Award for the late Alan Turley on behalf of Turley's family, who were unable to attend the induction. (Staff photos)

shared in winning more than 250 first place contest awards, Jack "Miles" Ventimiglia has spent his career proving he is a "jack-of-all-trades" newspaperman. 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*.

Steve Tinnen

In 1981 Steve Tinnen joined *The Clinton County Leader*, working with his father, Skip Tinnen, and 20 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 family. Tinnen earned a reputation as one of the top publishers in Missouri with unbreakable dedication to balance and truth. Every week for more than 1,100 weeks, beginning when he became publisher in 2001, he has written his column, "What's the Shape of the World?"

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. Turley was known as a bastion of reliability, rationality and honor to the readers of the newspaper. 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.

Continued on Page 5

Continued from Page 4: 2020 class inducted also



Kia Breaux is a regional director for The Associated Press and has been recognized for her leadership within the organization and as a role model for up-and-coming journalists. (Staff photos)

Kia Breaux

A 24-year journalism professional, Kia Breaux is the Midwest regional director for The Associated Press based in Kansas City. Breaux has been recognized as an excellent role model within the AP and exemplary leader who excels in her responsibilities and commitment to diversity in journalism. She has actively sourced students for AP's Global News Internship Program and has served as a mentor for a number of AP's interns who have gone on to become accomplished journalists.

Dane Vernon

In his youth, Dane Vernon worked at the family's newspaper, *The Advertiser* in Eldon, stuffing sections and inserts, and later processing photos in the darkroom. He joined Vernon Publishing, Inc. full time in 1979, working with his father, Wallace, to at first manage special sections before moving to oversee two of the *Advertiser's* sister publications. He became publisher when his father semi-retired in 1992, at which time he began overseeing the entire company. Serving as MPA President in 2002, he remained publisher of *The Advertiser* until 2007, when his oldest son, Trevor, became the third generation of the family to helm the business.

Laura Rollins Hockaday
For nearly 40 years, Laura Rollins



Dane Vernon, left, former publisher of Vernon Publishing Inc. and a former Missouri Press Association president, shakes hands with son Trevor, current publisher and himself a former MPA president, after being inducted into the Newspaper Hall of Fame.



Irv Hockaday, cousin of the late Laura Rollins Hockaday, accepts the Pinnacle Award on her behalf. For many years she worked to diversify the pages of *The Kansas City Star's* society pages and make them representative of the entire city.

Hockaday worked to add diversity to the pages of *The Kansas City Star*, being considered by many as a trailblazer for putting persons of color in the newspaper's society pages. In 1982, she took the society editor job on the condition that she would define what the society was, desegregating the society pages. Hockaday made the society section a medium for bringing people together, instead of setting people apart. Her Wednesday columns were known for introducing readers to scores of role models from different parts of the city's society.

Did you know?

The videos played during the 2020 and 2021 Missouri Newspaper Hall of Fame induction ceremony are available to view on Missouri Press' YouTube channel. You can easily find it by searching "Missouri Press YouTube".

Also, photos from all Missouri Press events can be found on the Association's Facebook page, which you can find by searching "Missouri Press Facebook".

Photos by the Association, including awards presentations, are available for all members to use. Contact mbarba@mopress.com with any questions.

We hope everyone had a great time in Excelsior Springs!



From left, John Spaar, Kathy and Phil Conger, and Sandy Nelson are ready to socialize during the Thursday night event.



Roger Dillon, publisher of the *Shannon County Current Wave*, takes the podium as 2022 president-elect of the Missouri Press Association Board of Directors. Dillon will take office on Jan. 1, along with the other officers and directors elected during the Sept. 24, MPA business meeting held during the 155th Annual Convention in Excelsior Springs. (Staff photos)



Donald and Jeanne Warden are ready to hear some live music.



Anne and Brian Brooks talk with Missouri Press Association President Liz Irwin, center, during the Thursday night fundraiser for the Missouri Press Foundation at this year's Annual Convention.



Katelyn Mary Skaggs, center, chats with Peggy and Rob Scott before the Thursday evening entertainment begins.



Dave Marner uses his cell phone to get a candid photo of notorious mobster "Al Capone," portrayed by John Mormino, general manager of The Elms Hotel. On the cover, Sandy Nelson and Liz Irwin have their picture taken with "Mr. Capone."

More from the 2021 MPA Convention



Missouri Press Association President Liz Irwin introduces the 2021 William E. James Outstanding Young Journalists of the Year during the Better Newspaper Contest luncheon on Saturday during the Convention. This year's recipients were Geoffrey Woehlke of the *Maryville Forum* and Kimberly Barker of the *Joplin Globe*. The 2020 OYJ recipient, Katelyn Mary Skaggs, was also recognized during the luncheon.



Brian Rice, publisher of the *Excelsior Springs Standard* and the *Richmond News*, gives welcoming remarks during the Friday morning session of the 155th Annual Convention and Trade Show. This year's Convention was held at The Elms Hotel and Resort in Excelsior Springs. (Staff photos)



Melissa Little of the *Lamar Democrat* receives Missouri Press Advertising Managers and Executives' 2021 Account Executive of the Year award. Presenting the award is MPAME President Bryan Chester of the *Columbia Missourian*.



Dr. Mun Choi, president of the University of Missouri system, was the guest speaker during the Friday lunch at this year's Convention. Dr. Choi spoke about the University's ongoing innovation efforts in teaching and practical applications, and the importance of the relationship between MPA and the school of journalism.



Jennifer Early and Bethany Cranmer of the *Laclede County Record* speak with Sean Finch of Creative Circle Media Solutions on their way through the trade show at the Convention.



Dr. Tamara Zellars Buck, department chair of Mass Media at Southeast Missouri State University, presents to Missouri Press members on diversity, equity and inclusion during a Friday morning session at this year's Convention.

WANT TO HOLD GOVERNMENT ACCOUNTABLE?



"Read and support your local newspaper. Local journalism, more than anyone else, will stand up for your right to information. Facebook will not be going toe-to-toe with your mayor."

— Ken Paulson, director of the Free Speech Center at Middle Tennessee State University; commentary in recognition of 2021 Sunshine Week

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Rolla

Stephen Sowers

Stephen Edward Sowers, 78, of Rolla, and former publisher and editor of the *Rolla Daily News*, died Oct. 2, 2021.

Sowers earned his master's in journalism from the University of Missouri-Columbia. After the death of his father, Edward W. Sowers, in 1982, Stephen became associate publisher and editor of the *Rolla Daily News*, while brothers Jim and Tom held other management roles in the family business, Sowers Newspapers Inc.

Like his father, Sowers focused on local news and investigative reporting, as well as his support of local businesses.



Readers also knew him for his column, "The Local Scene," which he wrote for more than 40 years.

The company also published the *Fort Gateway Guide*, *St. James Leader*, *St. James Journal*, *Rolla Advertiser*, *Rolla Herald*, *Dixon Pilot*, *Richland Mirror* and *Pulaski County Democrat*. It was sold to American Publishing Company in 1988, and

Stephen Sowers remained publisher until his retirement in 2007.

In addition to his wife, Lonna, his brothers, Tom and Jim, and several children, he is survived by many family and friends.

Kansas City

Glenda-Jo Self

Glenda-Jo Self, 78, of Overland Park, Kan, died peacefully in the early hours of Sept. 25, 2021, at home among family members.

Self studied journalism at the University of Missouri-Columbia and moved to Kansas City in 1966 with her husband. She had a lengthy and successful career at *The Kansas City Star*, initially



writing for the paper's Home Section and later penning its long-running weekly Gardening column. She also wrote and edited the newspaper for the Presbyterian Synod of Mid-America.

She is survived by her husband of 55 years, Harry, and two children, Teresa and Henry; and many more family and friends.

Salem

John Ford

John Lee Ford, 56, of Salem and former managing editor of the *Neosho Daily News* died Aug. 28, 2021.

He was a reporter for the *Miami, Okla. News-Record*, the *Marshall Democrat*, and the *Northwest Arkansas Times*, before joining the *Neosho Daily News*

in January 1995, where he would spend the next 20 years. John later became associate editor and, finally, managing editor before he left the paper in May 2015. He then worked, again, at the *Miami News-Record*, as a page designer, until September 2016.

Ford was known as an old school newsman who loved working a beat. He particularly enjoyed covering crime stories. A role model for younger reporters, he always tried to be encouraging and complimentary.

In addition to his wife Pam, he is survived by a daughter, Ashley; a brother, Jim; and many more family and friends.



**Send obituaries for
Missouri Press News to
mbarba@mopress.com**

Gov. Parson threatens prosecution over 'hacking'

From The Associated Press

Republican Gov. Mike Parson last month condemned the *St. Louis Post-Dispatch* for exposing a flaw in a state database that allowed public access to thousands of teachers' Social Security numbers, even though the paper held off from reporting about the flaw until after the state could fix it.

The newspaper said it discovered the vulnerability in a web application that allowed the public to search teacher certifications and credentials.

Parson told reporters the Missouri State Highway Patrol's digital forensic unit will be conducting an investigation "of

all of those involved" and that his administration had spoken to the prosecutor in Cole County. He didn't elaborate as to what he meant by "involved" or whether investigators would be looking into whether the *Post-Dispatch* broke the law during the course of its reporting on the data vulnerability.

A news release from the Department of Elementary and Secondary Education called the person who discovered the vulnerability a "hacker." DESE removed the pages from its website after being told about the issue.

The newspaper's president and publisher, Ian Caso, said in a statement that the *Post-Dispatch* stands by the story and the reporter, who he said "did everything right."



Inductees to the Missouri Photojournalism Hall of Fame were recognized during a ceremony held Oct. 21, at the Missouri State Historical Society's Center for Missouri Studies in downtown Columbia. Two classes, honorees from 2020 and 2021, were inducted, including retired photojournalist Christine M. Cannella; photojournalist and graphic designer John L. Dengler; and photojournalist and educator Odell Mitchell Jr; the late photojournalist Marie Hansen; photojournalist and mentor John Sleezer; and photojournalist Julie Smith. Pictured, from left, are Smith; Cannella; Dengler; Mitchell; Sleezer; and Jan Wesley, Hansen's daughter, who accepted the award on behalf of her mother. (Staff photos/Matthew Barba)

Six join Missouri Photojournalism Hall of Fame

From Missouri Press Staff
For Missouri Press News

The Missouri Photojournalism Hall of Fame in Columbia inducted six award-winning photojournalists with a return to an in-person ceremony last month that included two years' worth of honorees.

Founded in 2005, the Hall of Fame has now inducted 17 classes since its start in 2005. Members of the 16th class (announced in 2020 but postponed due to COVID-19 restrictions) include retired photojournalist Christine M. Cannella; photojournalist and graphic designer John L. Dengler; and photojournalist and educator Odell Mitchell Jr.

The 2021 class (the Hall of Fame's 17th) includes the late photojournalist Marie Hansen; photojournalist and mentor John Sleezer; and photojournalist Julie Smith.

Photographs made by the inductees will be on display in the Sam B. Cook Hall at the new Center for Missouri Studies, located at 605 Elm St., Columbia. Those photographs will join the Hall of Fame's existing collection of work by prior inductees at the Center.



Bill Miller Sr., former publisher of the *Washington Missourian* and one of the leading forces behind the founding of the Missouri Photojournalism Hall of Fame, speaks with 2020 inductee John Dengler before the start of last month's induction ceremony.

The Photojournalism Hall of Fame was founded at the urging of Bill Miller Sr., publisher of the *Washington Missourian* twice-weekly newspaper, to recognize outstanding contributors to visual communication with ties to Missouri.

Information about the Photojournalism Hall of Fame and previous inductees can be seen at photojournalismhalloffame.org.

2021 inductees

After graduating from the University of Missouri, **Marie Hansen** went to the *Louisville Courier-Journal* where she was a photographer and photo editor. In 1942, she was offered a job to join the team of *LIFE* staff photographers as their third female staff photographer. Hansen's first big story for *LIFE* was her photo-essay on the WAAC's, the Women's Army Auxiliary Corps, which was first organized on May 12, 1942.

In 1945, Hansen went to Hollywood for *LIFE*, where Joseph Pasternak offered her a screen test. She was offered a movie contract but turned it down because she was more interested in what was going on behind the camera than in front of it. Hansen was stationed in Washington, D.C. where she was assigned to the White House during most of World War II.

General Dwight D. Eisenhower chose one of Hansen's portraits of him as his official photograph. In 1946, Hansen left *LIFE* as a staff photographer, and she and her husband David Wesley toured Europe, the Middle East and Latin America as a writer/photographer team. In 1965, she joined the California

Continued from Page 10: 2020 induction delayed

Institute of the Arts publicity staff and continued to work until her death on June 6, 1969.

John Sleezer trained as a photographer in the 2nd Armored Division at Fort Hood, Texas before taking his first job as a staff photojournalist in Kansas in 1980. After graduating from Kansas State University in 1985, he became a staff photographer at the *Philadelphia Inquirer*.

In 1987, he became the chief photojournalist at the *Columbia Daily Tribune*, and then spent 31 years at *The Kansas City Star* mostly photographing the Royals and the Chiefs. He also covered daily news and feature stories including Final Four basketball tournaments and World Series games. While at *The Star*, he served as temporary picture editor in each of the three picture desk positions at the paper (assignment editor, features editor and night editor). His success stories include developing and implementing a training program to transition the photography staff from film-based still photography to digital photography.

His photography has been earning him awards since 1978, including an NFL Pro Football Photograph of the Year and The Full Nelson Award. He has also volunteered with the Boy Scouts of America, including four years as Cub Scouts leader and nine years as a Boy Scouts leader.

Julie Smith, born and raised in Jefferson City, grew up less than 10 miles from the current *Jefferson City News Tribune* office, a place where she has spent 30-plus years covering community events, activities and life. Smith first became interested in photography when she worked on her high school's yearbook staff. She bought a Kodak 110 Instamatic from JC Penney in Jefferson City unaware that she was beginning a lifelong journey.

After high school graduation, her interest in photography was reignited when she received a Yashica 35mm Rangefinder and taught herself technical and compositional skills by trial and error. In 1982, she started work at Wright Camera Shop in Jefferson City, where she built a relationship with the *News Tribune's* chief photographer, a role she would later take on. In 1989 she started at the newspaper part-time and was hired full-time a couple months later.

In December 2021, Smith will celebrate her 32nd anniversary with the *News Tribune*, where she has received numerous prestigious awards, including being nominated for the Zonta Yellow Rose Woman of Achievement, the W.E. Hussman Employee of the Year Award for WEHCO Media's Palmer Division of newspapers, Jefferson City's Chamber of Commerce Exceptional Employee of the Year award and a parade for "Julie Smith Day."

2020 inductees

While more information about the 2020 induction, which had to be delayed due to COVID-19, can be found in the November 2020 issue of Missouri Press News, a brief description of the inductees' accomplishments follows:

Christine M. Cannella was born in Omaha, Nebraska. Her introduction to photography came as a toddler watching her Uncle Joe manipulate his ever-present Leica; she also loved the magic of watching her father's Polaroid pictures



From left, Rita Reed, 2017 Missouri Photojournalism Hall of Fame inductee, talks with Jan Wesley, daughter of 2021 inductee Marie Hansen, and 2021 inductee Julie Smith following last month's hall of fame induction ceremony.

reveal themselves.

Cannella earned a bachelor's degree in Journalism in 1973 from the University of Kansas and joined the staff of the *Leavenworth Times* in 1974. In February 1976, the newsroom scanner reported a fire over the feed store downtown. Cannella's photo of a fireman rescuing a 7-month-old ran in newspapers around the world. It led to Cannella being hired as the first woman among a photo staff of 27 men at *The Kansas City Star* in 1976.

John L. Dengler's passion for photojournalism started as a 10-year-old in a relative's abandoned basement darkroom. By 14, he was a staff photographer for *The Pioneer*, the student-produced newspaper at Southwest High School. Dengler studied photojournalism at the University of Missouri and spent his breaks as a temporary staff photographer at the *St. Louis Globe-Democrat*.

Dengler joined the photography staff a year later where his efforts in photography and picture editing were recognized with numerous regional awards. When the *Globe-Democrat* closed, Dengler joined the *Springfield News-Leader* as Graphics Editor, where he continued to push for compelling visual storytelling through design, photography, and infographic reporting. Dengler has also served on the faculty and on the staff of the Missouri Photo Workshop.

Odell Mitchell Jr., a native of East St. Louis, Illinois, was an award-winning photographer for the *St. Louis Post-Dispatch* for twenty-four years. He became interested in photography at age 17 when an older brother brought back a camera from Vietnam. During his career, Mitchell traveled throughout the United States, Mexico and Africa covering the gamut of news, sports, fashion and features.

In addition to his career at the *Post-Dispatch*, Mitchell has taught seminars on photography and has been a judge in various photographic competitions and continues to teach photography to college and high school students. His philosophy behind the camera is "don't pose, just shoot," to capture the truth and reality of the moment.

A lesson in keeping your community strong

By Matthew Barba

For Missouri Press News

Newspapers celebrate anniversaries all the time. Not their own, of course, but year-after-year they commemorate the achievements of those in their community. So what does a newspaper do when they reach their own notable milestone?

If the newspaper is the *St. Louis/St. Charles Community News*, they do what they've done for the last 100 years — recognize others in the community.

The *Community News* is nearing the end of its own centennial celebration during which it has spent the last year recognizing and championing the efforts of local organizations that help make the community it serves a better place for its readers to live.

A monthly column, titled "Community Strong," was launched in conjunction with the newspaper's anniversary efforts, each edition extolling the virtues of one of the area's nonprofit organizations, such as Volunteers in Medicine Saint Charles, MO Better Foundation and First Step Back Home.

The newspaper describes the regular column as an "opportunity to celebrate the entrepreneurial and collaborative spirit of nonprofit organizations" in the region and showcase people in the community who are supporting the greater good.

Bob Huneke Jr., publisher emeritus and general manager of the newspaper and third-generation owner of the *Community News*, said the response from the community has been outstanding.

"We've really enjoyed doing it for our readership," Huneke said. "It's not something we normally do, but it's been very successful as a lot of the organizations have begun to get more support from our general readership after appearing in the column."

Mat DeKinder, publisher and editor of the *Community News*, said similar features have been done in the past but nothing of this scale or longevity. The timing, too, of *Community Strong* has been great for refocusing on the newspaper's history within the community and its efforts to give back.

"We've done stuff like this in the past to a smaller degree featuring local non-profits, but for our own anniversary we felt it was really important as we featured these local non-profits to give the whole page spread and the excellent presentation to make it really part of this celebration of the community," DeKinder said.

As with many projects like this, Huneke said it all comes down to the people involved, with special credit going to the person who pitched the idea, Carol Felzien.

Huneke said Felzien has been critical to the success of

www.mopress.com • Community News - St. Charles County • August 18, 2021 **Around Town** | 3

COMMUNITY STRONG

People Helping People in St. Charles County

Community News has been published weekly by Huneke Publications, Inc., since 1921. Thanks to Bob Huneke, Publisher Emeritus/General Manager, the newspaper is proud to co-sponsor this monthly nonprofit spotlight in celebration of its 100th anniversary year.

"Community Strong represents an opportunity to celebrate the entrepreneurial and collaborative spirit of nonprofit organizations in our region," said Huneke. "It is a privilege to showcase what so many people are doing to lift up one another in support of the greater good. I think our readers will also be pleasantly surprised to witness firsthand the bottom-line economic impact of nonprofits in our community."



Carol Felzien



Paul & Lana Kruse



This month, our nonprofit spotlight features the nonprofit housed and wife team of Paul and Lana Kruse from First Step Back Home (FSBH), based in O'Fallon.

Serving as Executive Director and Treasurer, respectively, this dynamic duo talks about their initial efforts in our community some 20 years ago to establish a ministry serving those in need.

Paul Kruse (Paul) - So good to talk with both of you and belated congrats on celebrating your organization's 10th anniversary in 2020. Please begin by highlighting how you got started.

Paul Kruse (Paul) - We appreciate this opportunity to tell our story. Carol, as you mentioned, our original community outreach began in 2001, and we've been able to connect with some 4,000 truck drivers to date. Early on in this process, we became acutely aware of the lack of resources and gaps in service for the homeless in St. Charles County, based on the needs of people who often showed up looking for showers, food, transportation or lodging.

Lana and I began our current outreach with First Step Back Home in 2009 with our \$10,000 in seed money. In 2017, our organization became a qualified 501(c)(3), and we're proud to tell you we've helped some 3,000 people in our community since then. FSBH focuses on helping those capable of, and truly interested in, working at becoming self-sufficient.

Carol - The two of you have accomplished so much in a relatively short period of time. What's new on the horizon for your nonprofit?

Lana Kruse (Lana) - Ultimately, our goal is to increase resources, but we also want to present reality in our community by encouraging people to get involved in the lives of the needy and working poor in practical ways.

For example, in addition to providing much-needed, temporary housing at local properties in Winnetka, in 2019 we began offering hot meals for our clients. We're planning to expand our current provision of meals to a "Meals on Wheels" format to meet the needs of the entire Winnetka community, for clients at any time as well as families in their homes.

If you visit us on social media or at www.firststepbackhome.net, you'll see we've expanded our local housing support by starting a unique Mobile Home Ministry. Paul and I received \$75,000 to purchase eight mobile homes in O'Fallon, enabling families to escape their transitional housing to a more permanent solution. We manage the property and our clients pay for water and utilities.

To date, we've provided 64 people a permanent housing solution, equating to 12,742 mobile days of lodging. The importance of having a permanent residence is paramount, especially as it relates to having a permanent address for the purpose of sending children to school.

Carol - The Mobile Home Ministry sounds like an important next step, and seems to correlate directly with something I read recently about your Transportation Ministry. Please tell us more about transportation issues and how they relate to homelessness.

Paul - As you might imagine, homelessness isn't just about housing. For our clients need transportation to find and maintain jobs, and also manage their day-to-day needs of their family members. We've been blessed this year by a new relationship with the town of St. Louis Annetown.

By partnering with this local church in Kirksville in St. Charles, our clients can pick up a vehicle in the \$4,000 price range. These cars are usually high mileage and don't have the best gas mileage, but we're able to get them on their feet. Over the course of the past two years, we've spent \$100,000 to purchase 34 cars for our clients.

Carol - The transportation piece is such a wonderful connection! Now, I know you have several upcoming events so let's jump into that aspect of your community outreach efforts next.

Lana - From 10 a.m. to 2 p.m. on Sat., September 11, we'll host the Gospel Festival in the upper parking lot at the First Step Back Home. This event is a free, family-friendly event and will be held at the First Step Back Home. We'll have food, games, and more. We'll also have our local community in becoming a full-on Christian mission.

Then on Sat., December 11, we'll host our 10th Annual Christmas Wonderland. This holiday party for the homeless and working poor will take place at Winnetka United Methodist Church. Similar to last year, this will be a two-day event and pre-registration is required. Last year we helped highlight the holidays for 120 families and were able to manage 40 cars per hour.

We also need volunteer support for this event along with donations of toys, gift cards, clothing, toiletries, diapers and food bank items. This is a great way for our church groups to get involved and we look forward to talking with folks about our work for the past year.

Carol - Excellent! Let's close with the importance of 24-7 Coordinated Entry in our community, and what an average week looks like in terms of the variety of assistance requests you receive.

Paul - We're blessed to be a part of the 24-7 Coordinated Entry System here in the St. Charles area, as the local community we serve with people through this coordinating entry point system our organization is best-suited to fit their needs from the start.

As I mentioned, reducing homelessness and supporting the working poor goes well beyond housing and transportation, as on average, we field requests of 50 calls to help on a weekly basis.

Everything from utility assistance to fuel for cars to food, clothing, and all other requests. Our clients need help with income or obtaining a license at the DMV. The needs of our neighbors are great, and we're here to help them move from their back together one step at a time.

We give all the glory, honor, and praise to God for the support we've received over the years, and for our ability to offer practical solutions in helping people deal with their needs. We appreciate our many community partners immensely. Thank you for talking with us to address homelessness and social issues in our region.



First Step Back Home, Inc.
Serving the homeless and working poor in St. Charles, Lincoln, and Warren Counties since 2001.
Office Hours:
Mon-Fri, 9:00 a.m. to 5:00 p.m.
P.O. Box 966,
O'Fallon, MO 63366
For more information or to make a donation:
314-799-3629
firststepbackhome.net

Though the magnitude of our work is great, we're grateful for the support of our community. We're grateful for the support of our community. We're grateful for the support of our community.

NOTE: In September, the Community Strong column will feature Eastern House. If you would like to nominate a St. Charles County nonprofit organization to be highlighted in a future issue and/or would like to provide financial support for your group's future article, please contact Carol Felzien at carolfelzien@gmail.com or visit www.firststepbackhome.net

In Partnership With:
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St. Charles County
community council

100th
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OF ST. CHARLES COUNTY

Centennial Celebration
Greater St. Charles County
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Official Chamber of Commerce & Industries
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Chamber of Commerce

A sample of one of the columns in the *Community News*' ongoing "Community Strong" series. The monthly column recognizes non-profit organizations in the St. Louis/St. Charles community but also serves as a celebration of the newspaper's own 100th anniversary. (Submitted graphic)

the project, not only in how she approached the series but also in the sheer number of people from the community she knows.

"Carol knows everybody, and if there happens to be someone she doesn't know, she knows how to find the right people to talk to," Huneke said. "It takes a lot of effort to find the right people, ask the right questions and get the kind of column that turns around and helps bring attention to these groups."

DeKinder added, "You have to be plugged into your local community, know who needs help and who is doing the good work."

Going forward, there are a lot of non-profits in the *Community News*' coverage area, which includes north and northwest St. Louis County and county wide in St. Charles County, that could benefit from being highlighted in the newspaper, DeKinder said.

Continued on Page 13



Rolla — Salem Publishing Company acquired the *Rolla Daily News* and two other publications from Phillips Media Group at the beginning of October, just a month after their purchase from Gannett. Salem Publishing already publishes the *Phelps County Focus*, which it has operated in the area since August 2017.

Publisher Donald Dodd said the *Rolla Daily News* was closed, with some features being rolled into the *Focus*.

"When we started the *Focus* four years ago, I never dreamed we would evolve this far this fast," Dodd said. "We have had tremendous community support. As far as the future of the *Focus* and the other two publications, we will continue to be hyper local with local, private ownership. We will grow. We will focus on the communities we serve."

Independence — The *Independence Examiner*, along with sister publications the *Boonville Daily News*, *Chillicothe Constitution Tribune*, *Linn County Leader*, Brookfield, has been purchased by New Jersey-based CherryRoad Media from Gannett.

CherryRoad CEO Jeremy Gulban said the company is interested in local, small communities. "We're really excited to be working with the high quality of staff already in place in these communities," he said. "We want to bring together our tech skills and tools and put together a great online news source and print newspapers for subscribers."

Gulban said the company wants to use its digital advantages but stressed the importance of the printed paper as well. "I don't think a newspaper is a newspaper if it doesn't print a newspaper," he said.

Kansas City — *The Kansas City Star* has hired 11 new journalists as it expands areas of coverage.

The new journalists include: J.M. Banks, culture and identity reporter; Lila Bromberg, University of Missouri athletics; Emily Curiel, visuals team; Daniel Desrochers, Washington, D.C. correspondent; Allison Dikanovic, service journalism editor; Matti Lee Gellman, breaking news reporter; Joseph Hernandez, service journalism team; David Hudnall, narrative writer; Ed Timms, opinion editor; Aaron Torres, race/equity reporter; and Natalie Wallington, service journalism.

The Star also promoted Ian Cummings to senior editor for the newspaper's Reimagined Print efforts. He previously oversaw breaking news coverage. Katie Moore was promoted to breaking news editor. She has been a reporter on that team since 2019.

Bill Greenblatt selected for Missouri Sports Hall of Fame

From Missouri Press Staff

UPI photographer Bill Greenblatt has been selected for inclusion in the Missouri Sports Hall of Fame. Greenblatt is also an associate member of the Missouri Press Association.

Greenblatt is a prior inductee of the St. Louis Sports Hall of Fame and a past president of the St. Louis Press Club. A former firefighter, he is the official photographer for the St. Louis Fire Department.

His career has also included years of shooting photos photography.



on the sidelines of the Cardinals and Blues professional sports teams, the University of Missouri (where he studied) and the many events that happen around St. Louis every day.

In addition to all of his other work, Greenblatt was featured prominently in *Missouri Press News* in 2020. Because of his work during the pandemic, when many of the Association's events were canceled or moved online, the pages of the magazine popped with color thanks to his

Continued from Page 12: Emphasizing local news

That future work will be in keeping with the newspaper's purpose set out in 1921, when Harry Huneke Sr. published the first weekly issue of the *Community News* and he was joined by wife Catherine, who handled ad sales, paper delivery and debt collection. The Hunekes' work was continued by their son, Robert Huneke Sr., in 1953, and he remained publisher and owner until Bob Huneke Jr. took the reins in 1991.

"It's always been part of our mission

statement to help out the people in the community who are doing good. We see them as partners," DeKinder said.

The *Community News* staff sees a resurgence in local news happening, with an emphasis on the "local" aspect. They see more people in the community turning to their publication to get important information about their community and the people who live there.

DeKinder said it's a good sign for the entire industry.

"We pride ourselves on being local. The internet is so big and vast that the information you're looking for might be found online, but we bring all of it right to you, our reader, in one convenient location," DeKinder said. "You can pick up a *Community News* and know everything that's going on in your community. It's tried and true for 100 years and more."

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



The Missouri Bar

Jefferson City • 573-635-4128
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METRO

CREATE. SELL. PROFIT.

Request your 2022 press cards

From Missouri Press Staff

Submit requests for 2022 press cards and 2022-2023 MPA auto stickers today by going online or emailing staffers' names to Kristie Fortier at kfortier@mopress.com

There is no charge for press cards or auto stickers for MPA members; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the 2022 MPA sticker calendar.

Email distribution list

Are all your staff who should be receiving Missouri Press emails signed up?

Email communication with Missouri Press' members is vital to promoting the industry and protecting our interests in Jefferson City.

We want to make sure that every member newspaper is

MISSOURI PRESS ASSOCIATION

MISSOURI PRESS ASSOCIATION

802 Locust Street, Columbia, MO 65201

THIS CERTIFIES THAT

2022 MEMBER OF THE YEAR!

Is a Member and is entitled to all rights and privileges accorded to a member of the working press.

THIS CARD EXPIRES

DEC. 31, **2022**



Mark Maassen
Executive Director

staying up-to-date with the Association's latest happenings and informed about issues that affect your business. We also distribute statewide ads via email each week.

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

2022 advertising agreements due back by Nov. 29

For Missouri Press News

Missouri Press Service is preparing to distribute the 2022 advertising rate agreements to member newspapers.

It is imperative you fill this form out FULLY and with ALL of your information. In addition to giving Missouri Press your current advertising rates, the information from this form will be used for a new Missouri Press newspaper directory planned for early next year.

Failing to provide updated information on your rate agreement or not returning it in a timely manner

could result in your newspaper's information being out of date when the directory goes to print.

A copy of the agreement form is available electronically on the Missouri Press website, www.mopress.com, to download and complete.

Newspapers should submit their completed agreement forms by Monday, Nov. 29, to MPS' Jeremy Patton by fax at 573-874-5894 or via email at jpatton@mopress.com.

Only forms that have been fully filled out will be accepted.

Missouri Press Association / Service / Foundation

802 Locust St., Columbia, MO 65201-4888

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

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



CALENDAR

November

25-26 — Missouri Press Service Rate Agreements Due

25-26 — Thanksgiving holiday, MPA Offices Closed

December

24 — Christmas Eve, MPA Offices Close at Noon

31 — New Year's Eve, MPA Offices Close at Noon

January

5 — First Day of Missouri General Assembly's 2022 Legislative Session

September

22-24 — 156th Annual Convention and Trade Show, Lodge of Four Seasons, Lake Ozark

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



DO YOU PASS THE “FLINCH TEST”?

In his book, ***Sell Different!***, author Lee Salz says the way we can pass the test is by responding with confidence when we’re questioned about our price.

Here’s a real-life illustration:
After you make a presentation, the buyer exclaims:

“Wow! You are 25 percent higher than your competitor.”

These buying pros are trained to react with surprise, in an effort to see if the salesperson is confident in the price they have put forward. It is nothing more than a negotiation tactic.

Some sales responses that guarantee a loss for you include:

- “What price were you looking for?”
- “I’ll ask my manager if we can do better.”
- “How about if I take 10 percent off?”

Giving In On Price Doesn’t Build Trust — It Breaks Trust

These are failed responses because they create trust issues with the prospect. Were you trying to “rip them off” with the first price you presented? One of two things is true. Either you were trying to take advantage of them, or you believe you provided a fair price. What other option is there?

Successful salespeople have a planned response for “The Flinch Test.” They don’t expect a prospect to respond with excitement about the proposed price. They anticipate shock and have methods to handle it. Here are their five secrets.

Five Strategies For Passing “The Flinch Test”

1. Set expectations upfront.

Early in the process, set the expectation that you are not the low-price provider. “To be clear, our company is rarely the low bid. Does that mean that we won’t be working together on this project?” If they say no, you are set for the later phases of the process. If they say yes, you can ask about the impact ROI and TCO have on their decision-making. And if that doesn’t matter to them either, you know not to invest an excessive amount of time on an account that you won’t win at the prices you want. If you are going to lose, lose early.

2. Don’t flinch!

“I’m not surprised by your reaction. I hear that a lot. As I mentioned at the outset, we are rarely the low bidder. Should we walk through the proposal again to make sure you are comparing apples to apples?” This is the opportunity to remind them of what makes you different than your competitors, and of the meaningful value your solution provides.

3. Seek to understand.

“When you say that you are shocked by the price, which part is surprising?” You need to know what part of the pricing they feel is out of line, so you can appropriately address it.

4. Gain clarity on their perspective.

“When you say our pricing is high, what is that relative to?” They may be comparing it to something you had not considered. It could be relative to their budget, to their current solution, or to another bidder. To respond effectively, you have to know the basis of the comparison.

5. Reinforce the position.

“Since we are rarely the low-price provider, what do you think all our current advertisers see in us that leads them to pay a little more?” This question helps them reconsider their perspective on the pricing for your solution.

Here’s a key to healthy negotiation: If you are going to give something, you need to get something. If you are willing to make a price concession, what are they willing to offer you in return that justifies it? The “get something” should be something of value to you and your company, such as:

- Increasing the number of insertions.
- Accelerating payment for the order.
- Increasing the size of the ad.
- Supplying a testimonial.

How many commission dollars have you lost because you flinched?



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, Kyle Troutman, Monett Times/Cassville Democrat; Vice President, Ron Schott, Wright County Journal; Secretary-Treasurer, Norene Prososki, Ozark County Times, Gainesville. Directors: Steve Pokin, Springfield Daily Citizen; Shelby Atkison, Marshfield Mail; Kimball Long, Eldorado Springs Sun; and Amanda Mendez, Howell County News.

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.

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When it comes to marijuana ads, media has protections

This summer, the *St. Louis Post-Dispatch* ran a story regarding a news release that had been given to some medical marijuana dispensaries, advising them that advertising for some of their sales promotions could violate state regulations on dispensing “medical marijuana as part of a promotional event.”

That press release from the state Department of Health and Senior Services, as well as situations arising in some other states and cautionary bulletins from those states, caused some Missouri Press Association member newspapers concern over whether they might have liability for advertising of medical marijuana products in Missouri.

Most newspapers understand that they are liable, ultimately, for the content of any advertising they publish and that general good business precautions need to be taken in reviewing any ads that come in for publication. But the good news is that in Missouri, state and federal laws do provide protection for the media from concerns over the statements that might be made by vendors of such medical marijuana products.

The concern of the state cited in the *Post-Dispatch's* article related to issues such as advertising discounts on products, particularly in connection with holidays or other special events, although the state recognized that giving discounts was a permissible activity.

Missouri's medical marijuana statutes are contained in Chapter 195 of the Missouri statutes and Section 195.244 specifically states that it is unlawful for a person “to place in any newspaper, magazine, handbill, or other publication, or to post or distribute in any public place, any advertisement or solicitation with reasonable knowledge that the purpose of the advertisement or solicitation is to promote the distribution

of imitation controlled substances.” A similar statute covers the sale of drug paraphernalia. None of the other statutes in that chapter specifically relate to advertising of medical marijuana.

However, Missouri does have a number of statutes relating to Unlawful Merchandising Practices, all contained in Chapter 407 of the Missouri statutes. One of those (Section 420.020) prohibits the use of “deception, fraud, false pretense, false promise, misrepresentation, unfair practice or the concealment, suppression, or omission of any material fact in connection with the sale or advertisement of any merchandise in trade or commerce....” Thus, that statute could create some potential for liability for merchandisers of medical marijuana who “overpromise” the results that may be achieved by such products.

The good news is that the media, while serving as the vehicle over which such ads might run, are not personally liable for such unlawful content “when the owner, publisher or operator has no knowledge of the intent, design or purpose of the advertiser”.

And federal law offers the media similar protections for the acts of aggressive merchandisers of medical marijuana or any other product. The Federal Trade Commission does regulate “any advertisement ... which is misleading in a material respect” and takes into account issues such as whether the ad “fails to reveal

“That doesn't mean caution should be disregarded. Any time an advertisement is deemed to be objectionable, the paper has an absolute right to not publish the ad.”

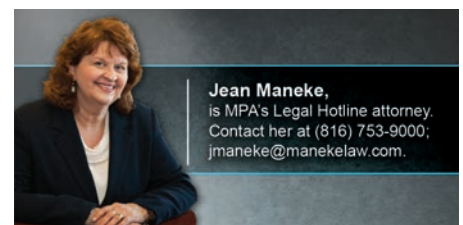
facts material in the light of such representations” or consequences that can result from the use of the product being advertised.

However, again, federal law also exempts members of the media “unless he has refused, on the request of the (Federal Trade) Commission, to furnish the

Commission the name and post-office address of the manufacturer, packer, distributor, seller, or advertising agency, ... who caused him to disseminate such advertisement.”

Therefore, it appears clear that under both Missouri law and federal law, members of the media publishing advertising relating to medical marijuana which are found to be false, misleading or deceptive, are given means of extricating themselves from that litigation.

That doesn't mean caution should be disregarded. Any time an advertisement is deemed by a newspaper to be objectionable, the paper has an absolute right to not publish the ad because the advertiser is always free to take an objectionable ad to another publisher. But it does provide some relief from publishers having to personally determine whether every promise made in such an ad is truthful.



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

Ozark Press returns to Bennett Spring State Park

From Missouri Press Staff

The Ozark Press Association met last month for its annual meeting, returning after 30 years to Bennett Spring State Park.

Held at the park's dining lodge, the Oct. 14, meeting of OPA was the first time since 1991 that the group had been to the Bennett Spring State Park. In recent years, most meetings have been held in Springfield.

The day's schedule was packed full of learning sessions ranging from discussions on using video to the experiences of OPA's summer interns. An idea-sharing session also generated a lot of participation from attendees.

The group also announced the new officers and directors for the OPA Board, including incoming president, Kyle Troutman, of the *Cassville Democrat/Monett Times*. He takes over for Dan Wehmer of the *Webster County Citizen*, Seymour.

Other directors include: Vice President, Ron Schott, *Wright County Journal*; Secretary-Treasurer, Norene Proski, *Ozark County Times*, Gainesville. Directors: Steve Pokin, *Springfield Daily Citizen*; Shelby Atkison, *Marshfield Mail*; Kimball Long, *ElDorado Springs Sun*;



Kyle Troutman, right, takes over as president of Ozark Press Association from Dan Wehmer. The official passing of the gavel took place during the group's annual meeting in October at Bennett Spring State Park. (Staff photos)

and Amanda Mendez, *Howell County News*.

The meeting had more than 30 attendees from newspapers across southwest and southern Missouri.



Norene Proski discusses the special sections the *Ozark County Times* produces such as a regional travel guide distributed outside the newspaper's coverage area.



Amanda Mendez of the *Howell County News* explains her great idea for selling extra advertising in the sports section during OPA's October meeting. Mendez said she gets advertisers on board with running a regular ad that borders the newspaper's sports coverage, resulting in low-effort, consistent sales throughout each season.



Missouri Press Association Executive Director Mark Maassen, right, talks with three recent hires of the *Springfield News-Leader*. They include, from left, Ralph Green, Andrew Sullender and Jordan Meier.



Christy Porter of the *Licking News* takes photos during the Ozark Press meeting. Also attending from the newspaper were Shari Harris and Alyssa Kennedy.



Steve Pokin and Helen Sosniecki talk during last month's meeting of the Ozark Press Association.



Missouri Press Advertising and Marketing Executives



Congratulations

to the winners of Missouri Press Foundation's
2021 Better Newspaper Contest and
MPAME's Best Ad Contest

Begin preparing your entries now for the 2022 editorial and advertising contests!

Details will be announced in the coming weeks but below are some tips to help you prepare.

- Put all your entries into a "Contest Entries" folder on your desktop.
- If you have entries that consist of more than one piece of content, combine them into **one file. This will make uploading and judging much easier. This applies to several categories** and if you have any questions, please contact the Missouri Press staff for **help. Do the same for stories that jump to another page.**

If you have any questions please contact Matthew Barba at mbarba@mopress.com
or Kristie Fortier at kfortier@mopress.com

Missouri Press is also seeking staff from member newspapers who want to participate **on the Better Newspaper Contest Committee. There are several topics to be discussed** for the coming year and input from members who compete in the contest is appreciated.

Contact Matthew Barba at mbarba@mopress.com if you would like to be part of the
Contest Committee.