



# WE WANT YOU! TO ENTER THIS YEAR'S BNC!!

## From Missouri Press Staff

Time is running out to enter the 2022 Missouri Press Foundation Better Newspaper Contest. The template will close Thursday, April 7, no exceptions.

Further, you only have until Thursday, March 31, to take advantage of this year's 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. Entries received after March 31, will be \$10.

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 peo-

ple attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

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

Again, 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.

# MPAME

Missouri Press Advertising & Marketing Executives Meeting

April 21-22, 2022

Camden on the Lake Resort, Lake Ozark



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

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 CASH!

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.  
Hosted by Beth Durreman of Leader Publications

**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

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.





**Missouri Press Association**

**Missouri Press Service**

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

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**Mark Maassen:** Executive Director,  
mmaassen@mopress.com  
**Matthew Barba:** Editor,  
mbarba@mopress.com  
**Ted Lawrence:** Ad Director,  
tlawrence@mopress.com  
**Kristie Fortier:** Member Services,  
Meeting Coordinator, kfortier@mopress.com  
**Michael Harper:** Foundation Director,  
mharper@mopress.com  
**Marcie Elfrink:** Bookkeeping,  
melfrink@mopress.com  
**Jeremy Patton:** Graphics Designer,  
jpatton@mopress.com  
**Jackie Wiehe:** Insertion Order Coordinator  
mopressmedia@mopress.com  
**Jean Maneke:** Legal Hotline Counselor  
(816) 753-9000  
jmaneke@manekelaw.com  
**Helen Headrick:** NIE Director  
hheadrick@mopress.com

# Nominations for Hall of Fame needed by March 31

**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, by visiting bit.ly/MoPressForms (case sensitive). You can also contact MPA Editor Matthew Barba at 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.

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.

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

# Sunshine Week continues through March 19

**From Missouri Press Staff**

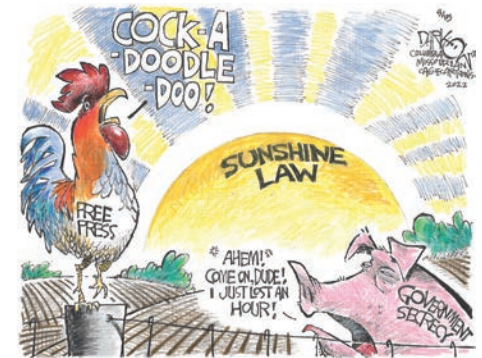
Sunshine Week is currently underway and is a perfect opportunity to remind your readers that Freedom of Information laws, like Missouri's Sunshine Law, help everyone see the actions of government officials and organizations more clearly.

Members of the media are encouraged to highlight the importance of openness through stories, editorials, columns and more.

Sharing this content across every channel available to you helps increase the chance of it being seen. It also raises awareness of this critical state law that is currently facing potential changes in the General Assembly that could leave it inadequate in its ability to protect Missourians.

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.

Thank you to every newspaper that



John Darkow, *Columbia Missourian*

is taking steps to raise awareness about the Sunshine Law and its importance to your readers.

Also, a special thank you to artist John Darkow and the *Columbia Missourian* for making available to all Missouri Press Association members the editorial cartoon featured above for use during Sunshine Week.

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.



**June 23, 2022**  
**11 am Lunch**  
**Noon Shotgun Start**

# 2022 First Amendment Golf Classic

## The Loutre Shore Country Club • Hermann, MO

Name \_\_\_\_\_

Player #1 \_\_\_\_\_

Co./Newspaper \_\_\_\_\_

Player #2 \_\_\_\_\_

Address \_\_\_\_\_

Player #3 \_\_\_\_\_

Email \_\_\_\_\_

Player #4 \_\_\_\_\_

Phone \_\_\_\_\_

**Singles and partial teams are welcome  
and will be grouped into teams by MPF.**

Mulligans may be  
purchased at the  
course before  
teeing off.

Daily or Weekly Publication     Daily     Weekly

Golf = \$75 per golfer                    \$ \_\_\_\_\_

Mulligans \$10 Each                      \$ \_\_\_\_\_

Prizes will be awarded  
after tournament.

**Method of Payment**

Check     Visa     Discover     MasterCard     American Express

Hole Sponsorship = \$75 each        \$ \_\_\_\_\_

Prize Fund                                    \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_



Register online at [bit.ly/mopressgolf](http://bit.ly/mopressgolf) or send form & check to Missouri Press Foundation,  
802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.  
Make checks payable to Missouri Press Foundation



## CALENDAR

### March

13-19 — Sunshine Week

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 Grant 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, 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

## 'Friend of' membership application for consideration

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 24, 2022, in Hermann.

Comments about applications can be sent to MPA Executive Director Mark Maassen at [mmaassen@mopress.com](mailto:mmaassen@mopress.com).

## MPA helps you and your readers keep up-to-date with Jefferson City

### From Missouri Press Staff

The Missouri General Assembly is on spring break this week, so there won't be much coming out of the Capitol. When they return, however, it will mark just eight weeks left in the legislation session. Every year, the Missouri School of Journalism's State Government Reporting Program produces content for Missouri Press members to re-publish online and in print.

In addition to sending these articles out via email each week, you can get these stories through a state government news collection you can host on your website. Articles are rotated on a regular basis, giving your readers access to the most up-to-date stories of the day.

To see how the collection works, visit [mopress.com](http://mopress.com) and on the right side find the "Quick resources" link for "MPA Legislative Resources". Click the link and on the following page scroll down to see the available layouts for the collection, or widget.

You can go to the page directly at <https://mopress.com/missouri-press-legislative-roundup/>.

Utilizing the widget on your website will depend on your content management system but should be as easy as placing a "block" for raw HTML, then copy-pasting the necessary code. To install the widget on your website, please contact Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com) to get started.

On that same page, find several resources to help you be better prepared to discuss the issues important to the state's newspaper industry.

Please contact Executive Director Mark Maassen at [mmaassen@mopress.com](mailto:mmaassen@mopress.com) or 573-449-4167, ext. 308, if you have questions about legislation.

### Have a capitol story idea?

The student journalists who make up the Missouri School of Journalism's State Government Reporting Program are always on the lookout for new stories ideas. If you have a story idea, contact Horvit at [horvitm@missouri.edu](mailto:horvitm@missouri.edu) or (817) 726-1621.

### *Newspapers in Education Annual Meeting*

The annual meeting for the Newspapers in Education program is scheduled for 10 a.m. Thursday, April 14, via Zoom. Among items to be discussed are plans for 2023 serial story and ideas for new features. To participate, contact NIE Coordinator Helen Headrick at [hheadrick@mopress.com](mailto:hheadrick@mopress.com) or Michael Harper at [mharper@mopress.com](mailto:mharper@mopress.com).

# Missouri Press Marketplace: Who is looking for YOU?

## FOR SALE

**WEEKLY NEWSPAPER FOR SALE:** Weekly newspaper in Howard County. Locally owned since 1840. Loyal advertising and readership. Excellent staff. Debt free. Owner plans to re-locate. Email: jaddison@fayettenews.com (11/10/21)

## HELP WANTED

**SALES REPRESENTATIVE:** The Ste. Genevieve Herald is looking to hire a full-time sales representative. Some ad-building experience preferred but not required. Join the staff of an award-winning 140-year-old weekly newspaper in a friendly, historic community. The position offers salary and commission, with benefits. Please email resume to tmiller.stegenherald@gmail.com. (2/9/2022)

**ADVERTISING SALES:** Looking for a career instead of a job? Join the growing, award-winning Leader Publications team just south of St. Louis and help businesses in Jefferson County, Eureka and Wildwood, Mo. Leader Publications' advertising/marketing sales team is looking for a talented, hardworking individual to fill a part-time entry level advertising sales position with our award-winning sales team. This position has the potential to become a full-time position.

The ideal candidate will be a self-starter, have strong verbal and written skills, ability to build relationships with clients, and learn the options and benefits of our newspaper and digital products. If you have that fun, outgoing, never-met-a-stranger personality, this is the career for you. No sales experience required but preferred. Retail and food service experience or management a plus. Interested? Contact Beth Durreman at 636-937-7501 or bethdurreman@leaderpublications.biz. (2/1/2022)

**CONTENT MANAGER:** Salem Publishing Company, publisher of

The Salem News (Salem), Phelps County Focus (Rolla), and Pulaski County Weekly is looking for someone with journalism experience to cover news meetings, write enterprise, investigative and feature stories and copy edit, as well as help manage our award-winning websites and social media. All three newspapers are weekly in print with great emphasis on our websites.

We have a mix of veteran and young, talented staff that includes recent winners of the Missouri Press Association Young Journalist of the Year and an Editor and Publisher Top 40 under 40 recipient. This is a great position to build a resume or settle in to live in one of Missouri's great communities. Salary depends on experience. Send resume, writing samples and references to donald@thesalemnews.com. (1/26/2022)

**NEWS EDITOR:** The Herald-Whig is looking for an eager, aggressive journalist willing to step into newsroom leadership. The news editor is the No. 2 position in the newsroom and oversees The Herald-Whig's award-winning daily coverage, as well as various special sections and magazines. The news editor will mentor reporters and provide feedback on their reporting and writing.

The ideal candidate has a strong nose for news and stays informed about the state and the world from multiple sources. The news editor also seeks out new ways to report and deliver the news to our readers, using the latest metrics to guide their decisions. Have a mind for data? We want you.

The Herald-Whig is a five-day, Tuesday through Saturday, newspaper that is part of a growing company dedicated to the communities it serves.

If you think you have what it takes to be our next news editor, please send a resume, samples of your work and a letter outlining how you would approach the job to:

Nicole Stevens/Human Resources  
The Quincy Herald-Whig,  
130 South 5th Street, Quincy, IL 62301  
or by email to nstevens@whig.com

Learn more about The Herald-Whig at [www.whig.com](http://www.whig.com) and about Phillips Media Group, our parent company, at [www.phillipsmedia.com](http://www.phillipsmedia.com). (1/20/22)

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

**Key Responsibilities include:**

- Update/Design advertisements
- Update/Design annual magazine advertisements

- Send proofs to customers
- Work under deadline

**Technical Qualifications**

- Must be proficient with Adobe Creative Suite Software (Photoshop, InDesign, Illustrator, Acrobat)

- General knowledge of advertising, layout, etc.

Send Letter of Interest, Resumé & Portfolio to:

Graphic Designer  
c/o Versailles Leader-Statesman  
PO Box 348  
Versailles, MO 65084  
or e-mail to [bjones@leader-statesman.com](mailto:bjones@leader-statesman.com) (1/13/2022)

**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.

This position is in charge of all aspects of the editorial product, including news and sports in both print and online. The reporter will cover local school boards, city and county government meetings, write feature stories, take photographs, and gather court/police news as well as cover those areas with stories as needed.

The weekly newspaper has correspondents to help cover news, sports, and take photos.

Please send a cover letter and resume with writing samples (if applicable) to: The Prospect-News, attn. Barbie Rogers, P.O. Box 367, Doniphan, MO 63935, or email to [brogers.pn@gmail.com](mailto:brogers.pn@gmail.com). (1/13/2022)

**Continued on Page 7**

## Continued from Page 6: *Missouri Press Marketplace*

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

The Star-Journal is an 1,800-circulation twice-weekly newspaper in Warrensburg, Missouri. The Star-Journal has a 156-year history of providing quality journalism to Warrensburg and Johnson County.

It is looking to fill a vacant news reporter position in the newsroom. This person would report to the editor.

Primary duties include covering hard news and contributing to coverage of community events and features.

This position also includes taking photos, producing content for special sections, and assisting with social media.

Minimum requirements include a college degree in journalism, communication or a related area of study and/or experience as a journalist at a news publication. Experience with Microsoft Office, Macintosh and Adobe Photoshop is helpful.

Candidates must be willing to have a flexible schedule, have basic photography skills, attention to detail, the ability to meet a nightly deadline, work well in partnership with coworkers and community members, and be able to produce content for both our online and print products.

Send a resume and work samples to Editor Nicole Cooke at nicolec@warrensburgstarjournal.com.

Warrensburg is best known as the home of the University of Central Missouri Mules and Old Drum, man's best friend. With a population of 20,000, it is less than an hour from Kansas City and is about 20 miles from Whiteman Air Force Base.

Owned by Phillips Media Group, an equal opportunity employer, the Star-Journal offers salary and benefits in a comfortable working environment. **(1/12/2022)**

**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.

The successful candidate must be able to craft stories on the fly for a 24-hour online news cycle + three-day print product and will be responsible for basic photography while working with staff photographers on more nuanced art. This individual will have a good grasp of what makes a compelling story, understanding key elements to good online storytelling. Story ideation is important as is the ability to write compelling content on a variety of news topics. Additional preference is given to those with a background in SEO, online headline writing and social media content writing.

**The ideal candidate will have:**

- Ability to create on-deadline textual and visual content
- The ability to work effectively in a team
- A commitment to listening to and engaging audiences
- A desire to have fun and enjoy life with colleagues while working in a noble profession vital to our community

The Southeast Missourian has grown digital subscriptions 350% since March 2018.

The talented team includes a mix of veteran and young reporters and an aggressive news, photo and sports staff. The staff has won an award for best investigative reporting in the state of Missouri multiple times, and day to day puts out meaningful and useful content to readers.

The Southeast Missourian was one of 10 newspapers in North America selected by Google, Local Media Association, and FTI Consulting for an accelerated project on digital subscriptions. It has previously been involved with Google on three other cutting-edge projects, as well as being a technology testing ground for the Associated Press. It was one of 30 news organizations — out of 300 applicants across North America — selected in 2021 to participate in a program with

the Facebook Journalism Project.

Applicants should submit a resume and cover letter describing why they would be a fit for the position. Applications should be submitted to assistant publisher Lucas Presson at [lpesson@semissourian.com](mailto:lpesson@semissourian.com). **(1/10/2022)**

**PHOTOGRAPHER/WRITER:**

The Southeast Missourian seeks photographer/writer 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.

The successful candidate must be able to write interesting stories and take compelling photographs for a 24-hour online news cycle + three-day print product. This individual will have a good grasp of key elements to good online storytelling. Story ideation is important as is the ability to write compelling content on a variety of news topics.

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- A desire to have fun and enjoy life with colleagues while working in a noble profession vital to our community

Applicants should submit a resume and cover letter describing why they would be a fit for the position to assistant publisher Lucas Presson at [lpesson@semissourian.com](mailto:lpesson@semissourian.com). **(1/10/2022)**

# 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](http://mo-nie.com) and use the download code: **generations** to access the teacher's guide and all eight chapters.

