

MP MISSOURI PRESS NEWS

Come celebrate this year's
Hall of Fame inductees
in Lake Ozark! |P6



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Printing on paper is for posterity

Security of a 'hard copy' tops electronic convenience for a majority of Americans.

While there are still many of us who prefer print on paper, still want our newspapers to be something that's not on an electronic screen and would much rather curl up with a good old-fashioned book in our hands than a digital tablet, unfortunately the trend toward "paperless" seems to be snowballing.

Contributing factors to this trend seem to be that younger generations are totally enamored with their smart phones and with social media, not to mention unsocial media, plus there has been a great deal of misinformation in the past 20 years demonizing paper. There are of course, two (if not more) sides to this story.

Two Sides North America is a nonprofit initiative by companies from the graphic communication industry that promotes the responsible production and use of print and paper and dispels common environmental misconceptions by providing verifiable information on why print on paper is an attractive, practical and sustainable communications medium.

Between 2015 and 2018, Two Sides North America partnered with the global polling firm Toluna, to conduct consumer surveys on how Americans

"[Two Sides North America's study] also found that a whopping 91% agreed that, when responsibly produced, used and recycled, print and paper can be a sustainable way to communicate — including 86% of 18 to 24 year olds."

of important documents filed at home because they believe this is the safest and most secure way of storing documents. And 76% are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged.

They also found that a whopping 91% agreed that, when responsibly produced, used and recycled, print and paper can be a sustainable way to communicate — including 86% of 18 to 24 year olds.

As for trust, 56% said they trust news stories they read in printed newspapers, while only 35% said they trust the news stories they read in social media.

Two sides is also debunking myths and misinformation such as "Using paper causes deforestation and destroys forests." Forests are one of America's greatest renewable resources.

Continued on Page 3

feel about print and paper. They found that so many people do love print on paper because they feel it's safe, secure, sustainable and trusted.

As far as safe and secure, they found that 78% of Americans keep hard copies



PRESIDENT: Roger Dillon, Shannon County Current Wave, Eminence
FIRST VICE PRESIDENT: Beth Durreman, Laclede County Record, Lebanon
SECOND VICE PRESIDENT: Amos Bridges, Springfield News-Leader
SECRETARY: Marion Jordon, The Kansas City Globe
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EXECUTIVE DIRECTOR: Mark Maassen
ADVERTISING DIRECTOR: Ted Lawrence
EDITOR: Matthew Barba

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

Donna Bischoff, St. Louis Post-Dispatch
Gary Castor, Jefferson City News Tribune
Sandy Nelson, The Courier-Tribune, Liberty
Bryan Jones, The Morgan County Statesman
Kevin Jones, St. Louis American
Tim Schmidt, Montgomery Standard, Montgomery City
Lucas Presson, Southeast Missourian, Cape Girardeau
Hannah Spaar, The Odessan, Odessa
NNA Representative: Peggy Scott, Leader Publications, Festus

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Missouri Press Association officers, directors nominated for 2023

Beth Durreman tapped to serve as president.

From Missouri Press Staff

The Missouri Press Association Nominating Committee met recently, finalizing a slate of MPA officers and directors for 2023, effective Jan. 1.

The election of MPA officers and directors is scheduled during the annual MPA business meeting Friday, Sept. 16, at the 156th annual MPA Convention at the The Lodge of Four Seasons in Lake Ozark.

Proposed candidates include:

- 2023 President, Beth Durreman, *Laclede County Record*, Lebanon;
- First Vice President, Amos Bridges, *Springfield News-Leader*;
- Second Vice President, Peggy Scott, *Leader Publications*, Festus;
- Secretary, Kimberly Combs, *Wayne County Journal Banner*, Piedmont;
- Treasurer, Mike Scott, *NEMO News Media Group*, Kahoka;
- Directors for three-year terms: Tim Schmidt, *Montgomery Standard*, Montgomery City; Bryan Chester, *Columbia Missourian*; and Lucas Presson, *Southeast Missourian*, Cape Girardeau.



*Attend the Convention to
vote on matters of the
Association, including
2023 officers, directors
and proposed bylaw
changes (See Page 4).*

•Hannah Spaar, *The Odessan*, Odessa, is being nominated as the National Newspaper Association state chair;

Continuing on the MPA Board in 2023 will be directors: Gary Castor, *Jefferson City News Tribune*; Bryan Jones, *Morgan County Statesman*, Versailles; Kevin Jones, *St. Louis American*; Donna Bischoff, *St. Louis Post-Dispatch*; and Sandy Nelson, *Courier Tribune*, Liberty.

Roger Dillon, *Shannon County Current Wave*, Eminence; will serve as immediate past president in 2023.

Liz Irwin, *Missouri Lawyers Media*, St. Louis, is stepping down from the MPA Board in December 2022. Irwin was chair of this year's nominating committee and the committee's members thank everyone who submitted nominations.

If you have questions about nominations or the business meeting, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or at mmaassen@mopress.com.

Continued from Page 2: *Our electronic future isn't necessarily better for the planet than print.*

The successful forestry practices employed by the U. S. Forest Service, state agencies such as the Missouri Department of Conservation and responsible private foresters are ensuring the future of that resource.

While the paper industry was producing products to enrich the lives of consumers, net forest land area in the United States actually increased by 18 million acres between 1990 and 2020, according to the latest Global Forest Resources Assessment by the UN Food and Agriculture Organization.

Another myth, that electronic communication is better for the environment than paper, falls apart when you consider the environmentally intensive drilling and mining required to extract source materials from the earth. Computers, tablets and other electronic devices are made

with nonrenewable resources — fossil fuels, chemicals, precious metals, rare minerals and toxic minerals like lead, mercury and arsenic, that are dangerous when released into the environment.

There's no doubt that digital technology has become an essential part of our everyday lives and work as journalists but let's hope that doesn't mean an end to print on paper.

According to Two Sides North America, all manufacturing processes have an environmental footprint, but the fact that paper is made with an infinitely renewable resource, is manufactured using mostly renewable, carbon-neutral energy, consumes very little water, is recyclable and is recycled more than any other material, makes a strong case for its continued use.

MPA Board sends bylaw changes to members for vote

Membership category proposed for news organizations.

From Missouri Press Staff

Several changes, including the addition of a new class of membership, to Missouri Press Association's constitution and bylaws were proposed and approved during the Board of Director's most recent meeting held June 24, in Hermann. The changes now go for a vote before the MPA membership during the September business meeting held during the 156th Annual Convention and Trade Show at the Lodge of Four Seasons in Lake Ozark.

These changes were proposed by the MPA Board's Bylaw Changes Committee and are available in their entirety from MPA Executive Director Mark Maassen for review before the Sept. 16, business meeting.

Affecting the greatest number of newspaper members of the Association is something MPA first announced in April. At that time, NewzGroup told Missouri Press it would no longer accept printed copies of newspapers for digital scanning or archiving.

To facilitate Missouri Press' collection of digital tear sheets, all "Active Print" and "Active Specialty Publication" members "shall be required to send digital copies (PDFs) of every issue of your publication to MPA" or its designee (NewzGroup) for archiving and advertising billing.

If you need more information about digital tear sheets and how to submit PDF copies of your newspaper, please contact MPS Advertising Director Ted Lawrence at tlawrence@mopress.com or by phone at (573) 449-4167, ext. 312.

Membership classes

Added in 2019, the "Active Specialty Publication" membership category was previously known as MPA's "Magazine Membership" class. In addition to magazines, it also includes



One change being considered will require members to send in digital copies of their newspapers to make it easier to collect digital tear sheets for advertising orders placed by Missouri Press Service. This was first announced in April but was not a requirement of membership.

all bi-weekly, monthly, quarterly and specialty publications.

The Board also voted to approve a new class of membership, "Active News Organization," defined as independent news gathering

organizations dedicated to sharing their news for free or for a fee. This seventh class was added to better encompass services like The Associated Press and the Missouri Independent, and it includes legal advice from Hotline Attorney Jean Maneke as a benefit to membership.

Several of the Association's membership classes are also having their dues increased to align with the benefits offered, including use of the Legal Hotline. The dues for the "Friend of", "Active Online", "Active Specialty Publication" and "Active News Organization" classes will be set at \$300.

Dues for "Active Print" members will remain the same, while the "Associate" membership class will see its first increase in more than 13 years from \$35 to \$50.

At the Committee's recommendation, the Board has accepted a change to clarify voting rights for Association membership. The new language in the bylaws will specify the "Active Print" membership is the only class with the right to vote in the affairs of the Association.

The path to "Active Print" membership for the Association is being made more clear in the new bylaws, as new newspapers joining the Association will do so as "Friend of" members for three years and then have the option to become "Active Print" members.

This change will ensure newspapers joining the Association will have access to the expanded benefits available to "Friend of" members versus "Associate" members.

If you have questions about or would like to review the proposed changes prior to the 156th Annual Convention and Trade Show, please contact MPA Executive Director Mark Maassen at mmaassen@mopress.com.



BETTER NEWSPAPER CONTEST

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

Just a reminder, Missouri Press will be publishing the names of all Better Newspaper Contest winners in the October 2022 edition of Missouri Press News.

We will also be featuring many of the 1st place photography winners throughout the contest listings. Thank you again to everyone who entered the contest.

Find registration information for the 156th Annual Convention and Trade Show, including the Saturday, Sept. 17, awards luncheon, online at:
<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

Three inductees joining Newspaper Hall of Fame

2022 inductees will be recognized during MPA's 156th Annual Convention in Lake Ozark.

From Missouri Press Staff

Three newspaper people will be joining the Missouri Newspaper Hall of Fame as the 2022 class. Their induction will take place Friday, Sept. 16, during the 156th Annual Convention and Trade Show at Lodge of Four Seasons in Lake Ozark.

Established by MPA in 1991, the 2022 Hall of Fame class will be the 32nd group to be inducted. This year's inductees are the late Joe Gravely, former publisher of the *Bolivar Free Press*; Dana Raker, former news editor of the *Holden Image*; and Jon K. Rust, president of Rust Communications and publisher of the *Southeast Missourian*, Cape Girardeau.

Hall of Fame inductees or their families receive Pinnacle Awards in honor of the inductees' service to the Missouri newspaper industry and their communities.

Inductees' plaques will join the permanent display of inductees in the MPA office in Columbia and in the student lounge in Lee Hills Hall at the Missouri School of Journalism.

— Joe Gravely —

The late Joe Gravely published his first edition of the *Bolivar Free Press* on March 5, 1891, when he was just 25, and he would continue at the helm of the publication for the next 43 years, until his death from a heart attack in his sleep in 1934. While tenures of ownership before him seemed impermanent, Gravely's efforts resulted in his sons, Ralph and Marshall, guiding the publication for another 31 years after his death



Joe Gravely spent more than 40 years at the helm of the Bolivar Free Press, celebrating the community and helping promote its residents and businesses. His approach to publishing, continued by his sons, Ralph and Marshall, ensured the newspaper's ongoing support by readers and the continuation of Polk County's oldest continuous business nearly 90 years after his death.

and ensured the preservation of Polk County's oldest continuous business.

Gravely's first association with the *Free Press*, which had been started in 1868, came when he left school at age 13 to learn the newspaper business. He started at the *Free Press*, learning the mechanical side of the business, before moving to Springfield to learn more about the trade working at the daily newspapers there.

When he returned to the *Free Press* as a young man, Gravely had a partner in his early years but mostly ran the newspaper on his own, facing immense competition over the years with only one other publication, the *Bolivar Herald*, remaining sustained

in its opposition. Competition between the Republican-affiliated *Free Press* and the Democratic rival *Herald* was fierce but fair, an attitude that was nurtured and encouraged by Gravely's approach to publishing.

That stance between the newspapers would remain even after Gravely's death. The mutual respect Gravely helped engender in the community and between the publications was perhaps best demonstrated in 1951 when the *Free Press* staff assisted the *Herald* in publishing their newspaper the week that the latter publication's publisher died.

Gravely's induction will mark the fifth publisher from the *Bolivar Free Press* and *Herald* and their merged successor newspaper to be named to the Hall of Fame.

— Dana Raker —

For nearly 20 years, Dana Raker embraced her work for the *Holden Image* with the passion of someone who has found their true calling. Working at the newspaper was not Raker's first career but it became the job that allowed her to continue working despite debilitating illness.

Before being hired as a staff writer at the *Image* in 2002, Raker worked as a manager for AT&T in an office of several hundred but left to pursue work she would find more meaningful. She found it at the newspaper, a role which gave her the responsibility of ensuring the community's voices were being heard and its stories were being told.

Continued on Page 7

Continued from Page 6: *Hall of Fame induction ceremony is Sept. 16.*



Dana Raker has proven an inspiration to her readers and fellow journalists by continuing her newspaper career even after being diagnosed with a debilitating, life-altering condition. Following a 2012 diagnosis of Primary Lateral Sclerosis, Raker continued her work of giving a voice to the Holden Image's community, all while the loss of muscle function caused by the disease limited how she could interact with the people in it.

Diagnosed with Primary Lateral Sclerosis in 2012, Raker's love for journalism contended with the progressive motor neuron disease that gradually causes loss of muscle function and often means the end of a patient's career. Thanks to accommodations and an understanding publisher, Raker proudly continued her work covering her hometown of Holden, as well as providing editorial work for a monthly publication, the Lone Jack Highway 50 Corridor, until her retirement in June 2022.

While Raker has always been an advocate for her community through her editorial work in the newspaper, she is limited physically to what she can do to help the community. Still, Raker and her family continue to show their financial support for groups like Project Christmas Child and causes such as helping cover local school lunch debts because, as she puts it, "I

believe everyone can do something, even if it's just a small thing, to make a difference in people's lives."

— Jon Rust —

Jon K. Rust is a media innovator and newspaper industry leader who has helped guide Rust Communications and others through changing technology, shifting readership and new revenue opportunities.

As chair of the technology committee for the Associated Press – and later vice-chair of the board – Rust is cited for helping AP devise its strategy to respond to digital competitors.

Rust is also recognized for his work helping to transform the Local Media Association. In 2018, LMA created a service award in Rust's name.

Rust has led new initiatives that have influenced the media industry through projects with the largest technology companies in the world, and he was among the first in the United States to launch a form of "right-to-be-forgotten" and toxicity ratings for online commentary.

His idea for a collaboration with Southeast Missouri State University helped transform its mass media education and student publication, which is now located in the Rust Center for Media in Cape Girardeau.

Rust grew up working in his father's free distribution weekly newspaper in Cape Girardeau. He served as editor or managing editor of his school and college newspapers, including the *Daily Tar Heel* at the University of North Carolina-Chapel Hill, where he was a Morehead Scholar.

Rust rejoined the family's then-four-newspaper operation after college to serve as editorial page editor and head of special projects at the *Southeast Missourian*, assist with the transition to computer-aided design and layout, and help hire a new management team to oversee the company's rapid growth. He also worked a year as a



Jon Rust's accomplishments are many and varied but often point to his vision for the future of journalism, including being at the forefront of changes to the digital publishing of news, reader interactions with media and the need for new revenue opportunities. His leadership has frequently resulted in Rust Communications' outlets being seen as a guidepost for the industry.

capital correspondent reporting from Washington, D.C.

In 1997, he left the newspaper company to earn his MBA from Harvard University, where he graduated with distinction. He received a Dean's Research Fellowship in 1999, which led to him joining the staff at Harvard for a year, writing cases and textbook chapters on internet media.

In 2000, Rust returned to Cape Girardeau, and in 2003 became co-president of the company with his late brother, Rex, when their father, Gary W. Rust, retired from day-to-day operations. The second-generation Rust Communications now includes more than 20 newspapers and dozens of websites in seven states, as well as magazines and minority ownership of 17 radio stations. Since 2004, Rust has also been publisher of the *Southeast Missourian*.

Register to attend the 156th Annual Convention and Trade Show at <https://bit.ly/3MGM6hJ>.



Missouri Press Foundation

These individuals and/or organizations made recent contributions to Missouri Press Foundation. For more information about supporting the Foundation's mission and programs, please contact Michael Harper at (573) 449-4167, ext. 303.

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Missouri Press
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SAVE THE DATE

2022 Induction Ceremony

Missouri Photojournalism Hall of Fame

Center for Missouri Studies Columbia, Mo. 10/20, 4 p.m.

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De Soto

Judy Dixon

Judith "Judy" McCormack Dixon, 95, died July 7, 2022, in De Soto. She enjoyed a 70-plus-year career as an artist, with the last 25 years as an editorial cartoonist for Leader Publications in Jefferson County before her retirement in June 2021 due to failing health.

Dixon's work consistently earned her and Leader Publications awards from the Missouri Press Better Newspaper Contest, including first place wins in 2010, 2011 and 2012. She was also the recipient of many other local, state and national awards.

Dixon's family told the Jefferson County Leader that even after her retirement she continued drawing.

In 2014, she was inducted into the Missouri Press Association Newspaper Hall of Fame. At the time



of her induction, Dixon recalled that she drew her first recognizable figure at age 2 and there was never any question she would work as an artist.

After graduating from Washington University with a fine arts degree, Dixon worked for Concordia Publishing in St. Louis. After getting married, raising a family and moving several times around the country, Dixon and her late husband returned to Jefferson County where she took a job with the former *Daily News Democrat* in the advertising department.

In addition to her five children, Dru, Barbara, Greg, Pamela and Gary, she is survived by eight grandchildren; and one great-grandchild; and many more family and friends.

Syracuse, N.Y.

Don Keough

Don Keough, 81, of Syracuse, N.Y. died July 12, 2022, peacefully in his sleep. He was the founding editor of the *Kansas City Business Journal*.

Keough was a mentor to many journalists over his 35 years in the industry, which in addition to editor of

KCBJ included a stint as news director at the Fox-affiliate in Kansas City.

A U.S. Air Force veteran, his service comprised largely of writing speeches and, according to his obituary, "lounging poolside with a dog he trained to drink martinis."

While attending Warrensburg College (now University of Central Missouri), he ran an underground newspaper dedicated to uncovering the misdeeds of school administrators and local government.

He never stopped questioning those in power and his last vacation was to Washington, D.C. for the protests following the murder of George Floyd.

In addition to a daughter and two grandsons, he is survived by many family, friends and colleagues.

Watch for Mizzou football ticket info!

The final deadline to return your 2022 Mizzou Football Ticket Tradeout agreement is Aug. 8. After that deadline, Missouri Press will provide insertion orders and ads as soon as they are available. It is expected the ad schedule will run in late August.

Please make sure you are on the lookout for this information.

Tickets will be mailed to the address you provided on your tradeout agreement.

Help Missouri Press remember our colleagues who have passed.
Send obituaries for Missouri Press News to
mbarba@mopress.com.

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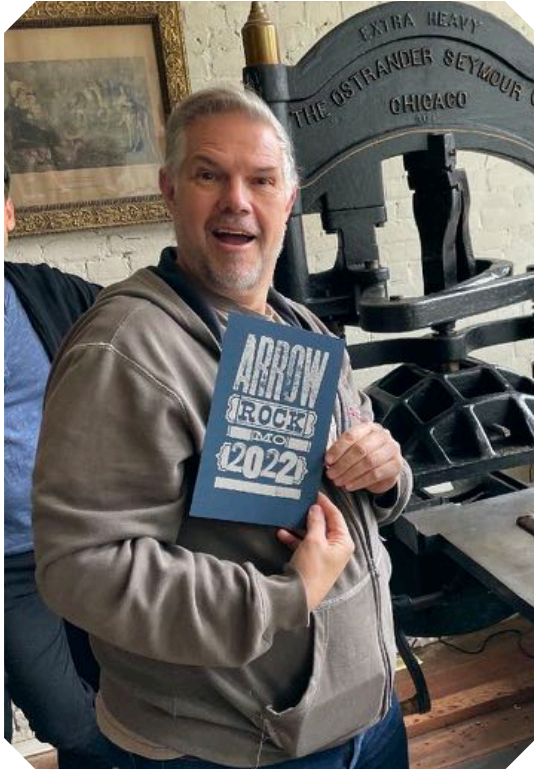
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START THE PRESSES!

A group of letterpress enthusiasts and operators see a new future for Missouri Press' Print Shop Museum.



Jeff Kurtti of Friends of Arrow Rock recently worked with a group of letterpress operators to evaluate the contents of the Missouri Press Foundation's Print Shop Museum. The group sees potential for the museum as a working exhibition and was able to use the existing equipment, including a handpress on display, to make a print. (Contributed photos/Eric Woods, The Firecracker Press)

By Matthew Barba
Missouri Press News

Missouri Press' print shop museum in Arrow Rock was dedicated 56 years ago this month. Now, a group of letterpress printing enthusiasts think the equipment that was once critical to the newspaper industry could find new life as a working exhibition.

Eric Woods, owner of The Firecracker Press in St. Louis, was traveling through Arrow Rock with his family during the winter, a time of year when nothing in the historic village is really open but if you get lucky, someone might be around to unlock the doors, like Friends of Arrow Rock Director Jeff Kurtti, who helped Woods get in the print shop museum in the former Odd Fellows

Lodge.

While that was his first introduction to the Print Shop Museum, Woods was excited to return one weekend in late May with a group of four other letterpress operators and mechanics. During that visit, the group went through each of the pieces, making an inventory of what's on display, getting a sense of the overall condition of each piece and trying to determine what is needed to get some of the machines working again.

"To find this place in the middle of Missouri, it's a really great collection and a testament to the foresight of the press association to preserve it," Woods said in an interview after the visit. "The machines in that collection are production machines. They were

the machines that were used to make the things people were reading."

Missouri Press Association publishers and friends in 1966, during MPA's 100th anniversary, donated the equipment and items on display for the museum. In the museum is a variety of letterpress printing equipment, including Linotype, a newspaper flatbed press, job presses, Washington hand presses, hand-set type and other tools of the printing trade.

The desk belonging to famous country editor H.J. Blanton of the Monroe County Appeal in Paris, Mo., is also in the museum.

Continued on Page 11



New use in a working print shop exhibit could be found for a cylinder press currently on display in the Missouri Press Print Shop Museum in Arrow Rock. A group of letterpress operators recently evaluated the equipment in the museum and believe it has potential to teach future generations about the history of printing equipment.

Continued from Page 10: *Bringing new life to old equipment.*

Woods himself has a background in newspaper graphic design, working early on in his career for the *Southeast Missourian*, which is where his enchantment with the printing process really started to develop.

"The most fascinating aspect of working there, and a small reason for starting The Firecracker Press, was that I loved designing something in the morning and walking across the street to see it printed that afternoon.

"Being able to design something and take it to the press is magic, which is what we do every day," Woods said.

While he now operates his own print shop, and rescues a fair bit of equipment himself to maintain and use, Woods' passion for letterpress printing means he wants to find ways to share it with the wider world.

"Everywhere we go, I sniff out printing presses, it's like a joke in our family, because everything links back to printing. It's such a big part of our daily life, it's like breathing," Woods said. "But looking at history, physical printing pops up everywhere, it's always there if information is being disseminated. Having a collection that celebrates that, it's really important to understanding where the printing industry came from."

For now, Woods is working on developing a budget for what it would cost to get many of the machines in the Print Shop Museum in working order. Some of them, he said,



A group of letterpress operators and mechanics recently visited Missouri Press' Print Shop Museum in Arrow Rock. They include, from left, Bob Atkins of Skylab Letterpress in Kansas City, Jeff Kurti of Friends of Arrow Rock, Kim Miller and Rob Miller of Tribune Showprint in Muncie, Ind., Benjamin Jones, letterpress mechanic from Kansas City, and Eric Woods of The Firecracker Press in St. Louis.

are not too far off from being useable in a regular capacity.

"The technology is far enough removed that I think most people look at these machines and think they're supposed to be museum pieces, but with a little bit of elbow grease and love, and a few parts, they can be operational again," he said.

During their visit in May, the group was even able to make a few prints on one of the handpresses with equipment that is part of the museum display.

"I think it's possible to get a working print shop going. Some things are more difficult, some machines need a few more parts and new rubber, but I think this has the potential to be a working print shop that people could visit, that workshops could be regularly held at, or that artists from around the world would be interested in coming to," Woods said.

He and the other members of the group who visited in May, as well as like-minded enthusiasts are also excited about returning to Arrow Rock and the Print Shop Museum.

"We all had such a fun time and the collection there really is quite fascinating, we're all very excited to return hopefully later this year," Woods said.

The historic town of Arrow Rock is northwest of Boonville, about 13 miles north of I-70 on Highway 41. Missouri Press Foundation owns the museum contents and contributes to the maintenance of the building. The building is owned by the Friends of Arrow Rock.



The Campbell Complete Cylinder Press on display in the Print Shop Museum in Arrow Rock moves for the first time in many years thanks to the efforts of a group of letterpress operators who visited the museum in late May. (Contributed photos/Eric Woods, The Firecracker Press)

Sources and Resources

Digital FOOTPRINT
OFFERED BY MISSOURI PRESS SERVICE



Every Business Needs an Online Presence.

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at Missouri Press.
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SCRAPBOOK



Hannibal — Following the lead of other daily newspapers around the country, the *Hannibal Courier-Post* Publisher Ron Wallace told readers last month the newspaper would be reducing its number of print days. Wallace said the Tuesday, Thursday and Friday print editions would be cut in response to increasing costs of publishing the newspaper.

He assured readers the newspaper's staff would continue to publish stories daily on the newspaper's website, with the Wednesday and Saturday editions of the newspaper increasing in size from expanded coverage and follow-up on stories.

"Our number one priority is to provide you with a newspaper that keeps you informed, enlightened, amused and proud of your community," Wallace told readers in the announcement. "Our focus is on local news. We want to tell both sides of the story without opinions, being prompt and correct. We intend to be a voice for all but reflect the

positive values of the majority on our opinion pages."

The history of the *Courier-Post's* predecessor newspapers dates back to the 1830s, meanwhile it has also laid claim as "Missouri's oldest daily newspaper."

Pleasant Hill/ Harrisonville

TRIBUNE & Times
SERVING CASS AND BATES COUNTIES



— The South
Cass Tribune in

Harrisonville and the Pleasant Hill Times have combined efforts for the continued coverage of their communities. The joined newspapers are represented in a new flag, "*Tribune & Times*," which proclaims to serve Cass and Bates counties.

The *Pleasant Hill Times* is owned and published by Connie Whitlock, while the *South Cass Tribune* is published by Linda Thompson. Dennis Minich is fulfilling the role of editor for both newspapers.

ON THE MOVE



Marshfield — Alyssa Andrews was recently named Associate Editor of the *Marshfield Mail*. Andrews has reported for the *Mail* for most of the last year.

Andrews is a Marshfield and Drury University graduate, who said she is excited to use her experiences and admiration for the community to continue the *Mail's* legacy.

"I'm so thankful to be a part of a community that wants to see me succeed. I couldn't do this

without the support of my family, friends, co-workers and readers," Andrews said. "I am just excited to jump right in knowing I have that support."

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news and moves to
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The above ad and others like it are available for you to customize with your newspaper's logo. 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.

These ads were created in partnership between Missouri Press Association and the Public Notice Resource Center.



Learn from Russell Viers, any time you want!

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

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 look good? Digiversity.tv aims to help graphic artists and designers make the hard days easier by providing complete answers and solutions to everyday challenges and more.

Digiversity.tv focuses on the Adobe Creative Cloud suite of products and the videos follow the same engaged, energetic teaching style MPA's members have seen from Viers firsthand over the years.

Staff of Missouri Press newspapers are encouraged to sign up with Digiversity.tv as soon as possible. There is no cost to the newspaper, but it is preferred every 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.

In addition to the training and explaining in his videos, Viers regularly answers viewers' questions, so feel free to reach out to Viers directly at russell@digiversity.tv.



How to sign up:

Go online to
bit.ly/DigiversityMPA
OR
email Matt Barba at
mbarba@mopress.com.

Please be sure to check your spam and junk folders just in case the activation email ends up there.

What are members already saying about Digiversity.tv?

"It has been great for me so far, and it couldn't have come at a better time. We are getting ready to update one of our newspapers and this is a wonderful resource to get them prepared."

— Trevor Vernon,
Vernon Publishing

NNA, other media groups push for federal regulation of Big Tech advertising

From Missouri Press Staff

A free and diverse press is the backbone of a healthy and vibrant democracy. However, local newspapers across the country are being forced to give content and revenue to Facebook and Google with inadequate return. Consumers are harmed by Big Tech's content filtering, data collection motives, and ultimately reducing the output of quality journalism.

The Journalism Competition and Preservation Act is a bipartisan bill that would enable news publishers to collectively negotiate with Big Tech, driving billions of dollars of earned subscription and ad dollars back to news publishers.

It would also include an enforcement mechanism to ensure that negotiations result in payments, that such payments are evenly distributed to small and local papers, and that payments reflect investments in reporters and newsrooms.

JCPA allows market forces, not two companies or the government, to determine how and for what price news publishers' content is offered.

An estimated 65% of Missouri residents get their news from Facebook, while 37% use Google as their primary source of news. Combined, they capture 60% of all digital advertising dollars because of their ability to collect consumer data.

Missouri new publishers employ more than 9,000 reporters and other newsroom staff, Big Tech takes 50-70% of every advertising dollar from news publishers and hires zero reporters.

NNA Chair Brent Wesner wrote in a July editorial on the JCPA:

"Google and Facebook generated \$4 million in U.S. advertising revenue every 15 minutes during the first quarter of 2022. That amount could fund hundreds of local journalists in every state in the country.

It's no wonder that, despite record news consumption, local newspapers across the country have seen diminished revenues – leading many to lay off journalists or go out of business. Local newspapers simply can't compete with these national platforms, Google and Facebook.

No company should have this much control over the news. Congress must take action to curb undue influence of Big Tech on the news media industry – and the Journalism Competition and Preservation Act (JCPA) aims to do just that."

Other national trade association groups voicing their support for JCPA include America's Newspapers and News Media Alliance.

Another proposed solution to Big Tech's grip on the advertising market is to eliminate their ability to collect and sell the consumer data that drives their businesses. Groups like the Electronic Frontier Foundation argue the Competition and Transparency in Digital Advertising Act, or DAA, is a better solution because it breaks up the vertical integration that allows companies like Facebook and Google to dominate the digital advertising industry.

The DAA categorizes ad services into, roughly, four kinds of business: Publishers that sell ad space around content; Ad exchanges that solicit bids from advertisers for ad space; Sell-side brokerages that work with publishers to monetize ad space; and Buy-side brokerages that work with advertisers to buy ad space.

In broad strokes, the bill would prevent any company that makes more than \$20 billion per year in advertising revenue from owning more than one of those components at a time.

To voice your support for the JCPA or DAA with Missouri's Senators and Representatives, find their contact information here: <https://www.usa.gov/elected-officials>.

This report was compiled by Missouri Press staff from a variety of sources.



CALENDAR

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



A “Relevant” Political Update

The Relevance Project describes itself as “an initiative of Newspaper Association Managers whose trade groups represent collectively more than 8,500 newspapers in North America.” As a free service to all newspapers, they provide what they call “relevant points, viewpoints and topics to help make your newspaper even better.”

Much of what they are offering recently is based on the National Newspaper Association’s 2022 Survey, which “makes an excellent case for why advertising in local newspapers is effective

and why newspapers are relied on... to provide local news and information.”

For example, one study shows that 85% of consumers trust the content and the ads on newspaper websites more (FAR more!) than social media sites. When you’re talking to political candidates, ask them how important it is that people trust the source of what they are reading. Newspapers win that category hands-down!

Another study shows that 7 out of 10 people who read a retail ad took action after seeing the ad. And that local newspapers

are the #1 way to inform the public about candidates running for a public office.

At their website, you’ll find no fewer than nine house ads/sales handouts to send to your local candidates, each explaining another reason why they should be including local newspapers in their media buy.

Please let me know (tlawrence@mopress.com), if you want more information. You can find all the The Relevance Project’s posts here: <https://relevanceprojectnet.wordpress.com/blog-2/>



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.

Case.net is going to get a lot more accessible

The Missouri Court system back in 1994 included in its goals the launch of an electronic system that would provide online access to case information and also allow attorneys to file documents with the court online rather than having to deliver documents to the courthouse. That was almost 30 years ago.

It took a long time to go from concept to reality. Years passed but the dream continued. Finally, in 2009, the State Court Administrator's technology staff began work creating the system and two years later, the Missouri Supreme Court became the first court in the state to join the e-filing system. County by county, other courts followed. On-site work at each courthouse was required by the court administrative system folks. It wasn't until 2016 that all courts were on-board.

But it didn't take that long for reporters to discover that the system had only limited blessings for them. They could see a docket online but the pleadings they needed to do their job still, for many, required a trip over to the courthouse to see the paper file. Not easy if your office was not in the same town as the courthouse. Not easy if you were working on a breaking story at midnight. And then there's "probable cause statement," a key document for most reporters covering criminal stories but never accessible online – covering arrests of suspects without that document made such stories almost impossible.

Missouri Press Association representatives and the Missouri Press-Bar Commission worked on this project with attorney Joe Martineau, of St. Louis, who represents the *St. Louis Post-Dispatch*, for a number of years, both in the filing of pleadings seeking a higher-court order granting the media access to the Missouri eFiling System, and in urging the granting of access by the Missouri

"The new plan will go into effect on July 1, 2023 and will only apply to pleadings filed after that date, so reporters need to be a little more patient, and will also not be able to rely on this system for historical research."

Office of State Court Administrator, to no avail. Money to make such a change was one reason. Another reason was concern over how to maintain confidentiality of certain materials in court pleadings that justifiably should not be made public.

To their credit, judges in the Missouri Supreme Court and other Missouri court administration officials understood the media's urgent need and supported access, but the resolution of this issue moved very slowly.

However, it's exciting to be able to confirm that the end of this tunnel is in sight. In June, the Supreme Court approved a number of rule changes related to e-filing of documents in Case.net. These rule changes will begin the process of shifting the burden of protecting confidential information onto the shoulders of attorneys filing pleadings, so that court clerks are not asked to make those determinations.

And then, click-able access to most pleadings in Case.net will be made available to the public without

requiring a special password for access!

In making the announcement, Missouri Supreme Court Chief Justice Paul C. Wilson said, "Today's orders will ensure court documents that are currently open to the public will be truly accessible to the public." In short, anyone wanting to see a public document contained in a court file will be able to look at it online, from their home, rather than be required to go down to the courthouse and ask that a file be pulled.

The new plan will go into effect on July 1, 2023 and will only apply to pleadings filed after that date, so reporters need to be a little more patient, and will also not be able to rely on this system for historical research of case filings made prior to that date. However, Beth Riggert, Communications Counsel, did say that access to documents filed prior to that date will be available still to reporters (and the public) who go to the courthouse and use the public access terminals at courthouses.

There will still be filings containing information that will not be made public, but now it will be up to the lawyers filing such documents to ensure that private information is redacted from the documents which are filed and accessible via Case.net.

This is exciting news for all reporters in Missouri and Missouri Press Association appreciates the hard work of all those who have pushed for this change since the Case.net start date, especially the judiciary who worked internally to make this happen!



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://bit.ly/3MVUKc0>

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

9:45AM | Break

10:00AM | General Session | Cross Cultural Journalism in Today's Newsroom | **Ron Kelley** | MO School of Journalism, Student Development Director, Diversity and Inclusion

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**

6:00PM | 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

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

11:30AM | Better Newspaper Contest Lunch

ALOHA!

**YOU'RE INVITED TO
MISSOURI PRESS FOUNDATION'S
THURSDAY NIGHT LUAU,
SEPTEMBER 15, AT
LODGE OF FOUR SEASONS!**

**COME DRESSED IN YOUR BEST HAWAIIAN SHIRT OR
TROPICAL ATTIRE AND HELP KICK-OFF MPA'S 156TH
ANNUAL CONVENTION AND TRADE SHOW.**

**YOU'LL EVEN HAVE A CHANCE
TO WIN BRAGGING RIGHTS
AND A FREE DRINK!**

**REGISTER TO ATTEND THE
THURSDAY NIGHT SOCIAL,
AND THE REST OF MPA'S
156TH CONVENTION ONLINE
AT MOPRESS.COM OR
<https://bit.ly/3MGM6hJ>**

**Want to sponsor this year's
Convention or have a table at the
Trade Show?
Contact MPF Director Michael Harper at
(573) 449-4167, ext. 303.**

