

# MP MISSOURI PRESS NEWS

## HIRING HEADACHES:

*Missouri newspapers struggle to fill positions* | P4

# Missouri Press Marketplace

### GRAPHIC DESIGNER:

A Lake of the Ozarks-area newspaper is hiring for a graphic designer and ad builder.

#### Key Responsibilities include:

- Update/Design weekly advertisements
- Update/Design annual magazine advertisements
- Send proofs to customers for approvals/corrections
- Work under deadline

#### Technical Qualifications:

- Must be proficient with Adobe Creative Suite Software (Photoshop, InDesign, Illustrator, Acrobat)
- General knowledge of advertising layout, etc.

### REPORTER:

An eastern Missouri newspaper seeking a qualified candidate for its newsroom. It is looking for a vacant news reporter position in its newsroom. This person will report to the editor.

This twice-weekly newspaper has a circulation of 1,800 and 100 years of history. Journalism to its core.

Primary duties include several hard news stories to coverage of community features. This position involves taking photos, producing special sections, and managing social media.

Minimum requirements include a college degree in journalism, a college degree in a related area, or a combination of experience as a

### DIGITAL JOURNALIST:

### DIGITAL JOURNALIST

A southeast Missouri newspaper seeks a digital journalist interested in creating engaging content for the newspaper's online audience. The candidate will be working in a collaborative team environment where innovation is encouraged and celebrated. The candidate will be working for a family-owned media company in a vibrant downtown that combines historic charm, a state university, and a variety of news topics.

Missouri Press' 2022 Better Newspaper Contest is open for entries, upload now | P3

Meet Bryan Chester and Tim Schmidt, two of MPA's new board members | P6

Plan to collect your Best Ad Contest awards in person at Camden on the Lake | P20

### REGULAR FEATURES

President .....	2
Obituaries .....	8-9
Scrapbook .....	10
On the Move .....	12
Calendar .....	15
Advertising .....	16
Jean Maneke .....	18





# Pursuing sustainable journalism ... until my numbers come up

**H**ave you heard about the weekly newspaper publisher who won the Lottery? When asked what he was going to do with it, he said he'd just go on putting the paper out until the money ran out.

Excuse me for making light of "sustainability," a topic that has been getting a lot of serious discussion of late, but hopefully the situation's not all that dire.

However, the numbers do show that nationwide since 2004, over 2,000 communities have lost their local newspapers. Since the COVID pandemic began, 37,000 journalists have lost their jobs, been furloughed, or had their pay cut. Not to mention the "Great Resignation."

Last year, U.S. Senators Maria Cantwell (D-WA), Mark Kelly (D-AZ), and Ron Wyden (D-OR) introduced the

Local Journalism Sustainability Act of 2021. This legislation would help financially support local news organizations through tax credits to incentivize hiring more journalists, subscriptions, and advertising from local small businesses.

In October, Sen. Cantwell cited a report stating that over the past two decades, the local newspaper industry has lost around 70 percent of its total revenue, and newspapers have been forced to let go of more than 40,000 newsroom employees, a full 60 percent of their journalistic workforce.

"The decline of local news has had devastating effects on our communities," said Sen. Wyden. "Local news has often been the only window into the city council or mayor's office. Without these outlets, these important institutions in our communities go uncovered. Further, the decline of local news has only fueled the growth of misinformation, as Americans lose their most trusted sources of information. Our bill would provide financial support to local news at this critical time for our democracy."

Sen. Kelly echoed those sentiments: "I think it's really important to these towns and smaller cities. These local journalists have really been struggling lately and the pandemic made it worse. We've got a lot of newspapers and local broadcasters who have failed because of the way the industry has changed and I think it's important we figure out a way to help them out."

**Continued on Page 5**

*"Numbers do show that nationwide since 2004, over 2,000 communities have lost their local newspapers. Since the COVID pandemic began, 37,000 journalists have lost their jobs, been furloughed, or had their pay cut."*



**Roger Dillon,**  
Shannon County Current Wave,  
Eminence  
MPA President



**PRESIDENT:** Roger Dillon, *Shannon County Current Wave, Eminence*

**FIRST VICE PRESIDENT:** Beth Durreman, *Leader Publications, Festus*

**SECOND VICE PRESIDENT:** Amos Bridges, *Springfield News-Leader*

**SECRETARY:** Marion Jordon, *The Kansas City Globe*

**TREASURER:** Bryan Chester, *Columbia Missourian*

**EXECUTIVE DIRECTOR:** Mark Maassen

**ADVERTISING DIRECTOR:** Ted Lawrence

**EDITOR:** Matthew Barba

**PAST PRESIDENT:** Liz Irwin, *Missouri Lawyers Media, St. Louis*

**DIRECTORS:**

Donna Bischoff, *St. Louis Post-Dispatch*

Gary Castor, *Jefferson City News Tribune*

Sandy Nelson, *The Courier-Tribune, Liberty*

Bryan Jones, *Versailles Leader-Statesman*

Kevin Jones, *St. Louis American*

Tim Schmidt, *Montgomery Standard, Montgomery City*

Lucas Presson, *Southeast Missourian, Cape Girardeau*

Hannah Spaar, *The Odessan, Odessa*

**NNA Representative:** Peggy Scott, *Leader Publications, Festus*

**MISSOURI PRESS NEWS (ISSN 00266671)** is published monthly for \$15 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; email [mmaassen@mopress.com](mailto:mmaassen@mopress.com); website [www.mopress.com](http://www.mopress.com). Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.



# BETTER NEWSPAPER CONTEST

## Missouri Press' 2022 BNC now open

### Reduced entry fees available until March 31

#### From Missouri Press Staff

The 2022 Missouri Press Foundation Better Newspaper Contest template is now open. If you haven't yet, start collecting your entries for this year's contest now and plan to upload before Thursday, March 31, to take advantage of the tiered fee structure.

#### The 2022 BNC entry fee structure is as follows:

Entries 1-10: \$7 per entry;

Entries 11-50: \$5.50 per entry;

Entries 51 and over: \$5.25 per entry.

MPF's 2022 BNC will remain open until 11 p.m. Thursday, April 7, however ALL entries received after March 31, will be subject to a flat \$10 entry fee.

All categories for Missouri's 2022 Better Newspaper Contest require digital entries.

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using BetterBNC Online Journalism Awards Platform: <https://betternewspapercontest.com/login>.

If you need help entering any category, contact Matthew Barba ([mbarba@mopress.com](mailto:mbarba@mopress.com)) or Kristie Fortier ([kfortier@mopress.com](mailto:kfortier@mopress.com)) for assistance.

We encourage members not to wait until the deadline to enter entries in the template. If a significant number of people attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

All the information about the contest — rules, categories, entry instructions — is online at [mopress.com/better-newspaper/](https://mopress.com/better-newspaper/).

Significant changes for this year's BNC include revised language for categories 18 and 47, Best Editorial and Opin-

ion Pages and Best COVID-19 Coverage, respectively.

For category 18, the name and language of the category has been expanded to clarify newspapers are encouraged to also enter their op-ed and opinion pages, as well as editorial pages. The change was suggested to highlight newspapers' diversity of opinion content and community engagement.

Category 47 was changed to be five items associated with a newspaper's coverage of the coronavirus pandemic. Newspapers are still limited to one entry for the category, and the award will still be presented to the newspaper.

In addition to the tiered fee structure only being available to newspapers entering by March 31, the discounted price for additional entries was adjusted slightly to help ensure the BNC is able to pay for itself. The two "free" entries have also been removed.

If you have any questions about the 2022 Better Newspaper Contest, please don't hesitate to contact Barba ([mbarba@mopress.com](mailto:mbarba@mopress.com)) or Fortier ([kfortier@mopress.com](mailto:kfortier@mopress.com)).

#### THREE TIPS TO MAKE UPLOADING EASY:

- 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 will apply to Best Columnist, Best Front Page, etc., where an entry is more than one piece. Combine them into one file. Do the same for stories that jump to another page. Combine the pages into one file for uploading.

- Entries should have 1-3-word titles that tell the judge precisely what material on the page is to be judged.

- Put all your entries into a "Contest Entries" folder on your desktop.

**Please read the instructions and category listings carefully!**

Mark your calendars for Missouri Press Association's 156th Annual Convention, Sept. 15-17, 2022, at Lodge of Four Seasons in Lake Ozark.



# Missouri newspapers struggle to fill positions

## *Hiring headaches don't seem to be limited to one part of the state*

**By Matthew Barba**

*Missouri Press News*

With journalism jobs frequently marketed as being for people with passion for the profession, finding the perfect candidate even in a good year can sometimes feel like an insurmountable task. Combined with an ongoing pandemic and the uncertainty that brings, many Missouri newspapers are having difficulty filling open positions.

The coronavirus pandemic enters its third calendar year of confirmed cases in March, bringing with it more than 850,000 associated deaths nationwide and about 17,000 deaths in Missouri, according to the Centers for Disease Control and Prevention as of this writing.

Upheaval in the job market has made hiring difficult for a profession that regularly asks its workers to go out into the community, attend events (when they aren't canceled, that is) and risk exposure.

Amanda Mendez, publisher and editor-in-chief of the *Howell County News*, started recruitment efforts in mid-January to replace a "jack-of-all-trades employee" who was capable of covering a beat, doing copy editing and even pitching in with ad sales.

"[The employee] gave her two weeks after an asinine mayor kicked her out of City Hall very disrespectfully," Mendez explained.

Mendez said skilled writers in her part of the state are a scarcity, so she finds herself almost exclusively interviewing and hiring non-traditional applicants.

"My approach has been to hire willing candidates, edit their work fit to be seen and hope for the best," Mendez said. "It's high risk, high reward."

Tim Schmidt, publisher of Westplex Media Group, which operates the *Warren County Record*, *Montgomery Standard*, *Mexico Ledger* and *Moberly Monitor-Index*, said he has seen a change in the response job ads have received.

"The number of candidates is very, very thin," Schmidt said. "Years ago, you could post a job opening on journalismjobs.com and easily get 20-30 applications in no time. Now you get a couple. I joke that you can't even get the bad applicants anymore."

**Continued on Page 5**

### **JOBS & MARKETPLACE**

Members of Missouri Press Association may place ads FREE in the Marketplace section if the ad is for a position with a Missouri newspaper. Ads appear in the MPA monthly Bulletin, weekly eBulletin and online at [www.mopress.com](http://www.mopress.com). Send to [mbarba@mopress.com](mailto:mbarba@mopress.com).

### **HELP WANTED**

**MANAGING EDITOR:** The Kirksville Daily Express is looking for an eager, aggressive journalist willing to step into newsroom leadership. The managing editor is the No. 1 position in the newsroom and oversees The Kirksville Daily Express award-winning daily coverage, as well as various special sections and magazines. The managing editor will mentor reporters and provide feedback on their reporting and writing.

**GRAPHIC DESIGNER:** The Morgan County Statesman in Versailles is hiring for a graphic designer and ad builder.

**REPORTER:** The Prospect-News is seeking a full-time reporter/photographer. This is a full-time position including nights and weekends with full benefits such as medical, vision, and dental insurance, 401K, and paid holidays, along with other paid time off.

**REPORTER:** The Warrensburg Star-Journal is seeking a qualified candidate to join its newsroom.

**DIGITAL JOURNALIST:** The Southeast Missourian seeks a digital journalist interested in creating engaging content for the newspaper's online audience, working in a collaborative team environment where innovation is encouraged and celebrated. This candidate will be working for a family-owned media company in Cape Girardeau's vibrant downtown that combines big-city attractions, a state university and small-town charm.

Abbreviated examples of the free line ads Missouri Press Association publishes for members on its website. (Staff graphic)

## Continued from Page 4: *Finding employees*

Schmidt said applicants “ghosting” him after the first interview has been an ongoing issue in recent interviews, as well. Previously used extensively as a dating term but becoming increasingly common for recruiting, ghosting is when you abruptly cut off contact with someone without giving that person any warning or explanation, according to Forbes.com.

“The other issue I have encountered is having a great first interview with a candidate, only to never hear from them again. That has happened to me multiple times. They never responded to voicemails, texts or emails,” Schmidt said.

Future staffing needs and how to fill those positions is a major concern for Schmidt.

“Will there be qualified candidates to interview if we have an editor opening? I only hope and pray there is, or the burden will fall to existing staff,” Schmidt said.

Barbie Rogers, managing editor of *The Prospect-News* in Doniphan, said

there has been limited interest in the newspaper’s open full-time reporter position. The Prospect-News is a member of the Rust Communications group of newspapers.

“We have placed an ad on journalismjobs.com, Indeed and, of course, in our group of newspapers print and online, and on all of our group’s Facebook pages,” Rogers said.

The applicants who have shown interest in the job are mostly from several states away and very few locals have applied.

“Most of our contact with potential candidates has been via email, with a few coming into the office to inquire about the details of the job,” Rogers said.

Bryan Jones, publisher of the *Morgan County Statesman*, has been advertising for a graphic designer and ad builder position since late December. The job has been posted on social media and published in the newspaper with no applicants yet responding.

“Recruiting people to work a stressful

job for little pay is difficult,” Jones said. “At this point, I’m almost willing to take whomever I can get.”

Missouri Press Association provides members free classified ads through its online Marketplace on mopress.com. MPA Executive Director Mark Maassen said the online job listings help both member newspapers and the Association’s staff spread the word about who is hiring at newspapers throughout the state.

“On the occasion Missouri Press staff is approached by individuals interested in jobs in the newspaper industry, usually reporters but sometimes advertising and other roles. We use the job ads that members place with us in our Marketplace classifieds as a starting point to direct those job seekers to our members who are hiring,” Maassen said.

For more information about placing a Missouri Press Marketplace ad, contact Matthew Barba at mbarba@mopress.com or visit [www.mopress.com/job-bank/](http://www.mopress.com/job-bank/).

---

## Continued from Page 2: *Keeping the lights on and presses printing*

While the Local Journalism Sustainability Act may be a victim of the current partisanship, and/or lack of bipartisanship, that is afflicting Congress, and quite possibly the whole country, it does bring to light the current challenges facing newspaper publishers.

Another ray of hope may come from the American Journalism Project (AJP), a venture in philanthropy dedicated to local news. “We believe local journalism is a public good and are reimagining its future by building a model to finance and sustain the local news our democracy requires,” say its founders. “We make grants to local nonprofit news organizations to build their revenue and business operations, partner with communities to launch new organizations, and mentor leaders as they grow and sustain their newsrooms.”

There’s certainly been times when the Current Wave has qualified for “nonprofit” status. We do have a newspaper neighbor that operates as a nonprofit and they appear to be doing well.

Facebook, now Meta, is also offering another possible aid to sustainability. In partnership with the Lenfest

Institute for Journalism, the Meta Journalism Project Community Network grant program supports people and organizations aiming to build community through local news. The program offers grants ranging from \$5,000 to \$25,000 and accepts applications three times a year.

Then there’s Google’s News Initiative, which claims an aim of advancing the practice of quality journalism: “We help bolster the work of resource-strapped newsrooms by offering digital tools, training and resources that aid their efforts to find, verify and tell engaging stories. Tools, training and resources designed in partnership with industry experts, academics and news organizations around the world.”

Also, a vendor at our last Convention, Lewis County Press, offers “Workbench,” which integrates mailing, subscriptions and your website.

The Current Wave became a partner in December and we’re happy to report our rate of subscription renewals has practically doubled for the first month.

So the news isn’t all bad, but I am still buying a Lottery ticket each week.

# Meet Bryan Chester & Tim Schmidt, two of MPA's new board members

## *Missouri Press Association has four new directors joining for 2022*

**By Matthew Barba**  
*Missouri Press News*

Missouri Press leadership is drawn from newspapers across the state, representing the interests of all the Association's members and helping guide the organization into the future. Joining the MPA Board of Directors for 2022 are Bryan Chester, *Columbia Missourian*; Tim Schmidt, *Montgomery Standard*; Marion Jordon, *The Kansas City Globe*; and Lucas Presson, *Southeast Missourian*.

Directors are elected each year during the business meeting held as part of the Association's annual convention and trade show. Nominations to serve on the board are accepted until July 1 and are then reviewed by a nominating committee for consideration by the entire MPA membership.

### **Bryan Chester**

Bryan Chester has been in newspapers for 15 years, starting as an advertising rep and moving his way up to ad director and eventually general manager of the *Columbia Missourian*.

Himself a Mizzou graduate twice over, Chester said he had always been a "voracious consumer of news," and when he graduated from college, he was looking for a job opportunity with growth and transferable skills. Taking a job in ad sales at the *Missourian*, he found he enjoyed the consultative aspect of selling media.

Chester wanted to get involved with the MPA Board following his years serving on the board of, including three terms as president, of Missouri Press Advertising Managers and Executives.

"I've seen firsthand the benefits local newspapers receive from a

strong, dedicated press association," Chester said. "With my term coming to an end at MPAME, I wanted to find a way to stay involved and serving on the MPA board was the logical next move. I'm excited to be a part of the organization, and I hope that my ideas have value for our members."

Keeping newspapers viable is important to Chester both for his work with the *Missourian* and because of the loftier ideals of what newspapers represent.

"Newspapers provide a deeper connection to your community. I've lived in Columbia for over 20 years, but it wasn't until I began working for the *Missourian* that I realized just how broad and diverse the area is," Chester said. "The *Missourian* tuned me into things I would otherwise never discover."

Chester said he also likes being one of the first to know about things going on in the community, and the only people more in the know than newspaper readers are the newspaper's workers. Figuring out ways to monetize readers and their news consumption in an increasingly digital environment is the greatest challenge for newspapers today, he added.

"It sounds cliché, because it is, but it is also the only long-term solution for sustainable local news. The only question is how," Chester said. "We've seen several attempts, the *Missourian* has experimented with various business models itself, but no one has been able to scale digital revenue on a local level."

If you have a chance to meet Chester at one of Missouri Press' upcoming events, or MPAME's annual meeting April 21-22, at Camden on the Lake,



Bryan Chester, general manager of the *Columbia Missourian*, is one of Missouri Press Association's new-for-2022 board members. In his spare time, one of his favorite activities is to go snowboard, such as this April 2021 visit to Winter Park Resort in Colorado. (Submitted photos)

feel free to bend the ear of the Chicago native and self-proclaimed pizza aficionado about his favorite pie or how the Tigers are doing this year.

You could also talk to him about his favorite winter pastime, snowboarding.

"I'm an avid snowboarder and spend my spare time chasing winter storms," Chester said. "Don't be surprised if I take your call from a chairlift between December and April."

**Continued on Page 7**



### Tim Schmidt

Tim Schmidt has more than 20 years in the newspaper business, including the last five as publisher of Westplex Media, which operates the *Montgomery Standard*, *Warren County Record*, *Mexico Ledger* and *Moberly Monitor-Index*.

Schmidt has deep roots in northeast Missouri, graduating from Culver-Stockton College in Canton with a degree in communications-journalism emphasis. He started his newspaper career with the Suburban Journals in Warrenton and Wentzville from 2002-04, then became sports editor and eventually managing editor for the *Warren County Record*. He also has experience as general manager of the *Louisiana Press-Journal* and spent a year as publisher of the *Lincoln County Journal*, *Troy Free Press* and *Newstime*.

Even before deciding what to study at college, Schmidt said he would read the sports section of the *Quincy, Ill. Herald-Whig* every day after school.

"I was a three-sport athlete in high school," Schmidt said. "I would scour through the box scores and knew nearly every player on every MLB team. Like many kids, I dreamed of playing Major League Baseball. Since I didn't throw 90 miles per hour, I had to figure out what I was going to do with my life. Covering sporting events and writing about them was a way to stay connected to the game."

More than just being connected to the sports he loves, working for newspapers has allowed Schmidt to meet and interact with lots of great people from different walks of life.

"Every day, every week is a little different than next," he said. "I love covering the triumphs and victories, but publishing news that your community needs to know is also rewarding."

Publishing important information is rewarding but it can only be done if the lights are on and the presses kept printing. Turning online engagement into paid subscriptions will be critical to the future

of newspapers, Schmidt said.

"We must continue to evolve with the times and be open to new ideas. The industry has changed a lot in my 20 years, and it's going to change a lot more over the next 20 years," he said. "We do a good job with social media engagement and driving visitors to our website, but how do we turn them into paid subscribers?"

That question is part of the reason Schmidt said he wanted to be involved with the Missouri Press Association Board of Directors. With more smaller newspapers in Missouri than large ones and being a publisher of four of those small newspapers, he wants to make sure they are represented and have

a voice.

"This is a way to give back and make sure our industry remains relevant for many years to come. I look at it the same as volunteering for a community group, you can't stay on the sidelines the entire time," he said. "I hope to learn from other newspaper publishers and hope I can provide them with ideas, as well. We're only stronger as a group."

An overall stronger industry will also be better suited to address another issue, Schmidt said. "Making sure we have quality candidates to hire in the future is a big concern of mine."

And you should know, as a newspaper publisher Schmidt is used to seeing both sides of an issue, but it's not the only time he has employed that skill.

"During college, I made extra money umpiring baseball and refereeing basketball games. I have done some baseball umpiring in recent years, but now spend free time coaching my son's baseball team and watching my daughter play softball," Schmidt said. "I hope to resume umpiring in the future once they are grown."

Check out the March issue of *Missouri Press News* to learn more about MPA's other new directors, Marion Jordon, publisher of *The Kansas City Globe*, and Lucas Presson, assistant publisher of the *Southeast Missourian*, Cape Girardeau.



Tim Schmidt



Marion Jordon



Lucas Presson

**Are you receiving  
Missouri Press' emails?**

**What about everyone  
else at your newspaper?**

**To get yourself or  
another member of your  
staff on our email list, or  
for more information,  
please contact  
mbarba@mopress.com**

## Missouri Press Association / Service / Foundation

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

### STAFF

Mark Maassen: Executive Director, [mmaassen@mopress.com](mailto:mmaassen@mopress.com)

Matthew Barba: Editor, [mbarba@mopress.com](mailto:mbarba@mopress.com)

Ted Lawrence: Advertising Director, [tlawrence@mopress.com](mailto:tlawrence@mopress.com)

Michael Harper: Foundation Director, [mharper@mopress.com](mailto:mharper@mopress.com)

Kristie Fortier: Member Services, Meeting Planning, [kfortier@mopress.com](mailto:kfortier@mopress.com)

Marcie Elfrink: Bookkeeping, [melfrink@mopress.com](mailto:melfrink@mopress.com)

Jeremy Patton: Advertising Placement, [jpatton@mopress.com](mailto:jpatton@mopress.com)

Jean Maneke: Legal Hotline Counselor, [jmaneke@manekelaw.com](mailto:jmaneke@manekelaw.com)

Helen Headrick: NIE & Education Director, [hheadrick@mopress.com](mailto:hheadrick@mopress.com)

Doug Crews: Legislative Director, [rdcrews@socket.net](mailto:rdcrews@socket.net)



## Cape Girardeau

### Rex Rust

Rex Dearthmont Rust, 52, co-president of Rust Communications, died Jan. 6, 2022, after a yearlong battle with cancer.

In February 2001, Rust and his brother, Jon K. Rust, were named co-presidents of the family's media company that owns more than 40 newspapers in eight states, including the *Southeast Missourian* in Cape Girardeau, as well as several more magazines, websites and minority ownership in 17 radio stations. The brothers, who continued to work with their father, Gary Rust, as chairman of the board for Rust Communications, were later joined by their brother, Gary Rust II, as director of the company's digital agency.



Rust was a cum laude graduate of Harvard with a degree in economics and would go on to work on Wall Street and in private-equity roles overseeing mergers and acquisitions totaling hundreds of millions of dollars.

He served in various roles for several civic, community and professional organizations, including as president of the Inland Press Association and on the boards of American Press Institute and Page Cooperative.

In addition to his wife, Sherry, he is survived by his parents, Gary and Wendy Rust; his brothers and sisters, Penny Terry, Gary Rust II, Holly Payne, Wynne Rust and Jon Rust; and many more family and friends.

## Kansas City

### Sid Bordman

Sid Bordman, 98, of Overland Park, died Dec. 20, 2021.

He was a sportswriter for *The Kansas City Star* and the *Times* for 34 years and retired in 1989. A lifelong fan of baseball, he covered the KC Royals, Athletics and the minor league Blues for the newspapers, as well as many other professional and collegiate sports. He was among the group of reporters who covered the very first KC Royals game in 1969.

Bordman was one of the authors of "From Worst to First," about the history of Major League Baseball in Kansas City from 1955 to 1985.

As a teenager selling newspapers near Municipal Stadium in 1939,



Bordman was offered the chance to be a batboy for a team playing against the Blues, a farm league team for the New York Yankees. He remained the batboy for visiting teams at the stadium until enlisting in the U.S. Army in May 1943.

Bordman served in the Corps of Engineers until February 1946. He was stationed in Guadalcanal, the Philippines and Japan. When he left the service and returned to Municipal Stadium, he became the Blues' clubhouse manager.

He is survived by his four children, Janice, Stephen, Barbara and Ted; four grandchildren; two great-grandchildren; and many more family and friends.

## Higginsville

### Beverly Mackie

Beverly Jane Mackie, 79, of Higginsville died Nov. 23, 2021.



During her life, Mackie held various jobs including working at Hallmark Cards, but she joined her hometown newspaper, the *Higginsville Advance*, in 1987.

She remained there for 34 years as the newspaper's general manager.

She is survived by a son, William, and two daughters, Janet and Kaylene; and many more family and friends.

## Kansas City

### Shawn Russell

Shawn Russell, 60, of Overland Park, Kan. died Dec. 24, 2021.



Russell worked in *The Kansas City Star's* advertising division for 17 years, eventually becoming one of the newspaper's major account executives. Before joining *The Star*, he had a brief stint selling

advertising for the *Thrifty Nickle*.

He was also known for his love of music and spent many weekends and events playing for his friends and family. In 2021, Russell's band, Stone Soup was the musical entertainment for Missouri Press Foundation's Thursday night social at the 155th Annual Convention in Excelsior Springs.

In addition to his wife, Karen, he is survived by two daughters, Isabella and Meggie; three siblings, Robert, Rusty and Tamera; and many more family and friends.

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





New York

## Terry Teachout

Terry Teachout, 65, a New York-based biographer and theater critic for *The Wall Street Journal* and previously a reviewer for *The Kansas City Star*, died Thursday, Jan. 13, 2022.

Teachout studied journalism and music at William Jewell College in Liberty, followed by work as a bank teller in Kansas City. During this time, he also wrote reviews for *The Star* and sought out gigs as a jazz bassist.

He moved to New York in the 1980s and took an editing internship at *Harper's* magazine and wrote editorials for the *New York Daily*



*News*. He contributed essays and criticism to various publications, while also working to establish his career as a biographer.

Born and raised in Sikeston, Teachout wrote in his memoir ("City Limits: Memories of a Small-Town Boy") about his Midwest roots. "I still wear plaid shirts and think in Central Standard Time. I still eat tuna casserole with potato chips on top and worry about whether the farmers back home will get enough rain this year."

He is survived by a brother, David, and many more family and friends.

Waite Park, Minn.

## Howard Rowland

Howard Ray Rowland, 92, of Waite Park, Minn., died Jan. 14, 2022, at the St. Cloud Hospital.

Rowland received his bachelor's degree in journalism from the University of Missouri in Columbia in 1950. He was editor of newspapers in



Seymour, Lamar and Monett in the 1950s and also a feature writer for Springfield Newspapers, Inc.

A U.S. Army Korean War veteran, he was editor of the Second Armored Division's newspaper in Germany during his military service from 1951-53.

While author and editor of several books in higher education, he also wrote "Big War, Small Town," a personal history of Cassville, Mo., his boyhood hometown, and "So Much To Learn," about attending Mizzou after World War II.

In addition to his wife, June, he is survived by two daughters, Runay and Rhonda; and many more family and friends.

Kansas City

## James Tribble

James Lloyd Tribble, 91, of Lenexa, Kan. died Jan. 5, 2022, at his home.

Tribble worked for many years at *The Kansas City Star* and in 2000, he

retired as maintenance supervisor

He is survived by two sons, Jim and Mike; a grandson, Paul; any many more family and friends.

To make a donation to Missouri Press Foundation, contact Michael Harper at 573-449-4167, ext. 303, or at mharper@mopress.com.

# Sunshine Week is March 13-19

## From Missouri Press Staff

Sunshine Week was launched in 2005 by the American Society of News Editors — now News Leaders Association — and has grown into an enduring initiative to promote open government. Sunshine Week will be observed this year Sunday-Saturday, March 13-19.

Members of the media, including newspapers, are encouraged to highlight the importance of openness through stories, editorials, columns, cartoons or graphics. In Missouri, the last year has thrown into stark contrast the need for open meetings and governmental records transparency as several prominent news stories were only possible thanks to Sunshine Law requests.

To help you recognize Sunshine Week, a content toolkit is available online at [www.newsleaders.org/sunshine-](http://www.newsleaders.org/sunshine-)

week-toolkit. Please check the link regularly in the weeks leading up to this year's Sunshine Week for recourses updated for 2022.

The toolkit is intended for anyone interested in amplifying the importance of access to public information, including media organizations, civic organizations and government officials. Permission to use the resources in the toolkit is for the seven days of Sunshine Week.

Missouri Press will continue to send reminders leading up to Sunshine Week in March, including as part of the weekly eBulletin and February mid-month Bulletin. If you do not receive these communications from Missouri Press, or if you want more information about how to use Sunshine Week resources in your newspaper, please contact MPA Editor Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com).



**Lancaster** — Mike and Sue Scott, owners of NEMOnews Media Group, LLC, are the new publishers of the *Schuyler County Times*. They purchased the newspaper from Herb and Lorraine Austin, who operated the *Times* for 13 years as a second career.

The *Times* joins NEMOnews' other publications, which include the *Kahoka Media*, *Edina Sentinel*, *Memphis Democrat*, *Shelby County Herald*, *Milan Standard*, and *Palmyra Spectator*. The media group now operates in seven northeast Missouri counties.

Mike Scott told readers in the announcement of the ownership change that they had looked at purchasing the *Excelsior* newspaper in Lancaster in 2003 when the Scotts were buying their first newspapers in Kahoka, Edina and LaBelle. "Nineteen years later, we're excited to finally be a part of the community," he wrote.

In addition to thanking the Austins' for their work publishing the newspaper, the Scotts appealed to the community to reach out and let the new owners know what readers want to see in the newspaper. They also asked for help finding office space so the *Times* can stay in Lancaster.

**Cabool** — The *Enterprise* published its final issue at the end of December. Publisher Dala Whittaker said the Texas County newspaper had been for sale for more than a year but a new owner would continue to be sought for the business in the hopes it would return to cover the community.

Whittaker, who owns the *Enterprise* with her husband, Tom, told readers that after 45 years with the newspaper, it was time to retire. The newspaper's final issue under the Whittakers was on Dec. 30, 2021.

The *Enterprise* was established in 1883.



Mike and Sue Scott, left, purchased the *Schuyler County Times*, Lancaster, from Herb and Lorraine Austin at the end of 2021. The *Times* joins NEMOnews Media Group, which now publishes a total of seven newspapers in northeast Missouri. (Submitted photo/Mike Scott)

he and the newspaper's staff are no less excited to continue providing readers and advertisers with a quality product.

Jones assured readers the newspaper will continue to publish all of the news, events, sports, school activities and other items they are used to but with the ability to ensure no readers miss out on county-wide information or news from a neighboring town. The consolidated newspaper's publication day will be Thursdays and be available from vendors and in machines on Wednesdays.

"Please be patient with us as we make adjustments in production and content and work out any publishing 'bugs' we may encounter," Jones wrote to readers. "I know the end result will be a better paper, to better serve the public."

**Raymore** — Heartland Media & Publishing, Inc., a Raymore-based, family-owned business is the new publisher of the *Journal*. The company took over the publication on Jan. 1 from Kansas-based Kansas Chief Printing and Publishing.

Heartland Media was founded by Tyson Fisher, who has more than a decade of journalism experience including working at *The Raymore Journal*. In the announcement for the change in ownership, readers were told to expect a "complete digital makeover" to ensure the *Journal* is fully part of the community in both print and online.

Fisher said the Raymore community has repeatedly shown they want a local newspaper, supporting the *Journal* since its founding in 1992 and in the face of a global pandemic going into its third calendar year.



The new masthead for the Morgan County Statesman, which combined former newspapers the Versailles Leaders-Statesman and Morgan County Press. (Submitted graphic)

**Versailles** — The *Versailles Leader-Statesman* and the *Morgan County Press* have been combined to form the *Morgan County Statesman*, one weekly newspaper covering the entire county. Publisher Bryan Jones told readers that while the decision was born out of the economic realities of modern-day newspaper publishing,

**Send your news items for Missouri Press News to [mbarba@mopress.com](mailto:mbarba@mopress.com)**



# THANK YOU 2021 PAGE BUILDERS

The Advertiser • Arnold Imperial Leader • Bethany Republican-Clipper • Bolivar Herald-Free Press  
Buffalo Reflex • Cedar Co. Republican • Christian Co. Headliner-News • Columbia Missourian  
Cuba Free Press • Focus on Oak Grove • Houston Herald • The Index • Jefferson Co. Leader  
The Joplin Globe • The Kansas City Star • Laclede Co. Record • The Marshfield Mail  
North Missourian • Northeast News • The Odessan • Ozark Co. Times • The Republic-Monitor  
St. Charles & St. Louis Co. Community News • St. James Press • St. Joseph News-Press  
St. Louis American • St. Louis Call • St. Louis Post-Dispatch • Steelville Star-Crawford Mirror  
The Tipton Times • Trenton-Republican Times • Washington Missourian



Each year, many Missouri newspapers unite to build a foundation for preserving the past, protecting the present, and focusing on the future of our industry. The generous support we receive from these newspapers is the backbone of the Missouri Press Foundation, allowing us to accomplish much more together than we ever could apart:

- Summer Internship Program Grants
- MO Photojournalism Hall of Fame
- MO Press Convention Trade Show
- Journalism College Scholarships
- Better Newspaper Contest
- Newspapers in Education
- Young Journalist Awards

visit [mopress.com/page-builders](http://mopress.com/page-builders)  
**to build with us**

# BE A PAGE BUILDER





**Bolivar** — Deanna Moore has been named the new publisher of Phillips Media's group of weekly newspapers in southwest Missouri. The group includes the *Bolivar Herald-Free Press*, *Buffalo Reflex*, *Marshfield Mail*, *Christian County Headliner News* in Ozark and *Cedar County Republican* in Stockton.



A lifelong Polk County resident, Moore has been directing advertising at the Bolivar newspaper for the past two decades. Before that, she worked for the *Springfield News-Leader*. Phillips Media President Jim Holland said, "[Moore] has been an asset to our sales department and operations in southwest Missouri for a long time. She has proven herself as someone who has a great understanding of customer needs and what it takes to make a successful newspaper."

Moore takes the place of J.T. Strasner, who accepted a position at a newspaper in Texas. He was with Phillips Media since March 2021.

**Perryville** — Crystal Lyerla is the new publisher of the *Perryville Republic-Monitor*, replacing Beth Durreman, who left late last year to join Leader Publications in nearby Festus. Lyerla was previously the *Republic-Monitor's* managing editor until March 2017.



She also worked as a publisher with Wright Publishing Group for the *Mountain Grove News-Journal* and *Mansfield Mirror* before they were merged. Following a brief hiatus from the industry, she was recruited for the publisher position in Perryville. "I am both humbled and excited to have the opportunity to do the work I love, in the town I love and call home," Lyerla said.

Lyerla began her career at *The Herald Tribune* across the Mississippi River in Chester, Ill., moving up the ranks



Jessi Dreckman, right, is the new editor of the *Ozark County Times* in Gainesville, following the retirement of Sue Ann Jones. (Submitted photo/Norene Prososki)

from reporter to editor before joining the staff of the *Republic-Monitor*.

Gainesville — Sue Ann Jones has retired as editor of the *Ozark County Times*, with Jessi Dreckman stepping in to lead the newsroom. Jones most recently worked for the newspaper since 2005, serving as editor since 2011, but she first worked at the *Times* in the 1960s and '70s during high school and college.

Jones will continue to write occasional features and other items for the newspaper and take over the weekly *Times Past* column, a job her sister, Mary Ruth Luna Sparks, handled since 2008 and from which she is retiring.

Dreckman started at the *Times* in August 2012 as office manager and reporter and aside from a few months with another job as been at the newspaper since. Jones said Dreckman is a talented writer with an instinct for news who knows how every part of the newspaper operates.

Re-joining the staff is former reporter and editor Bruce Roberts, who began his newspaper career at the *Times* in 1989, serving as editor from 1993-97. He also worked for *The Baxter Bulletin* in Mountain Home, Ark. for 16 years in several newsroom roles.

## Be aware of upcoming award nomination deadlines

### From Missouri Press Staff

Your nominations for some of Missouri Press' top honors are needed by March 31, including for the Missouri Newspaper Hall of Fame and the Williams E. James Outstanding Young Journalist award.

You can find nomination forms on Missouri Press Association's website, [mopress.com](http://mopress.com), by visiting [bit.ly/MoPressForms](http://bit.ly/MoPressForms) (case sensitive). You

can also contact MPA Editor Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com) for help with the forms.

Each of the nomination forms includes the criteria for selection.

Missouri Photojournalism Hall of Fame nominations are due by May 13. Those nomination forms can be found on the page linked above or by contacting Missouri Press Foundation Director Michael Harper

at [mharper@mopress.com](mailto:mharper@mopress.com).

Applications for the Foundation's Internship Grants Program are due by April 20. If your newspaper is interested in applying for an internship, please visit [mopress.com/Missouri-press-foundation-internships](http://mopress.com/Missouri-press-foundation-internships).

You can also contact Harper ([mharper@mopress.com](mailto:mharper@mopress.com)) for more information about internships.



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



**MISSOURI FARM BUREAU**  
www.mofb.org

For information about agriculture or issues affecting rural Missouri call 573.893.1468.



**MSMA**  
Missouri State Medical Association

For all things medical in Missouri, turn to the experts at the Missouri State Medical Association.

Lizabeth Fleenor  
800-869-6762 • lfleenor@msma.org  
www.msma.org

**2,913,035**

NEWSPAPERS mailed weekly through Interlink's postal presort.

Learn why we are newspaper mail experts.



**Interlink**  
HOW NEWSPAPERS DO MAIL™

www.ilsw.com | 888-473-3103 | info@ilsw.com

## Revolutionize Your LOCAL EVENT ADVERTISING

Launch Your Online Community Event Calendar  
With Automated Reverse-to-Print Revenue



### 1. Attract Event Marketers & Readers With Free Online Calendar Posting

Event marketers send and syndicate their events to your online calendar for free with the Evvnt online marketing platform.

### 2. Create Revenue With Ready-to-Upsell Add-Ons

Approach online event advertisers with a variety of ready-to-implement upsell opportunities like print calendar advertising, "featured" placement or "editor's pick" status, voice marketing and more valuable add-ons.

### 3. Reverse-Publish to a Print Calendar Instantly

Turn your online calendar into a ready-to-publish print calendar with the click of a button.

Ready to revolutionize your local event and entertainment advertising to produce profits of \$50K+ in the first year? Contact [partners@evvnt.com](mailto:partners@evvnt.com) now!

**METRO**  
CREATE. SELL. PROFIT.

# Missouri Press Foundation

## Thank you for your donation!

Because of your generosity, we have raised \$23,106.34 for the Foundation to support Missouri community newspapers. We are so very grateful to Silver Dollar City and everyone who made a gift to the Foundation this year.

Carol Aholt  
Clyde Bentley  
Alan Berner  
Dave Berry  
Donna Bischoff  
Brian S. Brooks  
Donald Dodd  
Dennis Ellsworth  
Ed Finkelstein  
Kent & Sharon Ford  
Richard Ganahl  
Brent & Sue Gierke  
Michael Harper

Helen Headrick  
Scott & Diane Jackson  
Greg Jackson  
Jefferson City News-Tribune  
Sarah Kent  
Leader Publications  
Edward & Arleen Lee  
Lee Enterprises Foundation  
Patrick & Kathleen Martin  
Joe & Phyllis May  
Jim & Sue Mayo  
Daryl Moen  
Mound City News

Walter Pfeffer  
Martha Pickens  
Rita Reed  
David Rees  
Sage Information Services  
St. Louis Call Newspaper  
Tom Schultz  
Janice Shuck  
Jean & Larry Snider  
Andy & Suzette Waters  
Westplex Media Group  
Pamela Wingo  
Dalton Wright



# Request 2022 MPA press cards

## From Missouri Press Staff

Submit requests for 2022 press cards and 2022-2023 Missouri Press Association auto stickers today by going online or emailing staffers' names to Kristie Fortier at [kfortier@mopress.com](mailto: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.



## CALENDAR

### March

- 31 — Nominations for Missouri Press Newspaper Hall of Fame, Outstanding Young Journalist Due
- 31 — Better Newspaper Contest Entries Due for Reduced Entry Fees

### April

- 7 — Better Newspaper Contest Template Closes
- 20 — Missouri Press Foundation Summer Internship Applications Due
- 21-22 — Missouri Press Advertising and Marketing Executives Annual Meeting, Camden on the Lake

### May

- 13 — Missouri Photojournalism Hall of Fame Nominations Due

### June

- 23 — First Amendment Golf Classic, Loutre Shore Country Club, Hermann
- 24 — Show-Me Press Association Annual Meeting, Hermann
- 24 — MPA/MPS/MPF Summer Board Meeting & Show-Me Press Association Annual Meeting, Hermann

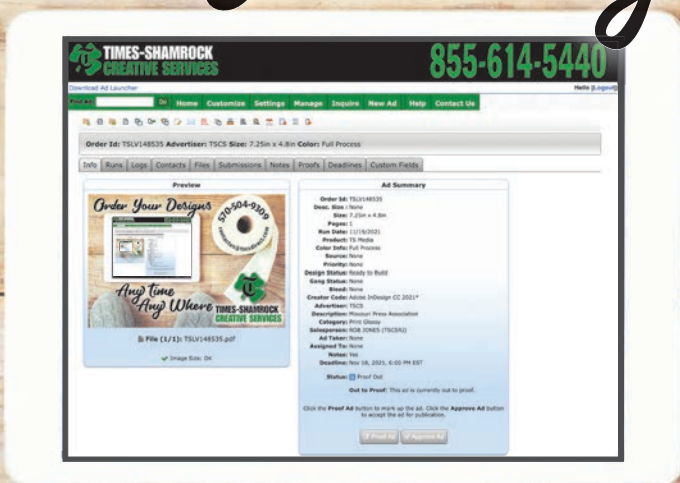
### September

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

### October

- 20 — Missouri Photojournalism Hall of Fame Induction Ceremony

## Order Your Designs



Any time  
Any Where

**TIMES-SHAMROCK  
CREATIVE SERVICES**

# More On Advertising

Ted Lawrence,  
Advertising Director  
Missouri Press Service



## Auto Dealers to spend more in 2022

I came across an interesting summary of the auto industry and its advertising plans for 2022, along with an in-depth description of what happened in 2021. (Courtesy of Borrell and Associates)

Over the past two years, inventories plummeted, prices skyrocketed, and profits soared. Follow this roller-coaster:

In April 2020, sales for light vehicles hit the lowest level since tracking began 46 years ago.

A year later, it rose to the highest in 16 years. Then, an inventory crisis. In May 2021, dealers were selling more vehicles than they were receiving on their lots. By Christmas, the average dealer had enough new cars to sustain just 15 days of sales.

As 2022 begins, one analyst says, "There won't be a question of how many new vehicles consumers will buy, but how many vehicles automakers can actually produce."

But the good news for us? The effect on dealer advertising won't be negative. After a 15% increase in 2021, Borrell's forecast calls for local dealer advertising to rise 8.8% this year.

So even though new and used cars are selling so fast dealers hardly need to advertise them, Borrell says dealerships have a new urgency and new reasons to advertise. Some have already started those campaigns.

Several large dealer groups increased spending by 50% or more in 2021 as they opened used-car stores or shifted focus to buying vehicles from consumers. These initiatives are likely to trickle down to midsize and smaller local dealerships in 2022. They'll be looking to rebrand themselves as local fulfillment centers where consumers can sell vehicles, buy new ones, get them serviced, qualify for the best financing, or pick up a car they bought online.

This is where OTT advertising comes in, and you can sell it using the Missouri Press digital services. (Over-the-top advertising (OTT) lets companies reach customers streaming television shows, movies, and other content directly via the internet. OTT can be used to advertise directly with streaming services or through connected devices.)

For the last year and a half, dealers have been voracious buyers of video advertising outside of the broadcast TV realm. In 2020, they began spending more on OTT advertising than they did on radio & TV combined. By 2023, they'll spend \$1.9 billion on OTT.

To get a piece of that pie, you have the ability to sell OTT through Missouri Press, as an added value with your print ad package. Ask me how!







# Missouri Newspaper Organizations

---

**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 Proski, 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.

**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.

**MISSOURI PRESS ADVERTISING & MARKETING EXECUTIVES:** President Bryan Chester, Columbia; First Vice President, vacant; Secretary-Treasurer, Kristie Fortier, Columbia. Directors: Kevin Jones, St. Louis, Stephanie Vandeven, Perryville; Brittney Cady, Jefferson City; Gina Langston, Joplin; Past President, James White, Warsaw.

**MISSOURI PRESS SERVICE:** President, Trevor Vernon, Eldon; Vice President, James White, Warsaw; Secretary-Treasurer, Jeff Schrag, Springfield. Directors: Dennis Warden, Owensville; Jim Robertson, Columbia.

**MISSOURI PRESS FOUNDATION, INC.:** President, Brian Brooks, Columbia; Vice President, Dave Berry, Bolivar; Secretary-Treasurer, Doug Crews, Columbia. Directors: Kathy Conger, Bethany; Beth Durreman, Festus; Laura White Erdel, Columbia; Wendell Lenhart, Trenton; Joseph Martineau, St. Louis; Joe May, Mexico; Bill Miller, Sr., Washington; Jim Robertson, Columbia; Vicki Russell, Columbia; Jean Snider, Harrisonville; John Spaar, Odessa; James Sterling, Columbia; Paul Stevens, Lenexa; and Dane Vernon, Eldon. Director Emeritus: Rogers Hewitt, Shelbyville.

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

# Sunshine Law changes could alter how history's first draft is written

There are times when trends in the state are obvious in the calls that come into the Hotline. Perhaps this relates to new government employees taking jobs after Jan. 1. But there have been several calls in recent weeks related to whether a public body can refuse to release minutes of meetings until they are approved by the body itself at a subsequent meeting.

Those approved minutes are “official” minutes, as opposed to the initial version, which we’ll call “draft” minutes. (And “draft minutes” is an all-encompassing but undefined term, ranging from a tape recording of the meeting to the notes taken by a staff person or board member during the course of the meeting in lieu of a secretary handling the task.)

Long ago, this issue of access to draft records was addressed by the Missouri Supreme Court in the case of *John Hemeyer v KRCG-TV*, decided in 1999. The television station had filed a Sunshine Law request for a videotape of the booking of a state representative, brought into the sheriff’s office on his arrest for driving while intoxicated. That booking process was filmed on a camera in the sheriff’s department. The station sought a copy of the tape.

The sheriff attempted to argue that the tape was not a “public record” under Missouri’s Sunshine Law because it was not “retained” by his office. The tapes were regularly recycled and not permanently stored. But the station argued that the word “retained” as used in the state statute did not require permanent storage. And the Supreme Court agreed. “Although the tapes are reused, they are still retained by the Sheriff. The plain and ordinary meaning of the word ‘retain’ does not specify a length of time for holding or maintaining,” the Court’s opinion said. Because at the time the Sunshine request was made, the Sheriff’s office still “retained” the tape, it was a public record, the Court

held.

Further argument dealt with whether a temporary record was a “record” for purposes of state law. The Court recognized that the state record statutes, contained in Chapter 109, do have different retention policies for various kinds of records. But the Court pointed out that the term “record” as used in Chapter 610, the state Sunshine Law, doesn’t distinguish between permanent and temporary records, and the Sunshine Law, in its own provisions, requires that its language be interpreted liberally and therefore a temporary record is treated no differently than a permanent record.

So, first, this case is clear that any “temporary” record in the hands of a public body which you have requested under a Sunshine Law request is to be made available, whether or not it is “approved.” Back prior to Josh Hawley being elected Missouri’s Attorney General, there was a Q&A in the AG’s Sunshine Law handbook that made this clear, and I still have a photocopy of that page I’ll be glad to send out to anyone who needs it, for what it’s worth (which, granted, may be nothing).

Now, here’s what troubles Sunshine Law advocates today — A number of bills are pending at the moment in the Missouri legislature that would change important provisions of the current state Sunshine Law.

Among the changes proposed in various bills are a change in the definition of “record,” and, in conjunction with that, the

*"A number of bills are pending at the moment in the Missouri legislature that would change important provisions of the current state Sunshine Law."*

elimination from the category of records available to the public any unofficial (“transitory”) records in the hands of public governmental bodies.

Another would change the provisions that the Sunshine Law is to be “liberally” construed to favor openness in public records. A further change

would allow the state legislature and other public bodies to announce extended closures, and thereby stay any requirement to respond to open record requests until the body reopens.

And, most importantly, a suggested change would eliminate the recent success the public had before the Missouri Supreme Court, which held that public bodies must pay for the process of closing records, rather than the public when it requests records that are partly open and partly closed.

The public needs to understand that many in the state legislature are not in favor of open records principles this session. All of us need to be talking to our legislators about these issues and making sure they hear the voice of their constituents.

The public is entitled to transparency in government.

Passing these measures is not in the public’s best interest.



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



# Generations of Missouri

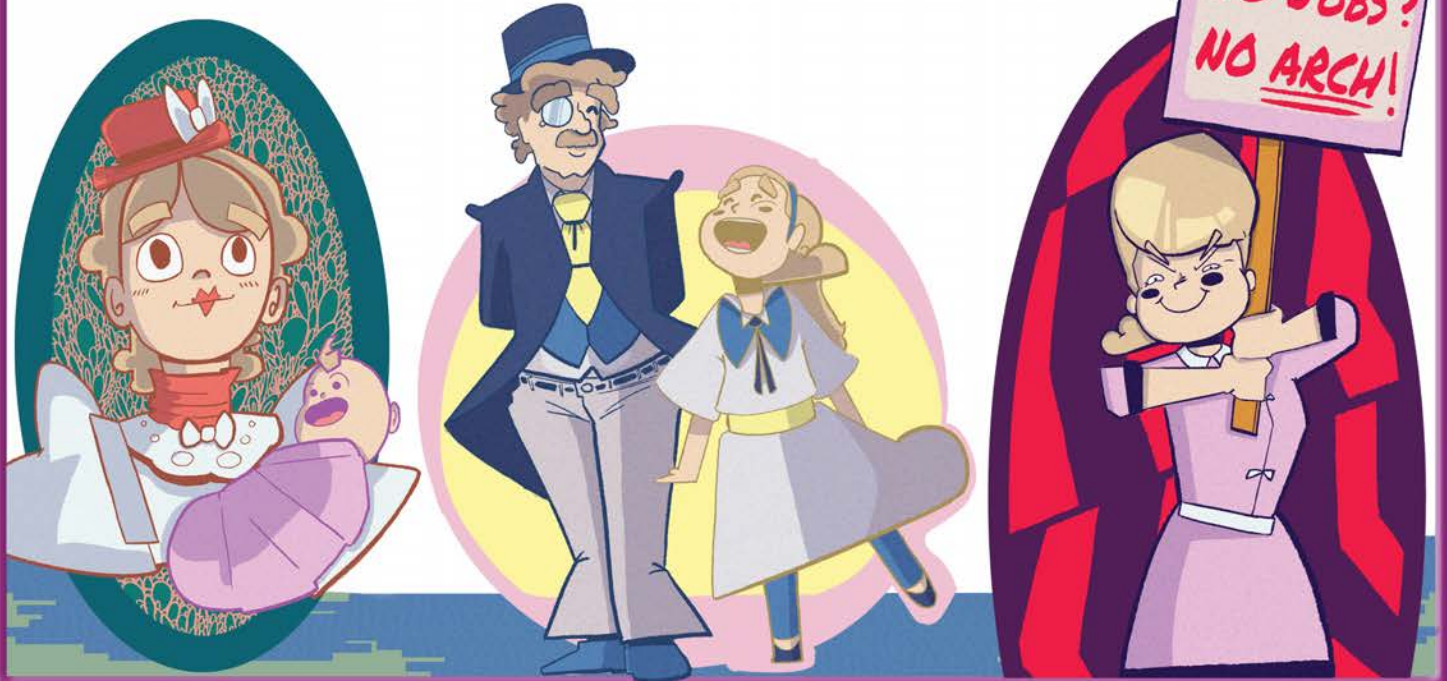
Written by Carolyn Mueller | Illustrated by Philip Goudeau



## 2022 Newspapers in Education Serial Now Available

The Missouri Press Foundation and the National Newspaper Association Foundation are offering a new original free serial story to newspapers across the country for publication. This year we follow a family through many generations, participating in historic events from 1821 to the present. Chapter 1 is set in 1821, where a young girl and her father join 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, including Dred Scott's freedom, the Eads Bridge connecting Illinois to Missouri, the 1904 World's Fair, the 19th Amendment, Churchill's Iron Curtain speech, the Arch Protest and the Flood of 1993. Each event had national impacts and so will resonate with newspapers across the country. This series will be offered free of charge to newspapers in Missouri and across the country, with publication beginning Jan. 1, 2022 and ending June 30, 2022.

Visit *mo-nie.com* and use the download code: **generations** to access the teacher's guide and all eight chapters.



# MPAME

Missouri Press Advertising  
& Marketing Executive Meeting

**April 21-22, 2022**  
**Camden on the Lake Resort**  
**Lake Ozark**

 **CAMDEN**  
ON THE LAKE RESORT

The Special MPAME Room Rate is \$132,  
Call Camden on the Lake at  
573.365.5620 by March 20  
for Reservations at the Special Rate



## Thursday, April 21

**11AM MPAME Board meeting** | H. Toads Restaurant

### **Events in Harbor Ballroom**

**1-2:15 PM** | Legal Hotline Attorney Jean Maneke

**2:15 PM** | Break

**2:30-3:30 PM** | Best Ideas Session | Bring Your Best Ideas to Share to win CASH!

**3:30-4:30 PM** | Hot Topic Round Table Discussions

**5:30PM** | Awards Banquet and Best Ad Idea Session Winner Announced

**7:30-9:30 PM** | Jolly Rogers Pirate Sunset Cruise Aboard the Calypso with Bar and Party Music

## Friday, April 22

### **Events in Harbor Ballroom**

**8:30 AM** | Breakfast

**9-10AM** | Russell Viers

**10:15 AM** | Break

**10:30-Noon** | Russell Viers

# MPAME

Online registration form: <https://bit.ly/3KI7wv8>