

# MP MISSOURI PRESS NEWS

## A new Missouri Press golf trophy begins its travels | P6



MPA Board of Directors will begin search for new executive director | P3

Have breakfast with a marketing legend at MPA's 157th Annual Convention | P4

A hybrid approach in Tipton gets all the jobs done | P12

### REGULAR FEATURES

Calendar .....	5
Obituaries .....	9
Scrapbook .....	9
On the Move .....	15
Jean Maneke .....	18





# 90 Years of Missouri Press News

**MISSOURI PRESS NEWS**  
Volume 3 Columbia, Missouri, February, 1988

**M. P. A. Members Discuss National Advertising; Blanton Says Story of Missouri Needs Telling**

How can we get more national advertising? Tell them about Missouri—it's a rich and beautiful state, a market worth any man's advertising investment. —Ed Blanton, of the Missouri County Appeal.

If we can ever level down the barriers in front of advertising agencies, we have the kind of newspapers in which advertising always pays—just as it has in the St. Louis Post-Dispatch. Cooperation by strong one selling efforts and one circulation, we can control the flow, we can have the right people, but we will do our own thing. —C. C. Gier, of the St. Louis Post-Dispatch.

Get down to earth on circulation and sales. Tell them of some of the best rates, the best newspaper in the country, get them down to earth, tell them of some of the best rates, the best newspaper in the country, get them down to earth, tell them of some of the best rates, the best newspaper in the country.

By H. J. Blanton, Publisher, Missouri County Appeal, Pitts, Mo.

The nation of developing national advertising in Missouri newspapers will continue under present handling. I feel, and Missouri publishers have continued a campaign of education to enlighten space buyers on the resources of our state, the buying power of our people and the merits of our newspapers as advertising mediums. Our lack is far from being a lack of authority in changing these newspapers, policies and editorial policies. The many of them are to distribute contracts today for the same reason which influenced them yesterday, and through agencies whose knowledge of fields to be covered is the often of only an elementary nature. Instead of begging and pleading with consumers as individual publishers, I think we could accomplish more by having a united effort to interest the publicity heads in firms which need money for advertising.

This month marks 90 years Missouri Press Association has published Missouri Press News, the Association's monthly magazine about MPA member newspapers, their staff and activities. Production of the magazine has changed with the industry. Today Missouri Press News is laid out using the same Adobe Creative

Cloud tools many newspapers utilize and printed in Hermitage by Vernon Publishing.

I am honored to be one of the individuals lucky enough to be responsible for this publication over its long history.

Thank you for reading and continuing to help Missouri Press staff recognize and celebrate the Association's membership.

— Matthew Barba  
Editor, Missouri Press News

Beginning in 2017, the Missouri Press Association Board of Directors recommended the magazine be published every other month, which continued until early 2020 when it returned to monthly publication. In July 2019, the magazine began publishing in full color.

**Missouri Press News**

**Two made story for January 2000**

Ed Steele endorses journalism scholarship

10 Jai videotape used a public record

18 Awards presented at Missouri Press Association Meeting

20 Ken Cope with newspaper career

**New man at the top**

Bill Miller, publisher of the Washington Missourian, is Missouri Press Association's President for 2000. Read about him, his newspaper and his family starting on page 4. Miller's first magazine column is on page 2.

**Regular Features**

President 2      Obituaries 17  
Scrapbook 14      Housekeeping 23  
On the Move 16      Nostalgia 23

The layout of the early days of the magazine was light on graphics. As publishing technology advanced, the magazine's look changed, incorporating far more pictures throughout. Always, the pages were used to inform MPA membership about happenings within the Missouri newspaper industry, such as when the Ed Steele scholarship was established. (File images/ Missouri Press staff)

**Dear Congress:**  
Thank anyway, but I do not care to go to the moon just now.

**POSTAL RATES**

**It's funny how history repeats itself...**

**VIEWPOINT** — This cartoon is a reprint from a recent issue of The Illinois Publisher, official publication of the Illinois Press Association, and was first published in 1978.

At left, IT IS funny how history repeats itself. This cartoon, printed in the October 1985 issue of Missouri Press News lamenting postal rate increases is itself a reprint from 1978. It seems some things never change.

**Newspaper Helps Build Insurance Business**

When summer vacation season rolls around, David A. Hawkins tells how he can buy a \$5,000 accident policy for only two-bits a day.

When there is danger of lightning striking a farmer's barn and sending it up in smoke the accumulation of labor, Mr. Hawkins uses the moral of insurance advertisement space.

Shown above (left) with Edgar Blanton, his "public relations advisor," Mr. Hawkins examines the series of newspaper advertisements which has helped to extend the services of his agency far beyond his immediate circle of acquaintances.

Although Mr. Hawkins is known for the qualities that make a successful insurance extension, he admits readily with a few lines that will start the reader to thinking about his own insurance problems, is the formula employed by Mr. Hawkins. Frequently he adapts material out of the cut or copy service of the insurance companies to serve his specific purpose.

Mr. Hawkins deplores the fact that these companies decline to buy for his advertising space. He is a suitable for them.

**Missouri Press hosts Day at the Capitol | P6**

Meet MPA's two newest board members | P4  
Make sure you register to attend MAMA | P12  
Enter the 2017 Better Newspaper Contest by March 31 | P14

**REGULAR FEATURES**

President 2  
Obituaries 17  
Housekeeping 23  
Nostalgia 23

At left, Newspapers have a long history of helping businesses be better at reaching their customers. This August 1940 article from Missouri Press News tells how Edgar Blanton and the Shelbina Democrat help a local insurance salesman reach more customers, at the same time lamenting that national companies spend their advertising budgets in magazines with no local influence.



# Executive Director Mark Maassen informs MPA Board of plans to retire

*Board of Directors will begin efforts to find replacement with nominating committee.*

## By Missouri Press Staff

During the June 16 meeting of the Missouri Press Association Board of Directors, Executive Director Mark Maassen informed the board of his intent to retire by January 2025.

Maassen presented the board with a succession plan that will help guide directors' efforts over the coming months to find the Association's 10th executive director. A nominating committee will be established to determine potential candidates.

Replacing Doug Crews, Maassen has been with the Association since 2015 and served as executive director since early 2016. He was president of the MPA Board of Directors in 2013, when he worked as head of interactive sales for *The Kansas City Star*.

First Vice President Amos Bridges led the June meeting, filling in for former President Beth Durreman, who has since resigned her position on the board. Durreman submitted a letter of resignation as MPA president after she left employment in the newspaper industry.

Bridges is editor of the *Springfield News-Leader* and will serve as acting president of the Association until Jan.

1, 2024, when his official term will begin.

## Amending the MPA bylaws

After accepting Durreman's resignation, the board discussed two amendments to the Association's Articles of Agreement, or bylaws regarding the terms to serve as a director and an officer of the Association.

Bylaws may be amended at any annual official meeting of the Association by an affirmative two-thirds vote of all active members president. The Association's annual business meeting will be at 9:30 a.m. Friday, Sept. 22, during the 157th Annual Convention and Trade Show, at the Sheraton Westport Chalet Hotel in St. Louis.

Currently, Article VI Section 1. of the Association's bylaws reads: Officers. The officers of this Association shall be President, First Vice President, Second Vice President, Secretary, Treasurer, Executive Director, Past President, National Newspaper Association Representative and six Directors. These officers and directors shall, with the exception of the Executive Director, constitute the Board of



Directors. Officers shall take office January 1, following election. The Secretary shall record the minutes of all meetings of the Board of Directors.

The proposed language to be added as an amendment to Article VI, Section 1 reads: "To be an officer of the Missouri Press Association Board, the individual must be employed and actively working for a member organization."

Currently, Article VI Section 6. of the Association's bylaws reads: Directors. There shall be eight Directors of this Association, and each shall serve a term of three years or until his or her successor is chosen. Directors shall take office January 1, following election. Director's terms shall be staggered so that no more than three seats shall be open for election each year.

The proposed language to be added as an amendment to Article VI, Section 6 reads: "To be a director of the Missouri Press Association Board, the individual must be employed and actively working for a member organization."

If you have questions about the proposed changes or would like more information about the annual business meeting, please contact MPA Executive Director Mark Maassen at (573) 449-4167, ext. 308, or by email at [mmaassen@mopress.com](mailto:mmaassen@mopress.com).



**Mark Maassen**



**Amos Bridges**

## Better Newspaper Contest results are out

Congratulations to this year's BNC award winners. Please refrain from publishing any results until after the Awards Luncheon at the 157th Annual Convention in St. Louis.

# 157th Annual Missouri Press Convention & Tradeshow Sheraton Westport • St. Louis September 21-23, 2023



## *Have breakfast with marketing legend Bob Lachky at MPA's Annual Convention*

**By Missouri Press Staff**  
*Missouri Press News*

St. Louis has been home to Anheuser-Busch for more than 170 years, with the brewery practically becoming a must-visit destination for travelers to the Midwest, even as some brands' popularity has fallen in recent weeks.

Much of the renown is built on the company's vaunted advertising history featuring recurring characters, beloved mascots and annual installments released with almost the same anticipation as blockbuster movies.

One of the visionaries behind Anheuser-Busch's (AB) extensive catalog of memorable advertisements is Bob Lachky, who spent 20 years with the company and oversaw development of campaigns and characters that were talked about in households across the country.

Since 2009, Lachky has operated his own marketing consulting firm, RCL Group in St. Louis. He is scheduled to speak during the breakfast program Friday, Sept. 21, at Missouri Press Association's 157th Annual Convention and Trade Show in St. Louis.

As executive vice president of global industry development and AB's Chief Creative Officer, Lachky's more memorable advertising campaigns include The Real Men of Genius, The Ladies Night Guys, "Yes I Am" and "I Love You Man" for Bud Light.

For Budweiser, his campaigns included what would become oft-repeated slogans that still linger in the brains of viewers more than two decades later,

including "Whassup?!", as well as The Budweiser Frogs and Louie the Lizard.

Lachky also developed the Budweiser Clydesdales into the company's beloved icon, incorporating them annually into some of the most highly anticipated advertising spots during the Super Bowl, including the emotional tribute to the victims of the 9-11 terror attacks.

His campaigns received numerous awards and recognition, being named a top-ranked advertiser in USA Today's Super Bowl Ad Meter poll for 10 years in a row and prestigious Grand Prix awards from the Cannes Film Festival. The company's "Swear Jar" online video won an Emmy for best advertising.

Lachky's tenure at AB (1988-2009) coincided with record volume and share growth for the company, helping to build two of the world's biggest beer brands, Bud Light and Budweiser,

and secure 50 percent of the U.S. beer industry.

Now with RCL Group, Lachky helps businesses develop marketing strategies and advertising for everything from online brokerage firms, logistics companies and even the Broadway play, "Lombardi".

He has also helped various not-for-profits with their marketing strategies and communications, including Alzheimers Association of St. Louis, St. Vincent de Paul Society, Beyond Housing, DEAF, Inc., and Our Lady of the Pillar.

For more information about MPA's Convention, including sleeping room reservations and how to register to attend, see pages 19-20 of this month's Missouri Press News or visit [www.mopress.com](http://www.mopress.com).



**Bob Lachky**



## Missouri Press Foundation

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

**Recurring Monthly Donor — Martha Pickens**

**Summer Internship Donations —**  
Donald Dodd, Kathy Kiely

**In Memory of Jack Whitaker —**  
Doug & Tricia Crews, Gary & Helen Sosniecki,  
Jim Sterling

**In Memory of Tim Williams —**  
Dave Berry, Jim Sterling

# Are you getting Missouri Press emails?

**From Missouri Press Staff**  
Email communication with Missouri Press' members is vital to promoting the industry and protecting our interests in Jefferson City.

We want to make sure every member newspaper stays up-to-date with the Association's latest

happenings and informed about issues that affect your business.

We also distribute statewide ads via email each week.

If your staff changes or we need to add someone, send names, job titles and email addresses to Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com).



**ACTING PRESIDENT:** Amos Bridges,  
*Springfield News-Leader*

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*Wayne County Journal Banner, Piedmont*

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Kevin Jones, *St. Louis American*

Tim Schmidt, *Montgomery Standard, Montgomery City*

Lucas Presson, *Southeast Missourian, Cape Girardeau*

Bryan Chester, *Columbia Missourian*

**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](mailto:mmaassen@mopress.com); website [www.mopress.com](http://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.



## CALENDAR

**2023**  
**September**

**21 —** Missouri Press Foundation  
Thursday Night Social and Dessert  
Auction, Sheraton Westport Chalet,  
St. Louis

**22 —** MPA's 157th Annual Convention  
and Trade Show, Sheraton Westport  
Chalet, St. Louis

**23 —** Missouri Press Better Newspaper  
Contest Awards Luncheon, Sheraton  
Westport Chalet, St. Louis

**24-30 —** Missouri Photo Workshop,  
Sedalia

**October**

**19 —** Missouri Photojournalism Hall of  
Fame Induction Ceremony, Columbia





Jim Robertson, center, makes an approach shot during the First Amendment Golf Classic last month in Hermann. Teams played 18 holes at Loutre Shore Country Club and competed

for bragging rights and prizes. Robertson's team, which also includes Bill Sheals, Gary Moore and Richard King, took first place in the tournament. (Staff photos)

# First Amendment Golf Classic introduces new traveling trophy

*Tournament returns to Hermann for second year.*

**From Missouri Press Staff**

Seven teams vied for bragging rights and first pick from the prize table at this year's First Amendment Golf Classic, which also saw the introduction of a new traveling trophy celebrating supporters of the tournament.

The Missouri Press Foundation's golf tournament returned to Loutre Shore Country Club in Hermann. Meetings of the Missouri Press boards of directors and regional Show-Me Press Association were also held in conjunction with the tournament.

The winning team this year consisted of Jim Robertson, Bill Sheals, Gary Moore and Richard King.

Branson Convention and Visitors Bureau again provided a substantial prize package that included a two-night hotel stay in Branson and tickets to several attractions for the player who scored the closest to the pin on Hole 17. Even though a couple players offered stiff competition, *The Odessan's* John Spaar took the prize with a hole-in-one on the course's par 3, 139-yard 17th hole using a 6 iron.

Just as last year's tournament was significant for marking the end of the Porter Fisher Golf Tournament traveling trophy, this year saw the beginning of an era with a new trophy that has space for 24 names.

The first name on that trophy is the *Columbia Missourian's* Bryan Chester, who has helped find and organize players for the tournament even when he couldn't play.

Recipients are chosen based on how well they embody the spirit of camaraderie and sportsmanship represented in the tournament.

**Continued on Page 7**



Above, John Spaar, right, is the winner of a Branson prize package after scoring a hole-in-one on Hole 17 of the Loutre Shore Country Club golf course in Hermann during the First Amendment Golf Classic. Pictured, from left, Dave Berry, Trevor and Molly Vernon, Jeff Schrag and Spaar.



Joe May, right, is very excited to play in this year's tournament with Doug Crews. On the cover, Bryan Chester, left, is presented the Missouri Press Foundation First Amendment Golf Classic trophy by MPA Executive Director Mark Maassen. Chester's name is the first to be added to the new traveling trophy, which has space for another 23 entries.



Continued from Page 6



### Teams in this year's tournament also included:

- Trevor Vernon, Molly Vernon, Jeff Schrag, Kevin Jones
- Doug Crews, Jack Jensen, Joe May, John Conway
- Karen Taylor, Lonnie Taylor, John Stringer, Hamilton Trinidad
- Bryan Chester, Jeff Ciegel, Dennis Warden, Jacob Warden
- Mark Maassen, Lisa Dresner, Dave Berry, Gaila Rue
- Roger Dillon, John Spaar, Sharon Donat, Jeremy Patton

Find more photos from the golf tournament at [www.mopress.com](http://www.mopress.com).



Jack Jensen, right, and John Conway, teammates with Doug Crews and Joe May, make their way out onto the course for the First Amendment Golf Classic last month in Hermann. (Staff photos)

Top, Roger Dillon watches as Sharon Donat drives the ball. The pair were joined by John Spaar and Jeremy Patton for this year's First Amendment Golf Classic at Loutre Shore Country Club in Hermann. Above, Jacob Warden lines up his putt while teammates, from left, Bryan Chester, Dennis Warden and Jeff Ciegel watch. Below, Dave Berry and Gaila Rue plan their strategy before the tournament's start.






## TOURNAMENT SPONSORS

# Branson

MISSOURI

# Witt

PRINT SHOP




**Missouri Press Foundation First Amendment Golf Classic**

**HOLE SPONSORS:** Doug & Tricia Crews, Laura White Erdel, Jean Snider, John Spaar, Jeff & Mary Schrag, James Sterling, Joe May, Beth Durreman, Jim Robertson, Central Bank Central Trust, Clarkston Nelson Government Solutions, and Columbia Missourian

**PRIZE SPONSORS:** Dave Berry, Tevor & Molly Vernon, Beth Durreman, Branson CVB



# Missouri AG's Office presents on Sunshine Law at Show-Me Press



Above, Roxie Murphy, left, presents former Show-Me Press President Hannah Spaar with a plaque recognizing her service to the regional association. At left, Show-Me Press attendees met in mid-June at Tin Mill Restaurant in Hermann for the annual meeting. Among the topics being presented, they heard from the Missouri Attorney General's Office about the Missouri Sunshine Law. (Staff photos)



Above, Brian Kratzer with the Missouri School of Journalism chats with Donna Farley of the Daily American Republic, Poplar Bluff, before his presentation to Show-Me Press Association members. At right, Show-Me Press President Roxie Murphy talks with Jay Turner of the Missouri Attorney General's Office before his presentation to the regional press group. Turner is director for Sunshine Law Compliance for the AG's office. The slideshow he presented during Show-Me Press' meeting can also be accessed through Missouri Press Association's website, [www.mopress.com](http://www.mopress.com).



## From Missouri Press Staff

At Show-Me Press Association's annual meeting last month in Hermann, the group heard from Jay Turner, director of Sunshine Law Compliance for the Missouri Attorney General's Office about the state's open records law.

While Turner's presentation did not represent a formal opinion or position on how the Sunshine Law is applied to various groups, he did explain what the AG's office looks for and what people should expect when a records or information request is made.

Anyone wanting to review Turner's presentation can find it on Missouri Press' website, [www.mopress.com](http://www.mopress.com).

During the meeting, Show-Me Press also presented Hannah Spaar of The Odessan, past president of the regional association, with a plaque recognizing her service to the group. Show-Me Press President Roxie Murphy of the Maries County Advocate presented the plaque.

Other items of discussion included a marijuana advertising update with Hotline Attorney Jean Maneke and discussion of new technologies and software that benefits newspapers.

More photos from the meeting are available on MPA's Facebook page.



# OBITUARIES



St. Louis

## Rick Hummel

Rick Hummel, 77, of St. Louis died May 20, 2023, at his home following a short illness. He covered the St. Louis Cardinals and Major League Baseball for the St. Louis Post-Dispatch for 51 years until his retirement in 2022.

Hummel received his degree from the Missouri School of Journalism. While serving in the U.S. Army, he worked for the Colorado Springs Free Press/Sun.

In 1971, he was hired by Bob Broeg, the Post-Dispatch's Cardinals beat writer and sports editor,



and Hummel began covering baseball in 1973. Hummel continued on the Cardinals beat through 2002, after which he became the newspaper's national baseball writer.

He was selected Missouri Sportswriter of the Year four times by the National Sportswriters and Sportscasters Association and inducted into the Missouri and St. Louis Sports Halls of Fame.

In addition to his wife, Melissa, he is survived by a son, Scott, and daughters, Christy and Lauren; a step-daughter, Camilla; and five grandchildren.

# SCRAPBOOK



**Park Hills** — Better Newspapers Inc. has purchased several newspapers from Lee Enterprises, including the *Park Hills Daily Journal*, *Fredricktown Democrat News* and *Farmington Press*. Based in Mascoutah, Ill., Better Newspapers publishes more than 30 newspapers in Missouri and Illinois, including the *Wayne County Journal Banner* in Piedmont, and *Ste. Genevieve Herald*.

Lee Enterprises is based in Iowa and continues to publish the *St. Louis Post-Dispatch* in Missouri.

Better Newspapers Publisher Greg Hoskins told readers in announcing the purchase that more local autonomy will be returned to each newspaper office. The company also plans to build a regional printing plant in the Parks Hills area.

Also last month, Better Newspapers purchased five stations from Ozark Radio Network in Mountain View, West Plains and Willow Springs.

**Saint James** — Publisher Rob Viehman told readers that in response to ongoing discussions with staff and concerns from readers, Three Rivers Publishing's newspapers in Saint James, Cuba and Steelville would change how certain crimes are reported.

Specifically, Viehman said the newspaper company will stop including information that identifies victims of certain crimes, including sexual assault cases. Because the newspaper group serves several small communities, where victims are likely to be identified outside news coverage, Viehman said his publications will use more generic terms to describe alleged crimes to minimize the effect news coverage has on victims.

He told readers it remains important for the newspapers to cover such crimes to help raise awareness and encourage those with information about crimes to share that information with authorities.

**West Plains** — The *West Plains Daily Quill* announced last month it will publish a print edition twice a week, on Wednesdays and Saturdays, and produce e-editions of the newspaper six days a week. The newspaper also returns to being an evening edition, with a pledge to publish news the same day it happens.

Wednesday print editions will incorporate the newspaper's special pages from the week, along with news stories from the e-editions. The Saturday print edition will reincarnate the *West Plains Gazette*, which the newspaper describes as a "nostalgic nod to the beloved 1980s magazine" and feature stories reminiscent of that publication's style.

In connection with the revised publishing schedule, the *Quill* will revamp its website.



**NEMOnews Media Group buys Shelbina Weekly**  
Mike and Sue Scott, owners of NEMOnews Media Group in northeast Missouri, have purchased the *Shelbina Weekly* from previous publisher Thad Requet. The Scotts previously operated the *Shelby County Herald* in Shelbyville, which was merged with the *Weekly*. Mark Requet also joined the NEMOnews staff following the merger. Pictured, from left, are Mark and Thad Requet, Mike and Sue Scott. (Submitted photo)



# Open Records Reporting: Appeals court says government-funded nonprofit not subject to Sunshine Law

By Jason Hancock  
From Missouri Independent

MISSOURI INDEPENDENT

At a 2014 gathering of licensed drug counselors at the Tan-Tar-A resort in Osage Beach, Chuck Daugherty delivered a warning.

Marijuana legalization activists in Missouri, he said, were using tactics akin to 1960s radicals to advance their cause.

Daugherty is executive director of ACT Missouri, a nonprofit established in 1991 to promote drug and alcohol awareness. At the time of his Tan-Tar-A speech, a major portion of the group's funding came from federal block grants distributed through a contract with Missouri's department of mental health.

In a presentation entitled "Marijuana Proponent Strategies," Daugherty ticked through the "rules for radicals" he believed were the blueprint for legalization activists, and offered advice on how those in the room should respond.

In particular, he called out Aaron Malin, who had been filing open records requests with various drug task forces and law enforcement agencies seeking information about how they were fighting the war on drugs.

Malin had recently submitted a pair of Sunshine Law requests with ACT Missouri asking for basic budgetary documents, Daugherty told the crowd, and he had gladly turned over the records.

"I gave it to him. You want it, fine. There's nothing in there that's wrong," Daugherty said, according to a recording of the presentation provided to The Independent. "We responded. He got it. No problem. We responded because it's all public."

When Malin heard about Daugherty's presentation — and that it singled him out and even featured a screenshot of his tweets — he submitted a third records request asking for it.

Daugherty refused, arguing that even though ACT Missouri accepted public funding it was a private nonprofit and not subject to the Sunshine Law.

Malin sued, and after nine years of legal wrangling, an appeals court earlier this month agreed with Daugherty.

In a unanimous decision in May, a panel of judges on the Missouri Western District Court of Appeals concluded ACT Missouri does not qualify as a quasi-governmental body that would be required to abide by transparency laws.

Judge Cynthia Martin wrote in her decision that even though nearly two-thirds of ACT Missouri's funding over a three-year period came from its contract with the state, its activities "went far beyond the activities contemplated by the (department of mental health) contract."

Neither Daugherty nor his attorney responded to requests for comment on the ruling.

Malin said that while he is disappointed, he doesn't plan

to appeal and respects the court's decision.

"I will continue to push for public access to open records across the state and strongly urge the legislature to pass a statutory amendment to require more transparency of entities spending taxpayer money in Missouri," he said.

## 'Thumb on the scale'

David Roland, director of litigation for the libertarian Freedom Center of Missouri, believes the appeals court got it wrong.

Roland, who was not involved in the ACT Missouri case but has represented Malin in other open records litigation, said courts are directed by the Sunshine Law to construe its tenants broadly to "promote the public policy of transparency."

There is supposed to be, Roland said, "a thumb on the scale in favor of transparency."

In this case, the appeals court made no effort to do that.

"That is a significant error," he said, "and it's one that I think needs to be corrected. ... To my mind, the court is not really doing justice to the intention of the legislature when it created the Sunshine Law."

The ruling restricts the number of publicly-funded organizations who are subject to Missouri's transparency laws, Roland said, and "it may discourage litigants who have valid cases to be made that certain organizations are supposed to be transparent to the public about how they're using taxpayer money."

Jean Maneke, an attorney for the Missouri Press Association, worried the court's decision too narrowly defined what would qualify as a "quasi-government body."

"I used to be president of a not-for-profit children's organization in the city, and we functioned solely on receiving federal funds for handicapped kids," she said. "We talked about this issue a lot, and I always thought, 'well, we're better to err on the side of being public.' Why not err on the side of openness?"

But the appeals court decision would likely mean groups like the one she used to lead would come to a different decision today, Maneke said.

Malin seemed to take the ACT Missouri verdict in stride.

"We fought the good fight," he said. "Nobody wins every case."

*This article was originally published May 29, 2023, by the Missouri Independent. The original story can be found online here: [bit.ly/3PuuHO6](https://bit.ly/3PuuHO6). This year marks the Sunshine Law's 50th anniversary, and Missouri Press News is sharing the efforts of Association members who raise awareness about the law, including through reporting of court decisions that can influence how the law is applied in future decisions.*



# Are you using these resources?

## *Expand and enhance your editorial coverage.*

### **From Missouri Press Staff**

*Missouri Press News*

As a local newspaper, nobody knows your community like you do because it's YOUR beat. But what about statewide coverage, or business news, or the ongoing effects of policies long-since signed into law?

Much commentary has been written in recent years about the collaborative future of journalism, but in many ways local newspapers have always relied on collaboration

to keep the community informed. Remember country correspondents? Or how about running photos a parent took at the game your staff couldn't attend?

That's how you get the job done for your local community, but what if you want to expand your coverage beyond the city, county or region?

There are several statewide and even national services your newspaper can take advantage of and, in some cases, even help contribute to the stories being produced.

### **Missouri Independent**

The Missouri Independent is a nonpartisan, nonprofit news organization covering state government, politics and policy. It is staffed by veteran Missouri reporters and is dedicated to investigative journalism that sheds light on how decisions in Jefferson City are made and their impact across the Show-Me State.

Missouri Independent's work is free for other news outlets to republish. Requirements for republishing include only editing for style or to shorten a story's length, provide proper attribution and a link to the Missouri Independent website, <https://missouriindependent.com>.

### **Contributed Content Connection**

A service for articles written by subject-matter experts with free and paid options available. The no-cost media outlet version limits you to two requests per month.

You can establish guidelines for submissions, including that the expert's work is not self-promotional, hasn't been published elsewhere and isn't AI-generated content. You can also specify word count minimum and maximums, as well as requests experts from specific geographic areas.

Learn more at <https://contributedcontentconnection.com/>.

### **Missouri Business Alert**

A digital newsroom providing business news from across the state while training University of Missouri students in new technology and methods, giving them hands-on experience in business reporting, marketing and other skills.

Sign up for the Morning Minutes newsletter to get a rundown of statewide business news. Content from the Missouri Business Alert newsroom is available for republication with attribution, similar to other Missouri School of Journalism projects.

Visit [missouribusinessalert.com](http://missouribusinessalert.com) to subscribe to the newsletter or contact Managing Editor Michael Stacy at [stacyjm@missouri.edu](mailto:stacyjm@missouri.edu) with questions about content.

### **Capitol Report**

Each legislative session the Missouri School of Journalism sends reporters to Jefferson City for the State Government Reporting Project.

The Capitol Report is available to all MPA members for republishing. A weekly recap of the stories produced by reporters in the Capitol is distributed to MPA members by Missouri Press staff and stories of particular note are sometimes distributed separately to allow members to use them more quickly.

Newspapers wanting a more localized approach to statehouse reporting are encouraged to contact Mark Horvit with story ideas or requests for comment from legislators in response to specific legislation or state policy. Horvit can be contacted by email at [horvitm@missouri.edu](mailto:horvitm@missouri.edu).

To receive the Capitol Report weekly emails, email Matthew Barba at [mbarba@mopress.com](mailto:mbarba@mopress.com).

### **The Conversation**

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# Hybrid Theory:

## *Tara Alumbaugh wears many hats for the Tipton Times*

By Matthew Barba  
*Missouri Press News*

There was a time when newspapers operated with a strict wall between editorial and advertising, keeping the two separate to avoid the appearance of bias when it came to news coverage of advertisers. Many newspapers that can, still operate this way.

But there's also the "do-everything approach" to newspaper publishing, common among smaller publishers, where the person at the top is editor, reporter, photographer, advertising manager and janitor, because if they don't do it, no one else will.

As the newspaper industry has shifted, publications have adapted. The staff ranks below publisher/owner have seen roles transformed to ensure their community's news coverage continues but the newspaper's bills still get paid.

In some cases, this hybridization of duties results in a role that would be completely foreign at some



Tara Alumbaugh covers a baseball game for the *Tipton Times* where her son was also playing. Being a photographer is one of her favorite parts of working for her hometown newspaper because she really loves capturing and sharing special moments in peoples' lives. Alumbaugh says most people know her around town because of her camera, which she describes as her "main accessory." (Submitted photos)

publications but totally works for others. *Missouri Press News* wants to gather information about these individuals at member newspapers and share them in upcoming editions of the magazine.

### **Reporting and selling, or selling and reporting?**

Tara Alumbaugh is one such example, who has worked as a reporter and advertising consultant for the *Tipton Times*, her hometown newspaper, since October 2016. It's a job she loves because it allows her to learn more about the community, get paid to attend her kids' activities and honor her mother's memory in a unique way.

"I am the mom who loves to be at all her kids' events, programs, games, school activities, you name it. I will do my best to be at four places at once," Alumbaugh said. "I have gotten to learn more about my community, the people in it, events I probably wouldn't

ever attend, and now I couldn't see myself not attending those things."

With four kids, including two high school seniors, Raylin and Sesley, a sophomore, Leland, and a third-grader, Bryan Dean, and her husband, Bryan Lee, there are a lot of activities.

The newspaper has also allowed Alumbaugh to discover her hometown in new ways.

"I absolutely love it," Alumbaugh said. "I have gotten to know more people and reconnect with people from when I was younger. It always feels good to see someone in town, and they tell me, 'Your mom would be so proud of you, Tara,' because they just read my article or they see me at one of the many games I am covering, whether my kids are playing or not."

Alumbaugh's mom died in 2002, and in the aftermath, she discovered something that has helped drive her as a reporter.

**Continued on Page 13**



Reporting and ad sales are only part of the job, as Tara Alumbaugh also lays out parts of the paper and special sections. Her favorites are the spring, fall and winter school sports sections. Above, her favorite so far is last year's fall section. (Submitted graphic)

## Continued from Page 12

"After my mom passed, my siblings and I were left with hardly any pictures of her, so I found a love for capturing all of the moments."

Being an outdoorsy person who enjoys hunting, fishing, camping, rodeos, etc., Alumbaugh said making those stories her initial focus helped her get comfortable in the job.

Of course, the work is more than just reporting, as Alumbaugh soon began selling ads not long after she started working for the *Times*.

"I love selling face-to-face, giving it more of a personal feel and I make many connections with business owners," Alumbaugh said. "My ads started out kind of amateurish and Becky [Holloway], my editor, definitely taught me a lot on what to focus and artwork to use. I'm still not the best, but I have gotten better."

In April, Alumbaugh and Holloway won three awards together, including first place for Best Shared/Signature Page, in the Missouri Press Advertising and Marketing Executives' Best Ad Contest.

While both reporting and sales have their downsides, working with advertisers can be a little harder for her, Alumbaugh said. "You always feel bad about bothering your clients all the time. I'm a people pleaser, so that makes it hard sometimes."

But the newspaper industry in general and the *Tipton Times* specifically has a stalwart defender in Alumbaugh when it comes to dispelling myths about the profession.

"In reporting, sometimes people can be 'not nice' and you have to take the bad with the good about something they think is a dying profession, when in reality it's not," Alumbaugh said. "I just always tell them, 'Not everything can be found on Facebook like it can from the beginning *The Times* started in 1875, and not everyone looks at Facebook or Twitter."

"I really think people, at least in our community, are starting to realize that, slowly, but surely," she said.

And there are just some things a small-town newspaper provides that no other media can match, like in 2017 when Alumbaugh remembers driving around town to take pictures of crowds at the park and traffic backed up for miles as people flocked to the area for the solar eclipse.

Or in 2020, when she wrote her first "Tara Tell All" column about a local girls' basketball player who had been left out of the Central Missouri Sports Writers and Broadcasters All District team. "Things were done differently that year due to COVID-19, and we all had to vote via email. We didn't get a chance to fight for our athletes.

"I felt this athlete deserved to be recognized, and it really made her parents' day knowing someone was watching and noticed," Alumbaugh said.

She still doesn't like covering accidents, one reason being her first scene involved a dad she knew and also a friend from



Tara Alumbaugh says she feels lucky that her work for the *Tipton Times* also lets her spend time covering her family's activities. Alumbaugh's family includes, from left, herself, daughters Sesley and Raylin, sons Bryan Dean and Leland, and husband Bryan Lee. (Submitted photos)

high school, who died in the wreck. "I still do it, but it is at the very bottom of my non-favorite list."

### Complementary coverage

Alumbaugh sees her roles at the newspaper going hand-in-hand, though, selling ads and getting information on upcoming events to better plan editorial coverage. She also credits the community's assistance, with coaches and parents helping make sure she gets the information she needs.

But it was her coworkers who were crucial to building her confidence to where it is today, Alumbaugh said, with *Times* editor Becky Holloway's guidance on the wearing of many hats, along with Dane and Trevor Vernon's direction for the newspaper.

"I know a couple others in the business who have hybrid roles, and I feel like it will be seen more in the future," Alumbaugh said.

Her family, too, has made the work she loves to do possible. Although, this coming year will be made harder as her two senior daughters finish high school.

She feels uniquely lucky her work lets her capture so many of her family's,

and her neighbor's families', special moments, particularly through her camera.

"My family has gotten used to the constant coming and going of our lives, but it does help that a lot of it is because I'm following my kids. I also have nieces and nephews in every sport and almost every grade in the Tipton School District, so I always have a reason to go," Alumbaugh said. "This really isn't a job to me, it's life, I just have a different view to it."

Looking back to the person she was seven years ago, starting at the *Times*, Alumbaugh would tell herself to stay focused and don't be shy.

"The community wants to know what's going on," she said. "Everyone's community has a lot to offer, make sure you catch it all, the good and the bad."



Tara Alumbaugh's favorite part of her job is taking pictures, including capturing this moment after Tipton High School won the Class 2 girls basketball title, the first in the school's history. She describes the moment as "spine chilling."





## Have you earned your press pass?

Through the end of 2023, Missouri Press Association member newspapers have access to a different kind of training tool. Earn Your Press Pass is a web-based course that teaches the fundamentals of journalism.

Earn Your Press Pass is intended to fill the gaps for newspapers having difficulty recruiting trained journalists. The course is being provided to all Missouri Press members at no cost.

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.

It's also a great tool to give your sales people some additional training in case they stumble upon a story while making the rounds in the community.

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.

Learn more at [earnyourpresspass.com](http://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](mailto:mbarba@mopress.com) or [kfortier@mopress.com](mailto:kfortier@mopress.com).

And don't forget, after your staff earn their press pass from the above program, contact Missouri Press and we can issue an MPA press pass for them to keep on their person.

# Resources to get your story started



**Every Business Needs  
an Online Presence.**

Contact Ted Lawrence  
at Missouri Press.  
tlawrence@mopress.com  
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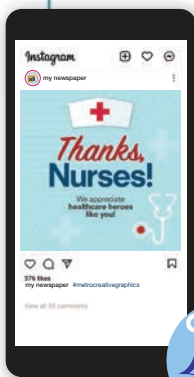
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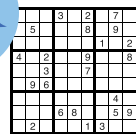
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**Sedalia** — Jamila Khalil was announced last month as publisher of the *Sedalia Democrat* and the *Warrensburg Star-Journal*. Both newspapers are published by Phillips Media Group.

Khalil most recently served as the sales manager and general manager of *The Las Cruces Bulletin* in Las Cruces, New Mexico. However, moving to the Midwest marks a homecoming of sorts for Khalil. Originally from California, she grew up in Missouri and graduated from the University of Missouri-Columbia with a bachelor's in journalism.



you often can't find elsewhere," Khalil said. "I enjoy working with newspapers like the *Democrat* and *Star-Journal*, and I look forward to getting to know both communities."

Khalil has worked for several news organizations, including newspapers in St. Louis, Anchorage, Alaska, Los Angeles, Fayetteville, North Carolina, and Kingman, Arizona. Her roles ranged from account executive for national advertising customers to advertising director and publisher.

Khalil replaces former Publisher Jim Perry, who left the *Democrat* in April to pursue other opportunities.

## A digital copy of your newspaper is required

### From Missouri Press Staff

Uploading your newspaper digitally to NewzGroup for the purpose of digital tear sheets is a requirement of Missouri Press Association membership.

What does this mean for your newspaper?

- **WIN** — Save time by uploading your newspaper to NewzGroup. Provide Missouri Press with login information for your website or e-edition to save even more time.

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If you currently upload digital

copies of your newspaper with NewzGroup, please continue.

Begin uploading your digital copies now. If you are not uploading digital copies of your newspaper, contact Ted Lawrence at [tlawrence@mopress.com](mailto: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 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](http://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.



*Retired Missouri publishers Gary and Helen Sosniecki of Lebanon celebrated their 50th anniversary on May 15. Gary Sosniecki and Helen Stephens were married May 15, 1973, a few hours after graduating from the University of Missouri School of Journalism. They worked at newspapers in four states during 43-year careers that included owning weekly newspapers in Humansville, Seymour and Vandalia and publishing The Lebanon Daily Record. They were inducted into the Missouri Press Association Hall of Fame in 2014.*

## Learn Adobe creative skills with Russell Viers

### From Missouri Press Staff

Your newspaper's staff has free access to Digiversity.tv, the online training website developed by Adobe products guru Russell Viers.

On Digiversity.tv, you can learn the basics of InDesign and Illustrator or get into more advanced techniques

to quickly build special sections and spec advertising.

The best part is, the program is a benefit of your membership in Missouri Press Association.

Learn more at <https://digiversity.tv/> and get signed up for free by emailing [mbarba@mopress.com](mailto:mbarba@mopress.com).



# Missouri Newspaper Organizations

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**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, Marshfield Mail; Kimball Long, El Dorado 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: Bryan Chester, Columbia; Jennifer Early, Lebanon; Stephanie Fitzgerald, Washington; Karl Giddens, Columbia; Robin Gregg, Paris; Kevin Jones, St. Louis.

**MISSOURI PRESS SERVICE:** President, Liz Irwin, St. Louis; Vice President, Trevor Vernon, Eldon; Secretary-Treasurer, James White, Warsaw. Directors: Jeff Schrag, Springfield; Dennis Warden, Owensville.

**MISSOURI PRESS FOUNDATION, INC.:** President, Brian Brooks, Columbia; Vice President, Dave Berry, Bolivar; Secretary-Treasurer, Doug Crews, Columbia. Directors: Kathy Conger, Bethany; Amos Bridges, Springfield; 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; Beth Pike, Columbia; and Ruby Bailey, Columbia. Director Emeritus: Rogers Hewitt, Shelbyville.

**MISSOURI COLLEGE MEDIA ASSOCIATION:** President, Rachel Becker, University of Central Missouri; Vice President, Sydney Ellison, Truman State University; Secretary, Ellie Whitesell, University of Central Missouri; Adviser, Julie Lewis, University of Central Missouri; and MPA Liaison, Jack Dimond, Missouri State University.



# The opening up of Case.net could introduce new frustrations

**B**y the time this column lands in your mailbox, the launch of open access to Missouri Case.net will have begun. Anyone using a home computer or tablet, or your smart phone, will eventually be able to look up case records without going to the courthouse.

At first, this sounded fantastic for reporters. But as we find out more about this program, concerns arise over whether this will be beneficial, as we hoped, or whether reporters will find the system offers significant frustration, defeating its very purpose.

The jury is out.

## Here's what we know:

First, Case.net is not simply going to flip a switch and everyone will see the cases and links to documents that attorneys in the state have access to via the system. In fact, public access to pleadings and opinions filed prior to July 1, 2023, will never exist. Anything filed prior to that date will remain hidden except via a lawyer's login or via access at your local courthouse (after redaction is made).

Second, on July 1, the only court records that will be accessible will be those of the Supreme Court of Missouri and Missouri Courts of Appeal (again, filed on or after July 1, 2023, and given that July 1 is a Saturday, realistically that date will be July 3).

Third, then circuit court records will be "turned on" over a period of four months. There are 46 circuits in the state and those will be gradually brought online, with Circuits 1-11 becoming open on or after July 16. Then Circuits 12-21 will be added on or after August 20, Circuits 22-29 on or after September 17 and the final group, Circuits 30-46, on or after October 22.

Fourth, lawyers now must remove "confidential" information from any filed pleading. Some of that is obvious, some surprisingly not obvious and, unbelievably, some of this offensive to those who value open government.

Early on, closure discussions focused

on redacting information in domestic relations / divorce litigation regarding matters involving minor children, as they are impacted even though they are not a party to this litigation. Court information on minor children in regard to juvenile matters has been closed for many years. Now, any

other class of information that, by statute, is confidential, will be redacted from pleadings.

Fifth, a statute that was enacted in 2009 to close certain court record information has been amended by the legislature this year to close even more information in anticipation of the change in Case.net. Section 509.520 is amended in Senate Bill 189 and in Senate Bill 103, both of which are sitting on Governor Parson's desk, and it is anticipated will be signed into law by the time this column appears.

That will close this additional information: 1) full Social Security number of any party in any pleading; 2) credit card numbers, financial institution account numbers, and any "personal identification number" or password used to secure an account of a party; 3) full motor vehicle operator license number; 4) Victim information, including name, address and other contact information; 5) Witness information, including name, address and other contact information; and 6) birth date of any party (although the birth years of adults are not closed).

And this statute, as amended, not only mandates redaction of this information in any filed pleading, but also in any exhibit and any court order.

*"But as we find out more about this program, concerns arise over whether this will be beneficial, as we hoped."*

So it is clearly possible that court orders finding a nameless victim has been harmed will be forthcoming as this unfolds.

And it is also possible a court order finding that a party is either civilly or criminally responsible for certain acts will be based upon the testimony of

an unnamed witness. In short, our court system is about to undergo a huge loss of transparency.

Years ago, a Missouri appellate court recognized a presumption that court records are open to the public, reasoning that justice is best served when done in full view of those to whom all courts are ultimately responsible: the public. Missouri courts have acknowledged that the U.S. Supreme Court has held "that the press and general public have a First Amendment right of access to criminal trials," including "pretrial proceedings." And the Missouri Supreme Court has recognized the public has a right of access to court records.

Indeed, the jury is out. The next few months are going to make it clear whether this is a change for the better, or whether more and more we find courts operating in secrecy in Missouri.

What will happen if it's the latter?



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

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## -Tentative Schedule –

### Thursday, September 21

**11AM** | Registration Open

**Noon** | MPF Board Meeting

**2PM** | MPA/MPS Board Meeting

**6:30-9PM** | Foundation Fundraiser | So You Want to Be a Rockstar!? Dress Up in Your Favorite Rock Decade or Rockstar Attire | LIVE MUSIC from the Lost Dog Band | Dessert Auction featuring Desserts from MPA/ MPS Board Members!

### Friday, September 22

**7:30AM-6:30PM** | Registration and BNC Photo Displays

**8AM-4PM** | Trade Show Open

**8:30AM** | Breakfast Program and Welcome  
Former Anheuser-Busch Marketing Legend Robert Lachky

**9:30AM** | Business Meeting

**9:45** | Break

**10AM** | General Session | Jon K. Rust and  
Joaquin Alvarado | Philanthropy Funding for Journalism

**11AM** | General Session | Leonard Woolsey  
Successful Leading Through Difficult Times

**Noon** | Lunch

**12:30PM** | Lunch Program | To Be Announced

**1:30PM** | General Session | A Discussion: Things We've  
Learned About Diversity in Local Journalism | Panel:  
Moderator and MPA Members to Be Announced

**2:30PM** | Break

**3PM** | General Session | Robert Williams | NNA director  
of Creative Resources | The Great Idea Exchange:  
Nothing Happens Until Somebody Sells Something!

**6PM** | Hall of Fame Reception

**6:20PM** | Silent Auction Ends, Last Call for Bids!

**6:30PM** | Hall of Fame Dinner

**Est. 8:30 PM** | Hospitality Room Open

### Saturday, September 23

**7:30AM-Noon** | Registration and BNC Photo Displays

**8:30AM** | Breakfast Program | Desiree Reed- Francois  
University of Missouri Athletic Director

**9:15AM** | Round Table Discussions  
Topics To Be Announced

**10:15AM** | Break

**10:30AM** | General Session |  
50th Anniversary of Sunshine Law - Panel Discussion  
organized by Kathy Kiely, MU J-School | Panel to be  
Announced

**11:30AM** | Better Newspaper Contest Lunch

**Save \$20-\$50 on your base registration fee  
if you register by August 21!**