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Local journalism needs national support

It may have taken a pandemic for many politicians and government officials, to realize that newspaper journalists are “essential workers” in their local communities, but they did. We may need to remind them of that as they continue to consider the Local Journalism Sustainability Act (LJSA) and we continue to recover from the pandemic.

The Local Journalism Sustainability Act is a bipartisan bill that would provide help to local newspapers, in print and online, through a series of three tax credits. Many newspapers were facing difficulties prior to the pandemic, which has made matters worse along with record-setting inflation and the rising cost of newsprint. With the future of more local newspapers in jeopardy, this is a critical time for such measures as LJSA.

In the past 15 years, more than a quarter of American newspaper have ceased publication, while many others have had to reduce staff and cut back on coverage of important topics.

“Many members of Congress have seen what happens when a newspaper closes in their district, and they see the impact it has on the community,” writes Dean Ridings, leader of America’s Newspapers. “That is why many of our leaders, including Senators Cantwell, Schumer,

“With the future of more local newspapers in jeopardy, this is a critical time for such measures as [the Local Journalism Sustainability Act].”

Manchin, Wyden and others have stepped up in support of the the LJSA. And while others in Congress may not have signed on as cosponsors of the bill yet, many recognize the importance and the need to maintain strong local news organizations in their communities.”

According to Ridings, to understand what the LJSA is it is important to understand what it is not. It is a temporary measure to help newspapers at this critical time and sunsets after five years. The LJSA won’t help national news

organizations, but it will support local news organizations and help them invest in their local newsrooms in order to continue to cover important local issues.

The bill could establish a bridge for local newspapers as they continue to evolve their business models and a move toward more financial viability.

The three components of the LJSA include a local newspaper subscription credit, which would grow publications’ subscription bases by incentivizing Americans to subscribe to local newspapers with a five-year credit of up to \$250 annually. The credit would cover 80% of subscription costs in the first year and 50% in the subsequent four years.

A local newspaper journalist compensation credit would provide publications the ability to hire more dedicated local news journalists to improve their newsroom coverage. A five-year credit of up to \$25,000 in the first year and up to \$15,000 in the subsequent four years.

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Roger Dillon,
Shannon County Current Wave,
Eminence
MPA President



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2022 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

To: MPA Publishers

From: Mark Maassen

Deadline: Aug. 8, 2022

For the **31st** year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **August 8, 2022**.

After you submit a trade-out agreement, if you HAVE NOT RECEIVED CONFIRMATION, please follow up with Marcie Elfrink at melfrink@mopress.com or by calling the office at (573) 449-4167, option 1, ext. 300.

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **New Mexico State Aggies** on Saturday, **Nov. 19th**. The game time is TBD. You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) to the Missouri Press office by August 8, 2022. Missouri Press will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email mopressads@mopress.com, fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 8, 2022.

Ticket Details: The Mizzou Athletic Department, through Missouri Press, will provide each participating newspaper tickets in quantities of 8, 12 or a maximum of 16 reserved seat tickets to the **New Mexico State—Mizzou** game at a value of \$45 per ticket (total maximum value of \$720). Tickets will be outside the 20-yard line in the best available special Missouri Press section.

In return, participating newspapers provide Mizzou athletics up to a total of \$720 in display advertising. The total minimum is 8 tickets and total maximum is 16 per publication. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run in late August.

YOU HAVE 3 CHOICES — COMPLETE THIS FORM TODAY!

Newspaper Name: _____ **City:** _____

_____ 8 tickets you are requesting x \$45 = \$360 your commitment

_____ 12 tickets you are requesting x \$45 = \$540 your commitment

_____ 16 tickets you are requesting x \$45 = \$720 your commitment

Please consider donating tickets to MPA. Missouri Press may have _____ tickets.
(Donated tickets will be deducted from the number of tickets you are requesting.)

Address to mail tickets: _____

Signature _____ **Email address:** _____

First Amendment Golf Classic tees off in Hermann

Good weather for June made playing a different course enjoyable for many teams.



Joe May, left, looks over the Porter Fisher traveling trophy with Missouri Press Executive Director Mark Maassen after May was announced as this year's recipient and the final name on the plaque. Pictured, from left, are May, Maassen, Phyllis May, Lonnie Taylor and Karen Taylor. (Staff photos)

From Missouri Press Staff

Missouri Press News

Considering the weeks leading up to the First Amendment Golf Classic saw several parts of the state experiencing near-triple-digit temperatures, the weather for this year's tournament was pretty much perfect for late June.

The June 23 golf tournament at Loutre Shores Country Club in Hermann marked the tournament's first time away from Lake of the Ozarks in several years. The tournament was again held in conjunction with the Missouri Press Association Board of Directors' summer meeting and the regional Show-Me Press Association meeting.

A total of 32 players competed for bragging rights and first pick from the prize table. This year's winners were fielded by the Branson Convention and Visitors Bureau consisting of Jason Outman, Grant Sloan, Joe Loth and Matt Growcock.

This year's tournament also marked a special occasion as

it was the final year for the original Porter Fisher traveling trophy to have a name added. The recipient is chosen based on how well they embody the spirit of camaraderie and sportsmanship represented in the tournament.

The 2022 trophy winner, and final name to be added, was Joe May, a longtime player and volunteer who has spent years on the Missouri Press Foundation's committee for the golf tournament. When his name was announced, May responded with excitement and gratitude that he had been chosen for the honor.

Continued on Page 5



Above, Kent Ford chats with Beth Durreman before the former took to the course during this year's First Amendment Golf Classic held June 23, in Hermann. Below, Missouri Press Association President Roger Dillon likes his drive from hole 2 during the First Amendment Golf Classic.



Continued from Page 4: A great round in Hermann



Above, Michael Crews, right, hits off the fairway and sets his team up for a good approach to the green. His teammates include, from left, Tricia and Doug Crews, and Jack Jensen. Top right, Jim Sterling and Joe May review a recent edition of the Hermann Advertiser-Courier while waiting for players in the First Amendment Golf Classic to take to the course. Bottom right, Jeff Schrag brought a jovial attitude and plenty of water to keep himself going on the course. (Staff photos)

A new trophy is being considered for future tournaments.

Also, for this year, the Branson CVB provided a special prize package that could be won in a closest-to-the-pin contest. Coincidentally, Outman of the Branson team ended up closest to the pin and won the two-night hotel stay in Branson, and four passes to Dolly Parton's Dixie Stampede, the Aquarium at the Boardwalk and Shanghai Circus Amazing Acrobats.

Outman then turned around and held a giveaway for the prize package, awarding it to the player for whom it had been the longest time since they've been to Branson. Karen Taylor with the Central Trust Bank team ended up with the package.

Teams in this year's tournament included:

- Doug Crews, Tricia Crews, Jack Jensen, Michael Crews
- Jim Robertson, Randy Picht, Bill Sheals, Gary Moore
- Dave Berry, Gaila Rue, Jim Kennedy, Robin Kennedy
- Karen Taylor, Lonnie Taylor, John Stringer, Hamilton Trinidad
- John Spaar, Kent Ford, Mark Maassen, Roger Dillon
- Dennis Warden, Jacob Warden,

Michael Harper, Jeremy Patton
- Kevin Jones, Jeff Schrag, Trevor Vernon, Whitney Livengood

Joe and Phyllis May, and Jim Sterling could also be found on the course during the day providing moral support to players.

Work on planning next year's tournament will begin soon. If you are interested in volunteering, please contact Michael Harper at (573) 449-4167 or at mharper@mopress.com.



**Missouri Press Foundation
First Amendment Golf Classic**

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St. Louis Cardinals -vs- Chicago Cubs *It doesn't get much bigger than this!*

You are invited to join the Missouri Press Foundation for a night of baseball in a private suite at Busch Stadium.

Cardinals vs. Cubs
Thursday, August 4th
Game Time 6:45 p.m.
\$249 donation per person

Unlimited hot dogs, brats, nacho bar, pizza, snacks, desserts, Budweiser and Coca-Cola Products



Thanks to the *St. Louis Post-Dispatch*, Missouri Press is able to offer 14 tickets to an intimate private suite as a fundraiser for the Foundation. This is a first-come, first-serve opportunity. Deadline for purchasing tickets is July 22. Call Director Michael Harper at (573) 449-4167 ext. 303 or email mharper@mopress.com to reserve your spot today.

ST. LOUIS POST-DISPATCH

Learn from Russell Viers, any time you want

Have you ever wondered if there's an easier way to lay out a graduation section? Is there a better image file type than JPG? Can you quickly make spec ads that still look good? Digiversity.tv answers all these and more.

From Missouri Press Staff

Missouri Press News

Missouri Press Association members have been learning from Russell Viers for 25 years. Now thanks to a partnership between the Association and Viers' Digiversity.tv, newspaper staffers can learn from him any time it works for their schedule.

Digiversity.tv is a portal to training videos produced by Viers and partner Julia Zieger that focus on the Adobe Creative Cloud suite of products. The videos follow the same engaged, energetic teaching style hundreds of MPA's members have seen firsthand over the years.

The goal of the website is to help graphic artists and designers make the hard days easier by providing complete answers and solutions to everyday challenges. For example, visitors to Digiversity.tv will find on the front page a very relatable video titled, "InDesign Text Wrap Challenges," that addresses what happens when you put text over an object and it disappears.

Beginning in July, MPA members will be able to sign up with Digiversity.tv and access all of the content there at no cost to the newspaper.

Signing up for the service is as easy as filling out the online form found here: <https://bit.ly/DigiversityMPA>

It is preferred that every newspaper staffer using the website signs up with a unique email address.

Access to Digiversity.tv will be provided by Missouri Press through the end of 2022. MPA would like to



get as many members of different publications' staff using the service as soon as possible.

If you have questions about signing up for the website, or what you might glean from the myriad information contained therein, please contact MPA Editor Matthew Barba at

mbarba@mopress.com.

Or, you could reach out directly to Viers at russell@digiversity.tv. In addition to the training and explaining in his videos, he writes columns and has a regularly recurring segment called "Checking the Mail," in which he answers viewers' questions.



Richmond — After more than 40 years as a journalist, Jack “Miles” Ventimiglia has announced his retirement from the *Richmond News* and *Excelsior Springs Standard*. In addition to his lengthy career that also included stints in Kansas and Illinois, he is one of the most awarded newspaper people in the history of the Missouri Press Foundation’s Better Newspaper Contest, a former Missouri Press Association director and a 2021 inductee of the Missouri Newspaper Hall of Fame.



Miles, who spent the last four years at the Richmond newspaper, began full-time work in the newspaper industry in 1980 in New Baden, Ill. He recounted to readers, the friends and enemies he made during his career, and he related the decisions he made as a direct result of his conscience contradicting an employer’s stance on an issue.

“As I take my leave from serving in Ray County and Excelsior Springs, my hope is that today’s journalists expect at least as much of themselves as the public expects from them, that they will hold themselves to high standards — doing no reporting on a basis of who is a perceived friend or enemy; taking nothing free, not even a lunch; and believing that doing the right thing is a responsibility,” Miles wrote in his farewell column.

For more about Miles’ career, see the July 2021 edition of *Missouri Press News* available online at www.mopress.com.

Sedalia — Jim Perry was announced early last month as publisher of the *Sedalia Democrat* and *Warrensburg Star-Journal*, both owned by Phillips Media Group. Previously, he was publisher of four other Phillips publications, including the *West Plains Daily Quill* and three others in Arkansas.



He also served as media group’s special projects manager, working with the *Kirkville Daily Express* and other publications.

“I believe in the importance of community newspapers like the *Democrat* and *Star-Journal*,” Perry told readers. “Local news outlets provide coverage that no one else does. I hope to use my experience to help these two newspapers continue supporting the communities they serve.”

Perry replaces Will Weibert, who left the *Democrat* in May to pursue other career opportunities.

Warrensburg — Meliyah Venerable joined the *Star-Journal* staff as its new reporter in June, joining the newsroom’s other staff that includes reporter Sara Lawson and sports editor Joe Andrews. Venerable will cover Johnson County government, business, military and health

for the *Star-Journal*, along with writing features and contributing to community event coverage for online and print publications.

Venerable graduated in May from Missouri Valley College in Marshall where she studied Mass Communications with a focus on print writing and radio. She served as the managing editor of *The Delta*, MVC’s student newspaper, from January to May and served as its sports editor from August 2021 to January 2022. She was also a contributor to *The Voyage*, a student-produced magazine, for several years. She served as a radio show host and on-air personality on 91.7 The V from August 2019 to May 2022.



“When looking for a job, I knew I wanted to stay in a smaller town that had a lot of community involvement. Warrensburg is just that,” Venerable told readers. “I am looking forward to meeting community members and enjoying all of the events around town.”

Maryville — Morgan Guyer has joined the *Nodaway News Leader* as a reporter following his recent graduation from Northwest Missouri State University. From Atlantic, IA, Guyer graduated with a sports media degree.

“I’m just glad I’m able to put my degree to use right out of college,” Guyer said in the announcement of his hiring. “I’m excited for this chance to kick-start my career, and to overall learn more about the business I’m going into.”



Guyer will be a general reporter, as well as cover much of the prep and Northwest sporting events.

Moberly — Kathryn Waller joined the *Moberly Monitor-Index* in June as the newspaper’s new sales manager. Waller will also be tasked with launching new email newsletters and improving the digital presence of the *Mexico Ledger*, *Montgomery Standard* and *Warren County Record*, the other newspapers owned by Westplex Media Group.

Waller’s hiring represents Publisher Tim Schmidt’s stated commitment to investing in the newspaper, including more than doubling local staff since its purchase from Gannett in September 2021.

Prior to joining the newspaper, Waller was executive assistant to the superintendent of Wentzville School District and spent time in the district’s community relations department. She earned her communications degree from St. Louis Community College.



Continued on Page 9

ON THE MOVE



Excelsior Springs — Sophia Bales has joined the staff of the *Excelsior Springs Standard* and *Richmond News* as a general assignment reporter. Bales is a 2022 graduate of Missouri Valley College, where she pursued a degree in entrepreneurship and worked on marketing for her own business.



Bales told readers, “I was very excited — over the moon (about accepting this position) ... When I was younger, I always knew that I wanted to write.”

Jefferson City — Mark Millsap has been named general manager for Central Missouri Newspapers Inc., which includes the *Jefferson City News Tribune*, *Fulton Sun*, *California*

Democrat, *HER Magazine* and the company’s commercial printing plant in Jefferson City.

Millsap has been in newspapers for 26 years, most recently as publisher of the Norman, Okla. Transcript and five other newspapers for more than a decade. He also has held various leadership roles at Gannett and was advertising director for the Shreveport, La. Times.

The change in leadership comes after the untimely death of David Meadows, who had been general manager of CMNI since January 2020 until his passing in May.



Mexico — Alan Dale was announced late last month as the new managing editor of *The Mexico Ledger*, where

his focus will be on covering major news stories involving the city and Audrain County, as well as assisting with sports coverage.

Dale told readers his purpose is to be “fair and balanced on every subject” and, “I am an old school journalist. I stay down the middle in my reporting, write what’s out there in front of me and then let my readers decide how they feel about the subject rather than trying to steer them behind curtain No. 1, No. 2 or No. 3.”

Born in Chicago and a journalism graduate of the University of Arizona, Dale has also had stints as a general manager, sports editor, news reporter and general freelancer. Prior to joining the *Mexico Ledger*, he was working as a sports editor at a Houston, Texas-area daily.



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From Missouri Press Staff

Missouri Press News

As a local newspaper, nobody knows your community like you do because it's YOUR beat. But what about statewide coverage, or business news, or the ongoing effects of policies long-since signed into law?

Much commentary has been written in recent years about the collaborative future of journalism, but in many ways local newspapers have always relied on collaboration

to keep the community informed. Remember country correspondents? Or how about running photos a parent took at the game your staff couldn't attend?

That's how you get the job done for your local community, but what if you want to expand your coverage beyond the city, county or region? There are several statewide and even national services your newspaper can take advantage of and, in some cases, even help contribute to the stories being produced.

Missouri News Network

Most recently, the Missouri News Network launched a grant-funded summer newsroom to help assess the true impact of state government programs and legislative initiatives on communities. The initiative provides the Missouri School of Journalism with six journalists — five in Missouri and one in Washington, D.C. — to spend the summer reporting stories that credit state government for its successes and hold it accountable for its failures.

Missouri News Network is being run by Scott Swafford, who had recently retired but came back to the Columbia Missourian for this project, and Mark Horvit, who Missouri Press members will know from his work with the Capitol Report. See the bottom of this page for more information about the Capitol Report.

Stories produced by the Missouri News Network are available for publication by all Missouri Press Association newspapers. Distribution will be similar to the Capitol Report's legislative session coverage, but due to the enterprise nature of the stories will not reflect the same volume.

All stories will also be published by the *Columbia Missourian* and MPA members are welcome to copy and paste the text from the website: www.columbiamissourian.com. Please make sure you provide proper attribution for any stories you use.

The Missouri News Network team is interested in MPA members' story ideas for the project also, and those can be suggested directly to Swafford and Horvit via email, swaffords@missouri.edu and horvitm@missouri.edu.

Missouri Business Alert

Missouri Business Alert is a digital newsroom providing business news from across the state while training University of Missouri students in new technology and methods, as well as giving them hands-on experience in business reporting, marketing and other skills.

You can sign up for the newsroom's Morning Minutes newsletter to get a rundown of statewide business news. Content from the Missouri Business Alert newsroom is available for republication with attribution, similar to how content produced by the Missouri School of Journalism projects is made available to wider publications.

Visit missouribusinessalert.com to subscribe to the newsletter and contact Managing Editor Michael Stacy at stacyjm@missouri.edu with questions about content.

Missouri Independent

The Missouri Independent is a nonpartisan, nonprofit news organization covering state government, politics and policy. It is staffed by veteran Missouri reporters and is dedicated to investigative journalism that sheds light on how decisions in Jefferson City are made and their impact across the Show-Me State.

Missouri Independent's work is free for other news outlets to republish. Requirements for republishing include only editing for style or to shorten a story's length, provide proper attribution and a link to the Missouri Independent website, <https://missouriindependent.com>.

Capitol Report

Just a reminder: Each legislative session the Missouri School of Journalism sends reporters to Jefferson City for the State Government Reporting Project.

This Capitol Report is available to all MPA members for republishing. Newspapers are also encouraged to submit story ideas to Mark Horvit at horvitm@missouri.edu.

To receive the Capitol Report, email Matthew Barba at mbarba@mopress.com.

The Conversation

Faculty from research universities throughout the U.S. are tackling pressing news topics in articles they contribute to The Conversation, which are available for free republication by news outlets and organizations at theconversation.com.

Each day stories are published from editorial areas that include politics and society, economy and business, education, environment and energy, ethics and religion, health, science and technology.

Republishing guidelines for online and in print are available at <https://theconversation.com/us/republishing-guidelines>.



Columbia — Less than a month after the *Columbia Daily Tribune* announced it would reduce the number of days the newspaper is printed, Managing Editor Kevin Graeler told readers the decision was being re-evaluated in light of reader feedback.

“Sometimes with important decisions, it’s best to take a pause to further consider whether it’s the right decision at the right time,” Graeler wrote to readers. “This includes the *Columbia Daily Tribune’s* previously planned change from seven print days per week to three that we announced last month. For now, the *Tribune* will remain status quo with print editions every day.”

The *Tribune*, which is owned by Gannett, was part of a wave of changes the company planned to make this summer that would reduce the number of print editions of

certain newspapers.

Graeler said the *Tribune* remains on a path toward a “more digital future” as the nature of news consumption continues to change and a reduction in print days is not ruled out, but he also stressed the newspaper is focused on responsibly managing its business.

Gannett has also announced it is looking to cut back opinion pages at its 200-plus newspapers, which in addition to the *Tribune* includes the *Springfield News-Leader* in Missouri.

The company’s new direction would place greater emphasis on local commentary. Gannett’s metrics for online readership show routine editorials, syndicated columns and other pieces are often some of the most poorly read articles on the company’s newspapers’ websites.

Missouri Digital Newspaper Project expands

For Missouri Press News

State Historical Society of Missouri

The State Historical Society of Missouri continues to expand the Missouri Digital Newspaper Project by adding 267,000 pages of digital newspaper content from six counties in northwest Missouri and one from the Missouri Bootheel.

New content from 16 titles spanning the years 1859 through 1947 has been added through grant funding supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library, a division

of the Office of the Secretary of State. The new titles expand the Missouri Digital Newspapers to over 4 million pages. The collection now includes over 350 titles from 108 of Missouri’s 114 counties and the city of St. Louis.

These recently digitized newspapers are freely available to the public and are keyword searchable on the State Historical Society of Missouri website at <https://shsmo.org/collections/newspapers/mdnp>

Atchison County — *Fairfax Forum*, 1901-1946; *Atchison County Mail*, 1880-1946.

Caldwell County — *Braymer Bee*, 1898-1947; *Hamilton Advocate-*

Hamiltonian, 1916-1946; *The Hamilton News*, 1876; *The Hamilton Farmer’s Advocate*, 1890-1919.

DeKalb County — *DeKalb County Herald*, 1889-1946; *Osborn Enterprise*, 1901-1946.

Harrison County — *Bethany Clipper*, 1883-1929; *Bethany Republican-Clipper*, 1880-1946.

Mercer County — *The Princeton Telegraph*, 1892-1944.

Sullivan County — *The Milan Republican* and *The Milan Standard*, 1875-1946.

Mississippi County — *Charleston Courier*, 1859-1876; *Enterprise-Courier*, 1879-1945.

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The above ad and many others, all of which can be customized with your newspaper’s logo, are available for download from Missouri Press Association and the Public Notice Resource Center.

Use them to ensure your readers know how important it is public notices stay in print and be published by a third party.

For more information, contact Matthew Barba at mbarba@mopress.com.

Show-Me Press meets in the middle of the road

From Missouri Press Staff

Missouri Press News

The Show-Me Press Association held its annual meeting Friday, June 24, at the old Hermann City Hall and Fire Station (now the Hermann Area Chamber of Commerce) that sits in the middle of the road as you enter town. Presentations focused on editorial resources, including improving election coverage, and group discussions on political endorsements and the best apps to help with reporting.

Show-Me President Roxie Murphy of the Maries County Advocate and Warden Publishing led the meeting, introducing Rudi Keller as the day's first speaker. Keller is with The Missouri Independent, a newsroom dedicated to covering stories of statewide interest that makes its stories free for all newspapers to republish; see page 10 of this month's *Missouri Press News* for more information about the Independent and other similar resources.

Following Keller was Kathy Kiely, who went in depth about how political advertising files submitted to the Federal Communications Commission can help local reporters determine which organizations



Attendees of the Show-Me Press Association annual meeting in Hermann discuss how their newspapers decide to do political endorsements during an election. The meeting and discussion was led by Show-Me President Roxie Murphy, foreground.

are behind various candidates and election issues.

If you're interested in learning more, Kiely's presentation is available through Missouri Press staff. Contact Kristie Fortier at kfortier@mopress.com for more information.

Rounding out the presentations was Scott Swafford, who talked about simple ways to improve

election coverage that can not only be profitable but also help foster community debate.

Because most people see their community newspaper as the primary source of local election information, Swafford said newspapers are able to engage citizens in helping set the agenda for election campaigns.

At the same time, he said politicians are trying to avoid media at every step, usually relying on social media to get around traditional media, including newspapers, because they don't want their message filtered.

Looking to future Missouri Press and regional association meetings, the Missouri Press Association staff wants input from member newspapers about training opportunities they would like to see offered.

A training needs survey is available online at <https://bit.ly/3u5nkBn>.

Fill out the survey and let Missouri Press staff know what topics can be offered to better meet the needs of your newspaper.



Rudi Keller, right, presents to the Show-Me Press Association during the group's annual meeting June 24, at the old City Hall that sits in the middle of market street as you enter town. Keller explained how the Missouri Independent can be used to supplement a newspaper's coverage of statewide issues. (Staff photos)

Sources and Resources

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BETTER NEWSPAPER CONTEST

Congratulations *to the winners of the 2022 Missouri Press Foundation Better Newspaper Contest*

Notification of this year's contest winners has been made. Missouri Press Foundation requests that you **DO NOT** publish the results of the editorial contest until after the BNC awards luncheon at the 156th Annual Convention and Trade Show, Saturday, Sept. 17, at Lodge of Four Seasons in Lake Ozark.

Find registration information on Missouri Press' website, mopress.com, or for a schedule of the Convention and to register, go here: <https://bit.ly/3MGM6hJ>.

If you need more information or have any questions about the contest, please contact Matthew Barba at mbarba@mopress.com or Kristie Fortier at kfortier@mopress.com

Membership applications approved by Board

From Missouri Press Staff

The Missouri Press Association Board of Directors approved Friend of Missouri Press applications for *The Chariton Marquee* and HeartlanderNews.com during the board's June 24, meeting in Hermann. MPA membership applications are considered by the board at the first meeting after a notice has been published in at least three issues of the MPA Bulletin, eBulletin or magazine.

The Chariton Marquee is a weekly print publication with a circulation of 315 based in Salisbury. It is published

by Melanie Latamondeer. *The Chariton Marquee* was first noticed in the June 8 edition of the eBulletin.

HeartlanderNews.com is an online digital publication. It is published by Michael Ryan and Christian Rehder. A full notice about the website's membership application was also published in the April 2022 issue of Missouri Press News.

Comments about pending applications can be sent to MPA Executive Director Mark Maassen at mmaassen@mopress.com to be shared with the board during discussion.

Continued from Page 2: LJSA still viable to support newspapers.

The credit would cover 50% of compensation up to \$50,000 the first year, and 30% of compensation up to \$50,000 the subsequent four years.

A local newspaper and local media advertising credit would provide small businesses financial flexibility to spend on advertising in local newspapers and media. A five-year credit of up to \$5,000 in the first year and up to \$2,500 in the subsequent four years would cover 80% of advertising costs in the first year and 50% in the subsequent four years.

Ridings is urging newspapers to join forces in supporting passage of

the Local Journalism Sustainability Act by contacting our representatives in the U.S. Senate and House and letting them know of the serious challenges facing newspapers and local journalism. "Educate your readers through local editorials on the tenants of this act, and why supporting local journalism and the ecosystem that serves it will only enhance the place they call home," he adds.

An editorial and editorial cartoons are available for reprint from America's Newspapers at <http://newspapers.org/ljsa/>

Missouri Press Association / Service / Foundation

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CALENDAR

July

29 — Google Analytics Training with Elizabeth Stephens, Presented by MPAME, Via Zoom

August

8 — Mizzou Football Ticket Tradeout Advertising Agreements Due

18 — MPA Past President's and Spouses Dinner, Jefferson City

September

7 — Southeast Missouri Press Association Annual Meeting, Cape Girardeau

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

October

6-8 — National Newspaper Association Annual Convention, San Francisco

20 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

November

19 — Mizzou Tigers vs. New Mexico State Aggies, Football Ticket Tradeout Game, Columbia

Did you know?

You can find all of the latest registration forms for Missouri Press' events online at www.mopress.com.

The website also has award nomination forms, board of director applications and much more.

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



SELLING DURING TIMES OF UNCERTAINTY

Author and sales trainer Ryan Dohrn (ryandohrn.com and 360adsales.com) has some ideas for today's salespeople.



1. Get ahead of the storm.

Control the narrative. Let your clients hear what you want them to hear. The truth is: business owners are nervous right now. They need to hear you being positive.

Give "social proof" that tells them they are not alone: Mention other business owners who are still moving on with their marketing. And remind them that those businesses are the ones that will do better after this downturn.

2. Focus on how to impact someone right now.

In uncertain economic times, business owners have a hard

time focusing on six months from now.

Separate your newspaper from other advertising options.

What is your differentiating factor? Loyal readership? Elevated trust, compared to other media? (Many studies today show that the local newspaper is the most trusted form of media out there.)

Explain this scenario: Two companies are advertising now at a level 10. If one cuts their budget and turns down their own voice to a 5, the competitor becomes louder without actually having to do anything.

This is the "Law of Being Loud." If you cut back, your competitor doesn't have to do anything to sound louder.

3. Step up your activity:

Make more phone calls. Comment on clients' Facebook, LinkedIn, etc. Follow them on social media, while liking, commenting, and sharing. Position yourself as a thought leader.

They need to feel like someone is looking out for them (and that's YOU!). Increase your contacts to include non-sales activities. Establish yourself as a trusted advisor, not just a sales person.

With added activity and a focused effort, newspapers can be a huge help to local advertisers in these uncertain times.



Missouri Newspaper Organizations

SHOW-ME PRESS ASSOCIATION: President, Roxie Murphy, Maries County Advocate; Directors: Hannah Spaar, The Odessan, Odessa; 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; 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, Gina Langston, Joplin; First Vice President, Stephanie Vandeven, Perryville; Secretary-Treasurer, Kristie Fortier, Columbia. Directors: Brittney Cady, Jefferson City; Karl Giddens, Columbia; Robin Gregg, Paris; Kevin Jones, St. Louis; Past President, Bryan Chester, Columbia.

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, Nathan Gladden, Southeast Missouri State University; Vice President, Genevieve Tlustos, Truman State University; Secretary, Caitlin Smith, Evangel University; Adviser, Tamara Zellars Buck, Southeast Missouri State University; and MPA Liaison, Jack Dimond, Missouri State University.

Publishing public records and the right to privacy

Editor's note: *Jean Maneke's column was submitted prior to the June 24, announcement of the U.S. Supreme Court's decision on *Dobbs v. Jackson Women's Health Organization* case. While it could not be updated in time for printing, the questions Maneke discusses in the final paragraphs are likely to be debated for some time.*

We sit at the moment in the abyss of uncertainty over change. The moment between a bill passing in the Missouri legislature and then knowing whether it will be signed by the Governor, ignored by the Governor or, at times, vetoed by the Governor. It's hard to give good legal advice during such times.

One of those change situations involves an issue that has long been a concern for reporters in the state. Early in my career representing Missouri Press Association, I remember Jeff Schrag, publisher of the *Springfield Daily Events*, butting heads with Springfield City Utilities over publication of its list of new customers, both business and residential, including their addresses.

It was 1995, nearly 30 years ago, and the City didn't want to release that information, so it sued for a court determination, arguing, "[the City Utilities board] maintains a wide variety of records containing information on its customers including, without limitation, the following: names, addresses, phone numbers, social security numbers, dates of birth, places of employment, payment history, utility usage, credit histories, bank account information, information on when the customer will be at home so that indoor meters can be read, information on gaining access to houses so that meters can be read, records of conversations with customers, forwarding addresses, and names, addresses, and phone numbers of customers' relatives. Many, if not most, customers consider this

information confidential."

The *Daily Events* certainly didn't intend to publish all of that information. But one finds it amazing that the city was retaining such information in its records. That was back in the days when folks would leave their back doors open for utility workers to walk into the house and proceed to the basement to read the meter in an empty house in Springfield. No, I'm not kidding!

Long story short, the *Daily Events* agreed that it would only publish information about new business customers and new residential customers who consented to release of their data. The trial judge entered an order that these limited records were public, yet that decision left confusion as to whether other data held by City Utilities was closed or open, so an appeal went to the Southern District Court of Appeals for Missouri.

The Appellate Court's decision contains amazing nuances today, given what is potentially happening in the U.S. Supreme Court. The Court of Appeals found that residential customers' names and addresses were not private information unless the customer had specifically requested it be kept private. "If a residential customer has an expectation of privacy in his or her name and address — a question we need not and do not decide — that customer may request that this name and address not be revealed under the judgment as amended," the Appellate Court opinion stated.

Recently, municipally-owned utilities in this state made an effort to get all records of customer names, addresses and usage information closed under provisions in Chapter 610.

Bills passed by the Missouri legislature in this last session would add a new exception to Section 610.021 closing "Individually identifiable customer usage and billing records for customers of a municipally owned

utility unless the records are requested by the customer or authorized for release by the customer, except that a municipally owned utility shall make available to the public the customer's name, billing address, location of service, and dates of service provided for any commercial service account." Two bills containing such language are sitting on Governor Mike Parson's desk waiting either for his signature or for the calendar to hit August 28, 2022, when they will become law. There has been no indication at the moment that he will choose to veto either of these bills.

But ... All of us are waiting for the U.S. Supreme Court to decide *Dobbs v. Jackson Women's Health Organization*. How would the abortion-focused decision impact state law on utility information? Well, the *Dobbs* decision is very likely to address an individual's right to privacy. Constitutional lawyers are pondering to what degree the well-developed individual right to privacy will be impacted by a decision overturning a woman's right to an abortion, which has as its foundation a personal right to privacy.

This is not just a Missouri issue. Late in June, an article crossed my desk about citizens in Central Oregon upset their local water district would not disclose the names of the district's largest water users. The extended drought in the Western United States brought the issue of use into focus for this community. A local judge in that community found residents who are water users had no right to protect their addresses from public disclosure.

So many angles to think about.



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

156th Missouri Press Association Convention & Trade Show September 15-17, 2022 | Lodge of Four Seasons | Lake Ozark



Online Event Registration Page: <https://bit.ly/3MGM6hJ>

Lodge of Four Seasons | 315 Four Seasons Drive | Lake Ozark, MO

Reserve a Room - Call: 888-265-5500 or go Online:

<https://bookings.travelclick.com/17336?groupID=3555061#/guestsandrooms>

Missouri Press Rate: \$119-\$159, based on requested room type and availability

SAVE \$\$\$! Early Registration Discount and Sleeping Room Deadline: August 12

Tentative Schedule

Thursday, September 15

11:00AM | Registration Open

Noon | MPF Board Meeting

2:00PM | MPA/MPS Board Meeting

6-7:30PM Foundation Fundraiser | Luau at the Lake! Come In Full Tropical Gear and Celebrate Tiki Style!

Friday, September 16

7:30AM-6:30PM Registration and Better Newspaper Contest Photo Displays

8AM-4PM Trade Show Open

8:30AM | Breakfast Program and Welcome | Program to be Announced

9:30AM | Business Meeting

9:45 Break 10:00AM | General Session | **Ron Kelley** | MO School of Journalism, Student Development Director, Diversity and Inclusion | Diversity and Equality in Journalism

11:00AM | General Session | Successfully Transitioning Change | **Leonard Woolsey** | Pres. Southern Newspapers

Noon | Lunch 12:30PM | Lunch Program | Courageous Leadership - Living a Life of Influence | **Dan Meers** | KC Chiefs Mascot

1:45PM | **Missouri U.S. Senate Candidates Forum**

2:45PM | Break – Sundae Bar in the Trade Show Area

3:15PM | **Missouri State Auditor Candidates Forum**

6PM Hall of Fame Reception

6:20PM | Silent Auction Ends, Last Call for Bids!

6:30 PM | Hall of Fame Dinner

Est. 8:30 PM | Hospitality Room Open

Saturday, September 17

7:30AM-Noon | Registration and Better Newspaper Contest Photo Displays

8:15AM | Breakfast

8:45-10:00AM | General Session | **Active Shooter Training** | CPL. Kyle Green, Public Inf. Officer, **MO State HW Patrol**

10-10:15AM | Break

10:15-11:30AM | Round Table Discussions

-Non-for-Profit Newspapers, Michael Bushnell, Kansas City Northeast News

-Diversify Revenue with Niche Products and Newsletters, Bryan Chester, Columbia Missourian

-Employment/Appealing to younger employees, Jack Dimond, Missouri State University

-Grant Writing, how to get started and find grants for your newspaper

-The Importance of and How to Foster Legislator Relations, Heath Clarkston, Lathrop GPM

11:30AM | Better Newspaper Contest Lunch

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**REGISTER TO ATTEND THE
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156TH CONVENTION ONLINE
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**Want to sponsor this year's
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Trade Show?
Contact MPF Director Michael Harper at
(573) 449-4167, ext. 303.**

