

MP MISSOURI PRESS NEWS



Template is Now Open!

Enter now to take advantage
of reduced entry fees.



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Work together to move forward

Greetings. It's the month of love. Spring is around the corner. The lull in the advertising department will come to a quick end. The community calendar is starting to fill up. The budget numbers are getting larger. February does supply a great amount of hope for being the shortest month of the year.

Hope is a wonderful word, but as leaders at our papers in our community, or a first for me, the press association, we must have more than hope to get the job done.

Currently at the *Laclede County Record* we are facing a challenge that many of you are facing to one degree or another, hiring. Just look at our bulletin or search each other's Facebook.

I have two positions to fill. I guess I am lucky that it isn't more.

To recap my hiring journey. Step one. Look within my own office and community.

Funny story, one of the former employees I contacted had this to say, "Well Beth, my wife told me that if I ever went back into the newspaper business, she'd kill me in my sleep. I like breathing and sleeping too much to say yes." I had to laugh, I told him, I wasn't quite that passionate about Carl staying out of the printing industry, but ... I got it! (A note of clarification, this was not the Sosnieskis.)

Step two. Contact many of my connections within the state and ask if they had anyone they would recommend. These conversations were met with a positive note, but

ended with, if you can send someone my way.

Step three. Post the job in my paper, on our website, Missouri Press bulletin, Indeed, journalismjobs.com.

Step four. Reconnect with the folks from step one, see what other connections they came up with.

Step five. Contact all colleges with a journalism program.

Three weeks into the journey – one position is in second interviews with hopes of making an offer to one of them. Both applied via Indeed.

Second position as of 10:30 this morning was filled from step one.

Now, back to needing to fill a third full-time position. I would like to find a person who wants to have a career in our industry. Which leads me to the following question.

What steps do I need to add to my repertoire to attract new young employees?

According to what I have learned at some of the meetings I have attended, literature I have read and a few words of wisdom from friends, I need to change up the presentation of our paper to attract younger recruits.

Social, Social, Social. Have a strong positive presence on all our social media. With a quick review of our Facebook, I would say it has more news content than advertising – that's a plus. But is it attractive to the age of people I am trying to recruit? Probably not. I do know one newspaper's Facebook site that is doing posts that are attractive to young people, the Cassville Democrat. Their January

4, post was awesome. I am hoping that Kyle Troutman will share a post from his own Facebook account to his newspaper account from Wednesday, January 18.

Disclaimer, I am stealing these ideas asap!

I have also been told that purpose and philosophy are important to new recruits. I did start a program last month for our current staff to show we support purpose in our community. If they want to volunteer with a local not-for-profit organization, the company will pay for up to four hours per month of their volunteer time during regular work hours. I did not include this in the employment ad, but I will on the new one.

Another aspect of employment is being paid and encouraged to continue education. I believe I am providing this for all employees through Missouri Press, and this is for any age or duration on the job, employee. Did I include this in my ad? Nope.

I shared my steps and I shared some new ideas for my new employment ad.

Remember that sense of community I want to create among all our members. Please share your steps or new innovative ideas. We need each other in this quest for staff.



Beth Durreman,
The Laclede County Record
MPA President



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2023 Better Newspaper Contest template **is now open!**

Begin preparing your entries now

The 2023 Missouri Press Foundation Better Newspaper Contest template will open Monday, Jan. 30, for members to begin submitting entries. If you haven't yet, start gathering your entries for this year's contest now.

All the information about the contest — rules, categories, entry instructions — is online at mopress.com/better-newspaper/.

Entries to the Missouri Press Foundation's Newspaper Contest will be submitted using the BetterBNC Online Journalism Awards Platform: betternewspapercontest.com/login.

While entries will be accepted through Friday, April 7, a simplified tiered-fee structure has been put in place with reduced costs for newspapers submitting entries earlier in the contest cycle.

The 2023 BNC entry fee structure is as follows:

Entries uploaded before March 1: \$6 per entry;

Entries uploaded before April 1: \$7 per entry; and

Entries uploaded April 1-7: \$10 per entry.

The template will close automatically at 11 p.m. Friday, April 7, and no entries will be accepted after it closes.

All categories for Missouri's 2023 Better Newspaper Contest require digital entries. Please familiarize yourself with the template and ask questions as soon as possible.

You are also encouraged to consider file-sharing websites, i.e., Dropbox, Google Drive, as a method for sharing your larger entries, such as General Excellence and page design entries. There are many free options available.

If you need help entering,

contact Matthew Barba (mbarba@mopress.com) or Kristie Fortier (kfortier@mopress.com) for assistance.

We ask members not to wait until the deadline to enter. If a significant number of people attempt to use the template at the same time, it can slow everyone down and could cause you to miss the deadline window.

IMPORTANT: While BetterBNC can work with other internet browsers, it is optimized for Google Chrome.

Download it at <http://www.google.com/chrome>.

DEADLINE: There is no need to wait until the deadline to upload your entries! The contest template will close at 11 p.m. Friday, April 7, and will not accept entries after that — no exceptions. You may begin uploading your entries now.

ALERT: Please try to keep file sizes under 5mb to aid judges in accessing entry content. For larger files such as Special Sections, options include Dropbox, Google Drive, or any service that lets you "share" files via URL. Please make sure the file is public or a password is provided and that it can be printed. If a file cannot be easily accessed, it could be skipped over for judging.

THREE TIPS TO MAKE UPLOADING EASY:

1. Entries that consist of more than one piece of content should be combined into one file. This will make uploading and judging much easier. Categories include Best Columnist, Best Front Page, etc., where an entry is more than one piece. Do the same for stories that jump to another page.

2. Entries should have 1-3-word titles that tell the judge precisely what material on the page is to be judged. You can also use Adobe Acrobat's "highlighter" function to indicate content to be judged.

3. Put all your entries into one folder on your desktop.

Please read the instructions and category listings carefully!

Mark your calendars for Missouri Press Association's 157th Annual Convention, Sept. 21-23, 2023, at Sheraton Westport Chalet in St. Louis.



Meet Missouri Press

Kimberly Combs is one of two new MPA Board directors for 2023.



One of Missouri Press Association's new Board members in 2023, Kimberly Combs is the Missouri regional manager for Better Newspapers, Inc., which includes the *Wayne County Journal Banner* in Piedmont. Combs started in newspapers at the *Journal Banner* when it was published by former MPA President Harold Ellinghouse. (Submitted photo/Kimberly Combs)

By Matthew Barba
Missouri Press News

Each year Missouri Press calls on its membership to lend their expertise in the newspaper industry to represent and help guide the Association's more than 200 publications. Joining the MPA Board of Directors in 2023 are Kimberly Combs, Missouri regional manager for Better Newspapers, and Mike Scott, publisher of NEMO News Media Group.

Directors are elected each year during the business meeting held as part of the Association's annual convention and trade show. Nominations to serve on the board are accepted until July 1 and are then reviewed by a nominating committee for consideration by the entire MPA membership.

Kimberly Combs has worked in newspapers since August 1990, starting as a news clerk and working through the ranks from reporter to news director to regional manager for Better Newspapers' Missouri publications, including the *Wayne County Journal Banner* in Piedmont.

Like many other newspaper professionals, Combs said her family has been supportive, including her husband,

Scott, helping out with taking the occasional photo, proofreading stories or even stuffing holiday inserts.

Her daughter, Addison, grew up around the newspaper, tagging along to city council and school board meetings, attending festivals and fairs. "At one point, she referred to the local mayor as 'Uncle Gaylon.' Her last two years of college, she worked full-time at the newspaper selling advertising and continues to sell for me when she is not teaching school."

Combs' career in newspapers was accidental, having graduated from college with her bachelor's in political science and minoring in Spanish. Both areas of study required intensive writing. She has former MPA President Harold Ellinghouse and Mary Beth Stivers Montgomery for her initial introduction to the profession.

"I could have asked for no better mentors than these two people. I learned so much from them and was afforded the opportunity to attend various courses that broadened my knowledge base and enhanced my skills. Honestly, I had no intention of making this a career, but I fell in love with community journalism.

"Through the years, I have built many lasting friendships and business relationships. I started at a time when reporters developed their own film and printed their own photos. I know how to do manual pasteup, 'burn' a newspaper plate, and many other skills the average younger journalist doesn't know," Combs said.

Those various skills make for one of the most appealing parts of the profession, Combs said. "No two days are ever the same. Our newspapers are about the community, and I love the stories, especially the feature stories about people.

"Some of my favorite work has been sitting down with an elderly person doing a story about their life," Combs said. "Many have said that they are an average person and nothing special. But, listening to their stories, memories, and putting those down onto paper is priceless."

A lifelong Wayne Countian, Combs said she was raised to give back to the community and serve others. The newspaper life, she said, goes perfectly with the ideology of how she was raised.

Working for the newspaper has allowed her to be very active in the community, serving on various committees and boards, such as co-chairman of the Piedmont Sesquicentennial Committee and co-chair of the Wayne County Bicentennial Committee, president of the Chamber of Commerce and on the local park board.

Continued on Page 5

Continued from Page 4

Mike Scott is MPA Board's other new director.

"I have coached soccer, baseball, and softball for the park program. Currently, I am a Rotarian, a member of the SEMO Press Association Board, and a member of South Central Community Action Agency Board of Directors," she said.

With her history working for Ellinghouse Publications and the "wonderful example" set for her by former boss Harold Ellinghouse during his service on the MPA Board, Combs said she felt now was the time for her to get involved in the industry on a wider scale.

"I am now at a point in my career where I feel I have the knowledge and life experiences to serve on the board," she said. "With Better Newspapers continuing to grow, I understand what is happening in several papers. I want to make a difference, whether it is providing education opportunities for journalists or helping to address issues we are all facing in community journalism."

The greatest of those issues she sees the industry facing include social media and "mega platforms" that spread "fake news" and other misinformation. She also sees attracting a younger audience as being essential to the future of journalism.

If you have a chance to meet Combs at one of Missouri Press' upcoming events, you can compare your skillset to hers and you might even give her a new goal to work towards.

"I love to learn new things. My goal is to learn something new every day. I have taught myself how to do commercial printing and am proficient at printing NCR (carbonless copy paper), booklets, stationery, envelopes, business cards, all of that."

Combs is a fan of just about

anything related to history, including fiber arts, coins and books. "Traveling with me can be fun because if we pass a sign for a historical marker, we have to stop."

She also collects coins with women's faces on them and enjoys learning the history behind each woman, whether it is a Roman, Greek or American coin. "The latest quarters being distributed that feature women, including Dr. Sally Ride, Maya Angelou, Bessie Coleman, Maria Tallchief and Wilma Mankiller, are so interesting."

Check out the March issue of *Missouri Press News* to learn more about the Association's other new director, Mike Scott, publisher of NEMO News Media Group in northeast Missouri.



Mike Scott, publisher of NEMO News Media is MPA's other new board member and you can learn more about him in the March issue of *Missouri Press News*. (Submitted)

We Want YOU! Sign Up to Judge Kansas Press Association's Awards of Excellence Contest!

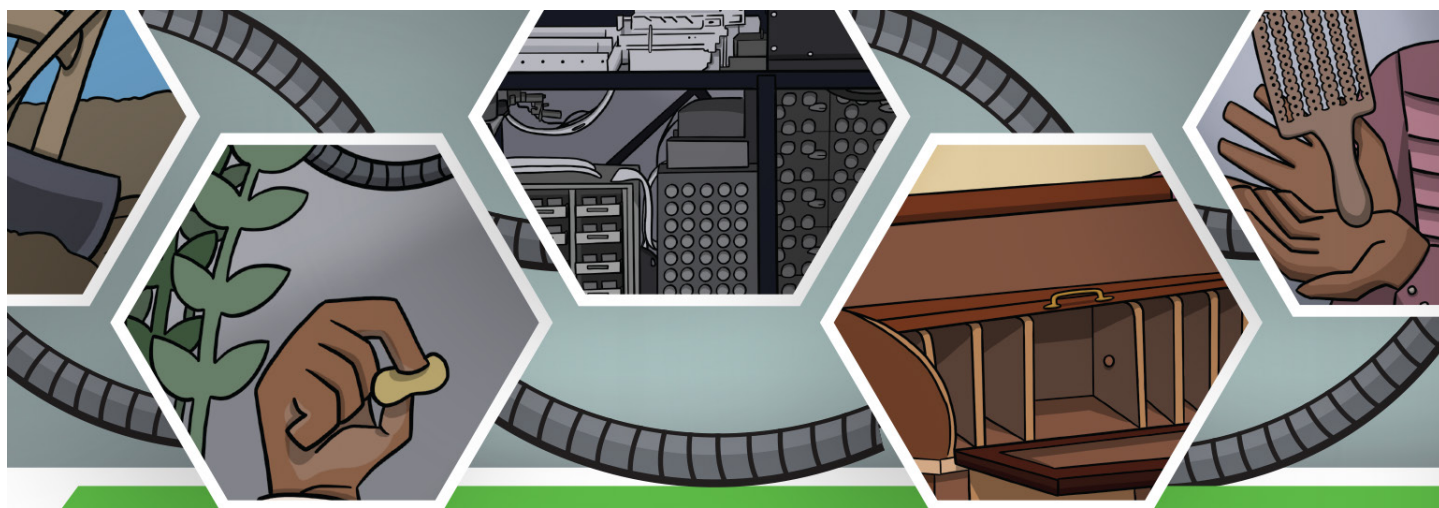
Judging will begin in early March, with a **HARD** deadline of March 25! Kansas Press Association will be judging MPA's contests in 2023, if you plan to enter MPA's Better Newspaper Contest, or Best Ad Contest, we **STRONGLY** urge you and your staff to sign up to judge for Kansas!

SIGN UP TODAY!!!

Go to:

<https://tinyurl.com/49vev2x9>





Scientists and Inventors

Written by Carolyn Mueller | Illustrated by Nicole Hartfelder

2023 Newspapers in Education Series Now Available

The Missouri Press Foundation and National Newspaper Association Foundation are offering a new original free series to newspapers across the country for publication. This year, readers will enjoy a short story in each chapter about an American scientist or inventor that changed the world. Some of them made small changes – furniture that serves more than one function. Some of them made big changes – improving the way we grow the food we eat. Some of them are famous – the Wright Brothers and John Deere. Some of them will probably be new names – Lyda D. Newman and George Alcorn, Jr. All of the stories emphasize the lives of normal people who found a problem, looked for a solution, and made their dreams a reality. The chapter exercises will encourage students to find inspiration for their own discoveries in their local newspaper. The scientists and inventors are from all over the country so the chapters will resonate with newspapers and classrooms nationwide. This series will be offered free of charge to newspapers for publication on January 1, 2023 and ending on June 30, 2023. Visit mo-nie.com and use the code: inventors to download the entire series.

sponsored by



MO-NIE.COM

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CODE:
INVENTORS



Good news, everyone!

Russell Viers is back to teach you all things Adobe.

OK, so technically Russell didn't go anywhere. You could still find him online at Digiversity.tv, but Missouri Press Association members again have access to use that website at no cost to them through the end of 2023, following a vote by the MPA Board of Directors in January.

So what does access get you? Digiversity.tv focuses on the Adobe Creative Cloud suite of products, with Viers using videos that follow the same engaged, energetic teaching style MPA's members have seen from him firsthand for more than 25 years. He and other presenters also cover various topics in written articles and live webcasts.

His goal is to help designers and graphic artists make the hard days easier by providing complete answers and solutions to everyday challenges and more.

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.

Missouri Press plans to provide access to the website through the end of 2023.

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

How to sign up:

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

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

What are members saying about Digiversity.tv?

"I have been using Digiversity's training videos for a few months now and they are always full of helpful, interesting, time-saving information.

They have really helped me up my game as a graphic designer. When

I have had specific questions that weren't answered in the videos, I reached out to Russell and received a helpful reply within a couple hours. I highly recommend Russell's content to anyone who uses Adobe products!"

— **Heather Harrod**,
Morgan County Statesman



Missouri Press **NEEDS** your updated contact information



Rate agreements between Missouri Press Service and the Association's member newspapers have been distributed and are available online at www.mopress.com.

Your updated rate agreement with current contact information for your newspaper is required for MPS to be able to properly place advertising in your newspaper.

It only takes a few minutes to fill out the rate agreement form, so if you haven't already, return yours today!

Remember!

Save time by uploading a digital copy of your newspaper to NewzGroup for the purpose of digital tear sheets, now a requirement of MPA membership.

Remember!

Provide Missouri Press with login information for your website or e-edition and save even more time!

Remember!

Save on postage, as you are no longer required to mail copies of your printed newspaper to Missouri Press' offices.

Remember!

Digital tear sheets can also help you get paid faster and are a requirement of many of MPS' clients.

Already uploading digital copies with NewzGroup? Please continue.

To begin uploading, 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.



Republic

Mexico

Don Underwood

Don Underwood, 72, a longtime Ozarks journalist, died Jan. 8, 2023, due to injuries from a car crash near Springfield.



After earning his bachelor's degree from the Missouri School of Journalism, he spent 40 years with the afternoon *Springfield Leader & Press* and later the *News-Leader* until his retirement in 2012. He held various editor roles at the newspaper, including copy editor, managing editor and opinion editor.

Known for his tech prowess and adaptability, Underwood helped the newsroom through major technological transitions in the 1980s and would often be called upon to fill new and different roles as needed.

In retirement, he became active with the Red Cross and the Springfield chapter of Missourians for an Alternative to the Death Penalty.

In addition to his wife of 50 years, Marla, he is survived by two children, Lara and Matthew; three grandsons; and many more family, longtime friends and colleagues.

Jane See White, 72, a 40-year veteran journalist and educator, died Jan. 11, 2023, in Springdale, Ark.

The daughter of the late Robert Mitchell White II, who published the *Mexico Ledger*, the younger White was dedicated to the journalism profession from her earliest years. At the age of nine, she began publishing *The Mexico Junior Ledger*, a summer weekly dedicated to covering neighborhood news.

While the *Junior Ledger* would cease to be published, White continued her journalism career after college with two years at the *Roanoke, Va. Times* before returning to Missouri as a feature writer for *The Kansas City Star*. She earned numerous awards for an investigative series regarding state-run schools for the mentally disabled, and another related to state psychiatric hospitals.

She transitioned in 1976 to The Associated Press in New York City as an editor on the World Desk, and during her stint with the news organization she was part of a national writing team, with her work

Jane See White

there exposing and examining the early controversy over health effects of exposure to Agent Orange.



From the AP she joined *Medical Economics Magazine* for five years as a writer and then editor before returning to newspapers and the *Roanoke, Va. Times and World News*, where she became city editor. In 1991, she moved to Arizona where

she held writing and editing roles with *The Phoenix Gazette* and *The Arizona Republic*, including assistant managing editor.

From 2006 until her retirement in 2014, White was an editor and editorial writer for *The Arizona Daily Star*, receiving several awards and a Pulitzer Prize nomination for her work. Between 1997 and 2014, she also worked as an adjunct professor with the University of Arizona School of Journalism.

White is survived by her daughter, Laura Mitchell White of Arkansas; her brother, R. Mitchell White III of Georgia; her sister, Laura White Erdel of Columbia, Mo.; several nieces and nephews; and many more family, friends and colleagues.

Teach new staff the fundamentals of journalism

From Missouri Press Staff

Missouri Press Association member newspapers now have access to a new training tool in the form of Earn Your Press Pass, a web-based course that teaches the fundamentals of journalism. The course is being provided to all Missouri Press members at no cost.

Earn Your Press Pass began as a cooperative project with the Kansas Press Association and Lindsey Young, part owner of Kansas Publishing Ventures, which operates four community weekly newspapers in south central Kansas.

Previously a high school teacher, Young has experience instructing students in everything from English to public speaking to journalism.

Earn Your Press Pass is intended to fill the gaps for newspapers having difficulty recruiting trained journalists.

The course provides new hires the information and structure they need to sit down and complete lessons that teach the basics of good journalism. Everything from common newspaper terminology to story writing to media laws are covered in the materials.

Not intended as a college-level course, the goal of Earn Your Press Pass is to impart practical, usable knowledge to participants. Lessons are designed to take the layperson to a functioning newspaper reporter upon completion in a straight-forward and comprehensive approach.

Learn more at earnyourpresspass.com and find out what the course can offer your publication and staff.

To sign up for the course and get added to the Missouri Press group, send an email to mbarba@mopress.com or kfortier@mopress.com.

Missouri Press Foundation

Thank you for your donation!

Because of your generosity, we have raised \$6,750.00 for the Foundation to support Missouri community newspapers. We are so very grateful to everyone who made a gift to the Foundation at the end of 2022.

Roger Allbee
Bill Battle
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Gary & Helen Sosniecki
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Stars & Stripes Museum
Andy & Suzette Waters
Betty Winfield
David Witten
Dalton Wright

Member Opinion: Sun needs to shine at council meetings

By Jeff Dorris

From the Delta Dunklin Democrat

Whether you believe in big government or want to shrink government, I'm sure you'll agree that government should be transparent.

Openness in government has always been supported by the public, which is why Missouri and other states have laws requiring decisions be made at public meetings through an open meeting law as well as publication requirements of government business.

The Sunshine Law is the primary law regarding freedom of the public to access information from any public governmental body in Missouri.

Newspapers have a tradition of pressing for openness in government.

We strive to do that here at the DDD.

Our prodding isn't done for us, but



Delta Dunklin Democrat

for you, our readers, whom, like us, may be wondering just what really is going on.

It isn't to attack our local officials or bring them down.

Our aim is to let the sun shine on decision making so the public has a good understanding of what is the public's business.

President James Madison said, "A popular government without popular information or the means of acquiring it, is but a prologue to a farce, or a tragedy, or perhaps both."

That was prophetic in the 18th century and right on the nose today.

Information withheld, quickly turns to mistrust.

Public information doesn't belong to the government nor does it belong only to the press.

It belongs to the people.

Is it easier to speak more freely at a council meeting without local press, media, or cameras present?

Sure.

It's also quite wrong.

The sun needs to shine on these meetings and we'll continue to ensure it shines brightly.

See you out there.

Jeff Dorris is editor of the Delta Dunklin Democrat in Kennett. This column was originally published Dec. 17, 2022, and is reprinted here with permission.

In honor of the Sunshine Law's 50th anniversary this year, Missouri Press News wants to share the efforts Association members are making to raise awareness about the law with their readers. If you have or know another member who has published a column, editorial or news story that discusses the importance of the Sunshine Law, and you think other newspapers would be interested in reading, consider sending it to mbarba@mopress.com to be reprinted in a future issue of your Association's magazine.

OH NO!

Is that really happening?

Public notices, the key to your community.



Click here for public notices to learn more about:

- Government meetings, bids & contracts
- Foreclosures
- Unclaimed property
- School Board issues
- Elections/Polling places, initiative petitions
- Tax assessments/proposals



As the 2023 legislative session gets into full swing in Jefferson City, there has never been a better time to remind readers and elected officials how important it is that public notices be printed in newspapers like yours.

Use the above graphic from the Public Notice Resource Center and others like it to ensure readers understand why public notices need to be in printed, third-party publications.

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

Resources to get your story started

Digital FOOTPRINT
OFFERED BY MISSOURI PRESS SERVICE



Every Business Needs an Online Presence.

Contact Ted Lawrence
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tlawrence@mopress.com
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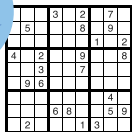
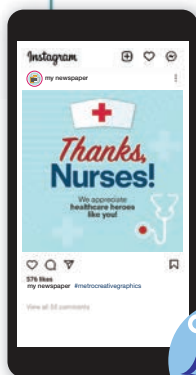
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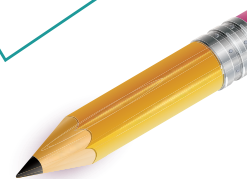
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Jeff Schrag named to Missouri State Board of Governors

From Missouri Press Staff

Jeff Schrag, Missouri Press Association's 2017 president and publisher of the *Springfield Daily Events*, was appointed by Gov. Mike Parson to the Missouri State University Board of Governors last month.

Schrag, who also operates Mothers Brewing Company, has been involved in the Springfield community extensively, including serving as chairman of both the Springfield Area Chamber of Commerce and the Community Foundation of the Ozarks.

"Missouri State is a key asset to Missouri and to Springfield. I am happy to play a small role in continuing its growth and furthering its mission," Schrag said. "Plus,



Jeff Schrag

I love my life in Springfield."

He holds a Bachelor of Science in journalism and mass communications from Kansas State University. In a 2017 interview with *Missouri Press News*, Schrag said working for his college newspaper is where he established his roots as a "proud journalist."

Since purchasing the *Daily Events* in May 1995, Schrag and his businesses have been staples of downtown Springfield.

His newspaper's office, in the heart of the city and just a few blocks from the Missouri State campus, represents one of his first efforts to renovate an older building. The Mothers brewery, also downtown, similarly brought new life to a repurposed factory.

ON THE MOVE



Lebanon — Steve Smith is the new managing editor of *The Laclede County Record*, having previously worked as a reporter for the newspaper and its predecessor publication, *The Lebanon Daily Record*. Before that, he was editor of the *Pulaski County Mirror* and



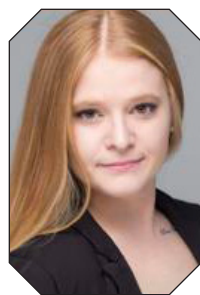
Steve Smith

the *Pulaski County Democrat*, as well as having worked for the *Smithville Herald* and the *Platte County Citizen*.

He earned his bachelor's degree in journalism from the University of Central Missouri in Warrensburg.

"I'm looking forward to working with our great team at *The Laclede County Record* to put out a high-quality publication to keep our

readers informed about everything happening in this community," Smith said.



Shelby Atkison

Smith replaces Shelby Atkison, who returned to her previous role as editor of the *Marshfield Mail*, which covers her home area of Webster County. "My news career

has brought me nothing but happiness and opportunity but being the editor of the *Marshfield Mail* is absolutely my favorite professional accolade," Atkison told *Mail* readers.

Salem — Ben Johnson joined the staff of the *Salem News* as a reporter in December, replacing Caleb Brubaker who joined the staff of the *Tribune &*

Times in Harrisonville.

Johnson is a multimedia journalist originally from Arkansas who studied journalism at College of the Ozarks, graduating in 2020.

Among Johnson's numerous awards are the Society of Professional Journalists' Mark of Excellence and two Crystal Pillar of Excellence awards from the National Academy of Television Arts and Sciences.

Johnson told readers he is "excited and grateful for the opportunity to help establish the public record" of the Salem community. He added that he is committed to providing fair and accurate reporting to readers.



Ben Johnson

Send YOUR newspaper's news and moves to mbarba@mopress.com, along with the names and job titles of any members of your staff who need to receive Missouri Press emails.

Ars ex machina: AI offers some interesting new tools

By Matthew Barba
Missouri Press News

Did you know you can generate a piece of art for your publication without ever having to take out a camera or talk to a graphic artist? Thanks to artificial intelligence, or AI, there are tools at a newspaper's disposal many in the industry would have never previously thought possible.

Recently, programs like Adobe Photoshop have incorporated AI-generation filters that can give your existing artwork a new look, but these filters only work on something you already have. What about creating something new?

Services like DALL-E, a play on Salvador Dali and WALL-E of Pixar fame, Craiyon and Jasper Art can open possibilities for you to make your pages, both online and off, more interesting.

Fair warning, a lot of what you're able to make with these tools won't often be particularly great art. It certainly will not replace a skilled designer, a properly compensated artist or have you holstering your Canon.

As someone with next to no artistic skill, I personally like the idea of utilizing AI-generated art to convey a concept to a person who does know what they're doing. That's how the bug for this column came about. I generated it using the service DALL-E as "inspiration" for someone else to iterate on. I realized it could be a good topic for the column, so I decided to keep it as is.

So why would you choose a piece of AI-generated art? Maybe you need a graphic but your designer is busy. The newspaper industry's unofficial motto is "do more with less," and a skilled designer working on ads is much more important than creating a graphic to go with a column or your news briefs.

Do you have an idea for a political cartoon? Many



newspapers don't have a cartoonist available to them and often view syndication services as an extraneous expense.

The level of quality you'll get, such as with the accompanying "comic book cover of politicians arguing" does not come anywhere close to something produced by John Darkow or the late Judy Dixon. But as a one-off for your idea to speak truth to power, it might serve your needs.

Finally, you can use AI art to engage the community via social media or your website. Give readers a prompt and see what ridiculous results they get.

While for my purposes I exclusively use DALL-E, there are other AI-generation services, each with their own abilities and shortcomings. Make sure you read the terms of service so you know what you can and cannot do with the art that is generated.

With DALL-E, you own the rights to any unique creations the system generates, however, if you provide generic input, it is possible to get the same result someone else already created. The more specific you can be, the more likely the system will generate something unique to you.

Most important, remember copyright exists and you are legally responsible for what you publish.

Consider too your own code of ethics and how you acknowledge AI-generated content if you publish it.

One final piece of advice, in their current state, these services are almost universally bad with integrating text into an image. If necessary, plan to overlay text with something like Photoshop.

Happy generating, and I'd love to see what you come up with and how your publication uses it.

DALL-E is an AI system developed by OpenAI. You can learn more about it here: <https://labs.openai.com/>.



With prompts from the author, an artificial intelligence created the graphics seen here. Clockwise from top left, a newspaper "exploding" with knowledge, a 3d render of a tiger reading the newspaper, a comic book cover of "two politicians arguing" and an impressionist painting of "a small town America main street." (AI-Generated Art/DALL-E)

Former home of *Columbia Missourian*, Neff Annex demolished



Anna Griffin, a student photojournalist at the Missouri School of Journalism, captured crews beginning the demolition of Neff Annex on the University of Missouri campus in downtown Columbia last month. Down the street from Missouri Press' offices, the Annex was home to the *Columbia Missourian* from 1959 until the construction of Lee Hills Hall in 1995. The building's demolition is part of MU's Space Reduction and Strategic Relocation Plan.



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CALENDAR

2023

February

28 — Last Day for \$6 entries to the Better Newspaper Contest

March

31 — Last Day for \$7 entries to the Better Newspaper Contest

31 — Hall of Fame Nominations Due

31 — Outstanding Young Journalist Nominations Due

April

7 — Better Newspaper Contest Template Closes

20-21 — Last Day to Apply for a Missouri Press Foundation Summer Internship

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

24-30 — Missouri Photo Workshop, Sedalia

More On Advertising

Ted Lawrence,
Advertising Director
Missouri Press Service



What Do Local Ad Buyers Find Most Effective?

According to a recent Borrell Research report, the average local buyer of advertising uses 10 different types of advertising over a year's time. Can you name at least seven or eight of them? You probably can.

In my mind, the interesting part of this report is not just which forms of advertising are being bought, but which ones the buyers say are most effective for them. I think it's part of our job to try to figure out why they say that, and what we can do to move our products into that category.

Can you guess the type of advertising that led the way, mentioned by 74% of marketers as being 'very' or 'extremely' effective? If you said SEM, or Search Engine Management, you are correct! Close behind, named by 65% of marketers, was Social Media.

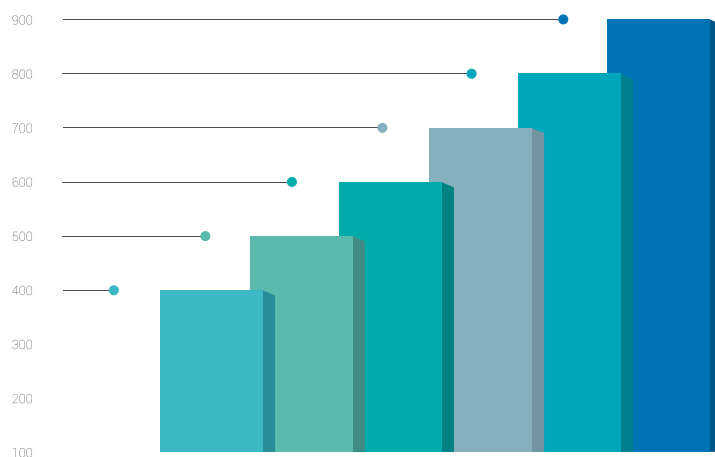
This is nothing new, unfortunately. We in the newspaper industry have been confronted with these two foes for a number of years. Add 'Streaming Video' and 'Website Ads' at #4 and #5 in the poll, and you have a stranglehold on four of the top 5 spots in this poll. We've seen these digital options as our competitors for a long time, as though we had no way to offer them to advertisers. But do these digital approaches really need to be our nemesis? Actually, no.

Are you in the position to consider initiating a program of SEM for your advertisers? How about offering Social Media ad placement that can far outweigh the business owner doing it themselves. Please ask Missouri Press how you might be able to do that, without investing time and money in a digital department at your paper. Streaming Video is quite successful at a number of newspapers, especially in sports. Ask us how you can do that, too.

Coming in at #18 out of 20 is newspaper advertising. And although that's pretty low on this list, twenty-two percent of local ad buyers say their newspaper ads are "Very" or "Extremely" effective. That's more than 20 out of every 100 local advertisers who could provide you with some powerful testimonies. So step #1 might be to identify those 20 in your town, and maximize what you are doing for them. Loyalty programs, customer retention ideas, and events or awards honoring advertisers are just a few ways to do so. I would also bet that in medium-to-small markets, newspaper would finish much higher in this poll, so you have some effective friends who can help spread the word of your newspaper's effectiveness.

So consider this a thank you note to the Missouri newspapers who deserve a high rating with your local advertisers. And also consider this an offer to help with some options that may be the perfect complement to newspaper advertising in these times of testing.

Extremely Effective





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 Proski, 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.

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Different ways the public can review the people's business

Most Missouri journalists are acquainted with the Sunshine Law, found in Chapter 610 of the Missouri Statutes. But fewer are aware of a second law, the Public and Business Records law found in chapter 109 of the Missouri Statutes. From those who do know this law, the most frequently asked question is why it isn't used more often in making open records requests? The answer lies in its complications.

It is a very short section of Missouri law with only two sections in Chapter 109 that contain statutes pertinent to "open record" access.

Section 109.180 says, "Except as otherwise provided by law, all state, county and municipal records kept pursuant to statute or ordinance shall at all reasonable times be open for a personal inspection by any citizen of Missouri, and those in charge of the records shall not refuse the privilege to any citizen. Any official who violates the provisions of this section shall be subject to removal or impeachment and in addition shall be deemed guilty of a misdemeanor and upon conviction shall be punished by a fine not exceeding one hundred dollars, or by confinement in the county jail not exceeding ninety days, or by both the fine and the confinement."

Section 109.190 then says, "In all cases where the public or any person interested has a right to inspect or take extracts or make copies from any public records, instruments or documents, any person has the right of access to the records, documents or instruments for the purpose of making photographs of them while in the possession, custody and control of the lawful custodian thereof or his authorized deputy. The work shall be done under the supervision of the lawful custodian of the records who may adopt and enforce reasonable rules governing the work. The work shall, where possible, be done in the room where the records, documents

The Sunshine Law is most known for accessing public records, but a lesser known Missouri law allows "the public or any person interested ... a right to inspect or take extracts or make copies from any public records."

or instruments are by law kept, but if that is impossible or impracticable, the work shall be done in another room or place as nearly adjacent to the place of custody as possible to be determined by the custodian of the records. While the work authorized herein is in progress, the lawful custodian of the records may charge the person desiring to make the photographs a reasonable rate for his services or for the services of a deputy to supervise the work and for the use of the room or place where the work is done."

There are some significant differences between these two statutes and the rights and responsibilities inherent in Missouri's Sunshine Law (i.e.: chapter 610). One of the most significant is that Section 109.190 specifically states that the person requesting access to the records has a right of "making photographs" of the record. Cell phones providing easy camera access and scanner access, this provision of that statute gives a citizen a right to take their own photo or scan of the document, although it does say that the public servant may charge for the "services ... to supervise the work" and for the use of the room by the person taking the photo.

How much can be charged for

this cost? There is no case law in Missouri on that issue. There is one Attorney General's opinion that says the statutory fee of the recorder for copying (which right now is \$2.00 a page) does not apply and is not to be collected where copying is done by a member of the public under this section regarding right of persons to photograph public records, but where the recorder or the recorder's deputy copies such documents, the statutory fee must be charged. (See Op. Atty. Gen. No. 55, dated August 4, 1978.) Possibly the charge would be nothing, a lawyer might argue.

Another interesting difference between these statutes and the Sunshine Law in chapter 610 is that Section 109.180 of these statutes refers to the person requesting access as a "citizen of Missouri" whereas chapter 610 refers to persons requesting access as "the public." That can be a critical difference if the requester is not a citizen of the State of Missouri. A U.S. Supreme Court case several years ago held that a non-resident of a state is not a "citizen" of the state for Sunshine Law purposes.

A third significance is that the only penalty for violation of the sections in chapter 109 is that if an official violates section 109.190, they may be removed from office or impeached and the fine upon conviction cannot exceed \$100.00, or confinement in the county jail not exceeding 90 days, or both fine and imprisonment. It's more a criminal-type offense.

Fines for violations under chapter 610 require proof of knowing or purposeful violations. The two standards are significantly different.



Jean Maneke,
is MPA's Legal Hotline attorney.
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jmaneke@manekelaw.com.

TIME IS RUNNING OUT! DEADLINES APPROACHING



Nominations are being taken now for the top awards of the Missouri Press Association and Foundation:

Missouri Newspaper Hall of Fame Outstanding Young Journalist

Nominations must be in by March 31

Missouri Photojournalism Hall of Fame

Nominations must be in by May 13

DOWNLOAD NOMINATION FORMS AT
bit.ly/MoPressForms (case sensitive)

Each of the nomination forms includes the criteria for selection. Contact Matthew Barba by phone at 573-449-4167, ext. 302, or by email at mbarba@mopress.com with questions.



Applications for the Internship Grants Program must be received on or before April 20.

If your newspaper is interested in applying for an internship grant, please go to mopress.com/missouri-press-foundation-internships

If you have questions please call
573-449-4167



MPAME

Missouri Press Advertising
& Marketing Executives Meeting

April 20-21, 2023
Hotel Vandivort
Springfield MO



Laura Koch
Metro Creative
Graphics



\$149 sleeping
room rate,
reservation
deadline
March 17, 2023.
For Special MPA
room rate go to
<https://bit.ly/3XNf9WY>
Group Code:
4684

Thursday, April 20

11:00 AM | MPAME Board meeting
Hotel Vandivort – *Pillar Room*

PROGRAM | Events in Cornerstone Room

1-2:15 PM | Legal Hotline Attorney Jean Maneke

2:15 PM | Break

2:30-3:30 PM | Best Ideas Session
Bring Your Best Ideas to Share to win CASH!

3:30-4:30 PM | Laura Koch of Metro Creative
Graphics | SPEC ADS training / info session

5:30PM | Awards Banquet and Best Ad Idea
Session Winner Announced | Cornerstone Room

8:00-9:30 PM | THURSDAY NIGHT FUN!
Ernie Biggs Dueling Piano Bar

MPAME

Friday, April 21

Events in Cornerstone Room

8:30 AM | Breakfast

9-10:15AM | Laura Koch of Metro Creative Graphics
SPECIAL SECTIONS review

10:15 AM | Break

10:30-Noon | Hot Topic Round Table Discussions

Laura Koch Metro Creative Graphics



Laura Koch is the senior graphic designer at Metro Creative Graphics. She holds a BA in Communication, but followed her artistic passion to start her career as a graphic designer for two newspapers in her hometown of Buffalo, NY. In 2008 she relocated to NYC and landed a graphic design position at Metro, a company she utilized in her previous design work at the Buffalo News. Laura has been with Metro for 12 years now, continually helping the company anticipate and meet the evolving needs of the newspaper industry. She has a great appreciation for what designers on a small staff with tight deadlines can create. Laura puts her passion for layout and design to work in producing ads, section covers, art headings, infographics and editorial layouts, which she hopes will inspire her fellow artists and give them a jumping-off point in their own designs.

Online registration form: <https://bit.ly/3KI7wv8>