

MP MISSOURI PRESS NEWS

Thanks for coming to the party!

**MPA's 156th Annual Convention
was a great time because of you | P4-7**



Also see: Five joined the Photojournalism Hall of Fame in October | P10-11

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Marks of a professional journalist

As journalists in this great state of Missouri we share a long, storied history and tradition of professionalism as well as such famous newspaper men as, to mention just a few, Joseph Pulitzer, Samuel Langhorne Clemens (aka Mark Twain), Eugene Field and Walter Williams, who founded the world's first School of Journalism at the University of Missouri and gave us his famous Journalist's Creed.

The Creed initially appeared in 1914 in the Deskbook of the School of Journalism and since has been printed in more than one hundred languages, prompting the *New York Times* to say it "formulated the standards for the profession to aim at." It was a *New York Times* publisher who provided a most appropriate epitaph for Williams: "Walter Williams found journalism a trade and helped make it a profession."

Williams also established the now famous History and Principles of Journalism course at MU, which many of us took under esteemed Professor William H. Taft. A true scholar and gentleman, Taft was the longtime friend and associate of our Missouri Press Association. In his book, *Show-Me Journalists: The First 200 Years*, Taft wrote about Williams favorite lesson, which he called "The Seven Marks of an Educated Man."

Those magnificent seven marks still ring true today: (1) to express oneself clearly in written and spoken language; (2) to see clearly and

completely; (3) to think straight; (4) to do worthwhile things right; (5) to imagine; (6) to live comfortably and helpfully with other people; and (7) to develop the belief in the supremacy of the spiritual over the material.

MPA has been using those ideals and Williams' Creed for over a century as the standard for inclusion into our Hall of Fame and as the ethics to which our members aspire. In today's media world, fraught with misinformation, disinformation, conspiracy theories, politically biased news outlets, fake news and downright lies, it is those lofty principals that separate the wheat from the chaff.

With the advent of computers, the internet and social media, we live in an age where anyone can be a publisher and claim to be journalist. The shameful sludge peddled by QAnon and people like Alex Jones are proof of that and the reason today's professional journalists must cling to the ethics and moral compasses that Associations such as ours promote.

In their recently published book — "The Elements of Journalism" — authors Bill Kovach and Tom Rosentiel echo those sentiments and identify the essential principles and practices of today's journalism. From that, the American Press Institute provides the following ten common elements to journalism: (1) Journalism's first obligation is to the truth; (2) It's first loyalty is to citizens; (3) It's essence is a discipline of verification; (4) It's

practitioners must maintain an independence from those they cover; (5) It must serve as an independent monitor of power; (6) It must provide a forum for public criticism and compromise; (7) It must strive to keep the significant interesting and relevant; (8) It must keep the news comprehensive and proportional; (9) Its practitioners must be allowed to exercise their personal conscience; and (10) Citizens, too, have rights and responsibilities when it comes to the news.

According to Kovach and Rosentiel, "The first task of the new journalist/sense maker is to verify what information is reliable and then order it so people can grasp it efficiently." A part of this new journalistic responsibility is "to provide citizens with the tools they need to extract knowledge for themselves from the undifferentiated flood of rumor, propaganda, gossip, fact, assertion, and allegation the communications system now produces."

While that may sound like some tall orders, if you belong to an organization that has promoted such high standards since 1867, it's just another day at the office.



PRESIDENT: Roger Dillon, *Shannon County Current Wave, Eminence*
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 Hannah Spaar, *The Odessan, Odessa*
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DIGITAL TEAR SHEETS ARE A **WIN-WIN-WIN** FOR YOUR NEWSPAPER



Uploading your newspaper digitally to NewzGroup for the purpose of digital tear sheets is now a requirement of Missouri Press Association membership. This change comes following a vote of the MPA membership in September during the 156th Annual Convention and Trade Show in Lake Ozark.

What does this mean for your newspaper?

WIN

Save time by uploading a digital copy of your newspaper with NewzGroup.

WIN

Save money on postage. With a digital edition uploaded to NewzGroup, you no longer need to mail a physical copy to the Association.

WIN

Digital tear sheets can help get you paid FASTER!

If you currently upload digital copies of your newspaper with NewzGroup, please continue.

This digital copy requirement will be included in Missouri Press Service's 2023 advertising rate agreements that will be distributed to newspapers soon.

Begin uploading your digital copies now. If you are not uploading digital copies of your newspaper, contact Ted Lawrence at tlawrence@mopress.com or by phone at (573) 449-4167, ext. 312, for more information.

Please note, this new requirement for a digital version of your newspaper is separate from and does not circumvent the need to continue uploading to Missouri Press' public notice website, mopublicnotices.com. Uploading your public notices to the Association's website is one of newspapers' best defenses against efforts to remove them from third-party publications.

Newspaper Hall of Fame gets three new members

32nd class inducted during MPA's 156th Annual Convention in Lake Ozark.

From Missouri Press Staff

The 156th Annual Convention and Trade Show in Lake Ozark included the induction of Missouri Press Association's 32nd class of the Missouri Newspaper Hall of Fame.

Inductees this year are the late Joe Gravely, former publisher of the *Bolivar Free Press*; Dana Raker, former editor of the *Holden Image*; and Jon K. Rust, president of Rust Communications and publisher of the *Southeast Missourian*, Cape Girardeau.

There have been nearly 160 people inducted into the Missouri Newspaper Hall of Fame since it was established in 1991.

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 in 1934.

Gravely's efforts resulted in his



Jon K. Rust, president of Rust Communications and publisher of the *Southeast Missourian*, accepts his Pinnacle Award and induction into the Missouri Newspaper Hall of Fame. Rust was joined by Dana Raker and the late Joe Gravely in joining the Hall of Fame during Missouri Press Association's 156th Annual Convention, held in September in Lake Ozark. (Staff photos)

sons, Ralph and Marshall, guiding the publication for another 31 years after his death and ensured the

preservation of Polk County's oldest continuous business.

Dana Raker embraced her work for the *Holden Image* with the passion of someone who has found their true calling for nearly 20 years, starting as a staff writer and working her way up to news editor before retiring in 2022.

Raker was diagnosed with Primary Lateral Sclerosis in 2012, a progressive motor neuron disease that never stopped her passion or dedication from showing through in her work or in her commitment to the community.

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.

Continued on Page 5



Bill Gravely, grandson of the late Joe Gravely, accepts his grandfather's Pinnacle Award on behalf of the family from former MPA President Jeff Schrag. Joe became publisher of the *Bolivar Free Press* in 1891 and continued until his death in 1934, with his family running the newspaper for another 31 years afterward.

More than 150 people have been named to the Missouri Newspaper Hall of Fame.



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, as well as, his work helping to transform Local Media Association to better meet the needs of a changing industry.

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.

Nomination forms for 2023 inductees to the Newspaper Hall of Fame can be found on the Association's website, www.mopress.com, or by contacting a member of Missouri Press staff. Nominations can be submitted through March 31 for consideration to be inducted at the 157th Annual Convention and Trade Show in St. Louis.

At left, Dana Raker reads off prepared remarks as she is inducted into the Missouri Newspaper Hall of Fame during MPA's Annual Convention in September. Raker lives with a progressive motor neuron disease that makes speaking and most other physical activity very difficult. (Staff photo)

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MISSOURI PRESS GETS TROPICAL AT LAKE OF THE OZARKS



Above left, Bryan Chester rocks toucan shades while wife Jessica supports his bold fashion choices during the Missouri Press Foundation's Thursday night luau that kicked off the 156th Annual Convention and Trade Show in Lake Ozark. Above center, MPA President Roger Dillon models the parrot hat trophy that would be awarded to the luau's best dressed attendee. At right, a tie between Deanna Moore, left, and Melissa Burks was called as they both were both chosen as the best dressed at the luau. (Staff photos)



At left, Jeff Schrag, left, listens to Jim Perry as the Foundation's Thursday night luau kicked off this year's MPA Convention. Below, from left, Tina and Kevin Jones, Jean Maneke and Jim Sterling are ready to party the night away and enjoy the beautiful sunset from the rooftop bar at The Lodge of Four Seasons. Bottom left, Joe and Phyllis May embrace the spirit of the luau as the party gets underway.



We loved seeing you in Lake Ozark for MPA's 156th Annual Convention!



At left, Melanie Chance of the *Cedar County Republican* gets her picture taken with Dan Meers, the man behind KC Wolf. Above, Kyle Troutman of the *Cassville Democrat* chats with Meers before Friday lunch at the Convention.



Beth Durreman of the *Laclede County Record* was elected president of Missouri Press Association and will take office Jan. 1. The ceremonial passing of the gavel took place during the Friday evening Hall of Fame induction banquet.



Mark Millsap, left, of the *Jefferson City News Tribune* chats with MPA Legislative Director Doug Crews during the MPA Annual Convention.



Peggy Scott of Leader Publications talks with Walt Potter, whose philanthropic efforts through the University of Missouri have supported teaching and research centered on journalism that serves small communities.

During this year's Annual Convention, Missouri Press Association again hosted candidate forums for statewide races, including the three candidates appearing on the ballot for Missouri State Auditor (top photo) and the four candidates running for U.S. Senate; Eric Schmitt declined to participate in the forum. The Associated Press' David Lieb moderated the forums and panelists included Nicole Cooke of the *Sedalia Democrat*, Amos Bridges of the *Springfield News-Leader* and Echo Menges of the *Edina Sentinel*. (Staff photos)



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.

Thank you to everyone who made a pre-convention donation and a gift during our convention. We are so very grateful. Because of your support, we raised more than \$20,000 in funds for the Foundation.

Society of 1867

Carol Aholt, Brian S. Brooks, Donald Dodd, Beth Durreman, Connie Farrow, Linda Whelan Geist, Brent & Sue Gierke, Kathy Kiely, Pam LaPlant, Anne Ledbetter, Jean Maneke, Joseph Martineau, Mound City News, Martha Pickens, Paul & Kim Ratcliffe, Gary W. Rust, Tom Schultz, Janice Shuck, Paul & Linda Stevens, Dane & Sharene Vernon, Donald & Jeannie Warden, Dalton Wright

Summer Internship Donations — Jon K. Rust

In Honor of Ken Paik — Sue Paik

Live Auction Donors

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Outstanding Young Journalist Donations

Amos Bridges, Brian S. Brooks, Bryan Chester, Ethan Colbert, Lisa Dresner, Beth Durreman, Rudy Keller, Kathy Kiely, Bryan & Angela Jones, Mark Maassen, Jean Maneke, Dave & Mary Marner, Joe & Phyllis May, Dana Raker, Jeff & Mary Schrag, Peggy Scott, Jean & Larry Snider, Elizabeth Stephens, Miles Ventimiglia, Trevor & Molly Vernon

ON THE MOVE



Excelsior Springs — In early October, Brian Rice announced his retirement as publisher of the *Excelsior Springs Standard* and the *Richmond News* after 32 years, beginning in 1990 as a graphic artist at the *Standard*. He first became publisher of the *Richmond News* in 2002, and then was promoted to publisher of the *Standard*, his hometown newspaper, in 2008. His responsibilities were extended to both newspapers in 2018.



Rice was set to become the next Excelsior Springs Chamber of Commerce president, a role he likened to his work at the newspaper. "If there are two professions in town that are similar, it is these two. Just as important as the newspaper is recording our community's story for the history books, the chamber is just as vital in pulling a community together," he told the newspaper in announcing his retirement.

Taking over as general manager for the two publications is Sharon Donat, who has been an advertising consultant for both newspapers for 10 years.

Donat said she has learned a lot

from Rice over the years she worked with him and plans to work closely with the *Standard* and *News* staffs to continue the quality readers expect.

"It is certainly an honor to be promoted to this position," Donat said. "For years our hometown newspapers have been the heart and soul of our small towns. I'm looking forward to hearing from our readers in order to continue giving you what you want in your community newspaper."



Hannibal — Jim Hart has been announced as the new publisher of the *Hannibal Courier-Post*, replacing Ron Wallace, who stepped down as publisher of the *Courier-Post* and the *Quincy, Ill. Herald-Whig* in August. Hart will also oversee the *Herald-Whig*, as well as the *Kirkville Daily Express* in his role as regional publisher for Phillips Media Group.



Prior to joining PMG, Hart was vice president and regional publisher of Lakeway Publishers, overseeing

the newspapers in Bowling Green, Louisiana, Vandalia and Monroe City. He also has experience working at newspapers in North Dakota, Wyoming, Kansas and Illinois.

St. Louis — Ed Finkelstein announced his retirement from the *St. Louis Labor Tribune* after more than 50 years in the industry. The newspaper will be led by Managing Editor Tim Rowden, although Finkelstein assured readers he would continue helping however best he could to continue the newspaper's efforts and ensure a smooth transition of leadership.



Finkelstein said he first started at the newspaper when he was 14 as the staff gopher ("hey kid, go-fer the donuts, go-fer the coffee") but was eventually asked to write an obituary that made it to print with his byline. "Seeing words in print I had actually written ... well, that was it. Journalism school was my future," he recounted to readers.

Following a six year stint in the U.S. Air Force, Finkelstein got back behind the typewriter and continued his favorite work ever since.

On the cover

Clockwise, Liz Irwin and Laura Marlow sport fresh shades during the Thursday night luau that kicked off this year's 156th Annual Convention. On Friday, Missouri Press Association hosted candidate forums for U.S. Senate and State Auditor. During the Saturday Better Newspaper Contest awards luncheon, MPA President Roger Dillon recognized this year's William E. James Outstanding Young Journalists, Abby Hoover of the *Kansas City Northeast News* and Layne Stracener of the *Jefferson City News Tribune*.

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
Jeremy Patton: **Advertising Placement**, jpatton@mopress.com
Kristie Fortier: **Member Services, Meeting Planning**, kfortier@mopress.com
Marcie Elfrink: **Bookkeeping**, melfrink@mopress.com

Michael Harper: **Foundation Director**, mharper@mopress.com
Helen Headrick: **NIE & Education Director**, hheadrick@mopress.com

Jean Maneke: **Legal Hotline Counselor**, jmaneke@manekelaw.com

Doug Crews: **Legislative Director**, rdcrews@socket.net

Photojournalism Hall of Fame expands by five



The 2022 Missouri Photojournalism Hall of Fame inductees include, from left, Don Shrubshell; the late Ken Paik, who was represented by his widow, Sue Paik; Melissa Farlow, Randy Olson and Mary Schulte. This year's class was inducted during a ceremony held Oct. 20, hosted at the State Historical Society of Missouri's Center for Missouri Studies in downtown Columbia. (Staff photos)

Latest class is 18th to join since 2005 founding.

From Missouri Press Staff

Last month, the Missouri Photojournalism Hall of Fame in Columbia inducted five award-winning photojournalists, all of whom have left an indelible mark on this state and beyond with their work and the people they have influenced.

Founded in 2005, Hall of Fame inductees this year represent the 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.

More information about the Photojournalism Hall of Fame and its inductees can be found at photojournalismhalloffame.org.

Photographs made by the inductees will be on display in the Sam B. Cook Hall at the Center for Missouri Studies, located at 605 Elm St., Columbia. Those photographs will join an existing collection by prior inductees.

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

Sponsors for this year's Hall of Fame induction include Miller's Professional Imaging, Columbia Convention and Visitors Bureau, Central Bank of Boone County, *Missourian* Media Group of Washington, Missouri and State Historical Society of Missouri.



Bryan Kratzer, photojournalism professor at the Missouri School of Journalism and a member of the Photojournalism Hall of Fame's nominating committee recounts a story about inductee Don Shrubshell, from his time working at the *Columbia Daily Tribune*. As the incident area for the scene Shrubshell was responding to changed without him knowing, officers arrested Shrubshell for being in the wrong place. Another newspaper staffer later made the shirts as a tongue-in-cheek reference to the arrest.

More from the 2022 Photojournalism Hall of Fame induction.

A crowd of about 90 people gather at the Center for Missouri Studies, the State Historical Society of Missouri's downtown Columbia campus, to honor this year's five Missouri Photojournalism Hall of Fame inductees. The crowd was made up of family and friends, former colleagues and several students from the University of Missouri who came to hear from and meet with these acclaimed photojournalists. In the photo below, Randy Olson and Melissa Farlow laugh as their induction is jointly announced and former MU colleague David Rees discusses some of their many accomplishments, both as a team and as individuals. (Staff photos)



At end Travis Kelce sneaks up on a young camper to make sure he is doing the drill correctly at ball camp in Overland Park, Kan.



Above, Mary Schulte, photojournalist and educator, discusses her career, including years of covering youth programs. Schulte told the crowd gathered at this year's Photojournalism Hall of Fame induction that while she is proud of the work she has produced, her students are her greatest professional accomplishment. At left, Don Shrubshell is congratulated on his induction to the Photojournalism Hall of Fame. Shrubshell spent his professional career covering Columbia and many smaller communities, capturing life in a way only a newspaper photojournalist is able.

Sources and Resources

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SEMO Press travels to Cape Girardeau for meeting



Attendees of the Southeast Missouri Press Association's annual meeting, held in September in Cape Girardeau, featured various learning opportunities, including one by Eun Jeong Lee, Southeast Missouri State University instructor, on how journalists can capture good photos. Lee offered some examples of common mistakes when making photos and ways to shoot around such mistakes. Other topics covered communicating across generations, SEO for newsrooms and the basics of branded content. (Staff photos)



At left, Ann Hayes, former director of communications for Southeast Missouri State University and longtime supporter of Southeast Missouri Press Association, was recognized in September with the Mildred Wallhausen Award, named for the former publisher of *Charleston Enterprise-Courier* and a 2000 inductee of the Missouri Press Newspaper Hall of Fame. SEMO Press met Sept. 7, at the Rust Center for Media in Cape Girardeau for its annual meeting, which included President Lucas Presson presenting Hayes with the award in recognition of her long years of support of the regional press association.

Ozark Press gathers in Cassville for October meeting

At right, Ron Schott is handed the gavel as he becomes the new president of Ozark Press Association and Kyle Troutman steps down. Other officers and directors elected include Vice President Amanda Mendez, Secretary/Treasurer Norene Prososki; and board members Steve Pokin, Shelby Atkison, Kimball Long and Dan Wehmer. Nearly 40 current and former newspaper people representing around 20 news outlets from the southwest part of the state traveled to Roaring River State Park in Cassville last month for Ozark Press' annual meeting. Topics the group covered included how to and why you should write editorials, tips for making the best possible photographs and good ideas for increasing revenue.



Send requests for 2023 press cards

From Missouri Press Staff

Submit requests for 2023 press cards and 2022-2023 MPA auto stickers today by going online or emailing staffers' names to Kristie Fortier at kfortier@mopress.com

There is no charge for press cards or auto stickers for MPA members; please include a total number of stickers needed for your organization. In all requests, please include mailing information for your newspaper.

Because staffing changes occur throughout the year, MPA does not keep a list of cards previously issued.

Members can also request copies of the 2023 MPA sticker calendar.

Email distribution list

Are all your staff who should be



receiving Missouri Press emails signed up? Much of the Association's communication with our members is through email, and we want to ensure everyone stays informed. We also distribute statewide ads via email.

If someone needs to be added, please send the names, job titles and email addresses to Matthew Barba at mbarba@mopress.com

Send YOUR newspaper's news and moves to mbarba@mopress.com.



CALENDAR

2022

November

17 — MPAME Webinar: A Path to Revenue Growth, Via Zoom

19 — Missouri Tigers vs. New Mexico State Aggies

24-25 — Missouri Press Offices Closed for Thanksgiving Holiday

December

26 — Missouri Press Offices Closed for Christmas Holiday

A Path to Revenue Growth: Redefining Your Newspaper Business Model with Research

Thursday, Nov. 17 | 2pm | Via Zoom

\$20 MPA Member Registration for entire staff!

\$30 Non-Member Registration

Register now: <https://bit.ly/3NXZsrk>

*You will receive a zoom link upon registration, please share the link with staff members who plan to take part.

Presented by: Dr. Nick Mathews

Dr. Nick Mathews is an Assistant Professor of Digital Journalism at the University of Missouri-Kansas City. His research interests focus on the changing rural media environment. His research includes examinations of news deserts, broadband deserts and changing business models within news organizations. Before earning his doctorate degree from the University of Minnesota, Dr. Mathews worked in the newspaper industry for almost 20 years. During his award-winning career, he was the sports editor of the Houston Chronicle and a regional editor-in-chief based in Charlottesville, Va. in the regional editor position.

Missouri Press Advertising and Marketing Executives



Dr. Nick Mathews
University of Missouri-Kansas City

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



ARE YOU A PROBLEM SOLVER?

In Ryan Dohrn's "Media Sales Tip of the Week", the sales consultant/trainer asks: "Are you a problem-solver, or are you a salesperson?"

He asks this question because of a survey that says 70% of people make purchase decisions to solve problems, while only 30% of people make purchase decisions to gain things.

From this, we can logically conclude that the vast majority of business owners in our community are looking to solve problems. So how can we position ourselves as a helper? The result of doing so just might cause our prospects to see us as someone to partner with.

A recent S&P survey found that the vast majority of people would rather go to the dentist than meet with a salesperson. That's sad, but it's also an opportunity. Let's look at how we might change how they see us.

Start by identifying the problems of our prospect. Dohrn suggests we look them up on LinkedIn. See what they have posted on their website, or on Facebook. Then look at some of your current customers and think of what problems you have solved for them, by using the pages of the newspaper, appearing on your digital pages, or participating in an event your newspaper sponsored.

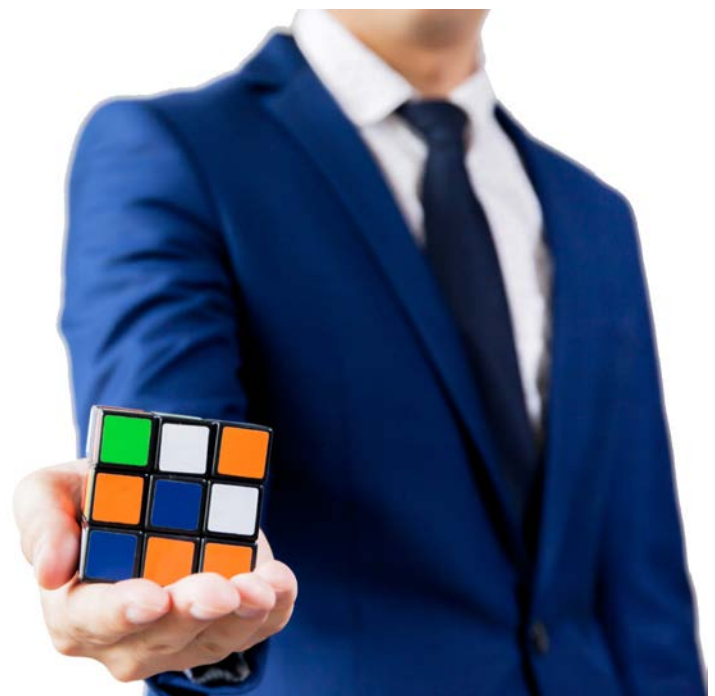
Dohrn says we should use assumptive-based selling. Here's how that works: Let's say a current advertiser, Pat's Puppy Supplies has a problem with customer retention. Share with Pat that a similar business had this same challenge, and ask if it's safe to assume that they, too, would like to increase their customer retention rate like the other business did. All of a sudden, you are working with Pat's to solve a problem, not simply trying to sell them some space in our newspaper.

Let's brainstorm here: What problems could the local business owner be facing these days?

- Lack of revenue?
- Lack of new faces coming in the door?
- Difficulty in retaining customers?
- Difficulty hiring and keeping good help?
- Eroding sales due to online competitors?
- Difficulty in being seen as part of the local community?
- Competition selling at a lower price?

Think about your other advertisers, and look back at how you may have solved one of these problems for them. Then show this prospect how your company can do the same thing for them.

It's time for us to focus on solving problems, in the hopes that our visit with the advertiser will become profitable and enjoyable for that advertiser. Maybe even more enjoyable than a trip to the dentist.





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, Ron Schott, Wright County Journal; Vice President, Amanda Mendez, Howell County News; Secretary-Treasurer, Norene Prososki, Ozark County Times, Gainesville. Directors: Steve Pokin, Springfield Daily Citizen; Shelby Atkison, Laclede County Record, Lebanon; Kimball Long, Eldorado Springs Sun; and Dan Wehmer, Webster County Citizen, Seymour.

SOUTHEAST MISSOURI PRESS ASSOCIATION: President, Lucas Presson, Cape Girardeau; Second Vice President, Tamara Buck, Cape Girardeau; Secretary-Treasurer, Gina Raffety, Jackson; Historian, Peggy Scott, Festus. Directors: Kim Combs, Piedmont; and Jay Forness, Jackson.

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The fight for public notices is never-ending

In the summer of 2021, one of the counties in Missouri prepared to run its delinquent real property tax payment list prior to the annual sale of those properties. The list should have been published in a newspaper that met the requirements in chapter 493 of the Missouri statutes — the law that governs what a “legal notice” newspaper is under state law. Instead, the county chose to run the ad in a total market coverage, free circulation, newspaper.

The local legal notice paper was very upset about the situation. Protests were made and citations to the requirements in Section 493.050 were issued. But the county collector was unmoved and the sale was held anyway.

I don’t know if the local title company was formally advised of this defective notice. But it seems to me that any sale of the property under such a notice would result in a possible defect to the title if the former owner whose property was sold was to subsequently attempt to invalidate the actions of the county collector in preparing for this tax sale. Nobody wants to buy land at a county tax sale and then subsequently find that the county official responsible for conducting the sale did not do what had to be done to protect the buyer of the property at such a sale.

What can a newspaper do about a situation like that? Not much, I assumed. Certainly, I believe, a paper should point the governmental official to the statute that governs such matters and do whatever the paper can to ensure that county’s residents are protected regarding such matters. Educating county residents via news coverage about such situations seems appropriate, too.

That’s why the Missouri Press Association urges its members to run columns and advertisements promoting the importance of public notices on a regular basis. Public bodies often publish ads or send press releases to papers seeking to advise the public of certain meetings or information

"I continue to believe that educating your local officials about the law is the best position to take in defending your status as a legal notice paper."

they believe important for the local community. Newspapers are free to decide to publish the press releases, or not. The advertisements are paid for by public bodies because they want the information disseminated and they pay the newspaper to provide that service.

However, unless it is a notice that the public body is required by federal law or state statute to publish, the newspaper is not obligated to issue an affidavit in regard to the publication of that ad. (Certainly the paper could voluntarily choose for some reason to issue an affidavit certifying the notice was published, but that doesn’t change this notice into a “public notice” under the requirements of Section 493.050 inasmuch as the notice is not being published pursuant to state or federal law.)

In another case, a Missouri paper found itself in a situation where a public body that bridged several counties (but had its operations primarily in one county) chose to publish its annual tax rate notice required by law in another county’s newspaper.

I don’t see any provision in state law that mandates where such a notice must be published, and I couldn’t advise this client that there was a definite violation of state law. There is definite case law allowing legal notices to be published

in papers that “circulate” within the county. That might provide a legal basis on which to argue another county’s paper was an appropriate location for such a notice.

On the other hand, let me note that I came across an article recently where a Colorado paper filed a lawsuit against a county board that had just completed taking bids for its annual contract on publishing public notices.

The lawsuit alleged that the board’s selection of a competing paper was solely an effort to violate the First Amendment rights of the county’s primary paper. That paper claimed the decision to use the competing paper was an effort to retaliate against the paper for its prior reporting on that county’s operations and the potential misconduct it had discovered.

A county official admitted it saw no reason to support a paper that gave the county negative publicity. Other governmental officials echoed the comments that the paper’s editorial content was the sole basis for the selection of the other newspaper to receive the contract.

I will watch what happens in this lawsuit because it raises issues that newspapers across the country need to monitor. Meanwhile, I continue to believe that educating your local officials about the law is the best position to take in defending your status as a legal notice paper and as the best place for such notices to be placed.

And by the way, this year that first county’s tax collector chose to run the notices in the county’s valid legal notice paper. Sometimes it’s hard for folks to admit they made a mistake, but perhaps they are listening anyway.



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



You still have time to learn with Russell Viers!

Through the end of the year, Missouri Press Association is providing free access to Digiversity.tv, Russell Viers' training website where he explains the ins and outs, and even a few quirks, of the Adobe Creative Cloud suite of products.

Have you ever been frustrated with laying out a special section? Do you want your image files to have more versatility? Do you know how to make quick spec ads that look good? Digiversity.tv can help your staff of graphic artists and designers make the hard days easier with complete answers and solutions to everyday challenges and more.

In addition to the training and explaining in the videos and articles on the Digiversity.tv website, Russell regularly answers viewers' questions, so feel free to reach out to him directly at russell@digiversity.tv.

Missouri Press Association members have been learning from Russell Viers for 25 years, and the training videos on Digiversity.tv follow the same engaged, energetic teaching style many MPA members have come to associate with Russell over the years.

Your entire staff has access to Digiversity.tv and the training opportunities on the website through the end of the year for no cost to your newspaper. It is preferred that every user signs up with a unique email address.



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.

MPA wants as many staffers from member newspapers as possible to sign up and use the service before the end of the year.

The more information we can collect about interest in this service and others like it will help Missouri Press with future training opportunities for its members.



Missouri Press Advertising and Marketing Executives



Congratulations

to the winners of Missouri Press Foundation's
2022 Better Newspaper Contest and
MPAME's Best Ad Contest

Begin preparing your entries now for the
2023 editorial and advertising contests!

Details will be announced in the coming weeks but below are some tips to help you prepare.

- Put all your entries into a "Contest Entries" folder on your desktop.
- If you have entries that consist of more than one piece of content, combine them into **one file. This will make uploading and judging much easier. This applies to several categories** and if you have any questions, please contact the Missouri Press staff for **help. Do the same for stories that jump to another page.**

If you have any questions please contact Matthew Barba at mbarba@mopress.com
or Kristie Fortier at kfortier@mopress.com

Missouri Press is also seeking staff from member newspapers who want to participate **on the Better Newspaper Contest Committee. There are several topics to be discussed** for the coming year and input from members who compete in the contest is appreciated.

Contact Matthew Barba at mbarba@mopress.com if you would like to be part of the Contest Committee.