

MIP MISSOURI PRESS NEWS

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Sunshine Law lessons from the Sunshine state

Thanks to the many of you who joined us in Jefferson City for a finally in-person Missouri Press Association Day at the Capitol on March 3rd. Let's hope the days of Covid cancellations and meetings by Zoom are finally behind us.

While there are always a multitude of bills filed that concern us as newspaper journalists, the two topics that seem to perennially pose threats to our endeavors are taking public notices out of newspapers and making changes to the Sunshine Law.

As previously noted here and elsewhere, the Sunshine Law seems to be a favorite target this year of Missouri legislators who think that it poses a threat to their endeavors and/or to their constituents.

One of the purposes of our yearly

Day at the Capitol has been to meet with our respective representatives and senators and convince them that that is not the case.

In fact, while most of us were trying to locate our local reps and senators, on the morning of March 3rd, there was a committee hearing on

HB2409/SB1135, which would significantly alter Missouri's Sunshine Law. When I told Doug Crews that I was hoping that one wouldn't even get out of committee, he said he was afraid that probably wouldn't be the case and unfortunately he was right.

That means our 2022 efforts to convince our legislators that watering down the Sunshine Law and making changes that exempt certain

meetings and records from the Sunshine Law are not in the best interests of journalists or the general

public must now continue beyond this year's Day at the Capitol and Sunshine Week.

As for the removal of public notices from newspapers, it seemed that we were breathing a collective sigh of relief in Jefferson City with no bills of that nature advancing through the current Missouri legislative session.

That seeming peace of mind was short lived however as a mere week later the news publishing industry was stunned to learn that the Florida State Senate had voted in favor of a bill that changed the requirement for government entities to place public notices in local newspapers.

The amendment that changed the existing Florida bill, which had just gone into effect a few weeks prior, will now allow local governments and private parties to provide notice about government meetings, zoning changes and legal proceedings to appear on obscure government websites rather than being placed first on the floridapublicnotices.com website run by the Florida Press Association.

Continued on Page 14

"Our 2022 efforts to convince our legislators that watering down the Sunshine Law [is] not in the best interests of journalists or the general public must now continue beyond this year's Day at the Capitol and Sunshine Week."



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Lucas Presson, *Southeast Missourian, Cape Girardeau*
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Recipients of first-ever Rural Missouri Newspaper Scholarship announced

From Missouri Press Staff

Missouri Press News

Alyssa Fitzgerald, a senior at Boonville High School, and Tayler Gilmore, a freshman at the University of Missouri, have been selected as the inaugural recipients of the Rural Missouri Newspaper Scholarship. The scholarship is a partnership of the Missouri Press Association, Missouri Press Foundation, University of Missouri School of Journalism and Reynolds Journalism Institute.

Fitzgerald plans to study journalism at the Missouri School of Journalism next year, while Gilmore will continue her journalism studies in the 2022-23 academic year thanks to the financial assistance provided by the Rural Missouri Newspaper Scholarship.

The need-based scholarship, which was announced in 2021, awards recipients \$5,000 each semester, up to eight semesters while enrolled in the Missouri School of Journalism. Students can also receive an additional \$5,000 summer fellowship funded by RJI and can apply for a further \$1,200 from RJI's Potter Digital Ambassador program.

At Boonville High School, Alyssa Fitzgerald is a member of the Pirate Press, the school's newspaper club. She plays tennis and is a member of Future Business Leaders of America. She is also a tutor in the school's A+ Program.

Fitzgerald wrote in her application letter that she makes it a priority to stay up to date on current events, and that mixed with a love for writing led her to pursue a career in journalism and study at the Missouri School of Journalism.

"I want to make an impact on people similar to the impact the news had on me," Fitzgerald wrote. "Getting accepted



Missouri Press Foundation Director Brian Books presents a "check" for \$10,000 to Tayler Gilmore for tuition as one of the first two recipients of the Rural Missouri Newspaper Scholarship. (Staff photos)

into the University of Missouri is an accomplishment in itself but being able to pursue what I love while also helping out in a rural town, similar to the one I live in now, would make my experience even better."

As a freshman at the University of Missouri, Tayler Gilmore already has experience working at the Columbia Missourian thanks to the federal work-study program. Before attending university, she wrote for Line O' Type, her Moline, Ill. High School's newspaper, and served as co-editor, reporter and photographer.

Gilmore has also written for Love Girls Magazine, a bi-annual publication specializing in women empowerment, and she has previously held a paid internship at Midwest Writing Center's The Atlas 16. Her other activities and volunteer work are extensive and varied, including serving as co-founder and vice president of Minority Leaders of Tomorrow and as a member of the National Association of Black Journalists.

In her application letter, Gilmore wrote she will major in journalism with an emphasis in environmental science. However, due to a breast cancer diagnosis for her mother last year, Gilmore explained she almost had to pause her studies.

"I contemplated withdrawing from Mizzou, but we were fortunate enough to pay this year's tuition using the rest of our emergency savings," Gilmore wrote. "With this scholarship, I can pay my tuition and continue my education without causing financial stress on my family."

If you have questions about the Rural Missouri Newspaper Scholarship, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308.



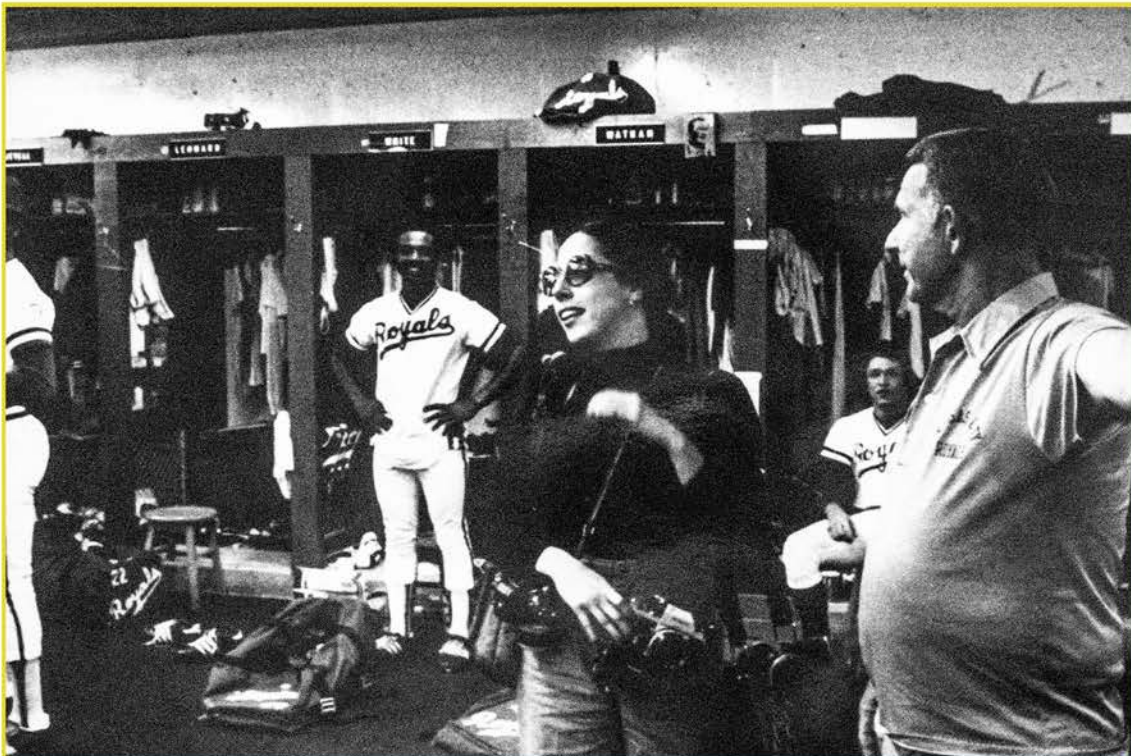
Missouri Press Foundation Director Brian Books announces Alyssa Fitzgerald as one of the first two recipients of the Rural Missouri Newspaper Scholarship.

SEEKING NOMINATIONS

Missouri Photojournalism Hall of Fame



The Missouri Photojournalism Hall of Fame endeavors to recognize those people who have made outstanding contributions to Missouri photojournalism and to provide an exhibit venue to showcase these visual reporting pioneers and the work of current photojournalists. The nomination process is now open.



Chris Cannella of *The Kansas City Star* is asked to leave the locker room after a game. She was the first female photographer to venture into the Royal's locker room following a lawsuit brought by Melissa Ludtke and Time, Inc.

Nominations must be received by May 13.

Inductees will be recognized at a ceremony on Oct. 20, 2022, at SHSMO in Columbia, MO, and examples of their work will be displayed at the Missouri Press Photojournalism Hall of Fame exhibit.

**To download the registration form,
visit www.photojournalismhalloffame.org**

Missouri Press holds winter meeting



Some consider the passing of the gavel during the Hall of Fame Banquet at Missouri Press Association's Annual Convention to be when MPA's new Board President is honored. But current President Roger Dillon and Past President Liz Irwin recognize the true transition of power comes with the ceremonial exchanging of a satchel. (Staff photos)

From Missouri Press Staff

The Missouri Press Association approved the following applications for membership during the March 2, MPA Board of Directors meeting in Jefferson City. Notice of the applications was published in Missouri Press' weekly eBulletins and monthly Bulletin leading up to the meeting.

If you have any questions about applications for membership to Missouri Press, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or at mmaassen@mopress.com. You can also contact Member Services Director Kristie Fortier at (573) 449-4167, ext. 301, or at kfortier@mopress.com.

An Active Membership application for the *Kansas City Call Newspaper*. It is published by Eric L. Wesson Sr.

Kansas City Call Newspaper, 1715 East 18th St., Kansas City, MO 64108, kccallnews@hotmail.com, www.kccallnews.net, (816) 842-3804. It is published weekly with a circulation of 40,000.

A Magazine Membership Application for the *Eureka Leader*. It is published by Peggy Scott and Leader Publications.

Eureka Leader, PO Box 159, Festus MO 63028, peggy.scott@leaderpublications.biz, www.myleaderpaper.com, (636) 637-7501. It is published every other week with a circulation of 11,185.

A Friend of Missouri Press application for *Springfield Daily Citizen*. It is published by Thomas J. Carlson.

Springfield Daily Citizen, 901 S. National Ave., Springfield, MO 65897, dstoeffler@sgfcitizen.org, www.sgfcitizen.org, (417) 837-3666. It is a daily digital publication.

Another "Friend of" application for members to consider is listed on Page 15 of this month's *Missouri Press News*.



Above and right, directors on the Missouri Press Association and Service boards listen to Heath Clarkston, far left, with lobbying partner Lathrop GPM during their March 2, winter meeting in Jefferson City about the current state of the legislative session. The Missouri Press Foundation Board of Directors held a separate meeting earlier in the day at Lathrop's downtown Jefferson City offices.



Day at the Capitol returns to Jefferson City



Gov. Mike Parson listens to a question from Echo Menges of the *Edina Sentinel* during Missouri Press Association's 32nd Annual Day at the Capitol, held March 3. The event

was a return to an in-person gathering at the Governor's Mansion after being held virtually in 2021. About 70 people in all attended. (Staff photos)

Fewer COVID-19 restrictions allowed 2022's meeting to be held in-person.

By Matthew Barba
Missouri Press News

The crowd was a little smaller than usual, but it was still enough to pack the Governor's Mansion dining room full during Missouri Press Association's 32nd Annual Day at the Capitol.

MPA members headed to Jefferson City on March 3, for the return of an in-person Day at the Capitol after hosting the event virtually in 2021. With little in the way of COVID restrictions present, the day was mostly business as usual.

Attendees met at the Missouri State Capitol building for coffee and pastries before being sent to roam the halls and meet with their local legislators. Key among their goals was to draw attention to proposed legislation detrimental to newspapers' ability to keep members of their community



Missouri Press Association members, other media and guests filled the dining room at the Missouri Governor's Mansion in Jefferson City on March 3, for the 32nd Annual Day at the Capitol.

informed, including several bills that would drastically change the state's Sunshine Law.

After meeting with their legislators, attendees heard from State Treasurer

Scott Fitzpatrick, who spoke about the fiscal health of the state and answered questions, as well as, from Reps. Dean Plocher and Louis Riggs.

Continued on Page 7

Continued from Page 6: Gov. Parson made remarks before answering questions.

There was also a special presentation during Day at the Capitol to announce the inaugural recipients of the Rural Missouri Newspaper Scholarship. You can find more information about those scholars on Page 3 of this month's *Missouri Press News*.

Following lunch, Gov. Mike Parson addressed the crowd filling the Mansion's dining room with comments before taking time to answer questions. Topics ranged from pay for sheriffs and teachers to the accusation of "hacking" made against a *St. Louis Post-Dispatch* reporter last year.

MPA members are encouraged to meet with their legislators in person as often as possible to relay the importance of laws that ensure open access to government records and meetings. In-person meetings are the most effective way to get your legislators to listen.

If you have questions about meeting with legislators, either during the legislative session or during the summer, feel free to contact MPA Executive Director Mark Maassen, who can provide MPA members with talking points about critical legislation that is being considered. Contact Maassen at (573) 449-4167, ext. 308, or at mmaassen@mopress.com.



Missouri Press Association members listen to Gov. Mike Parson's remarks during the Association's 32nd Annual Day at the Capitol, March 3, in Jefferson City. Members met at the Capitol building in the morning, then headed to the Governor's Mansion for lunch. (Staff photos)



Above, Don Shrubshell looks to make the perfect shot to go with the *Columbia Daily Tribune's* coverage of Missouri Press Association's Day at the Capitol. At left, *The Jefferson City News Tribune's* Julie Smith looks for a different angle during Gov. Mike Parson's March 3, remarks at Missouri Press Association's 32nd Annual Day at the Capitol.



More photos from Missouri Press' Day at the Capitol are available on the Association's Facebook page.



June 23, 2022
11 am Lunch
Noon Shotgun Start

2022 First Amendment Golf Classic

The Loutre Shore Country Club • Hermann, MO

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Player #2 _____

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Player #3 _____

Email _____

Player #4 _____

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Make checks payable to Missouri Press Foundation



First Amendment Golf Classic traveling to Hermann in June

Space for one name remains on traveling Porter Fisher plaque. Whose will it be?

By Matthew Barba
Missouri Press News

For the first time since its rebranding as the First Amendment Golf Classic, players in the Missouri Press Foundation's annual golf fundraiser will be hitting the fairways of a new course. This year's tournament is moving away from Lake of the Ozarks to Loutre Shore Country Club in Hermann.

While the golf tournament hasn't always been an MPF event (It first teed off 37 years ago as a part of the now-defunct Northeast Missouri Press Association), the Foundation has been responsible for organizing the annual gathering for several years now. In 2019, it was rebranded from the Porter Fisher Golf Classic, named for the late John Porter Fisher, a northeast Missouri publisher.

Since the Foundation assumed organizational responsibilities for the tournament, the venue has generally followed wherever Missouri Press Association's Board of Director is holding its summer meeting. For the last few years that has been at Lake of the Ozarks.

Now in its 37th year, the tournament is heading to a new locale in Hermann, the Loutre Shore Country Club, and will be played Thursday, June 23. About a mile-and-a-half north of Hermann, the golf course is named for its proximity to the Loutre River.

"We're very excited to have a new venue for this year's First Amendment Golf Classic. Loutre Shore is a beautiful 9-hole course that I think a lot of people are going to really enjoy," MPF Director Michael Harper said.

The First Amendment Golf Classic will still be played over 18 holes, with teams of up to four covering the course twice using varied tee boxes. Cost to play is \$75 per person, and singles or partial teams are encouraged to participate and will be grouped into foursomes by MPF. Lunch is included in the registration fee.

"Every year the Foundation golf tournament gives members and friends of newspapers a chance to get together, enjoy a great round of golf and catch up on the events of the past year," Harper said. "With COVID still fresh in peoples' minds and having limited activities for so long, I think a lot of people are looking forward to dusting off their clubs and the camaraderie this



Karen Taylor, a longtime participant in Missouri Press Foundation's First Amendment Golf Classic is presented the J. Porter Fisher traveling trophy by Missouri Press Association Executive Director Mark Maassen. The trophy is presented to individuals who embody the camaraderie and sportsmanship represented in the tournament. (Staff file photo)

tournament brings."

That camaraderie is a hallmark of the tournament and is one of the defining characteristics for who is chosen to receive the Porter Fisher tournament plaque, a traveling trophy with the previous recipient's name engraved. Rather than give the tournament trophy out based on scores, the recipient each year is chosen based on how well they embody the spirit of camaraderie and sportsmanship represented in the tournament.

"Something I think that is very thrilling this year is there is only one spot remaining on the trophy that is handed out at the tournament," Harper said. "After that, there are no more spaces left, so whatever we do for future tournaments, this year's will mark the end of an era for the Porter Fisher trophy. People should come play in the tournament just to see who ends up winning it."

More information about participating in the tournament, including a sign-up form, is available on Page 8 of this month's Missouri Press News. You can also get more information by contacting Harper at (573) 449-4167, ext. 303, or at mharper@mopress.com.

Missouri Press Foundation



During my time as an intern with the *Jefferson County Leader*, I grew exponentially as a journalist by having hands-on experience in bringing news to my community. Although many things have changed because of COVID-19, the need for local news has not, and I became a vital part of the community in a way I never have been before. This internship showed me how much the local paper still means to people in a world saturated by digital media. Those who I would write stories about were always very appreciative and excited about my pieces, and it showed me how powerful the printed word and community journalism is to the public and the responsibility to truth I have as a journalist.

~ DYLAN WHITE • JEFFERSON COUNTY LEADER

Each summer, the Missouri Press Foundation supports as many as 10 journalism students while they work at Missouri newspapers. Student interns work as reporters, editors, photographers, designers, advertising representatives or website editors/reporters. In some cases they wear many hats throughout their four-, six- or eight-week internship. They gain hands-on experience, they gain a real sense about what working in the industry is like, and they get an experienced mentor.

The Missouri Press Foundation is offering as much as \$1,000 to newspapers to help pay their summer interns. If your newspaper would like to receive an internship grant, you can download an application at www.mopress.com/missouri-press-foundation-internships. The application deadline is April 20th.

Making a donation to support internships is simple and benefits both newspapers and journalism students.

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- ☐ **\$50** Fund an intern for 2 days
- ☐ **\$25** Fund an intern for 1 day

Other amount: \$

Any amount is welcome and appreciated.

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How to recognize my gift (ex: NAME OF SPOUSE, ORGANIZATION OR LEGAL NAME OF DONOR)

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OBITUARIES



Odessa

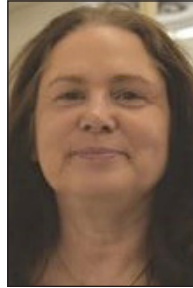
Renee Spaar

Renee Spaar, 61, of Odessa died March 8, 2022, at her home.

Spaar was the office manager for The Odessan for more than 20 years. She also developed the Odessan's Newspapers in Education program.

She was a founding member of Odessa Outreach, which was developed to replace Odessa United Way.

In addition to her husband, Joseph, she is survived by two daughters, Hannah and Hallie Jo; a grandson, Jonas Aulbert; her mother, Irene Keeran, and two siblings; and many more family members and friends.



Dexter

Kyle Smith

Kyle Smith, 52, of Dexter died unexpectedly in his sleep March 12, 2022, while on assignment covering the MSHSAA Show-Me Showdown in Springfield.

Smith was currently sports editor for the *Dexter Statesman* and a contributing writer for other Rust Communications newspapers in southeast Missouri. His time at the *Statesman* dates back to the early 1990s, when his



uncle, Sherm Smith, was publisher of the then-daily newspaper. He also held positions with other area publications during his career, including as sports editor for the *Daily Dunklin Democrat* in Kennett and the *Daily American Republic* in Poplar Bluff. He also worked a stint as the sports editor of the *Sedalia Democrat*.

He is survived by many family members and friends.

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

Phoenix, Ariz.

Jim Avey

***Correction:** This obit was previously published in the March 2022 issue of *Missouri Press News* with the incorrect photo.

James "Jim" Avey, 88, of Phoenix, Ariz. died Feb. 2, 2022, at the Honor Health Sonoran Crossing Medical Center in Phoenix. He was diagnosed with COVID-19 shortly before his death.

Avey and wife Jo Ann published the *Princeton*



Post-Telegraph from 1972-1985. He left Princeton to work for Western Newspapers as editor and publisher of the *Foothills Sentinel* in Cave Creek, Ariz. from 1985-1987.

He was a former president of the Northwest Missouri Press Association. For 40 years, he was a partner in Printcraft, Inc., of Lamoni, Iowa, which published several newspapers in Missouri and Iowa.

In addition to his wife, Jo Ann, he is survived by two children, Holly Beth and Josh; two granddaughters; one brother and one sister; and many more family and friends.

Missouri Press Association's 156th Annual Convention is Sept. 15-17

From Missouri Press Staff

Missouri Press News

Missouri Press Association's 156th Annual Convention and Trade Show is Sept. 15-17, at Lodge of Four Seasons in Lake Ozark.

Planning for this year's Convention is currently underway. MPA is expecting to again host candidate forums for statewide elected offices, including U.S. Senate and State Auditor.

The Hall of Fame Banquet is Friday, Sept. 16, while the Missouri Press Foundation Better Newspaper

Contest luncheon will be Saturday, Sept. 17.

Keep an eye on future issues of *Missouri Press News*, the Association's weekly eBulletins, monthly Bulletins and www.mopress.com for more information about planned events and activities.

If you would like to be a Convention sponsor or trade show exhibitor, please contact MPF Director Michael Harper by phone at (573) 449-4167, ext. 303, or by email at mharper@mopress.com. Convention information is also available online at <https://mopress.com/convention/>.





CherryRoad Media adds four Missouri newspapers to list

From The Cassville Democrat

In late February, Parsippany, N.J.-based CherryRoad Media purchased several publications from Rust Communications, including newspapers in Missouri and Arkansas. Missouri newspapers include the *Cassville Democrat*; *The Monett Times*; *South Missourian News*, *Thayer*; and *Marshall Democrat-News*. CherryRoad purchased another seven publications in Arkansas as part of the deal.

CherryRoad now owns more than 60 newspapers in eight states, and says it is focused on using technology to strengthen communities through their local newspapers.

"We thought these newspapers would fit in well with some of our other publications in these states," he said. "We want to continue producing a printed newspaper as well as enhancing the online experience.

Ideally we would like to get to the point where we are making real time updates to the website each day, with more in depth pieces being produced weekly or twice per week in the printed edition.

"We also want to add streaming videos and podcasts to the website. One of our longer-term goals is to make the newspaper's website the online marketplace for the community."

Gulban said CherryRoad believes the community newspaper is the trusted source for local news and events.

"We have an office where you can come by and see us," he said. "People can tell us they don't like what we are writing in the paper. It leads to accountability, which is something you won't find online or in big, national news sources. We want to keep the focus on local news."

Kansas City — *The Kansas City Star* has announced it will move into an office tower in the Crown Center complex this summer. A lease was signed earlier this year to occupy a portion of 2405 Grand Boulevard, which contains a total of 245,000 square feet across 14 floors.

Star employees have been working remotely since the spring 2020 onset of the coronavirus pandemic. Late last year, *The Star* moved out of its iconic glass building at 1601 McGee Street after it shifted printing operations to a third party.

In 2018, *Star* employees consolidated into the McGee Street building from the historic headquarters at nearby 1729 Grand Blvd., *The Star's* home for more than 100 years. A developer has been working for several years to redevelop that structure into a mixed-use project called Grand Place.

Send your newspaper's news to Missouri Press at mbarba@mopress.com

Missouri Press Association Welcomes These New Members!

The Missouri Press Association Board of Directors Approved Three New Members, Please Join Us in Welcoming:



Thanks To All MPA Members for Keeping Missouri Newspapers Strong!

Sources and Resources



Every Business Needs an Online Presence.

Contact Ted Lawrence
at Missouri Press.
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Continued from Page 2: *Sunshine Law* changes also curb First Amendment protections for readers.

According to *Editor & Publisher*, there may be many reasons for the sudden reversal, including a “vendetta” from the governor and a high-ranking Florida senator for critical reporting from the *Miami Herald’s* capital bureau chief about a contentious redistricting debate in the Senate. Sound familiar?

“Regardless of the reason, most critics agree that legislation like this reduces government transparency and reduces an important revenue stream that supports local journalism,” *E&P* stated.

One of the most damning criticisms of this legislative action came, not from a journalist or press association representative, but from Florida State Senator Gary M. Farmer, Jr., who stated, “What it means is we have delivered a very significant blow to the First Amendment

protection of freedom of the press in the state of Florida. And this may not be a censorship blow, but it’s certainly a pocketbook blow.”

Government censorship will certainly become much easier when it controls the mechanism for publishing its own public notices. And those who have worked to create an independent mechanism in Florida offered that it will be a blow to Florida taxpayers as well, citing the millions of dollars it will cost to create and administer what the state already had in place. One estimated that it will take Florida years, at least until 2026, before it would be able to reinvent that “wheel.”

Let’s stay in contact with our Missouri legislators and help them keep from making the same mistakes being made in Florida.

Does everyone on your staff have a press card who needs one?

You can request current Missouri Press Association press cards and auto stickers for your staff who need them by sending a request to Kristie Fortier at kfortier@mopress.com.

There is no charge for press cards or auto stickers for MPA members.

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.

NEW NORMAL JUST AHEAD



New Media in the New Normal

April 28 & 29, 2022



Each year, the University of Kansas School of Law and the Kansas City Metropolitan Bar Association Media Law Committee host the Media and the Law Seminar in Kansas City, along with other local events, to facilitate and encourage dialogue about the latest legal issues and developments in media, law and technology.

learn.ku.edu/media-law

Featured Topics

- Zooming into a New Age of Journalism
- Facts versus Freedom: Combatting Misinformation in a Post-truth World
- Journalism on a Shoestring: Managing Media Risks in a Low-Resource World
- WTF are NFTs? The Basics and Potential Risks of Non-Fungible Tokens
- Sullivan Unsettled? Brainstorming the Future of Defamation Law in the Misinformation Age
- From the Workroom to the Work Zoom: Navigating Privacy Concerns in the New Remote Workplace

ON THE MOVE



Ozark — Leah Greenwood has been appointed editor of the Phillips Media Group-owned *Christian County Headliner News* in Ozark. She replaces Rance Burger, who has accepted a role as the government reporter for the newly founded *Springfield Daily Citizen*.



An Ozark native, Greenwood

attended Patrick Henry College in Virginia, where she graduated with a major in journalism. Prior to being named editor, she worked for the CCHN first as an intern reporter, then later as both the customer service representative and marketing manager for the newspaper.

"I have always had a passion for stories and writing," Greenwood told readers. "I look forward to serving my hometown by providing accurate information and impactful stories for the community."

'Friend of' membership application for consideration

From Missouri Press Staff

The Missouri Press Association has received a Friend of Missouri Press application for HeartlanderNews.com. It is published by Michael Ryan and Christian Rehder.

HeartlandersNews.com, PO Box 45702, 200 Westport Rd., Kansas City, MO 64111, michael@heartlandernews.com, https://heartlandernews.com/, (706) 755-5625. It is an online digital publication.

Membership applications are considered by the MPA Board of Directors at its first meeting after this notice has been published in at least three issues of the MPA Bulletin, eBulletin or magazine. The next meeting of the MPA Board is scheduled for June 17, 2022, in Hermann.

Comments about applications can be sent to MPA Executive Director Mark Maassen at mmaassen@mopress.com.

Missouri Press Association / Service / Foundation

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CALENDAR

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, Columbia

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



WORTH A LOOK: TWO PROMISING SALES PROGRAMS

In recent days, I've come across two programs that I believe could help you in your ad sales efforts:

1. Adseller 1-Page Presentation Program, from Pulse Research (https://www.pulseresearch.com/products_adseller.html)

Focuses on:

- The art of relating to the advertisers' needs, and how to deal with the confusion of various new media.
- What is the opportunity for the advertiser: how many potential customers are there for their products in their market; how many newspaper readers are planning to buy their product in the next 12 months; how much are those readers going to spend with them or their competitors.
- How to best target those future purchasers, including ideas for promotions.
- What percentage of the local households are they missing if they are only using one medium (Facebook, for example).
- How to know their Return on Investment; how many customers will their campaign need to bring in, in order to make it successful.

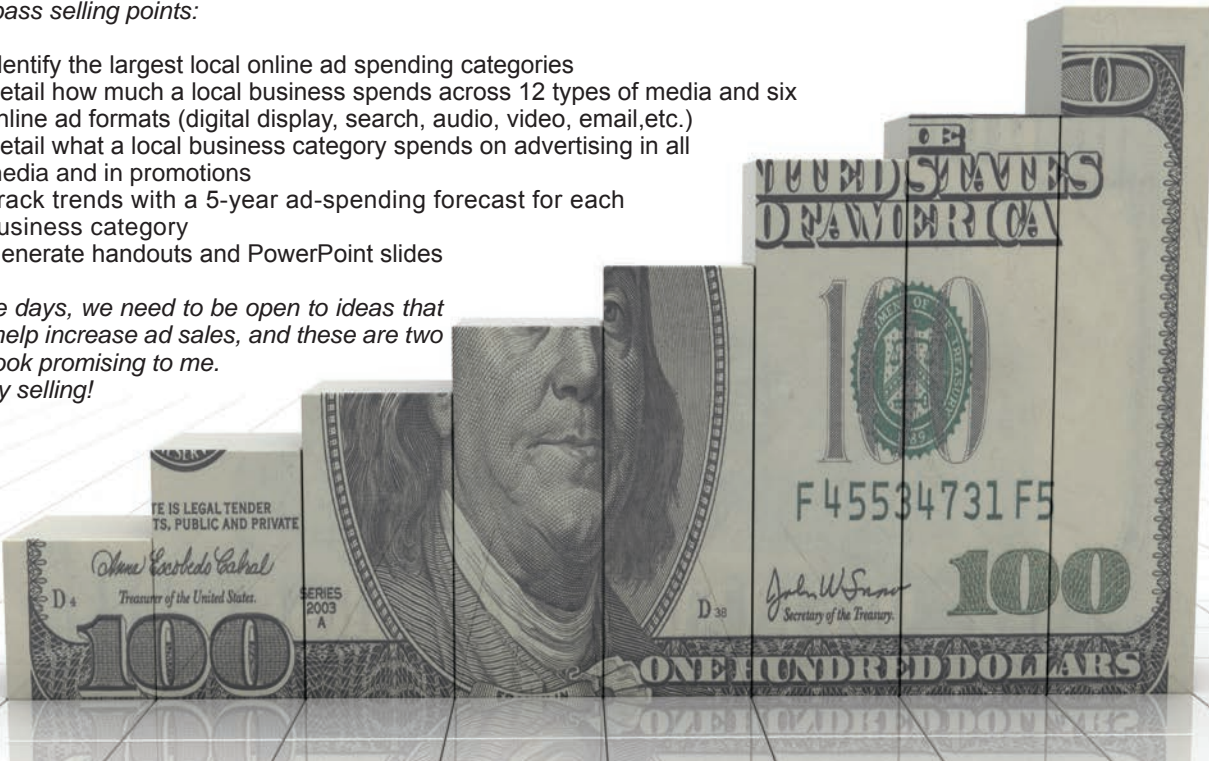
2. Compass, from Borrell and Associates (<https://compass.borrellassociates.com/>)

Touted as a program that helps local media marketers identify where ad spending is headed. Compass provides the data for making informed ad-buying decisions. It also gives salespeople the information needed to identify new prospects and convert them into sales.

Compass selling points:

- Identify the largest local online ad spending categories
- Detail how much a local business spends across 12 types of media and six online ad formats (digital display, search, audio, video, email, etc.)
- Detail what a local business category spends on advertising in all media and in promotions
- Track trends with a 5-year ad-spending forecast for each business category
- Generate handouts and PowerPoint slides

*These days, we need to be open to ideas that may help increase ad sales, and these are two that look promising to me.
Happy selling!*





Missouri Newspaper Organizations

SHOW-ME PRESS ASSOCIATION: President, . 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, Perryville; 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.

The politics (and legal expectations) of political advertising

A Missouri Press Association member commented to me the other day, in discussing legal issues about political ads, “While having all the political advertisements in the paper is indeed great, trying to determine what is okay and what isn’t has become a big pain.”

That made me laugh because I understood the issue. Some of the local political banter gets just as hostile, if not more so, than the national political mud-slinging. While it may seem to be worse at the national level, local races can be every bit as controversial. And, as you know, you, the publisher, are just as responsible for libel contained in the ad as is the person who placed the ad. So you need to have at least one staff person checking content on each ad that comes in for publication.

In last month’s column, we discussed the subject of libel in stories that the paper publishes. Most of the same rules apply to advertising that the paper carries. Does the ad carry a statement that harms another person’s reputation? But the benefit the paper gets is that, in a political season, almost all the ads are about persons either already public officials or hoping to be public officials shortly.

So clearly the “actual malice” standard applies. Unless you know the statement is false, or unless you have reason to believe an accusation in the ad may be false but take no action to verify it, then the paper should be protected by the standard set out in *New York Times v. Sullivan*.

(Of course, I can never tell you that you won’t get sued. Lawsuits are filed all the time in the midst of ugly campaigns, primarily as tools to either scare the opponent into toning down the rhetoric or as a bluff to protect a candidate’s image among voters. The problem is that defending them in court gets very expensive.)

The second important point is that every political advertiser, in fact EVERY advertiser, should be presented

a rate card when an ad is purchased, and, ideally, signs a contractual agreement with the paper including a provision that the advertiser assumes responsibility for the content of the ad. That way, if you get sued, you can countersue the advertiser and, it is hoped, have someone else responsible to pay for the defense of the ad, if you choose to go that route.

And, it also is a reminder to your advertiser that there are ads that generate lawsuits and perhaps the advertiser should think twice before placing an ad that might create liability for the advertiser.

And it’s not just the words that should be considered. Photos in political ads deserve a little attention, too. Where did the photo come from and who is in it? Does the advertiser have permission to use any photo included in the ad?

I’m less concerned about use of a photo of a competing candidate than I am the use of an unknown individual in a photo, especially the use of a photo of a child. Context in such situations means a lot. A “street scene” photo might be fine to be used but it is important to consider the context of any cutline used with a photo, in case it raises an inference that is totally unrelated to the photo.

As an aside, the present news cycle has raised an interesting question regarding the use of a photo for political advertising purposes, you might note. Politico, the news entity, owns the photo of Senator Josh Hawley with his fist raised, taken in January 2021.

"It also is a reminder to your advertiser that there are ads that generate lawsuits and perhaps the advertiser should think twice before placing an ad that might create liability for the advertiser."

When Sen. Hawley started promoting that by selling coffee mugs, and apparently now a whole host of merchandise containing that photo, Politico objected to its use, but the candidate’s campaign responded that the use was its First Amendment right under the “fair use” theory of defenses to copyright claim.

They’ve repeated that defense in a lot of news stories, but so far it’s not been tested by

his campaign in court. The issue that may need to be addressed, if it goes to court, is that the Senator’s campaign committee appears to be selling this merchandise in its online “store.” The products are not a “gift” sent with a campaign contribution. When does a sale from a “store” of copyrighted content become a campaign contribution that is a First Amendment right? That’s an interesting topic for another day.

And, last but not most important, be sure every ad has a “Paid for by” tag on it. The chart outlining that law is available on the Mo. Ethics Commission website (www.mec.mo.gov). Or email me and I’ll send you one. Not having this in the ad can generate a significant fine against the paper!



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

MPAME

Missouri Press Advertising & Marketing Executives Meeting

April 21-22, 2022

Camden on the Lake Resort, Lake Ozark



Thursday, April 21

11:00 AM | 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 CA\$H!

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

The Evolution of Engaging & Monetizing Audiences, the Big Choice on Online, Subscriber verses Advertising model.
Hosted by Brett Simpson of LakeExpo.com

Niche products and special sections. Creating "targeted" print content that attracts new advertisers. Exploring additional distribution outside your DMA. Partnering for content creation.

Events. Building revenue through event hosting and sponsorship.
Hosted by Kevin Jones of the St. Louis American and Trevor Vernon of Eldon Advertiser and the Lake Sun Leader

Marketing and self-promotion. Ideas for building/leveraging your brand. Marketing campaigns we've tried. What's worked? What hasn't? The impact of local news. Sponsorships & trades. The value of community engagement.

Hosted by Bryan Chester of the Columbia Missourian

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

Create Ads That Get Noticed

If you are creating ads in InDesign, but not taking advantage of the many other benefits Adobe's Creative Cloud has to offer, you're missing out on tools that can make your ads stand out on the page, driving more traffic for your customer. In this class, we'll see what can be done to create ads quickly in InDesign, and then turn up the gas to see what we can do with other CC tools, including Illustrator, Capture, Adobe Fonts, CC Libraries, and more. Some of what we'll cover includes:

- How InDesign's Gridify can change the way you build ads
- Make Type more fun and exciting with Illustrator
- Eliminate many font problems with Adobe Fonts (formerly TypeKit)

10:15 AM | Break

10:30-Noon | Russell Viers

- Include your sales reps in the creative process with Adobe Capture
- Move between Photoshop, Illustrator, InDesign and Bridge seamlessly with CC Libraries
- Making InDesign's Snippets do the work for you
- much much more

**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.**

Russell Viers Bio:

Russell Viers is a native Missourian who started his newspaper career as a reporter/photographer for the Lamar Daily Democrat in 1981. He has been around the industry longer than that, having a mother who was a typesetter and a brother who was a pressman. He got into the design and production aspects of publishing in 1987 and became a speaker/trainer in 1997, with his first workshop for the Missouri Press Association. In the 25 years since, he has trained or presented live in 24 countries. His topics range from how to get the most from Adobe software to how to improve workflows and processes. In addition to live training, Viers offers training online through his website, Digiversity.tv. He has also published videos for Adobe, Lynda.com, and Total Training.



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

Missouri Press Advertising and Marketing Executives



CONGRATULATIONS
to the winners of this
year's Best Ad Contest!

We can't wait to see you April 21-22, at Camden on the Lake, where you can learn lots of new information about advertising and marketing. You'll also be able to collect your awards in person.

Visit www.mopress.com
for registration information!

As a reminder, ALL Best Ad Contest winners will be featured in the May 2022 issue of Missouri Press News.