

MP MISSOURI PRESS NEWS

MPA 2023 CHECKLIST



- ☒ Fill out 2023 Missouri Press Service advertising rate agreement **asap**
- ☐ Be uploading digital edition with NewzGroup
[Send Missouri Press our newspaper's website or e-edition login]
- ☐ Request staff press cards and auto stickers (calendars?)
- ☐ Keep up-to-date on mopublicnotices.com – **CRITICAL!**
- ☐ Get Best Ad and Better Newspaper contest entries prepared
- ☐ Plan to attend Day at the Capitol in Jefferson City, Q1
- ☐ Make travel arrangements for 157th MPA Convention in St. Louis

Agreement between MPS and

Being a member of the Missouri Press Service, Inc. this newspaper or newspaper to place advertising into its newspaper(s) as part of the advertising program in Missouri program.

I understand that although this program focuses on generating new business for its stockholder newspapers and into the newspaper industry of Missouri.

Working in conjunction with Missouri Press Association and Missouri Press Service.

Services provided by Missouri Press Service.

• MPS will represent and sell on behalf of the newspaper and conduct its stockholder newspapers and into the newspaper industry of Missouri.

• MPS will provide a start-to-finish coordination of advertising placement.

• MPS will provide the client all relevant marketing information for its stockholder newspapers and into the newspaper industry of Missouri.

• MPS will assist in developing a media plan with the client.

• MPS will collect proof of publication (readership) for the client.

• MPS will invoice the client immediately after the campaign.

• MPS will bear the cost of processing and printing of the client's advertising copy.

• MPS guarantees payment of the client's advertising copy.

• MPS will need the newspaper's website or e-edition login.

• MPS will serve as the client's primary contact for all advertising matters.

• MPS will place advertising copy in the newspaper's website or e-edition login.

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People trust your newspaper, put that trust to good use

We all know you can do a lot with statistics, depending on what conclusions you want to draw, but the Nov. 8 election really showed it. With the balance of power in both chambers of Congress almost perfectly divided, and the vote incredibly close in so many “key” races, both parties were denied claiming their particular color was a “wave”, yet both were happy to claim they were the real winners. I’m not sure our diversity policy allows me to call that a “Mexican standoff,” but most of my dear Hispanic friends would say so.

Which reminds me of what one fellow Ozarker said. “You people who don’t believe in building a wall, you need to go to China and take a look at their Great Wall,” he said. “That wall has stood there for centuries, centuries, and there’s not a Mexican in the whole country!” I know you may not consider Yakoff Smirnoff an Ozarker, but he does have a theater in Branson, lives there at least part time, and probably would rather be called an Ozarker than a Russian these days.

Anyway, these narrow margins that national elections seem to repeatedly produce in this century, serve to emphasize the importance of reliable sources when it comes to information for voters. And we community newspapers just happen to be that most reliable source.

No joke, the National Newspaper Association’s 2022 Community Newspaper Readership Survey found

“Americans trust their local news outlets, even in these highly fractured and partisan times.”

that local newspapers are the most “trusted” source (of all mediums tested) when it comes to learning about candidates for public office. That survey was nothing new either, as scores of previous surveys and studies have shown that a majority of voters turn to their local newspapers when it comes to providing information about issues and candidates.

Many of today’s politicians love to quote Thomas Jefferson as a way of touting themselves as being particularly patriotic, conservative or constitutional, but most don’t seem to remember that he’s the one who once said, “Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter.”

In today’s divided America, newspapers may be as important to a thriving democracy as they were in Jefferson’s day, maybe more so. Americans trust their local news outlets, even in these highly fractured

and partisan times.

According to a recent poll from Gallup and the Knight Foundation, when compared to national news, six in ten Americans have more trust in local news to report on stories that affect their daily lives, and they are about twice as likely to trust local news to report on the information they need to vote.

When compared with other sources of local information, people in the United States also say that local news does the “best” job of keeping them informed, holding leaders accountable and amplifying stories in their communities versus social media, community-based apps and word of mouth. That’s according to a 2021 survey of over 4,000 U.S. adults who are members of Gallup’s probability-based national panel.

Politicians who would remove public notices, as well as all sorts of government information from newspapers, and put it on the internet, and/or obscure apps or seldom visited web sites, need to have their memories constantly refreshed of those statistics.

It wouldn’t hurt to remind local readers and advertisers of them as well.



Roger Dillon,
Shannon County Current Wave,
Eminence
MPA President



PRESIDENT: Roger Dillon,
Shannon County Current Wave, Eminence
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Sandy Nelson, The Courier-Tribune, Liberty
Bryan Jones, The Morgan County Statesman, Versailles
Kevin Jones, St. Louis American
Tim Schmidt, Montgomery Standard, Montgomery City
Lucas Presson, Southeast Missourian, Cape Girardeau
Hannah Spaar, The Odessan, Odessa

NNA Representative: Peggy Scott, Leader Publications, Festus

MISSOURI PRESS NEWS (ISSN 00266671) is published monthly for \$15 per year by the Missouri Press Association, Inc., 802 Locust St., Columbia, MO 65201-4888; phone (573) 449-4167; fax (573) 874-5894; email mmaassen@mopress.com; website www.mopress.com. Periodicals postage paid at Columbia, MO 65201-4888. (USPS No. 355620). **POSTMASTER:** Please send changes of address to Missouri Press Association, 802 Locust St., Columbia, MO 65201-4888.



There are still a few weeks left to learn with Digiversity.tv

Through the end of December, Missouri Press Association members have FREE access to Digiversity.tv, Russell Viers' training website where he explains the ins and outs, and 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.

As your entire staff has free access to Digiversity.tv through the end of the year, it is preferred every user signs up with a unique email address.



How to sign up:

Go online to bit.ly/DigiversityMPA
OR send an email to mbarba@mopress.com.

Check your spam and junk folders just in case the activation email ends up there.

Tell us your thoughts!

Missouri Press wants your feedback on Digiversity.tv, its usefulness to your staff and what you learned from Russell and company.

The more information we can collect, the better we will be able to offer training opportunities that address your needs. Send your thoughts to Matthew Barba at mbarba@mopress.com.

Rural Missouri Newspaper Scholarship applications open

From Missouri Press Staff

Now in its second year, Missouri students can again apply for the Rural Missouri Newspaper Scholarship, a need-based award for up to \$40,000 for a qualifying student attending the Missouri School of Journalism for four years (eight semesters). Students chosen for the program must be pursuing a degree in journalism or strategic communication, and upon graduation students receiving the scholarship will be expected to work for a rural Missouri newspaper for at least two years.

The deadline to apply for the scholarship for the 2023-24 academic year is Jan. 31, 2023. Qualification for need is determined through the federal FAFSA program. Students will also receive an additional \$5,000 summer fellowship funded by the Reynolds Journalism Institute (RJI) and can apply for a further \$1,200 from RJI's Potter Digital Ambassador program.

An application for the scholarship is available on Missouri Press' website, www.mopress.com.

Partnering together, the Missouri Press Foundation (MPF) and the Missouri School of Journalism want to attract Missouri high school graduates to the School of Journalism with the goals of preparing them to take leadership roles at rural Missouri newspapers and helping those students finance college degrees in journalism. This scholarship program is intended to attract such candidates and assist publishers with finding qualified candidates.

Brian Brooks, MPF president and professor emeritus at the Missouri School of Journalism, said the Rural Missouri Newspaper Scholarship will give small newspapers

around the state a leg up when recruiting new hires.

"Every year, rural newspapers around the state struggle with finding journalism-trained staff who can provide the kind of coverage that is critical whether your community is 500 or 5,000 people," Brooks said. "We believe a lot of up-and-coming journalists have the potential to fall in love with rural newspaper journalism.

This scholarship will get more well-trained students into newsrooms and help alleviate the anxiety that comes with paying for school and securing post-graduation employment."

Students chosen for the program must pursue a degree in journalism or strategic communication and must take at least one advertising course and one marketing course. Scholarship recipients will be asked to spend a summer working at a rural Missouri newspaper (minimum of 10 weeks) through RJI's summer fellowship program, which includes a stipend of \$5,000.

MPF will work directly with Missouri newspaper publishers to find the best match for a student. The intent is for the student to fulfill the two-year post-graduation requirement at the newspaper where he or she interned, but that may not always be possible.

Newspapers will be expected to help the student find housing for the summer internship program and assist with finding housing for the post-graduation period.

An application for the Rural Missouri Newspaper Scholarship can be found online at <https://bit.ly/3fOn2e3>.

Please contact MPF Director Michael Harper with any questions at (573) 449-4167, ext. 303, or mharper@mopress.com.



The initial two recipients of the Rural Missouri Newspaper Scholarship were Alyssa Fitzgerald, top photo, and Tayler Gilmore. A presentation ceremony with Missouri Press Foundation President Brian Brooks was held during the 2022 MPA Day at the Capitol in Jefferson City. Applications for the scholarship for funding in the 2023-2024 academic year are now open. (Staff file photos)

MPA Member View: Student journalists fill local needs

By Winona Whitaker

From the Moberly Monitor-Index

Last week the *Monitor-Index* ran an article written by students of the University of Missouri School of Journalism. I hope it's the first of many.

Keeping a newspaper running is difficult with a staff of two. The sports editor handles sports, but I'm responsible for the rest of the paper. Finding stories to fill the space is not difficult. Stories exist everywhere.

But finding the time to interview people, to do research, to take and edit photos requires acrobatics that would make Cirque du Soleil performers jealous.

Add to that the time it takes to put stories online and to schedule the links on Facebook and Twitter, and the job can become overwhelming. Did I not have a personality that thrives on challenge and intensity, I'd go crazy.

It's not really the potential for insanity that concerns me about lacking reporters in the newsroom. The problem is that I see so many stories I don't have time to write.

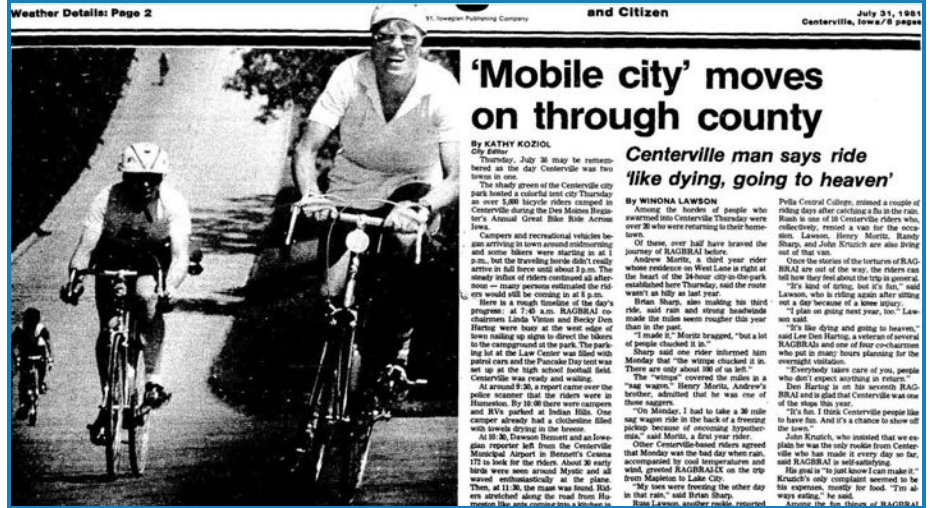
To tell more of the story of Moberly and the surrounding communities, I need reporters. Finding writers when we have such a slim budget—due mostly to a lack of advertising—takes ingenuity.

I've always thought that utilizing students is a great way to get broader coverage for little or no money.

Because they are inexperienced and less adept, students don't require high wages. They are also willing to work in exchange for experience and for articles for their portfolios. They'll need both when they start looking for full-time jobs.

In 1979 I began writing for my hometown newspaper after the editor asked my high school journalism teacher if she had any students who would be interested in the job.

I didn't remember how much I'd actually written until I searched the newspaper database link at



Winona Whitaker, managing editor of the *Moberly Monitor-Index*, began writing for her hometown newspaper in high school when the editor asked the school's journalism teacher if any students would be interested. That early experience gave her a headstart in her chosen profession. She encourages other editors to consider mentoring future journalists in their communities. (Submitted graphic)

the Appanoose County Historical Museum website over the weekend. While still in high school, I covered sports nearly every weekend and wrote other news and feature pieces. I remember only one: RAGBRAI 1981.

The Register's Annual Great Bike Ride Across Iowa began in 1973 when *Des Moines Register* feature writer John Karras, an avid cyclist, suggested that Don Kaul, author of *The Des Moines Register's* "Over The Coffee" column, ride his bicycle across Iowa and write columns about it.

Kaul, also an accomplished rider, lived in Washington, D.C., and wrote his column from *The Register's* Washington Bureau. The pair made the ride and invited the public to join them. RAGBRAI became an annual event that attracts cyclists from all over the world.

Each year Iowa towns compete to be overnight stops for the ride which brings thousands of cyclists who spend thousands of dollars, boosting the economies of small communities.

In 1981, RAGBRAI made an overnight stop in Centerville, my hometown, and the editor of the *Daily Iowegian*, Bill Weaver, assigned me

to interview Centerville residents who were making the week-long ride.

My story made the front page, accompanying a related story by City Editor Kathy Koziol.

The same day I had another front page article about a former Centerville resident who was trapped under rubble when walkways at a Hyatt Regency in Kansas City collapsed.

I covered sports nearly every weekend while most kids my age were waiting tables at restaurants, selling burgers and fries at fast food places or stocking shelves at grocery stores. I had a headstart in my chosen profession thanks to local editors willing to mentor an inexperienced journalist.

Writing for the local newspaper is a great part-time job for someone with a gift for writing or someone looking for a media career, even in non-print markets. I'd love to have some students—college or high school—contact me about the possibilities.

Winona Whitaker is managing editor of *The Moberly Monitor-Index*. This column was originally published Oct. 31, 2022, on the newspaper's website at <http://bit.ly/3hp78aN>.



Enter the 2023 MPAME Best Ad Contest and show everyone the great work you have done to drive revenue and maybe help others out in the process!

CONTEST INFORMATION

To find full information and rules, go to <https://mopress.com/ad-contest/>

Entries must have been published between January 1, 2022 and December 31, 2022.

The contest is open to all staff members of publications holding ACTIVE or ACTIVE ONLINE membership in the Missouri Press Association.

All entries must be submitted as FULL-PAGE electronic tear sheet files. Please name the file(s) in a way that clearly identifies the ad(s) being submitted for judging. You may also circle or include other graphic markings to indicate which ad is to be judged.

All entries must have been conceived, written, designed and sold by full or part-time employees of the newspaper.

Note: For large files, you may use Dropbox, Google Drive, Scribd or issuu to create a remote digital file and share the url. **Please make sure the file is public, made shareable or that a password is provided, so it can be printed for judging and/or display purposes. For smaller files, you can use PDF or Word Documents.**

A fee of \$7 per entry must be paid online, mailed or called in by time of entry deadline. Pay online at: <https://bit.ly/2Lg6FVe>. If mailing payment, please mail check to: MPAME Contest, 802 Locust Street, Columbia, MO 65201 or call credit card payment into the MPA office: 573-449-4167

ENTER ONLINE AT: betternewspapercontest.com

Find: 2023 Missouri Best Ad Contest | Deadline Jan. 30, 2023

If you have any questions, need your password or email reset for betterbnc.com, OR feel your newspaper is in the wrong class, please contact Kristie Fortier at kfortier@mopress.com or call 573.449.4167

AWARDS & MEETING INFORMATION

Make plans now to attend the Missouri Press Advertising and Marketing Executives meeting being held on April 20-21, 2023.

Winners will be recognized, and awards presented **Thursday, April 20, 2023**

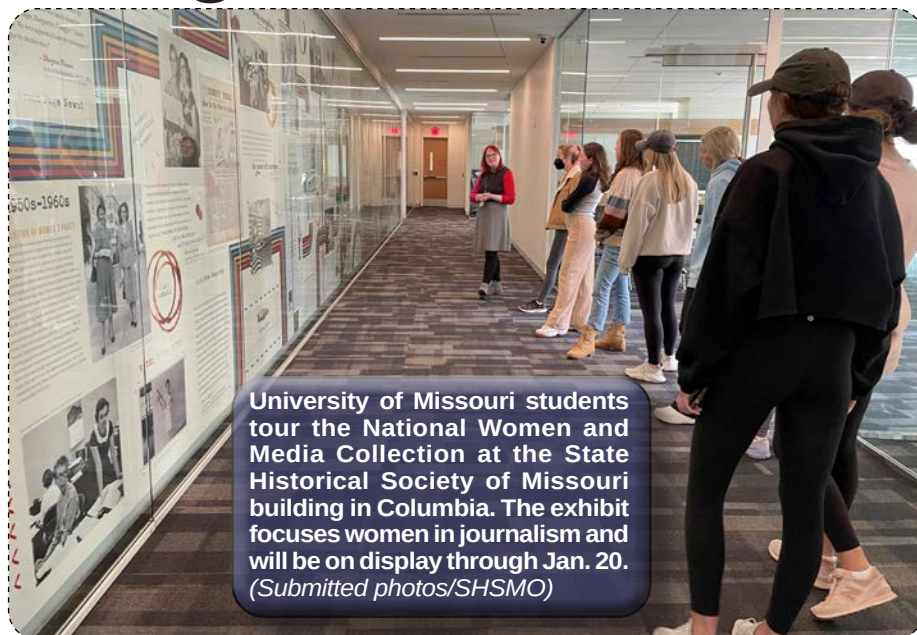
Event Registration form will be available in January of 2023, at www.mopress.com under **EVENTS**.

‘In Their Own Words’ puts focus on history of women in journalism

By Matthew Barba
Missouri Press News

Missouri women in the journalism profession have a storied history, with the notoriety of many extending well beyond the state onto the national and even international stages. Through the middle of January 2023, the State Historical Society of Missouri (SHSMO) is using a special exhibit to help amplify the voices of these women in media through their own words.

The National Women and Media Collection will be on display through Jan. 20, 2023, at the Center for Missouri Studies, the SHSMO campus in downtown Columbia. The collection was first established in 1987 and contains records of media organizations and professional and personal papers of notable women who worked as reporters, editors,



University of Missouri students tour the National Women and Media Collection at the State Historical Society of Missouri building in Columbia. The exhibit focuses women in journalism and will be on display through Jan. 20. (Submitted photos/SHSMO)

publishers, press spokespersons, and other positions in the print, broadcast, and online media industries.

Titled “In Their Own Words,” this year’s exhibition of the National Women and Media Collection uses the diaries, letters and interviews of important female voices in media, such as Tad Bartimus and Lucile Bluford, both inductees of the Missouri Newspaper Hall of Fame; Mary Paxton Keeley, the first woman to graduate from the Missouri School of Journalism; and Rose Nolen, a Black journalist from central Missouri who devoted her efforts to helping elevate how African-Americans were portrayed in media coverage.

Visitors to SHSMO can learn of the struggles and triumphs of the women featured in the collection and how they were able to navigate careers in a traditionally male-dominated industry.

Beth Pike, assistant director of communications and educational outreach for SHSMO, said the

exhibit’s display in Columbia could be of great interest to anyone traveling to or through mid-Missouri during the holidays.

“While national in scope, this collection contains the writings and personal papers of prominent Missouri journalists who blazed many trails through the state and beyond,” Pike said. “It tells the story of these accomplished media professionals and serves as a valuable resource for anyone wanting to learn more about their work and the industry.”

As part of the 35th anniversary, SHSMO hosted a virtual program with three women featured in the collection including Betsey Bruce, former broadcast journalist at KMOV-TV; Sheila Gibbons, former director of public affairs for Gannett Co.; and Andrea Stone, who worked for many national newspapers and publications. The discussion was moderated by Pike and can be viewed online at <http://bit.ly/3Ekpin5>.

Continued on Page 8



Some of the items that make up the National Women and Media Collection, which is currently on display at the Center for Missouri Studies, the State Historical Society of Missouri's home in downtown Columbia.

Continued from Page 7: SHSMO wants to grow its women-in-media collection.

"By spotlighting this collection in our gallery, we hope to grow the collection further and invite women working, or who have worked in the journalism field, to consider donating their papers to the collection," Pike said.

With the collection being on display into the early weeks of 2023, it is particularly poignant for Missouri Press Association members to consider the coming year will mark only the sixth time a woman has taken the Association's reins of leadership in its nearly 157 years.

2023 MPA President-elect Beth Durreman of the *Laclede County Record* is one of a handful of women who have been tapped for the president's seat on the Association's Board of Directors. The others are: 1982 — Avis Tucker, *Warrensburg Daily Star-Journal*; 1988 — Betty Simpson Spaar, *The Odessan*, Odessa; 2009 — Vicki Russell, *Columbia Daily Tribune*; 2018 — Carol Stark, *The Joplin Globe*; and 2021 — Liz Irwin, Missouri Lawyers Media, St. Louis.

"There is so much incredible history when you look at journalism in Missouri. The women featured in this collection broke so much ground and continue to inspire others in the industry," Durreman said. "It really is wonderful, because you see their efforts play out today in the awesome women we have serving on the Association's board and the countless individuals who keep the Missouri newspaper industry going day after day."

The National Women and Media Collection is just part



Elizabeth Engel, senior archivist with the State Historical Society of Missouri, discusses some of the items in the National Women and Media Collection with students from the University of Missouri in Columbia. (Submitted photo/SHSMO)

of the information that has been amassed by SHSMO regarding women in journalism. See much more of the extensive collection of resources available online at shsmo.org/research/guides/women-media.

The exhibit is on display in the Wenneker Family Corridor Gallery on the second floor of the Center for Missouri Studies. It is available for viewing from 8:30 a.m. to 4:30 p.m. Tuesday-Friday and 10 a.m.-2 p.m. Saturday.

Missouri newspapers bring home awards from NNA BNC

From Missouri Press Staff

Five Missouri newspapers were the winners of a total of 22 editorial and advertising awards from the National Newspaper Association's Better Newspaper Contest. Awards were presented during NNA's annual convention, held in October this year in San Francisco.

The *St. Louis American* received nine awards in NNA's Better Newspaper Editorial Contest (BNEC), bringing home four first place awards, including: General Excellence; Best Breaking News Story by Dana Rieck; Best Education/Literacy Story by Sophie Hurwitz; and Best Sports Feature Story or Series by JoAnn Weaver.

Karen Robinson-Jacobs took second for the *American* in Best Investigative or In-Depth Story or Series. Third place wins included Best Reporting on Local Government by Sophie Hurwitz and the NIE — Partnerships category by Cathy Sewell. The newspaper's staff also won Honorable Mention in the Community Service Award category.

In NNA's Better Newspaper Advertising Contest (BNAC), the *St. Louis American's* Kevin Jones won first place in the Best Multiple Advertiser Section category.

The *Wright County Journal* also received several awards in the BNEC, with Ron Schott taking first place in Best Photo Essay; third place awards for Best Sports Section/Page and Best Sports Photo; and an honorable mention award for Best Local News Coverage.

In the BNAC, the *Wright County Journal's* Ron Schott took third place for Best Use of Ad Color and Best Holiday Ad, while Schott shared a third-place award with Krystle Robertson for Best Advertising Idea. Schott and the *Journal* also got an honorable mention for Best Classified Section.

Jack "Miles" Ventimiglia and *The Richmond News* won first place for Best Original Editorial Cartoon and second for Best Sports Photo.

The *Washington Missourian* won two Best Sports Photo awards, with Bill Battle taking first place and Arron Husted receiving third place.

Tammy Witherspoon and *The Advertiser* in Eldon received a second place win in the Educational Support and Civic Literacy category.

A full list of winners and judges' comments is available on NNA's website at www.nna.org/better-newspaper-contest.



Columbia

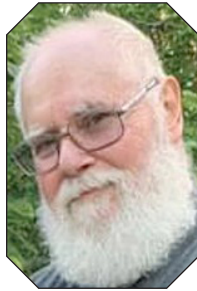
Randy Pribble

Randall "Randy" Pribble, 68, died Nov. 17, 2022, at his home in Columbia, surrounded by family. He died from complications with Progressive Supranuclear Palsy, a brain disease that weakens muscles and lungs. It is rare, affecting one in 600,000 people in the U.S.

From 1974-78, he served in the U.S. Navy in Beeville, Texas as an aerographer's mate.

He was an award-winning journalist, columnist and writer, with his first in 1978 as a reporter for his hometown newspaper, the Perryville Republic-Monitor, which was then owned by Paul Pautler. He spent 26 years at the newspaper, eventually serving as editor and publisher.

In 2004, he and wife Sue left Perryville for Crawfordsville, Ind., where he published the Journal



Review until 2008. He published the Pampa, Texas News from 2008 to 2012. The Pribbles bought the Ironton Mountain Echo in 2012, which they published until their retirement in 2019.

Pribble is a past president of the Southeast Missouri Press Association and a past director for the Missouri Press Association.

He believed in the power of community newspapers to affect positive, lasting change in the lives of the people they serve. He is remembered as a mentor and friend to all who were fortunate enough to work for him.

In addition to his wife, Sue, he is survived by two daughters, Sarah and Rachel; three grandchildren; four siblings; and many more family, friends and industry associates.

Thayer

Carlene Williams

Carlene Williams, 89, of Thayer, died Oct. 27, 2022, at a healthcare facility in West Plains. She was the wife of former MPA President Bill D. Williams, who preceded her in death in October 2018.

Carlene and Bill were known as pillars in the Thayer area, thanks in part to his being the longtime editor and publisher of the *Thayer News*, her decades as an educator and together their general love and appreciation for the community.

Williams is survived by her son, Mark; two grandsons, Garrett and Brennen; and many more family and countless friends.



Columbia

Don Hinkle

Donald Edward Hinkle, 68, of Columbia died Sept. 22, 2022, at his home. He was the founding editor of *The Pathway*, the bi-weekly newsletter of the Missouri Baptist Convention.

Hinkle's journalism career began as a newsman for a radio station in his hometown of Springfield, Tenn., after which he spent 10 years serving in the U.S. Air Force as a newspaper reporter, editor and consultant for two base newspapers and a major command news service.

He and one of his military newspapers were each the recipient of Thomas Jefferson Awards in 1981,



with his award coming for coverage of striking FAA air traffic controllers. He later worked for major metro newspapers in Virginia, Tennessee and Kentucky.

In 1998, he was ordained into the Gospel ministry and in 2002, was named editor of *The Pathway* at its creation as initially an online-only publication. Over the following year, it expanded to a printed monthly newsletter and then bi-weekly tabloid.

He was preceded in death by his wife, Bernadette, and is survived by his mother, Cecilia; and many more family, friends and colleagues.

New Bloomfield

Tony Weldon

Lenore Toncray "Tony" Weldon, 65, of New Bloomfield, died Oct. 13, 2022, at SSM Health St. Mary's Hospital after a lengthy illness.

Her parents, William Weldon and Betty Goshorn Weldon, owned the *News Tribune*, *Fulton Sun Gazette*, *California Democrat*, KWOS Radio, and KRCG TV.

Before attending law school, Weldon worked for the *News Tribune*. After law school, she clerked for two Missouri Supreme Court Justices and worked for the State Courts and the Department of Corrections. She later published the *Fulton Sun Gazette*.

She is survived by two siblings, Sally and Gifford; any many more family and friends.



To make a donation to Missouri Press Foundation, contact Michael Harper at (573) 449-4167, ext. 303, or at mharper@mopress.com.

ON THE MOVE



Perryville — Robert Cox has been named publisher of the *Perry County Republic-Monitor* and president of Perry County Newspapers, Inc. He previously served as the newspaper's managing editor for four years before joining the staff of Carroll County Newspapers in Berryville, Ark., where he served as associate editor, lead designer and online editor.



A native of Charleston, Cox began his journalism career as a sports writer for the *Enterprise-Courier* before attending the University of Missouri and Southeast Missouri State University. He also has 16 years' experience as a copy editor and page designer in the sports department of the *Arkansas Democrat-Gazette*.

Cox told readers in the

announcement of his new role, "I'm southeast Missouri-born and bred, and despite my short time here, Perry County has become my home. My decision to leave wasn't an easy one, but the decision to come back most certainly was. I look forward to my new role with the *Republic-Monitor* and will strive to ensure we continue to serve the community as a source of informed, factual news."

Cox replaces Crystal Lyerla, who became publisher in December 2021, but left earlier this year for an opportunity outside of newspapers.

Louisiana — Amy Elliott was named general manager for the *Bowling Green Times*, the *Louisiana Press-Journal* and the *Vandalia Leader*. Elliott had previously been handling administrative duties for the three newspapers, and her promotion follows the departure of Jim Hart to become a regional publisher for Phillips Media Group.

Elliott told readers she was excited about taking over the newspapers' operations and hopes to make them more community oriented. While her original ambitions in moving to the Louisiana area had included becoming a nurse, COVID-19 restrictions caused her to pivot, and she found herself working for Lakeway Publishing, which operates the three newspapers.

Her plans include expanding the newspapers' staff to help increase visibility in the communities they serve. Doing so, she said, will help restore readers' trust in the newspaper. "I want to put the community back in the paper and the paper back in the community. I want this newspaper to become a part of the community again," Elliott told readers.



SCRAPBOOK



Grant City — In October, the *Times-Tribune* was purchased by Garner Media Holdings, which operates the *Maryville Forum*. The *Times-Tribune* will be included with the *Forum* and coverage of its Worth County communities was not expected to replace any existing pages or coverage readers of the *Forum* normally expect to find.

The *Times-Tribune* was previously published by Matt Pearl, president of Pearl Publishing, which also operates *The Tri-County Ledger* in Albany. Pearl said he felt Garner Media is better positioned to provide the coverage readers deserve.

Forum Publisher Ken Garner told readers, "Anytime you can keep a newspaper in local ownership, that is a win for the communities involved and Grant City is no different. Every community deserves a quality local newspaper to tell the stories that matter the most. I feel a personal calling to preserve our local newspapers as it is my long-held belief that they belong to the communities in which they are located."

The *Times-Tribune* office in Grant City will remain open and Garner told readers he plans to split his time between there and his Maryville offices.

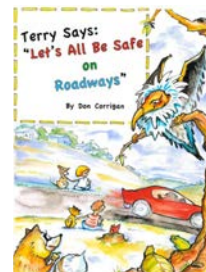
Buffalo — Jim Hamilton, columnist and Missouri Newspaper Hall of Fame member, is one of 20 Ozarks writers

whose work is included in the 2022 issue of *Elder Mountain: A Journal of Ozarks Studies*, published by the English Department at Missouri State University at West Plains.

Elder Mountain is a juried journal featuring a variety of Ozarks-focused work. Hamilton, who has been included in previous issues of the journal, contributed five essays and the cover photos for this year's 177-page issue.

St. Louis — Don Corrigan, editor emeritus of the *Webster-Kirkwood Times* recently published *Terry says: "Let's All Be Safe on Roadways"*, in which the titular Terry, a turkey vulture, offers tips to keep children safe around streets and roads and the vehicles traveling on them.

Corrigan says between pedestrian deaths and injuries and the prevalence of wildlife roadkill in Missouri, it is imperative everyone does their part to spread a message of roadway safety and educate children. The coloring book is available for purchase separately, but Corrigan provides a free copy with purchases of his previous book, *American Roadkill*, which looks at the environmental toll America's roadways have had on wildlife.



Thank you to all who attended MPA's 156th Annual Convention!

*Staff from dailies and weeklies traveled to
Lake Ozark to collect BNC awards.*



Staff members from Missouri's weekly newspapers gather after being presented with the awards they won in the Missouri Press Foundation's 2022 Better Newspaper Contest. More than 2,550 entries were received for this year's contest

between weekly and daily newspaper entrants. Awards were handed out by Missouri Press Association President Roger Dillon during the 156th Annual Convention and Trade Show, held Sept. 15-17, in Lake Ozark. (Staff photos)



Staff from Missouri Press' daily newspaper members gather after the 2022 Better Newspaper Contest awards luncheon in

Lake Ozark. The awards presentation marked the culmination of the Association's 156th Annual Convention in Lake Ozark.

Want to help?

You can help plan for next year's Better Newspaper Contest by serving on the Association's Contest Committee. Contact mbarba@mopress.com if interested.

Sources and Resources

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METRO
CREATE. SELL. PROFIT.

2023 NIE serial focuses on STEM, the root of innovation

The National Newspaper Association Foundation and the Missouri Press Foundation are continuing their long-term tradition of offering a new, free serial story each year for newspapers throughout the country.

This year we learn more about inventors and scientists, investigating how people from hairdressers to physicists saw problems and developed solutions. You probably have heard of John Deere and the Wright brothers but what about Sarah Goode or John Atanasoff?

This eight chapter series will be offered free of charge to newspapers in Missouri and across the country, with publication beginning January 2023 and ending June 30, 2023.

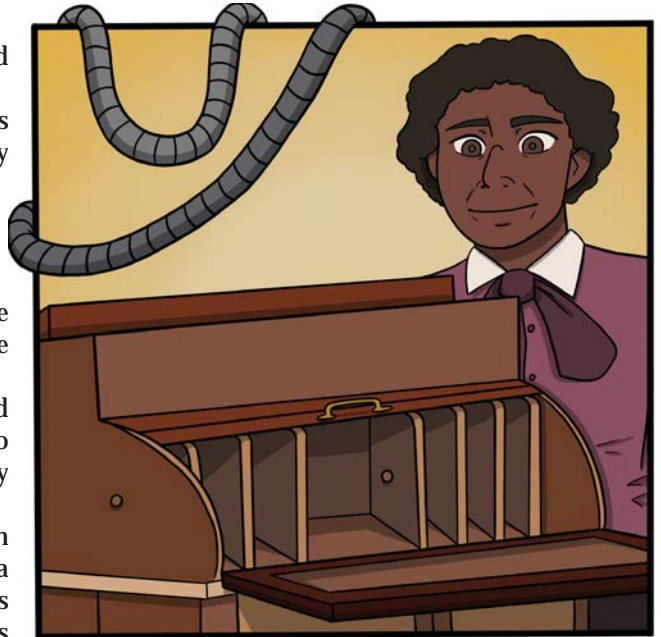
Newspapers will access the material from our download site, www.mo-nie.com.

com, with the download code of *scienceinvent*.

Each of the chapters will be accompanied by a newspaper activity. In addition, an ad will be created for publication in newspapers prior to the story's run to promote interest.

The chapters and ads will be designed so newspapers' logos may be easily added.

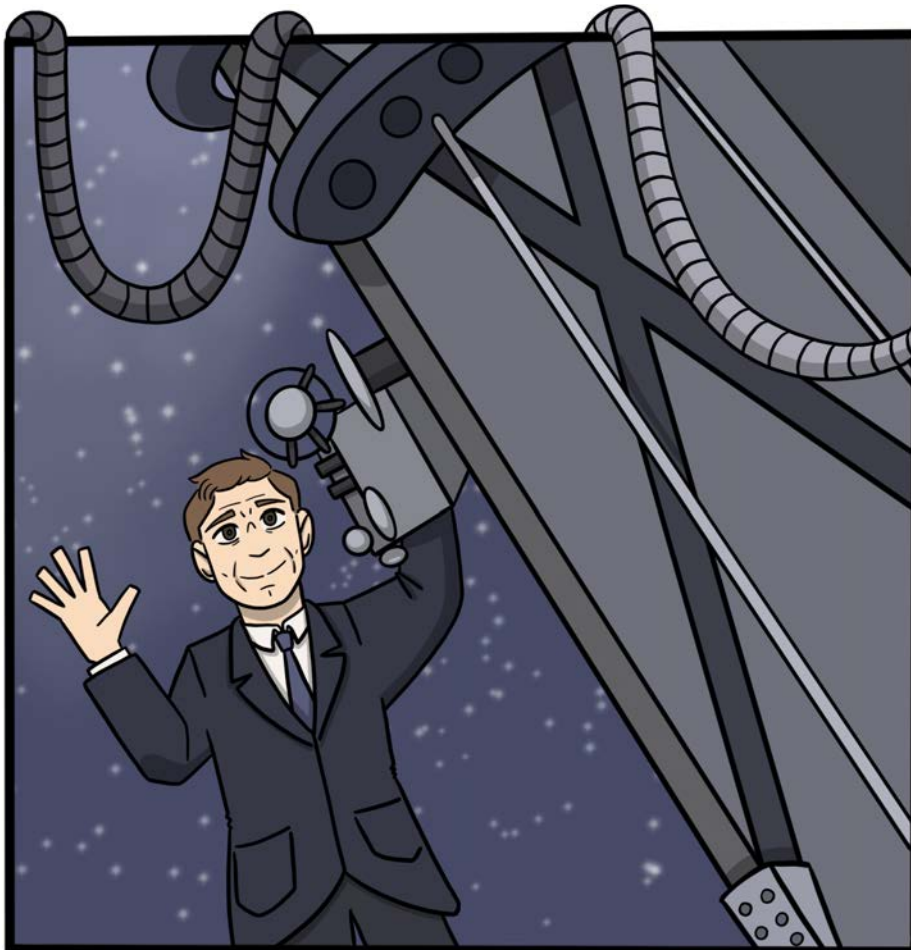
Our story was written by Carolyn Mueller, a published children's author. Her stories are usually based in history, but she enjoyed learning more about these scientists and inventors.



Nicole Hartfelder has illustrated serial stories for us before and has brought her creativity to this set of features.

Watch our socials, Bulletins and website for more information.

If you have any questions about Newspapers in Education or the serial story, please email Helen Headrick at hheadrick@mopress.com.





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.

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

Return advertising rate agreements by Dec. 16

From Missouri Press Staff

Missouri Press Service has begun distributing the 2023 advertising rate agreements to member newspapers.

It is imperative you fill this form out FULLY. New for the 2023 agreement is language regarding digital uploads of your newspaper, including an option

to provide MPS with login information for your website or digital edition.

Please return completed forms by Friday, Dec. 16, to Advertising Placement Director Jeremy Patton via email at jpatton@mopress.com.

Only forms that have been fully filled out will be accepted.

Missouri Press Association / Service / Foundation

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(573) 449-4167 / Fax: (573) 874-5894 / www.mopress.com

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Doug Crews: Legislative Director, rdcrews@socket.net



CALENDAR

2022 December

16 — Missouri Press Service Advertising Rate Agreements Due

26 — Missouri Press Offices Closed for Christmas Holiday

2023 January

2 — Missouri Press Offices Closed for New Year's Holiday

30 — MPAME Best Ad Contest Entries Deadline

March

31 — Newspaper Hall of Fame Nominations Due

April

20-21 — MPAME Advertising Meeting, Springfield

June

15 — Missouri Press Foundation First Amendment Golf Classic, Hermann

16 — Missouri Press Board Meetings, Hermann

September

21-23 — MPA's 157th Annual Convention, Sheraton Westport Chalet, St. Louis

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



Pre-Qualify; Don't Pre-Judge

Author and sales trainer Jeb Blount (salesgravy.com) recently revisited an age-old subject that remains vital for salespeople: Pre-Qualifying vs. Pre-Judging.

He says: *"Pre-qualifying a potential prospect is a great practice. Pre-judging, however, can limit you in many ways."*

In sales, time is money. And salespeople who spend time on prospects who are not likely to buy are not spending wisely. At the same time, Blount reminds us that we "also don't want to pass up an opportunity to make a sale with someone who might at first appear not interested."

So what is the difference, and how can we stop ourselves from falling into the trap of judging someone prematurely and missing a potential opportunity?

When we pre-judge, we are creating an emotional opinion about whether the prospect is worthy of our time and energy. Pre-judging means that we have a preconceived notion about whether they will buy from us. Pre-judging rules out prospects due to things like personality style, appearance, demographics, or other subjective things.

"Pre-qualifying a potential prospect differs because it is based on objective reasoning, not an instant impression," Blount says. "It is considering factors to determine whether or not you have a likelihood of winning over a prospect and making a sale. Pre-qualifying is a necessary skill to reduce the risk that you will waste your time and resources on someone who is most likely not going to follow through with investing in you. It involves more than emotion, presumptions and opinions," Blount adds.

Why We Should Pre-Qualify Potential Prospects

If we waste time on a prospect who is not going to buy, we miss the opportunity to work with someone we have a greater chance of converting. But pre-qualifying forces us to ask specific questions to uncover whether or not a prospect is likely to buy. Pre-qualifying uses facts about a person, their position within an organization, and the sustainability of their industry to put our time to good use.

We can't judge a book by its cover, nor should we judge a potential prospect; but if we read the jacket of the book and we just aren't interested, it is best to find another book to occupy our time!

For a salesperson, talent, personality, and intuition, are not always enough. Putting in the time to do our research, ask the right questions, and uncover real facts is what it really takes to excel. And most times it is best to reserve judgment until we have all the information we need. Only then can we decipher who is worthy of our time and who might not be.





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.

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.

Sunshine Law for thee, not for me

What is the proper response when the state agency charged with enforcing the state open records law is found to have blatantly violated the Sunshine Law? And, not just accidentally, but, as the court clearly sets out, “knowingly” and “purposely”?

Back in 2018, Attorney General Josh Hawley came to Missouri Press Association and asked that we work with his staff in an effort to persuade state legislators to pass a bill creating a “public records counsel” that would serve to represent the public’s interest in Sunshine Law disputes. MPA had promoted the concept in the past, but never had an advocate from state government supporting the cause.

Hawley held a press conference and the media coverage was substantial. His staff set meetings with key legislators and came to hearings on the bill they proposed (drafted with MPA’s assistance). The initial response to the bill was favorable.

The House passed its version of the bill. That version, and the Senate version, went to a Senate committee to begin the process on that side. But it was late in the session. No Senate hearings were held. At the last minute, House sponsors attempted frantically to amend it on to several Senate bills that were under consideration, but eventually the bill died.

Why is this important? Beyond that effort, there was minimal legislative support from the Attorney General’s office for Sunshine Law bills in subsequent years. During Hawley’s two-year term of office, according to a review of Case.net records, there were no lawsuits filed by the office of the Attorney General against defendants for violations of the Sunshine Law.

But late last month, two decisions were issued by Missouri circuit courts related to the Sunshine Law. Each is important, but one of them, DSCC (Democratic Senatorial Campaign Committee) versus the custodian of

"The Attorney General's office's 'contradictory, shifting, and post-hoc rationales' for not producing the records support a finding of a knowing and purposeful violation, the Court ruled."

records of the Office of the Attorney General and the AG’s office itself, not only fines the AG’s office for its Sunshine Law violations and imposes an award of the plaintiff’s attorneys fees against the office, but it contains strong language about the actions of Hawley and his staff in regard to these violations.

The Court chides the AG’s office for the fact that while it admits it located all records responsive to the plaintiff’s request within 72 hours, it failed to turn those over to the plaintiff until it was forced to in response to a discovery request, a year and five months after the Sunshine request was made.

After its initial indication it needed more time, the AG’s office made no further response to this request. Then, after the lawsuit was filed by the plaintiff, the AG’s office suddenly started arguing that these records were closed under Section 610.021 (1), the “litigation” exception.

And it was the records custodian who held these emails in his personal email account, rather than having them retained in the records of

the AG’s office, despite the court concluding that they clearly were records about “public business.” The AG’s method of operation, the court said, “would allow (the AG) to shield public records merely by storing them offsite. Agencies could deny citizens the open government that the General Assembly sought ... and render the law toothless.”

The Court pointed out that Hawley was in the midst of his Senate campaign at this moment. The office’s failure to produce these records prevented an opposing party committee from accessing documents that would have damaged Hawley’s campaign. The decision to withhold the documents was made by an office employee — one ultimately on the Senator’s D.C. staff and thus one with a personal stake in the outcome of the campaign.

This custodian of records had conducted “thousands” of searches, the Court noted. He knew the law. The Attorney General’s office’s “contradictory, shifting, and post-hoc rationales” for not producing the records support a finding of a knowing and purposeful violation, the Court ruled.

Finally, the court acknowledged that it was imposing the maximum penalty it could impose under the Sunshine Law but found it justified by the AG’s obligation “in both educating about and enforcing the Sunshine Law.”

Will this decision be appealed? Or will Josh Hawley decide this is irrelevant in regard to his position as a United States Senator (and potential presidential candidate)? Time will tell, but this decision is amazing reading and I highly recommend it!



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



UPLOADING DIGITAL COPIES OF YOUR NEWSPAPER IS A WIN-WIN-WIN FOR YOU



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.

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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 is included in Missouri Press Service's 2023 advertising rate agreements. Agreements should be returned to MPS by Friday, Dec. 16.

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 or to provide MPS with login 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.



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”

- Tayler Gilmore • 2022 Rural Missouri Newspaper Scholarship Recipient

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Support the Missouri Press Foundation and you support the Foundation's mission to better the future of newspapers in Missouri. Because of your support, Tayler and other students like her will receive \$10,000 per year for up to four years to study journalism at the University of Missouri and will stay in Missouri upon graduation to apply her newly learned skills and talents working for a rural community newspaper. Your yearly gifts to the Foundation make scholarships like this one, internship grants, and other programs possible. Thank you, and we appreciate all you do to support Missouri newspapers.

