

MP

MISSOURI PRESS
NEWS

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The progress we make is what's important

It's amazing how quickly time flies by when we're looking back. Sure, the challenging times grab our feet like quicksand but it's the sweet times that set off the sonic booms.

And I assure you, the booms outnumber the quagmires during my year as your Missouri Press Association president.

Our feet got a little heavy with the legislative session earlier this year — particularly with the whack-a-mole defense we had to wage against the myriad of bills aimed at the possible print elimination of unclaimed property reports. But a three-part strategy — making your voice heard, effective lobbyist support and a diligent MPA team led by Mark Maassen — allowed us to claim victory at the session's close.

To fail to understand the

strength of our membership is to fail at understanding its impact in communities across Missouri. We are a changing industry, of course. But we are still the primary recorders of history. And we are still the vital conduit for that news to flow to the communities we serve.

That mission was clear as we marked new milestones in a year still shadowed by a global pandemic:

- With the help of the University of Missouri, we have created a new scholarship to support journalism in our rural communities.

- MPA's new diversity, equity and inclusion committee held its first meeting this

month. The charter group will "acknowledge and own our history" while working to improve inclusion in our group in a number of ways such as engaging more students in

journalism, planning more inclusive programing, recruiting more diverse members ... what incredible work already.

- Our convention in Excelsior Springs was filled with camaraderie and fellowship and dealt with informative issues from web "unpublishing" to recognizing how implicit bias can impact our newsrooms.

Thank you for the privilege to serve. As I write this final column, the aggregate of the achievement of so many gathers in my mind and in my heart. From that foundation, the beautiful anticipation of what's to come should encourage us all.

As Missourian Mark Twain is often quoted (and I paraphrase liberally) the reports of the demise of newspapers, aka journalism, is greatly exaggerated.

We're just getting started.

So put your fingers in your ears as you watch MPA soar across the sky ... there are a bunch more sonic booms coming.

"To fail to understand our membership is to fail at understanding its impact in communities across Missouri ... We are still the primary recorders of history."



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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.

Ownership changes return local emphasis to several newspapers

More than a dozen publications changed hands in 2021, with several sold by Gannett.

By Matthew Barba

Missouri Press News

Extensive ownership changes over the past year have affected how many Missouri newspapers are being operated, including the sale of 10 newspapers by publishing giant Gannett to owners who have indicated they will be more focused on the local community.

At the start of 2021, Gannett operated 12 newspapers in Missouri but by October that number had been reduced to just two: the *Springfield News-Leader* and the *Columbia Daily Tribune*.

The buyers of the other 10 range in size from a couple of publications to larger multi-state operations. All say their intent following the sale of each newspaper is to better serve the communities by either expanding existing operations or streamlining service they already offer.

A breakdown of the Gannett sales this year includes:

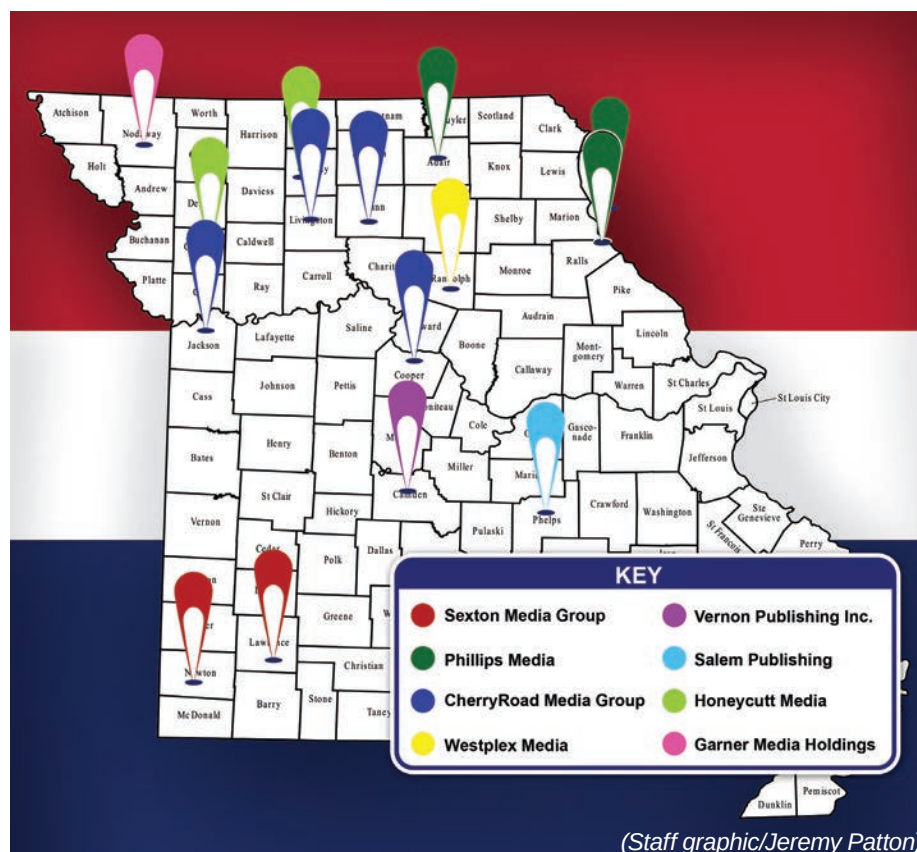
- Four newspapers to CherryRoad Media Group, including the *Independence Examiner*, *Boonville Daily News*, *Chillicothe Constitution-Tribune*, and *Linn County Leader*, Brookfield;

- Two newspapers to Phillips Media Group, including the *Kirkville Daily Express* and the *Rolla Daily News*, which in turn was sold to Salem Publishing Company and closed;

- Two newspapers to Sexton Media Group, including the *Aurora Advertiser* and the *Neosho Daily News*; and

- One newspaper each to Vernon Publishing, Inc. and Westplex Media Group, which purchased the *Camdenton Lake Sun* and *Moberly Monitor-Index* respectively.

In February, Phillips Media also



(Staff graphic/Jeremy Patton)

acquired the *Hannibal Courier-Post* and *Quincy, Ill. Herald-Whig* from Quincy Media Group.

Westplex Media Publisher Tim Schmidt said his October 2020 acquisition of the *Mexico Ledger* served as a sort of template for how Gannett approached the sale of publications this year.

"We were fortunate that Gannett used it as a kickstart for when they started to move their other properties," Schmidt said. "I look at Moberly as the same status as Mexico: kind of ignored, no management on site but a good community for a newspaper."

Schmidt said he had the opportunity to move forward with Moberly in 2020 but opted against it because

too much expansion at once could have spread his resources, including himself, too thin.

"To do them at the same time would have been daunting, it would have been too many moving parts," he said. "I have no vision to get any bigger. I give everyone my cell because I'm the one who is ultimately responsible for each of these newspapers."

Westplex also operates the *Montgomery Standard* and *Warren County Record*, which had both previously been run by family-owned publishing companies. Schmidt said taking over the former Gannett publications was a chance to give them a "rebirth" and return some of the focus the newspaper lost over the years.

Continued on Page 5

Continued from Page 4: Community ownership

"It all goes back to making sure it's a good local newspaper that is focused on what's going on in their communities," Schmidt said. "I believe in the industry, and I believe people will always go to a local newspaper if it's about the local community. Where else are you going to get that information and get it in-depth?"

Greater focus on the local community was the reason Donald Dodd's Salem Publishing Company launched the *Phelps County Focus* in 2016. For five years it competed against the *Rolla Daily News* until that newspaper was sold to Phillips Media Group and then almost immediately afterwards to Salem Publishing, who closed the newspaper.

"They had four employees and their circulation was under 1,000. The remaining employees were doing a fantastic job for what they had to work with, but they didn't have any corporate support," Dodd said.

Dodd explained that even as his newspaper was adding content and coverage, they watched the daily newspaper's ownership cut whatever they could.

"You've got to have local content. If there is one key to why we're there and they're not now, it's because we had a local staff, local content and if you can't tell people who won the game on Friday night, then you don't really have anything to offer," Dodd said.

In the shuffle of closing the *Rolla Daily News*, Dodd said some of the staff went to work for Salem Publishing and others joined Phillips

Media, meaning no jobs were lost. Dodd said his publishing company will continue to evaluate the best ways to serve readers throughout all of Phelps County.

"We're adding pages, and while we don't have any plans to add days, it could happen sometime in the future," Dodd said. "But we have an aggressive web presence and our weekly print newspaper that people have responded really well to over the years."

The significance of print isn't lost on CherryRoad Media's Jerry Gulban, new owner of four former Gannett properties. In the announcement of the sale of the Boonville, Brookfield,

Chillicothe and Independence newspapers, he said the company plans to infuse each with "creativity, energy and resources" to ensure they are supported.

"We're really excited to be working with the high quality of staff already in place in these communities. 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. "I don't think a newspaper is a newspaper if it doesn't print a newspaper."

Community ownership

While Gannett's sales have received the bulk of the proverbial ink when discussing recent changes in ownership, Missouri newspapers have seen a few other sales transferring publications between families.

May of this year saw Steve and Sue Tinnen sell *The Clinton County Leader* in Plattsburg, which had

been in the Tinnen family since 1969, to Jamey and D'Anna Honeycutt. The Honeycutts, who have previous experience working in northwest Missouri, used Missouri Press' classifieds to find a newspaper owner interested in selling.

Following their purchase of the *Leader*, in September the Honeycutts took ownership of the *Trenton Republican-Times*. The Trenton newspaper had previously been published by Wendell Lenhart.

In June, Ken and Traci Garner purchased *The Maryville Forum* from Phil and Chaundee Cobb. The newspaper had been run by the Cobbs since 2013, when they purchased it from GateHouse Media after starting a competing publication in Mayville.

Ken Garner described his first six months of running the *Forum* as great, with tremendous support from the public as the newspaper's ownership stayed local.

Looking forward, Garner said there isn't a need to "reinvent the wheel," but rather make subtle changes in the name of better serving readers.

"My staff and I are constantly looking at ways for the newspaper to be better each and every day as we tell the important stories of the people, places and faces that are a part of Maryville and Nodaway County while maintaining high journalistic standards with our reporting and editorials," Garner said.

Westplex publisher Schmidt said he thinks the best success for community publishers will come from recognizing that newspapers are recording the first draft of history, drawing on past practices and looking at current and future technology to deliver news in ways many in the industry never would have thought possible.

"The industry is ready for some new blood. Our industry is aging and we're going to lose a lot of institutional knowledge," Schmidt said. "Others like me can come in with new ideas and maybe do some things differently, but what I think benefits these communities the most will be having someone local and locally invested."

"Others like me can come in with new ideas and maybe do some things differently, but what I think benefits these communities the most will be having someone local and locally invested."
— Tim Schmidt

Help Missouri Press spread the word about its scholarship

From Missouri Press Staff

Missouri Press Foundation, in partnership with the Missouri School of Journalism and Reynolds Journalism Institute, recently announced the all-new Rural Missouri Newspaper Scholarship.

A need-based award, the Rural Missouri Newspaper Scholarship will provide up to \$40,000 for qualifying students attending the Missouri School of Journalism for four years. 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.

Missouri Press needs your help to spread the word about the Rural Missouri Newspaper Scholarship and let potential applicants in your communities know about these scholarship funds. Please consider publicizing information about the scholarship in your own newspaper's pages or special sections, particularly those related to schools and school activities in your communities.

If you haven't already, provide information about the

scholarship to your high schools' journalism programs and make sure faculty advisors know about the scholarship.

Also, reach out to youth organization leaders in your community and let them know about the scholarship directly. Students participating in Future Business Leaders of America (FBLA), Future Farmers of America (FFA), 4-H and Scouts programs are great potential prospects for future rural Missouri newspaper journalists.

The first students will be awarded the scholarship beginning with the 2022-2023 academic year. Qualification is determined through the federal FAFSA program. Additional funding opportunities include a \$5,000 summer fellowship through the Reynolds Journalism Institute (RJI) and a further \$1,200 from RJI's Potter Digital Ambassador Program.

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

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

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TIMES-SHAMROCK CREATIVE SERVICES

Thank you to all of the attendees of the 155th Annual Convention!

Staff from dailies and weeklies traveled to Excelsior Springs to collect BNC awards.



Missouri Press Association President Liz Irwin, left, presented staff from Missouri's daily newspapers with awards they received in the Missouri Press Foundation's 2021 Better News-

paper Contest. The awards luncheon, held Saturday, Sept. 25, in Excelsior Springs, marked the culmination of the 155th Annual Convention and Trade Show. (Staff photos)



Missouri Press Association President Liz Irwin, back left, presented staff from Missouri's weekly newspapers with awards they received in the Missouri Press Foundation's

2021 Better Newspaper Contest. More than 2,600 entries were received for this year's contest between weekly and daily newspaper entrants.

Did you know?

You can help plan for next year's Better Newspaper Contest by serving on the Association's Contest Committee. A small time commitment and discussion about the contest is all that's required. Contact mbarba@mopress.com if interested.



2021 Was a CRAZY YEAR! Be rewarded for your headaches and hard work by entering the 2022 MPAME Best Ad Contest and show everyone the great work you have done to drive revenue and maybe help others out in the process!

CONTEST INFORMATION

To find full information and rules, go to <https://mopress.com/ad-contest/>

Entries must have been published between January 1, 2021 and December 31, 2021.

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tearsheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad is to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. **Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and/or display purposes. For smaller files, you can use PDF or Word Documents.**

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167 ext. 300.

ENTER ONLINE AT: betternewspapercontest.com

Find: 2022 Missouri Best Ad Contest | Deadline Jan. 28, 2022

If you have any questions, need your password or email reset for betterbnc.com, OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167 ext. 301

AWARDS & MEETING INFORMATION

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 21-22, 2022.

Winners will be recognized, and awards presented Thursday, **April 21, 2022.**

Event Registration form will be available in January of 2022, at www.mopress.com under EVENTS.



Kansas City

Jennifer Furla

Jennifer Borron Furla, 59, died peacefully Nov. 8, 2021, from leukemia. Her later work in life included

Furla earned journalism and political science degrees from the University of Missouri-Columbia, where she was a reporter for the *Columbia Missourian*. She later attended law school at St. Louis University. As the first publisher of *Missouri Lawyers Weekly*, she was able to put more family and friends who she considered the same as family.



a professional passion for philanthropic endeavors, working as an officer of a national fundraising consultancy and helping to raise million of dollars in funding for a range of projects.

In addition to her husband, John, she is survived by a son, Jack, and countless family and friends who she considered the same as family.

**In 2022, help
Missouri Press
remember the
newspaper people
who have died.**

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

The need for school, city, and county financial statements

For Missouri Press News

I read in a mid-September issue of *The Lawson Review* where the local school board held a special meeting to discuss the future of the district's operating levy.

In April and again in August, a 95-cent levy increase for the Lawson R-XIV District failed at the polls. The April vote defeating the measure was by only one vote. The levy increase "focused on salary increases to attract and retain quality staff and the need for more revenue to cover increased costs of operation," the article noted.

Discussion by Lawson school board members at the meeting included steps to be considered and taken to achieve a successful, future passage of the levy. One of the discussion topics was the need for "financial transparency for operations and salaries."

Financial transparency is a topic all school districts

should focus on, and all Missouri newspapers should remind their local school board members that financial statements published in the newspaper are a way to give local taxpayers a look at how their tax dollars are being spent. It's the same for city and county financial statements.

Local elected officials, along with members of the Missouri General Assembly, should be contacted and reminded of the importance of "financial transparency" through the use of published financial statements in newspapers.

— Doug Crews

Doug Crews is the former executive director of Missouri Press Association in Columbia and currently serves as its Legislative Director. He is a lobbyist for the Association with Lathrop GPM in Jefferson City.

Take time to meet with legislators before January

From Missouri Press Staff

Bill filing for the Missouri General Assembly's 2022 legislative session will have begun by the time you read this, and the session is scheduled to start Wednesday, Jan. 5. Before the session starts, it is important you take time to meet with your local legislators about issues important to your newspaper.

Publishers and editors should meet

in person with their local state senators and state representatives.

Newspapers must do everything they can to gain support among legislators for issues important to newspapers, including keeping and protecting public notices published in newspapers.

When discussing with legislators, make sure you remind them of the importance of your newspaper in

your community, including acting as a public forum for all voices and its role as a collection point for information important to the community.

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

KC Globe editor, publisher elected to Missouri Press Board

Marion Jordon, Sr. becomes second Black to serve in the Association's 155 Year History

By Denise Jordon

The Kansas City Globe

The Missouri Press Association held its 155th Annual Convention Sept. 23-25, at the Elms Hotel in Excelsior Springs and elected the second African American in the association's history to serve on its board of directors.

Marion Jordon, Sr., a co-founder, and currently editor and publisher of the 49-year-old *Kansas City Globe* will hold the office of board secretary. The first African-American to serve on the board was Ruby Bailey from the *Columbia Missourian*.

Mark Maassen, MPA executive director in an interview following the convention, was asked to comment on the election of Jordon, an African American, to the board and he said, "it was time."

He explained that while MPA has representation on its board from the African American community in St. Louis, Mo. with long time member and former board president, Kevin Jones, chief operating officer of the *St. Louis American*, "we felt it was necessary to expand on our diversity efforts."

As a new board member, Jordon's term is for one year. But according to Maassen, "almost all new members get elected to a term for one year and if they like it, we encourage them to sign up to do a three-year term, see what they think of it and we encourage them to put their hat in the ring for serving another term."

Maassen said Jordon's joining the board shows a sign that the Missouri Press Association wants to be a leader in diversity and inclusion among



Marion Jordon Sr., right, and Denise Jordon of the *The Kansas City Globe* meet with Missouri Press Association Director Kevin Jones of the *St. Louis American* during the 155th Annual Convention in Excelsior Springs. Marion Jordon was elected to the MPA Board of Directors during the Convention, marking only the second time an African American has been elected to serve on the board. Former director Ruby Bailey was the first. (Staff photo/Matthew Barba)

press associations nationwide.

For example, during its Convention, the MPA held a session on diversity and inclusion that was taught by Dr. Tamara Buck from Southeast Missouri State University.

Maassen also said that the association has recently formed a committee designed to deal specifically with diversity and inclusion.

"It was from these discussions and the committee's awareness that prompted the nominating committee to reach out to Marion and we are proud and happy that he accepted our invitation to become a member of the board, serving as secretary," Maassen said.

When it comes to rectifying past practices, other press organizations are coming forward and adapting to

the changing times.

In a December 2020 article, *The Kansas City Star*, the city's only majority daily newspaper, apologized for its past racial coverage. In a post entitled, "The truth in Black and white: An apology from *The Kansas City Star*," the paper acknowledged its historic role in "shaping attitudes in and around the city. The paper also noted it 'disenfranchised, ignored and scored generations of Black Kansas Citians: for much of its 140 years of existence'."

Maassen also noted that during its 2021 convention, Kia Breaux, Midwest regional director for The Associated Press based in Kansas City, was among three people in MPA's 2020 class to receive the association's prestigious Missouri Newspaper Hall of Fame honor.

Continued on Page 11



Marion Jordon Sr.

Continued from Page 10: *Embracing diversity*

Breaux's induction makes her only the third African-American, succeeding the late pioneering journalist Lucile Bluford, former editor and publisher of *The Kansas City Call* (2009) and Nathaniel and Melba Sweets (2011), former publisher and editor respectively of *The St. Louis American*, to receive the distinction. (Due to the COVID pandemic last year, the 2020 Hall of Fame honorees received their awards along with this year's 2021 Class.)

Maassen said he is happy to see the direction MPA has taken in recent years.

"I think it's important that we

understand it (diversity and inclusion) and we feel like we need to do more," he emphasized.

Jordon said he is looking forward to making a positive contribution and is glad to see that the MPA is embracing diversity.

"The *Kansas City Globe* was founded nearly 50 years ago during a period of racial tension and discrimination, and my brother and I organized a local social justice movement, got arrested and went to jail. The issues surrounding racial inequities that were occurring right in our own community and our need to have a voice to express our concerns and demand diversity,

equity and inclusion are really what prompted us to start the newspaper so we could "tell our own story," Jordon said, paraphrasing the credo of the nation's black press.

"The *Kansas City Globe* is glad to be part of a press association that is now acknowledging that more can be done to improve diversity, equity and inclusion, not only in the nation's pressrooms, but in corporate, state, federal and local boardrooms as well."

Editor's note: A version of this story first appeared in the Sept. 30, 2021, edition of *The Kansas City Globe*. Denise Jordon is the managing editor of *The KC Globe*.

Capitol Report widget now has alternative layouts

From Missouri Press Staff

In 2021 more than three dozen Missouri Press Association members installed the Capitol Report story collection, or widget, on their websites. The widget gathers stories from the Missouri School of Journalism Capitol Press Corps in one place.

Missouri Press is hoping to expand the project further in 2022 and is seeking more member newspapers who are interested in hosting the widget on their website. For the new year, the Association is promoting alternative layouts available for the widget.

Previously, the widget was promoted as a "4x1" collection, with four thumbnails (three stories and one advertising slot) across one row. Other layouts available include "3x1", "2x2" and a vertical sidebar.

A preview of all the available layouts is at right or can be found online at www.mopress.com/missouri-press-legislative-roundup/

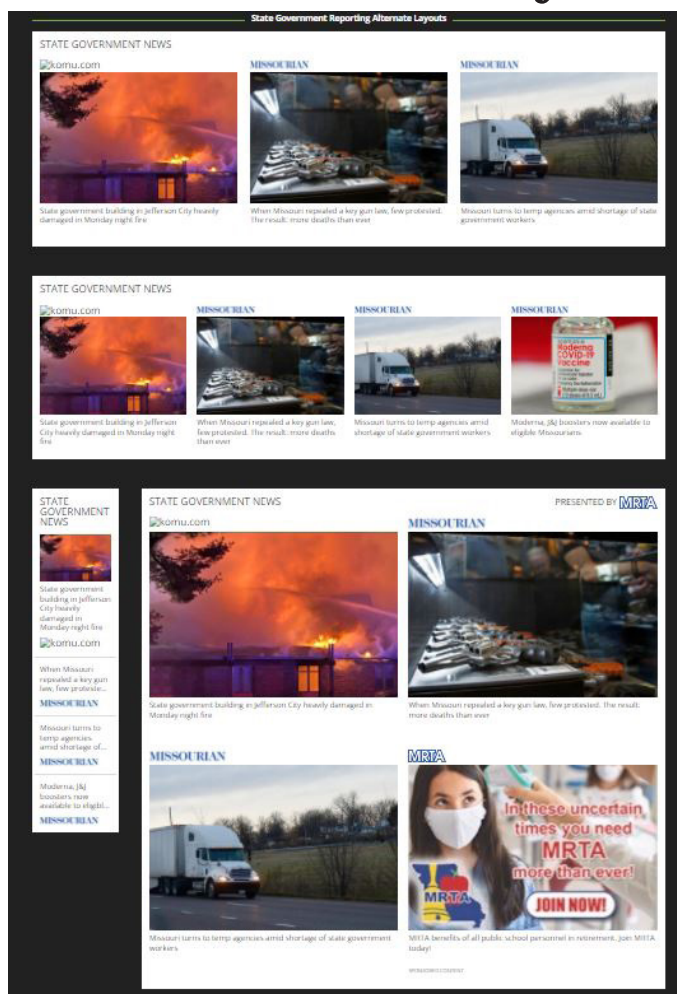
Utilizing the widget on your website will depend on your content management system but should be as easy as placing a "block" for raw HTML, then copy-pasting the necessary code to the block. Missouri Press staff will be happy to help you get the widget working on your website.

With the widget live on your website, when a reader clicks on a story a separate window will open to display the story they selected, as well as others in the collection.

Readers could also see advertising in the widget, depending on sponsored content that is available.

Capitol Report Corps content that appears in the widget is available for all Missouri Press members to use in print and online.

If you have any questions about the Capitol Report or the widget, or if you want the code to implement the widget on your website, please contact Matthew Barba at mbarba@mopress.com.



Alternative layout options for the Capitol Report story collection, or widget, are available for members to use. The widgets are also available to see on Missouri Press' website by clicking the link on the front page for "MPA Legislative Resources," then scrolling down on the page that opens.

ON THE MOVE



West Plains — Jim Perry, former publisher of the *West Plains Daily Quill*, has retired effective Nov. 1, after 45 years in the newspaper industry. In addition to West Plains, Perry was also most recently publisher of three of Phillips Media Group's newspapers in Arkansas.



Perry studied broadcast journalism at the University of Tulsa in his home state of Oklahoma. After realizing the culture of television was not for him, Perry said he moved into newspapers and realized they "were the lifeblood of the community and I loved them."

"I consider it an honor to have served as publisher of the *Quill* for the past six years," Perry said in his retirement announcement. "The *Quill* has a long history and it is a privilege to be included in that history."

Since his first newspaper job in 1976 at the *Eureka Springs, Ark. Times-Echo*, Perry has held publisher, advertising director or editor positions at newspapers in Missouri, Arkansas and Texas. Since attending a meeting of the Arkansas Press Association early in his career, Perry said it was his goal to work at the *Harrison, Ark. Daily*

Times, which he achieved when Phillips Media purchased it from the previous owners, Community Publishers, Inc. and offered him the job of publisher.

Moberly — Michael Allshouse has been named the new managing editor of the *Moberly Monitor-Index*, following its purchase by Westplex Media Group from Gannett.



Most recently, Allshouse was a copy editor for *The Dominion Post* in Morgantown, W.V., where he was responsible for design and editing of the daily newspaper. Prior to that, he was editor of *The Calvert Recorder*, a twice-weekly newspaper in Prince Frederick, Md., until 2020, when COVID-19

forced the company to consolidate newspapers and lay off editorial staff.

He has also spent time as the editor of an online arts and entertainment magazine, *The Swerve*, in the Pittsburgh, Pa. area, covering nationally touring artists and local events and worked as a sports writer for the *Tribune-Review* in Pittsburgh.

SCRAPBOOK



St. Louis — Dr. Donald Suggs, publisher of the *St. Louis American*, received the Coalition of Black Trade Unionists St. Louis chapter's Ernest and De Verne Calloway award during the group's annual banquet in October. Suggs was recognized for his civic, political, labor and media leadership in the St. Louis African American communities.



The annual awards are given in honor and memory of the husband-and-wife team of Ernest and De Verne Calloway, who dedicated themselves to the struggle for human, civil and labor rights.

Dr. Donald Suggs has led the *American* as publisher since the early 1980s.

Three Missouri newspapers win in NNA BNC

From Missouri Press Staff

Three Missouri newspapers received awards in this year's National Newspaper Association Foundation Better Newspaper Contest, including *The Phelps County Focus*, Rolla; *The Advertiser*, Eldon; and the *Washington Missourian*.

The awards were presented during NNA's 135th Annual Convention and Trade Show, held Sept. 30-Oct. 2, in Jacksonville, Fla.

A total of 25 awards were presented to the *Washington Missourian* and its staff, including first place awards for Best Breaking News Photo, Best Feature Photo, Best Pandemic Photo or Series, Best Photo Essay, Best Sports Photo,

Best Agriculture Story, Best Business Story, Best Business

Feature Story and Best Profile Feature Story.

The newspaper also took home seven second place awards, seven third place awards and two honorable mentions.

The Advertiser in Eldon received three awards, including second and third place for NIE — Educational Support & Civic Literacy and a third place for Best Sports Column.

Another three awards went to the *Phelps County Focus*, which received two second place awards for Best Investigative or In-Depth Story or Series and Best Profile Feature Story, as well as a third-place award for Best Profile Feature Story.

NNAF presented more than 400 awards to entrants from across the United States.

Sources and Resources



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
Find us on Twitter @mobarnews,
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2022 NIE serial story celebrates Missouri through eyes of one family

The National Newspaper Association Foundation and the Missouri Press Foundation are continuing their long-term tradition of offering a new, free serial story each year for newspapers throughout the country. In celebration of Missouri's Bicentennial, which occurred on August 10, 2021, this year's serial story follows generations of a family while they participate in historic events.

Our 8-chapter story features family members from the year 1821 to the present. Chapter 1 is set in 1821, with a young girl and her father joining others at the market in St. Louis, on the banks of the Mississippi River, to watch the announcement of Missouri achieving statehood. Descendants of this family are the main characters in the following chapters, watching or participating in important events that occurred within their lifetimes.

Events include the Dred Scot decision, the building of the Eads Bridge between Illinois and Missouri, the 1904 World's Fair, the 19th Amendment, Churchill's Iron Curtain speech, the Arch Protest and the Flood of 1993. Although the story is Missouri based, each event had an impact nationally and will resonate with newspapers, students and other readers across the country.

This series is offered free of charge to newspapers in Missouri and across the country, with publication beginning January 2022 and ending June 30, 2022. Newspapers will access the material from our download site, www.mo-nie.com.

The download code for the 2022 serial story will be made available closer to the January 1 publishing date.

Watch our social platforms, Bulletins and website for more information.

Each of the eight chapters includes a newspaper activity and a companion teacher guide will be made available for newspapers to distribute to



teachers or post on their websites. In addition, an ad will be created for publication in newspapers prior to the story's run to promote interest. The chapters and ad will be designed so newspapers' logos may be easily added.

Our story was written by Carolyn Mueller, a published children's author. Her stories are usually based in history, and she said the research for this story opened her eyes to the importance of knowing our own families' history.

Philip Goudeau, who created the artwork for the 2021 story, Miles and the Monarchs, illustrated this year's edition also. He is a digital artist specializing in 2D animation, graphic

Illustrations for the 2022 serial story are by Philip Goudeau.



design and digital illustration and his illustrations are full of energy.

If you have any questions about Newspapers in Education or the serial story, please email Helen Headrick at hheadrick@mopress.com.



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

Legislative resources available on Missouri Press' website

From Missouri Press Staff

To help you be better prepared to talk with your legislators and discuss the issues important to the newspaper industry, Missouri Press has created a legislative resources page on its website.

Located at <https://mopress.com/missouri-press-legislative-roundup/> or accessed from the front page of the Association's website, the page will collect the information for members to access any time, including:

- Legislative reports from Lathrop GPM, MPA's lobbying partner in Jefferson City;
- Calls to action for Missouri Press members;
- Information about proposed, passed or defeated legislation;
- Legislation summaries that affect the newspaper industry;
- Information on federal legislation being proposed;
- Contact information for state and federal legislators.

Missouri Press Association / Service / Foundation

802 Locust St., Columbia, MO 65201-4888
(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

STAFF

Mark Maassen: Executive Director, mmaassen@mopress.com
Matthew Barba: Editor, mbarba@mopress.com
Ted Lawrence: Advertising Director, tlawrence@mopress.com
Michael Harper: Foundation Director, mharper@mopress.com
Kristie Fortier: Member Services, Meeting Planning, kfortier@mopress.com
Marcie Elfrink: Bookkeeping, melfrink@mopress.com
Jeremy Patton: Advertising Placement, jpatton@mopress.com

Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com
Helen Headrick: NIE & Education Director, hheadrick@mopress.com

Doug Crews: Legislative Director, rdcrews@socket.net



CALENDAR

December

24 — Christmas Eve, MPA Offices Close at Noon

27 — MPA Offices Close at Noon

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

January

3 — MPA Offices Close at Noon

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

September

15-17 — 156th Annual Convention and Trade Show, Lodge of Four Seasons, Lake Ozark

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



HELP YOUR NEWSPAPER. HELP YOUR SALES REPS. HELP MISSOURI PRESS.

Just in case you have not been running the Missouri Press statewide classified or display ads, or the online network ads, and because it may have been a while since you have looked at this program, here's a refresher:

1. This program comes at NO COST TO YOU.
2. These networks are cumulatively included in 150 newspapers across the state.
3. If you sell a classified ad for \$350, your newspaper earns \$175.
4. If you sell a 2x2 display ad for \$1300, your newspaper earns \$650.
5. If you sell a 2x4 display ad for \$2500, your newspaper earns \$1250.
6. If you sell an online network ad for \$1499, your newspaper earns \$750.



HERE ARE THE FAQs WE HAVE HEARD:

In my market, what if I don't have any businesses who want to reach such a large area? Odds are you do. Look for: manufactured homes; metal buildings; real estate agents who sell farmland or hunting land; attorneys; implement dealers; antique dealers; specialty trucks and autos; trucking companies; specialty insurance companies; auctioneers; estate sales; help wanted; special events, and more!

What if we need to concentrate on selling our core product? You do need to do that. Your core product deserves your best efforts. Those efforts include picking up an extra product like this that doesn't take a lot of time, that doesn't take away from the core product, and that doesn't cost you a penny.

What if we don't want to move advertising dollars from our local paper to a statewide program? That's wise. We don't want you to do that, either. However, you should realize that these network sales are most likely going to appeal to businesses that aren't already advertising with you, so it will be a new revenue source for your paper. And if they are already a local advertiser, this is a great opportunity for them to expand their reach once a month.

What if I've tried to sell these in the past? It could be time to try again. Only this time, start with a clear, attainable goal in mind. Sell one per quarter. Or one per month. Make it exciting for your sales staff. They need something to lighten their load a little bit, too.

What if my reps are too busy to sell another thing? Put a nice reward in front of them. (MO Press is offering a great bonus right now. Contact me for details.) You'll probably be surprised at what they accomplish.

What if I don't have time to roll this out to my salespeople? Missouri Press will help you get them fired up. Let me know what you want me to do, to help them get started.

These networks are vital to the efforts of MPA. Revenues go to support our work in Jefferson City, lobbying on behalf of our industry. It also helps in our fight to keep Public Notices, Unclaimed Property, Amendments, etc. in our newspapers.

Please email, text, or call me, Ted Lawrence, Advertising Director, at 417-300-0992.



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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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.

Take time in 2022 to build up relationships with your courts

There are so many things in our lives COVID disrupted. But one that was significant to me was an ongoing effort in Kansas City involving the media and the judges in our five-county metro area. For many years — 10? more? — our media lawyers group of the Metro Kansas City Bar Association has hosted a breakfast once or twice a year, inviting members of the media to sit down over coffee with judges in Kansas and Missouri and just talk about issues of concern.

For the judges, it helped to put names with faces and to establish personal connections with folks in the newsroom to call if an issue developed in terms of actions in a courtroom (or outside the courtroom — one impetus was a situation where a reporter and cameraman showed up at a judge's front door seeking a comment about a case).

For the media, it helped them to understand what happens in a courtroom, why it happens, and how to develop a working relationship with a judge so when the need arose to seek to put a camera in the courtroom, the judge knew the reporter and could have a higher level of trust that the reporter was going to behave professionally in terms of the request.

Those breakfasts ceased almost two years ago. But this week, I began thinking about them again.

In Kenosha, Wisconsin, according to a report from the Associated Press, Judge Bruce Schroeder “took exception to news stories about his decisions” barring the men shot by Defendant Kyle Rittenhouse from being called “victims” in the courtroom, and the criticism of him because he had not yet ruled on a defense motion for a mistrial. “It’s just a shame that irresponsible statements are being made,” the judge said in regard to one story about his delay in ruling on the mistrial.

I am not up-front taking the Judge’s

side in this dispute — I don’t know the facts and I do think that professionals — whether a lawyer in a courtroom or a judge, need to focus on their job and not be overly sensitive to public perception about what they are doing. But I am going to admit that we, journalists, sometimes simply shoot then aim when covering stories, seeking the angle that will drive readers before thinking about whether there are long-term implications not first obvious that might result from the stories we write.

Without going further down that road, let me simply suggest to each of you that the implications of a judge making comments like this affects each of us in our community. I urge you to find time after the holidays, as we get into 2022, to go sit down with your local judge and make sure that your relationship with your local court is on solid ground. Some of you will be getting new judges in the next year. Some of you got new judges a year ago and perhaps have never taken time to have a good conversation about how the court views its working relationship with your staff.

While this is important in terms of day-to-day operations, it is especially critical when and if the time comes that some major story on the statewide or nationwide level lands in your community. Many of our members can vouch that it can happen, overnight. Those are the times when

"I urge you to find time after the holidays, as we get into 2022, to go sit down with your local judge and make sure that your relationship with your local court is on solid ground."

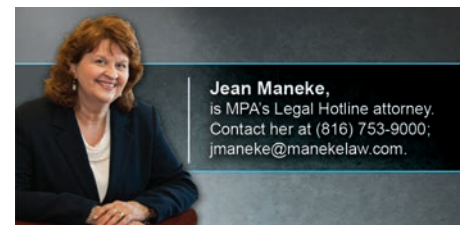
having done your homework in advance ensures that your ability to get into the courtroom and get what you need to do your job is unimpaired by the concerns of the moment. The trust you have established in advance will pay off with the access you need.

So, as you make a list of things to do in 2022, add this to it. While I am focusing on

your relationship with your local judges, the same theory is important with any government officials you deal with regularly. It’s always a good idea to take time to listen to them talk first about how they do their job and their concerns about what the public is told, and then to also help them understand what would be helpful for you as you do your job.

Missouri Press Association, The Missouri Bar and the Missouri Press-Bar Commission worked hard in 2020 and 2021 to bring local judges to regional press meetings and to foster this two-way discussion, but it is up to each of you to make it happen in your own community. It’s true we are all having to do more with less, but this is one way investing a little time up front can pay off long-term.

Let me know how it goes!



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

One Good Reason Why Millennials Read Newspapers...

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Source: Aggregate of market studies conducted by Coda Ventures for state newspaper associations in Iowa, Kansas, Louisiana, New Mexico, North Carolina, North Dakota and Tennessee.

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Missouri Press Foundation



“

Through the relationships and networking opportunities I have developed and the experience I have gained, I now look to the future with excitement and certainty. My internship experience was one step closer to me achieving my goals, and I wouldn't have had this opportunity without Missouri Press, their generous donors, and the fantastic staff of The Joplin Globe.

- Brooklyn Cady • 2021 Intern, The Joplin Globe

”

Silver Dollar City will match the first \$2,000 in internship donations given to the Foundation this holiday season!



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| <input type="checkbox"/> \$250 Fund an intern for 2 weeks | <input type="checkbox"/> \$25 Fund an intern for 1 day |

Other amount: \$

Any amount is welcome and appreciated.

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