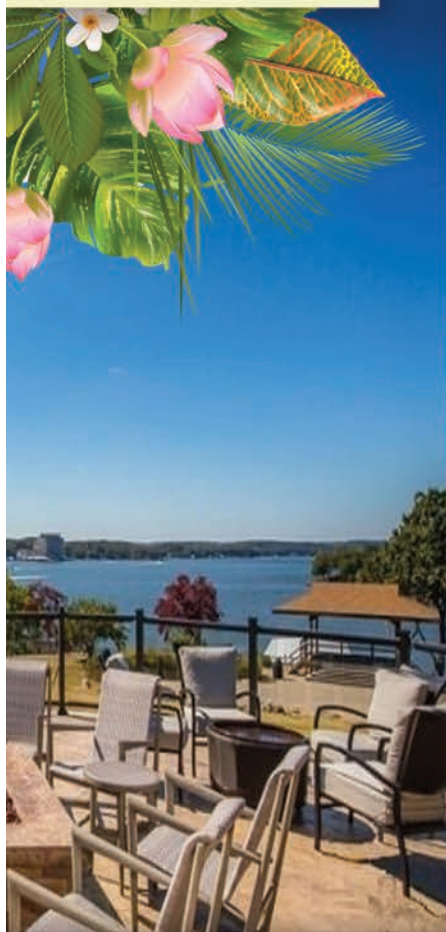


MP MISSOURI PRESS NEWS

MPA's 156th Annual Convention *is making a splash at Lake of the Ozarks!* | P4-5



Also see! Five inductees set to join Missouri
Photojournalism Hall of Fame in October | P6

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Jean Maneke	18



A celebration of Missouri newspapers like no other

Connect with your fellow press association members at this year's Convention in Lake Ozark.

We hope that you will be able to join us at the beautiful Lake of the Ozarks and the Lodge of Four Seasons for the Missouri Press Association's 156th annual Convention and Trade Show.

Thinking back, last year's gathering at the historic Elms Resort & Spa in Excelsior Springs was truly memorable and a great time. Southeast Missouri State University's Dr. Tamara Zellars Buck started us off with an educational presentation that shared some enlightening tips on critical thinking and the journalists' need to "never stop learning."

This year the Missouri Press staff has put together another agenda that promises to be full of great sessions for your business and pleasure. After Missouri Press Foundation, Association and Service board meetings on Thursday, we'll get together for "alohas" and a luau at the Lodge's new rooftop lounge. Don't forget your Hawaiian shirts and ukuleles for this Missouri Press Foundation Fundraiser.

At the business meeting on Friday morning, proposed MPA bylaw changes will be voted on. Several changes, including the addition of a new class of membership, to

"This year the Missouri Press staff has put together another agenda that promises to be full of great sessions for your business and pleasure."

the Association's constitution and bylaws were proposed and approved during the Board of Directors' June 24 meeting in Hermann. Those

changes are being put to a vote of the membership.

Friday's general sessions include presentations from Missouri School of Journalism's Ron Kelley, as well as the President of Southern Newspapers Leonard Woolsey on "Successfully Transitioning Change." KC Chiefs Mascot Dan Meers joins us for lunch, to share "Courageous Leadership - Living a Life of Influence."

The Missouri Press tradition of providing state candidate forums will continue Friday afternoon, with this year's candidates for U.S. Senate taking their podiums at 1:45 p.m. and State Auditor candidates scheduled for 3:15 p.m.

The Friday night Hall of Fame Dinner is always a true celebration where we congratulate and honor living and past Missouri newspaper legends. This year we honor Joe Gravely, Dana Raker and Jon Rust.

Continued on Page 3



PRESIDENT: Roger Dillon, Shannon County Current Wave, Eminence
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Lucas Presson, Southeast Missourian, Cape Girardeau
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NNA Representative: Peggy Scott, Leader Publications, Festus

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Continued from Page 2: Celebrate good times and learn a thing or two at this year's Convention.

The late Joe Gravely published his first edition of the *Bolivar Free Press* in 1891, at the age of 25. He would continue publishing the *Free Press* for another 43 years.

While the paper's previous ownership had been inconsistent, Gravely's decades of leadership resulted in his sons, Ralph and Marshall, guiding the publication for another 31 years as Polk County's oldest continuous business.

Dana Raker has been putting out the *Holden Image* for 20 years with "... a love for journalism and

dedication to her community," and that community has expressed their love and dedication to her in return.

She didn't let her battle with Primary Lateral Sclerosis deter her from her devotion to community journalism and continued to be an advocate for her home town through her much appreciated photography and editorial work at the newspaper.

Jon Rust is a renowned media innovator and newspaper industry leader, who has had a legendary career at the *Southeast Missourian* and throughout the United States. Rust's

leadership helped the paper become one of the most decorated in the state in Missouri Press and national award competitions.

He served for nine years as a member of the Associated Press Board of Directors and has earned a multitude of accolades and the ultimate respect of his colleagues.

Please join us as we honor these new members of the Missouri Press Association Newspaper Hall of Fame and then on Saturday, as we salute you members who are the winners in this year's Better Newspaper Contest.

Want to register for the Convention?
Find a registration form and more information
online at <https://bit.ly/3MGM6hJ>



FREE TRAINING, TIPS AND EVEN A FEW TRICKS

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

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.



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.

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!**

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



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

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 | Cross Cultural Journalism in Today's Newsroom | **Ron Kelley** | MO School of Journalism, Student Development Director, Diversity and Inclusion

9:30AM | Business Meeting

9:45AM | Break

10:00AM | General Session | Successfully Transitioning Change | **Leonard Woolsey** | President of Texas Press Association

11:00AM | General Session | Integrity in New Reporting | **Walter Hussman** | Publisher of the Arkansas Democrat-Gazette and the Jefferson City News Tribune, Chief Executive Officer of WEHCO Media

Noon | Lunch

12:30PM | 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

Five photojournalists to join Hall of Fame

Inductees will be recognized during an Oct. 20 ceremony in downtown Columbia.

From Missouri Press Staff

The Missouri Photojournalism Hall of Fame is set to induct five accomplished photojournalists in this year's ceremony scheduled for Thursday, Oct. 20, at the Center for Missouri Studies in downtown Columbia.

Founded in 2005, inductees this year represent the Hall of Fame's 18th class and include the late photojournalist and columnist Ken Paik; freelance photojournalists Melissa Farlow and Randy Olson; editor and educator Mary Schulte; and newspaper photojournalist Don Shrubshell.

Photographs made by the inductees will be on display in the Sam B. Cook Hall at the State Historical Society of Missouri's Center for Missouri Studies, located at 605 Elm St., Columbia. Those photographs will join the Hall of Fame's existing collection of work by prior inductees.

The Photojournalism Hall of Fame was founded at the urging of Bill Miller Sr., publisher of the *Washington Missourian*, to recognize outstanding contributors to visual communication with ties to Missouri.

Information about the Photojournalism Hall of Fame and previous inductees can be seen at photojournalismhalloffame.org. RSVP for the induction ceremony online at bit.ly/mophotoj or by email at mharper@mopress.com.

— Ken Paik —

Ken Paik graduated from Yonsei University in Korea where his dad was the president of the university for many years and stayed on as President Emeritus after the retirement. Ken immigrated to America in 1963 from his native Seoul, South Korea where he enlisted in the Marines despite a privileged upbringing. He was a photographer at *The Kansas City Star* and *Times* after finishing graduate school at the Missouri School of Journalism in Columbia.

Paik once worked as the graphics director for the newspapers in Jacksonville, Florida, and then later became the director of photography for *The Evening Sun* in Baltimore, Maryland. He was promoted to assistant managing editor for news at *The Evening Sun* and worked in that role until he left the newspaper in 1992 to be a columnist and consultant for the New York City edition of *Korea Times*. He won a World Press Photo award for his coverage of the first major famine in Ethiopia.

In 1982, NPPA honored him with the J. Winton Lemen Fellowship Award for outstanding service in the interests



The late Ken Paik was an award-winning photojournalist with a lengthy career filled with honors and accolades. In addition to his work with *The Kansas City Star* and *Times*, he worked at newspapers in Baltimore and New York. Professionally, Paik was recognized for his technical achievements in photography. (Submitted photo/Ken Paik)



of press photography and for outstanding technical achievement in photography. As a photo editor, Ken saw to it that his staff learned from his example how to tell a story with photos and how to find the pictures within pictures.

Ken died in 2006 of acute myelogenous leukemia survived by his wife, Sue, and two adult children, Randy and Angie. Several of his journalism colleagues wrote memorial pieces about their work with Ken, highlighting his larger-than-life personality, his boisterous vocabulary, his candor, his integrity, his wisdom and his humor.

— Melissa Farlow —

Melissa has worked extensively in the American West for *National Geographic*. She drove 20,000 miles for a magazine story and book on public lands, as well as a documenting and following herds of mustangs. Another driving trip took her through South America to chronicle life along the Pan American highway for a book title, "The Long Road South."

Continued on Page 7



Melissa Farlow is a Pulitzer Prize-winning photojournalist, having worked for newspapers, with magazines, as a freelancer and as an educator. Her work has been published in dozens of books, and she has been an instructor more than 20 times for the Missouri Photo Workshop. (Submitted photo/Melissa Farlow)



Her *National Geographic* magazine stories include West Virginia's mountaintop removal mining and culture and climate change in the Alps. Most of her work centers on the themes of land and people, including Alaska's Tongass Forest, Okefenokee Swamp, Kentucky Horse Country, US National Parks and a photo-biography of landscape designer Frederick Law Olmsted. Before freelancing, Melissa worked as a staff photographer at the *Courier-Journal* and *The Louisville Times* newspapers. She has a Pulitzer Prize for a joint project documenting desegregation of the public schools in Louisville, Kentucky.

Farlow received a National Headliner Award as well as Pictures of the Year honors for single images, long term projects and a portfolio award while on the staff of the Pittsburgh Press. Named Distinguished Alumni by the IU School of Journalism, she was inducted into Indiana Journalism Hall of Fame.

Her images are printed in over 70 books including *Women in the Material World*, *Day in the Life* series and a number of *Geographic's* books including *The Photographs*, *Best 100 Wildlife Photographs* and in *Women Photographers* at National Geographic.

Farlow teamed up with Terri Farley for *Wild at Heart: Mustangs and the Young People Fighting to Save Them*, an award-winning book focusing on America's wild horse legacy. Her love of horses traces back to an early age when she recalls writing to Roy Rogers to ask if he could send her Trigger. Her parents gave into her passion and found her an old one-eyed cow pony named Silver that ate watermelon rinds and chewed tobacco.

Her work is published in *Smithsonian*, *GEO*, *LIFE*, *Stern*, *Marie Claire*, *American Craft*, *American Bungalow*, *National Geographic Traveler*, and *Sierra* magazines.

In the 1980s, Melissa taught photojournalism at the Missouri School of Journalism and earned her Master's in Journalism. She mentors photographers for non-profits including The Photo Society and Girls Who Click. She has served more than 20 times as a Missouri Photo Workshop instructor, and she is a renowned faculty member at other workshops throughout the world.

— **Randy Olson** —

Randy Olson is a photographer in the social-documentary tradition. He often works with his wife, Melissa Farlow, and their assignments have taken them to over 50 countries in the past 30 years. Although they are published in *LIFE*, *GEO*, *Smithsonian* and other magazines, they have primarily photographed projects for the National Geographic Society. They work individually, but have also co-produced *National Geographic* magazine stories on northern California, American National Parks, and the Alps. They photographed the southern United States for a book by Collins Publishing, and have collaborated on over 70 books by various publishers.

After teaching at the University of Missouri, they have been consistent contributors as faculty to the Missouri Photo Workshop.

While working as a newspaper photographer, Olson received a *LIFE* magazine Eisenstadt award and an Alicia Patterson Foundation Fellowship to support a seven-year project documenting a family with AIDS, and a first place Robert F. Kennedy Award for a story on problems with Section 8 housing. He was also awarded the Nikon Sabbatical grant and a grant from the National Archives to save the Pictures of the Year collection.

Continued on Page 8



Randy Olson is a photojournalist and educator whose work has been published in numerous books and magazines. He founded The Photo Society in 2011 to help provide support and exposure for photographers in the face of the changing economics of print journalism. (Submitted photo/Randy Olson)



Continued from Page 7: Five joining PhotoJ Hall of Fame.

Reaching almost one million users on social media, most of his work centers around resource extraction and how that affects indigenous communities or pristine ecosystems. Randy's 30-plus *National Geographic* magazine projects have taken him to almost every continent. The National Geographic Society published a book of his work in a Masters of Photography series.

Olson was the Magazine Photographer of the Year in the Pictures of the Year International (POYi) competition and was also awarded POYi's Newspaper Photographer of the Year — one of only two photographers to win in both media in the largest photojournalism contest operating continuously since World War II.

More recently, Randy is the recipient of the Siena International Photo Awards Photographer of the Year, and the Hamdan Bin Mohammed Bin Rashid Al Maktoum International Photography Appreciation Award.

In 2011, Randy founded The Photo Society (thephotosociety.org) to provide support for, and exposure to members as the economics of print changed.

The *National Geographic* photographers elected Randy to represent them on the Photographers Advisory Board (PAB) — a group that represents the photographers in contract negotiations with *National Geographic*. During his tenure, the PAB successfully rebuffed *National Geographic's* attempt to take the photographer's copyright away from them and The Photo Society was born as a result of the increasing need for *National Geographic* photographers to stand together. The Photo Society reaches 5 million viewers on social media.

When National Geographic Image Collection (NGIC) closed the agency and their archive to the outside world, making many of their most-published photographers invisible, he began resurrecting the NGIC archive within the auspices of The Photo Society. The Photo Society archive is a 501c3, funded by donations.

— **Mary Schulte** —

Mary Schulte received her B.S. in Physical Education and Spanish at Missouri State University and pursued an M.A. in Journalism at the University of Missouri-Columbia with a double emphasis in magazine writing and photojournalism. After a short stint at a newspaper out of state, Mary returned to her hometown, Kansas City, and began work as a photojournalist at *The Kansas City Times*. She covered general assignments from spot news to fashion to photo essays at *The Times* and then at *The Star*, when the newspapers merged.

Relying on her experience as a high school and collegiate athlete, and her physical education background, Mary provided sports coverage, including photographing coach Marty Schottenheimer and Chiefs Hall of Fame linebacker Derrick Thomas during their first year in Kansas City, as well as team coverage for the Royals and the Chiefs.



Mary Schulte is a longtime educator, spending decades teaching both college and high school students the craft of making good photos. She has also made considerable efforts to support and encourage other women in the field, including serving as co-director of the Women in Photojournalism conference. (Submitted photo/Mary Schulte)



One of her first long-term photo stories followed two nuns who ran an inner-city daycare, and the lifelong relationship she developed with Sisters Berta and Corita led her to volunteer with Operation Breakthrough, where her photos are used in their brochures and programs as well as on their walls.

Mary has supported and encouraged women in the field of photojournalism as she supervised photo department interns and worked with peers in the profession. In 2004, Mary served as the co-director of the Women in Photojournalism conference, which brought hundreds of photojournalists to Kansas City for the national meeting.

When Mary agreed to work as a photo editor for a year, she had no idea it would eventually turn into 15 years in a variety of editing positions with the sports, features, metro and online desks. One of her most exciting collaborations was working with the editing team and photographers covering the Kansas City Royals on their road to the World Series in 2015. After leaving *The Star* in 2016, she continued with her photography business, PhotomomentsKC.

Throughout her career, Mary has been an educator. She has spent 25 years as an adjunct professor at Johnson County Community College, where she helped to develop the photojournalism course. Mary currently teaches at Gardner-Edgerton High School as the Digital Photography teacher and head of the Broadcast Journalism program.

Concluded on Page 9

— Don Shrubshell —

Don Shrubshell's newspaper career began in high school, when he signed up for a vocational program that landed him a job as a custodian and then as a mailroom and print shop worker at the *Maryville Daily Forum*. After some time working in the process camera room shooting negatives of newspaper galleys, he was invited to become a photographer. When he accepted, he also took a 50-cent-an-hour pay cut.

Since then, he's spent 41 years performing and honing his craft - for nine years at the *Arkansas City (Kansas) Traveler*, a short time at the *Hutchinson (Kansas) News*, eight years at the *Southeast Missourian* in Cape Girardeau and 24 years at the *Columbia Daily Tribune*, where he continues to work.

The ability to cover spot news, and a commitment to doing it right, has been the hallmark of Don's photojournalism career. In one instance, he had been assigned to photograph a woman who got a hole-in-one on a local golf outing, when an item on the police scanner caught his attention.

Don was convinced that a shooting death in the tiny town of Skidmore 14 miles away would make a great story, so he and a reporter drove to the scene. Don and the reporter were the only journalists on the scene after the murder of Ken Rex McElroy, the town bully whose unsolved murder is still legendary. Don's iconic photos, including McElroy's bullet-ridden truck, have been published nationwide.



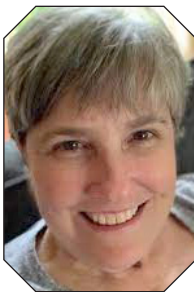
Don Shrubshell has spent more than four decades making photos that capture what it means to be part of a community. He has worked at newspapers throughout Missouri and Kansas, starting with the *Maryville Daily Forum* and continuing through to his current role as a photojournalist for the *Columbia Daily Tribune*. (Submitted photo/Don Shrubshell)



SCRAPBOOK



St. Louis — Leslie Gibson McCarthy, columnist for the *Webster-Kirkwood Times* and previously the *South County Times*, recent won first place in the General Print category of the National Society of Newspaper Columnists annual awards. The contest receives entries from 80 publications across the nation.



McCarthy has been a columnist for 19 years, writing weekly for the *South County Times* from 2003-2020, then monthly for the *Webster-Kirkwood Times* since the fall of 2020.

King City — The *King City Tri-County News* and *Albany Ledger* have been combined as *The Tri-County Ledger*, per Publisher Matt Pearl.

The *Albany Ledger* has published

weekly since 1868, while the *Tri-County News* dates back to June 1920, when it was merged with the former *Union Star Herald*.

Pleasant Hill/Harrisonville — A correction regarding the merger of *The South Cass Tribune* in Harrisonville and the *Pleasant Hill Times*. The newspapers are now one publication, *The Tribune & Times*, serving Cass and Bates counties.

Dennis Minich is publisher and editor of the *Tribune & Times*, while former *Times* publisher Connie Whitlock is the newspaper's online editor, as well as oversees business operations and advertising for the new publication.

Missouri Press News staff apologizes for the misunderstanding of the merger.

Plattsburg — Honeycutt Media, which owns the *Clinton County Leader* and the *Trenton Republican Times*, announced last month the company



D'Anna, Chula and Jamey Honeycutt.

has a new mascot in Chula, a rescue dog that participated in the Missouri Department of Corrections' Puppies for Parole program.

Chula will also undergo AKC Pet Therapy certification, after which she will visit libraries and schools where children can spend time reading to her to enhance their reading skills.



Loma Linda, Calif.

Clair Goodwin

Clair Goodwin Jr., 82, longtime editor and columnist for the *Joplin Globe*, died July 24, 2022, in Loma Linda, Calif.

Goodwin began working for the *Globe* in 1958 in the sports department under Wendell Redden. He became assistant sports editor in 1962 and two years later began covering news.

He also worked for the *Joplin News Herald*, the afternoon paper, and served as the sports editor and editor of its editorial page. He was named news editor of the *News Herald* in 1969 and served as editor-in-chief of that paper until it ceased publication in 1970. He then transferred to *Globe* city editor.

Goodwin began writing for the *Globe's* editorial page in 1972 and was named assistant editorial page editor

in 1975. He was named editorial page editor in 1991.



He was recognized many times by the Missouri Press Association and other organizations for his editorials and columns, and in 1997 the *Globe* received the William Allen White Editorial Excellence Award from the Inland Press Association.

Goodwin retired from the *Globe* full time in 2006 but remained on a part-time basis through 2008.

He also wrote a popular golf column, "Chip Shots" for nearly half a century.

In addition to his wife, Cynthia, he is survived by two children, Mike and Kathy; seven grandchildren; six great-grandchildren; and many more family and friends

Columbia

Michelle Gleba

MichelleLee Gleba, 50, of Columbia, died Aug. 8, 2022, at Boone Hospital of a sudden heart attack.



She graduated from the University of Central Missouri in Warrensburg with a journalism degree, becoming a reporter for the *Fulton Sun* after

graduation. She went on to serve in a variety of communication and administration roles, including for the Missouri Attorney General's Office, Missouri Department of Revenue, Columbia College and the Better Business Bureau.

In addition to her mother, Mi-Cha Harris, she is survived by a daughter, Chelsea; a brother, Sean; two nieces; and many more family and friends.

Potter Digital Ambassadors want to help your newspaper

From the Missouri School of Journalism

Since 2018, the Potter Digital Ambassadors program at the MU School of Journalism has helped more than 25 Missouri newsrooms upgrade their multimedia and social media skills.

The program has proved effective at helping newsrooms bring more readers to all of their news platforms.

There is no cost to newspapers for this program.

MU journalism students are paired with community weekly or daily newspapers and spend a week training staff in the on-site newsroom to understand the latest digital tools and how to use them to boost readership and improve content. Students generally arrive in mid-January during their winter break.

Potter Digital Ambassadors is underwritten by MU alum and community publisher Walt Potter Jr., whose interest is strengthening the position of community newspapers.

These students, all advanced in their journalism fields, are proficient in audio and video software, for example, to create outstanding products for a website. The students are also accomplished at teaching the benefits of Google

Analytics, Twitter, Facebook, Instagram and other platforms to reach a wide variety of readers and potential subscribers.

The ambassadors are selected through a process that emphasizes their skills background, as well as their personal background. They are paired with newspapers based on complementary interests and skills. Tell us what you'd like or need, and we'll look for a student capable of providing it.

If you would like to talk to newsrooms that have already benefited from this program, we'd be happy to put you in touch. Previous sites include Jefferson City, Poplar Bluff, Moberly, Mexico, Perryville, Maryville, Gallatin, Sedalia, Eldon, Washington, Warrensburg, West Plains, Owensville and many more.

All you need to do is declare your interest in having a Potter Digital Ambassador in your newsroom. Again, there is no cost to newspapers for this program.

Email Jeanne Abbott, abbottjm@missouri.edu, who coordinates the program. Just tell her you're interested in having an ambassador.

Sources and Resources



**Every Business Needs
an Online Presence.**

Contact Ted Lawrence
at Missouri Press.
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573-449-4167



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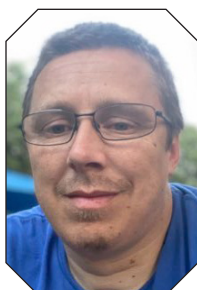
Marshall — Hobby King is the new sports editor of the *Marshall Democrat-News*, replacing Chris Allen. In addition to working in print journalism for 25 of the past 30-plus years, King is known to Marshall residents for his work over the last eight years in radio.



Although his experience includes covering sports for 18 years at *The Concordian*, he told readers in early August, "I'm not new at writing sports or covering games or events, but doing it in my hometown will be new and exciting."

He also stressed to readers to never hesitate to contact him with any good tips or leads for stories.

Harrisonville — Jimmy Gillispie is the new sports editor for the *Times & Tribune* in Harrisonville. He studied journalism at Baker University in Kansas and for three years was a sports writer at the Baker Orange newspaper and after graduating worked for the now-defunct *Baldwin City, Kan. Signal*.



Gillispie told readers his life and work has also taken him to Iowa, Indiana and Oklahoma, where he spent seven years in Stillwater covering sports, including Oklahoma State University.

Columbia — Matt Stahl has joined the *Columbia Daily Tribune* as the newspaper's new Mizzou athletics beat reporter. He joins the mid-Missouri publication from Kentucky, where he covered horse racing as a staff writer for the website Horse Racing Nation.

Stahl also has experience working

as an intern for the *Lexington Herald-Leader* and as an editor and reporter for the *College Heights Herald* student newspaper at Western Kentucky University, where he graduated from in 2020 with a bachelor's in journalism.



Branson — Chris Carlson is the new general assignment reporter for the *Branson Tri-Lakes News*. An Ozarks native, in addition to his current work for the newspaper, Carlson in 2018 created *Ozarks Ephemera*. Featured online, mostly on social media, *Ozarks Ephemera* is a collection of all things Ozarks related, including posting pictures and postcards, old advertisements and stories about the region.

Carlson told readers he is greatly looking forward to serving them at the *Tri-Lakes News*, "My goal is to be informed, and to give you accurate and trustworthy information, and to serve this community that I love."

Bolivar — Quincy Young is a new reporter for the *Bolivar Herald-Free Press*. A Missouri State University graduate with a degree in professional writing, Young previously spent five years working at the Polk County Library.



Publisher Deanna Moore said Young will bring a strong commitment to providing readers with the local news and stories they can only find in the newspaper. Young told readers

she is excited for the opportunities that reporting brings and looks forward to keeping readers informed.

Fayette — Kevin Oeth told the *Fayette Advertiser's* readers in July that he was stepping down as the newspaper's sports editor. He took the role in November 2020, starting his duties following a two-week COVID-19 quarantine enacted



following a positive test for the international Central Methodist University student Oeth's household hosted.

Oeth's tenure with the newspaper was also marked by his role as Fayette's mayor during the pandemic. He did not seek re-election this year.

Columbia — During its 99th annual summer conference last month in Austin, Texas, Newspaper Association Managers, Inc. elected the organizations new officers for 2022-2023. Missouri Press Association Executive Director Mark Maassen was elected vice president and has been involved with NAM since 2015.



Celebrating its centennial year in 2023, NAM is a coalition of state, provincial, and national trade groups representing the newspaper media industry in the U.S. and Canada.

Laurie Hieb, executive director of the Oregon Newspaper Publishers Association, was elected president for the coming year. Other positions elected include Secretary Brian Allfrey, executive director of the Utah Press Association, and Ashley Wimberley, executive director of the Arkansas Press Association, to serve a three-year term on the board.

Maryville, Monett editors named to ISWNE's Golden Dozen

From Missouri Press Staff
Missouri Press News

Two Missouri editors have been named to the Golden Dozen in the International Society of Weekly Newspaper Editors' 2022 Golden Quill contest.

Entries from Geoffrey Woehlk of Maryville and Kyle Troutman of Monett were among the 91 received for this year's contest from a total of 55 entrants.

The entries were judged by John A. Nelson, the recently retired editorial director for Kentucky's Landmark Community Newspapers.

While there isn't room to reproduce both editorials here, they can be found by searching each newspaper's website for the corresponding headline. Both editorials are also available in the Summer 2022 issue of *Grassroots Editor*, ISWNE's biannual journal.

Geoffrey Woehlk's entry, School district owes explanation for 'Legally Blonde' mishandling, was published

in November 2021. Woehlk is news editor for *The Maryville Forum*. In 2021 he was named one of Missouri Press Foundation's William E. James Outstanding Young Journalists.

Judge's comments: Geoffrey Woehlk quite effectively goes to bat for two issues in this compelling editorial about a high school musical that was censored, or at least postponed: transparency and art. He argues correctly both that the school board should have included the public in the discussion from the outset and that some latitude should be given students when it comes to creative expression.

Kyle Troutman's entry, When you call, will they come?, was published in July 2021. Troutman is editor of



Geoffrey Woehlk

The Monett Times and *Cass County Democrat*. He is president of Ozark Press Association and a 2017 recipient of the William E. James Outstanding Young Journalist Award from Kyle Troutman Missouri Press.



Judge's comments: It's likely that every editor of a rural newspaper covers a sheriff's department that is woefully and consistently understaffed. That fact is reported every year at budget time, but typically gets little attention throughout the year, unless of course there is delayed response to some tragic event. The typical resident gives not much thought to it unless he or she needs a deputy – like NOW. Kyle Troutman does his community and its sheriff's department a service by explaining the pressures it faces and by calling for a tax increase to address them.

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

Echo Menges elected president of Missouri Sunshine Coalition

For Missouri Press News

Echo Lee Menges' tenure as leader of the Missouri Sunshine Coalition promises to be both eventful and challenging.

The coalition's directors elected Menges, editor of *The Edina Sentinel* in northeast Missouri, as president following the annual membership meeting July 28. She succeeds Amos Bridges, editor of the *Springfield News-Leader*.

Menges takes office as supporters prepare to mark two special events in 2023: the 50th anniversary of the Sunshine Law and the 15th anniversary of the Sunshine Coalition. The coalition promotes awareness and provides education about the landmark 1973 law and its requirements that the records and meetings of public governmental bodies be open and accessible to the public.

The celebrations come at a difficult time for supporters of government transparency. Multiple proposals to weaken the Sunshine Law were offered this year during meetings of the General Assembly in Jefferson City. Menges said these threats are expected to return in the new year.

Menges said her goals include improving communications with coalition members and interested



Echo Menges

citizens, particularly using a relaunched website and social media; promoting broad awareness of the Sunshine Law through a series of events marking its anniversary; and leading supporters in speaking with legislators about the law's benefits for citizens across Missouri.

The awareness efforts kick off in September with award presentations planned for three Sunshine Heroes selected by the directors.

Other officers elected for the new program year include Kia Breaux, The Associated Press, vice president; Mahree Skala League of Women Voters of Columbia-Boone County, secretary; and Roger Seay, KFVS-TV in Cape Girardeau, treasurer.

The membership reelected five directors to the nine-member board. They are Menges, Breaux, Seay, Bridges and Kathy Kiely, the Lee Hills Chair in Free Press Studies at the Missouri School of Journalism.

Directors continuing on the board are Skala; Sarah Fenske, Euclid Media Group; Jean Maneke of The Maneke Law Group; and Tom Sullivan of Sullivan Advertising.

For more information, contact coalition Executive Director Dennis Ellsworth at (816) 261-5373 or dennis11ellsworth@gmail.com.

'Sunshine Heroes' to be honored at Convention

For Missouri Press News

The countdown to next year's 50th anniversary of the Missouri Sunshine Law will begin with a salute to three Sunshine Heroes who have embraced the law and the value it holds for citizens across the state.

The Missouri Sunshine Coalition plans a Sept. 17 awards presentation during Missouri Press Association's 156th Annual Convention and Trade Show in Lake Ozark for the 2022 Sunshine Heroes: Platte County resident Jason Maki, Greene County Clerk Shane Schoeller and nonprofit news service The Missouri Independent based in Jefferson City.

The awards recognize those who have distinguished themselves by using the Sunshine Law to gain access to public meetings and records, working to preserve and improve the law, and encouraging greater government transparency. Nominees were sought from private citizens,

the legal profession, elected officials, government employees, the news media and others.

This year's honorees include:

- The Missouri Independent has reported numerous in-depth stories this year dealing with the Sunshine Law. A few of these included reporting on the implications of an appeals court ruling in June finding that former Gov. Eric Greitens' use of a self-destructing text message app wasn't illegal. Other stories noted how state lawmakers and the governor were proposing sweeping changes to the Sunshine Law, including provisions that would keep more records from public view.

Importantly, the Missouri Independent's stories all were provided at no cost to other news outlets. Dozens of community news organizations have republished this content, greatly contributing to awareness of the Sunshine Law.

- Jason Maki, a resident of Platte County who brought a civil lawsuit against the city of Parkville alleging at least 59 violations of the Sunshine Law. The allegations involved fees for research and review of public records, unreasonable delays for production of records and improper denials of public records requests. The city reached an out-of-court settlement with Maki in July 2021, agreeing to pay \$195,000 in what is thought to be the largest such settlement in Missouri history.

- Shane Schoeller first was elected county clerk for Greene County in 2014 and is completing his second four-year term in office. In this role, he also serves as the county's chief elections officer. His nomination noted his office is highly accessible to the public and news media seeking access to public records, and he has taken the initiative to host Sunshine Law workshops to assist with promoting compliance with the law.

Statement of ownership due by Oct. 1

From Missouri Press Staff

The deadline is Oct. 1 for giving your postmaster your Statement of Ownership, Management, and Circulation (PS Form 3526). The filing and publication of the information on this form are required if you have a Periodicals mailing permit. You can download the form from the Postal Service website or find it with a quick online search for "PS Form 3526".

Weekly papers need to publish the information in Form 3526 in any issue in October. Publications issued more frequently than weekly should publish the information by Oct. 10.

A copy of your filled-out Form 3526 can be published, or the information contained on the form can be published.

PS Form 3526 allows you to include

electronic subscribers. Electronic subscriber figures are not to be entered directly onto the PS Form 3526, as the figures on this form only include printed copies. Line 16 of the form has a box you will check if your total circulation includes electronic subscribers.

The actual figures for electronic subscribers are to be entered on a worksheet, PS Form 3526-X, an attachment to Form 3526. Complete PS Form 3526-X only if you want to show electronic subscribers, which is optional. If you do not include electronic subscribers, submit only Form 3526.

You can also use USPS' Business Customer Gateway portal to complete and submit your Form 3526 electronically.

Remember to attribute political ads

From Missouri Press Staff

As we head into the November general election, DO NOT FORGET that you must have the correct attribution in political ads.

This is not a law that applies only to the politicians – newspapers are subject to being assessed a fine by the Missouri Ethics Commission if your attribution in the ad is missing

or wrong.

You can find information on the Missouri Ethics Commission website (www.mec.mo.gov) for state races.

You can find information on the Federal Election Commission website (www.fec.gov) for federal races.

Remember, disclaimers must be "clear and conspicuous" regardless of the medium in which they appear.

Missouri Press Association / Service / Foundation

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

STAFF

Mark Maassen: Executive Director, mmaassen@mopress.com
Matthew Barba: Editor, mbarba@mopress.com
Ted Lawrence: Advertising Director, tlawrence@mopress.com
Michael Harper: Foundation Director, mharper@mopress.com
Kristie Fortier: Member Services, Meeting Planning, kfortier@mopress.com
Marcie Elfrink: Bookkeeping, melfrink@mopress.com
Jeremy Patton: Advertising Placement, jpatton@mopress.com

Jean Maneke: Legal Hotline Counselor, jmaneke@manekelaw.com
Helen Headrick: NIE & Education Director, hheadrick@mopress.com

Doug Crews: Legislative Director, rdcrews@socket.net



CALENDAR

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

2-8 — National Newspaper Week

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

13 — Ozark Press Association Convention, Roaring River State Park, Cassville

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



The year is 1970. Billboard's Top 100 countdown blares on your radio. They play song #67. Fifty-two years later, I call it one of the "sticky songs", because just thinking of it sticks the tune in my head for at least the rest of the day. And its adhesiveness will likely cause it to pop back up into my consciousness every few hours tomorrow, too.

The song: Big Yellow Taxi. The performer: Joni Mitchell. And if you know the song, there's probably one line that comes to mind first.

"Don't it always seem to go that you don't know what you've got til it's gone."

Now watch how I perform this skillful segue: The Borrell and Associates "Chart of the Week" is a must-read for anyone needing another impactful tidbit to help convince advertisers

that the local newspaper is an extremely effective way to reach their existing customers, and bring in new ones.

One question on the Borrell survey this month is: "How effective is your newspaper ad in having you seen as part of the community?" The good news for us is that 80% of the advertisers surveyed said either "moderately effective" or "very effective". This is an important response, as I suspect that your advertisers place a high value on being part of their community. Incorporate this tidbit into your conversation with advertisers. It's sure to help.

But what about the Big Yellow Taxi? That song got stuck in my head when I read the other question on the survey: "If your local newspaper stopped publishing, how would it affect your community?"

Let me be clear: I'm betting you are NOT going to have to stop publishing. The strengths of our industry are many, and we will survive, and possibly thrive, through today's challenges. But the point is: 83% of advertisers said the impact would be negative if their local newspaper stopped publishing. These advertisers actually DO know what they've got, in their local paper. That's a good number of potential partners out there, who would probably be happy to partner with their newspaper, to keep it (and their community) strong.

As for the remaining 17% in this survey, please relay this message from me:

"Don't it always seem to go that you don't know what you've got til it's gone."





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.

More police cameras mean more 'eyes' watching every day.

What about the data they collect?

Remember in 2014 when Missouri was unfortunately the situs of the shooting of Michael Brown, which grew to civil rights disruptions across the nation? Prior to that time, body cameras were seldom seen on police. The lack of a video record, and the confusion that arose out of that incident, sparked a national drive for body cameras.

Between 2014 and 2019, the purchase of body cameras by law enforcement soared from the \$30 million range to a high of \$192 million in early 2019, according to the largest manufacturer of the equipment, as cited in the New York Times in 2019. Missouri was part of that increase. As the number of body cameras worn by officers grew, so did a need for a law governing the capture, storage, use and access of video records.

So in 2016, Missouri's legislature amended the Sunshine Law in regard to those digital records. Section 610.100 was broadened to define a "mobile video recording" as any data captured by a mobile video recorder, further defined in the bill as "any system or device that captures visual signals that is capable of installation and being installed in a vehicle or being worn or carried by personnel of a law enforcement agency"

The law categorized those new recordings as "investigative records," governed by existing provisions of the law. The data is a closed record only until the investigation becomes inactive. And an entire procedure was created for citizens to go to court to seek access to these mobile video recordings prior to their becoming public.

Law enforcement collects other information in its "investigative records" which for years has been of interest to historians and crime journalists and is often sought once the investigation becomes "inactive." Third-party review of such data has

"What is scary to law enforcement is that there are citizens who realize that this data might be helpful for them in the businesses they operate."

often resulted in the discovery of facts that led to freedom for wrongfully-convicted persons. Making such material available to the public is absolutely beneficial. Law enforcement and citizens' groups recognize the benefit of accountability cameras bring to law enforcement stops.

It hasn't taken long for law enforcement to recognize the benefits gained by digital eyes on the street. Many metropolitan cities are acquiring cameras with special functions. One primary use is as license plate readers. In other locations, cameras have simply been posted in busy intersections or along heavily-traveled routes to monitor activity. A spokesman for the Kansas City Police Department said recently in The Kansas City Star the department has "license plate readers and cameras all across the city."

This same spokesman for the department declined to say the number of such cameras in use at present, or how the information is used. Pointedly, he said to the reporter, according to the story, such information "is not public and is law enforcement sensitive."

I find that hard to comprehend. The

data these devices gather in no way can be said to be "a record ... inquiring into a crime or suspected crime," which is the statutory definition of "investigative" reports. Most of that data can be seen by anyone standing on that street corner. There is no basis to argue all that data relates to any particular crime. And they are not cameras in a vehicle or worn on a body.

Instead, I would argue, it is no different than the data government has on personal property of its residents, or data on the land you own or the kind of business you operate. It's a public record. No general law closes that data.

What is scary to law enforcement is that there are citizens who realize that this data might be helpful for them in the businesses they operate. The city council members struggle with how the department will manage and store video footage – how long should it be stored? What rights do businesses who sell digital storage have to use that data after law enforcement no longer needs it?

And if it is indeed a "public record" under the Sunshine Law, shouldn't the public have a right to purchase a copy of that data base for private use? Remember, it is not a "mobile video recording" subject to those law enforcement rules. It is just a public record, like any other record owned by a public governmental body.

Public bodies have never liked private businesses finding a business purpose in public records. This is going to be the next frontier for the Sunshine Law.



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

Use the right advertising tool

By John Foust



You may have heard the story about the man who asked the clerk at the hardware store for a wrench. "What kind of wrench?" the clerk asked. "Just show me what you've got," the man replied. Not quite knowing what to do, the clerk pulled a socket wrench from the shelf. "I think I'll try it," the man said.

About an hour later, the man came back to the store and said, "This wrench didn't work. Do you have a different kind?" The clerk put a crescent wrench on the counter, and the man said he would try that one.

After another hour passed, the man returned to the store and said, "This one didn't work, either. Do you have a bigger one?" The clerk went to the last shelf and found the biggest pipe wrench in inventory. "How about this one?" he asked. The man broke into a big smile. "I know that one will work. I'm just going to use it as a hammer."

Ridiculous, isn't it? But how many times have we seen advertisers do something similar? They insist on using the wrong tool and then get frustrated when it doesn't meet their expectations – even when their expectations are way off base.

ABOUT THE AUTHOR:

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Generally speaking, there are two types of advertising – image and response. Image advertising – or institutional advertising, as some people know it – is designed to give consumers a positive feeling about the advertiser. The car dealer that runs ads claiming to be "the friendly dealership" is presenting itself as a nice place to do business. There's no specific call for action. The appeal is indirect: "If you like us enough, maybe you'll decide to buy a car from us."

While image advertising can pay big dividends, it's a longer cycle. Powerful brands like Apple, FedEx and Coca-Cola didn't win their market share overnight. Their overall growth has been gradual – not necessarily snail-paced, but step-by-step in an upward direction.

On the other hand, response advertising is designed to create urgency. "Buy now," an ad might say, "because we're having a sale..." or "because this offer expires on Saturday." There is a faster payoff and results are easier to measure. When an advertiser has a sale, you'll find out immediately if it's a success. Either it works or it doesn't.

Repetition often forms a strong bond between image and response advertising. A business that runs a strong image campaign – one that resonates with its target audience – will eventually make sales. And an advertiser who runs a lot of response ads – ads that get results – will establish a strong image in consumers' minds.

Some of the best campaigns deliberately combine image and response. They project a carefully crafted image and ask for specific action – all at the same time. ("We're the friendly car dealer. That's why we're offering you these weekend specials.") If you take this approach, make sure it's a consistent strategy, not a one-and-done experiment.

It's all about using the right tool.

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