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Contact your legislators about HB 512

From Missouri Press Staff

House Bill 512 (sponsored by Rep. Tony Lovasco, R-O'Fallon) modifies provisions for expenditure of public funds on printed matter. No contribution or expenditure of public funds on printed matter shall be made directly by any officer, employee, director, board member, or agent of any state department, political subdivision, or special district to advocate for, support, oppose, or provide education on any ballot measure, any matter pending before the general assembly, or any candidate for public office.

Of concern to Missouri Press Association and its members, House Bill 512 also modifies the notices required to be published by the state treasurer for purposes of disposing of unclaimed property and would allow the state treasurer to use any method of notification to owners of the property. Currently, notice must be published in a newspaper of general circulation in each county once a week for two successive weeks annually. Newspaper notice could be eliminated under this legislation.

On Wednesday, April 13, House Bill 512 was "perfected" by the House.

The bill needs one more House vote before it would move to the Senate.

Newspapers are urged to call their State Representative(s) in Jefferson City AS SOON AS POSSIBLE and seek their NO vote on House Bill 512. Do not delay.

Find contact information for your local Representative here: <https://www.house.mo.gov/MemberRoster.aspx>

During floor debate, Rep. Peggy McGaugh (R-Carrollton) said her main problem with HB 512 is allowing the state treasurer at his or her discretion to take unclaimed property notices out of newspapers. Rural people and elderly people really need to know they have unclaimed property, she said.

Rep. Lovasco said the language was added in the House Downsizing State Government Committee in February as an amendment, requested by the state treasurer.

Local newspapers throughout the state are worried this is a large part of

their revenue, Rep. McGaugh said. She said the Missouri Press Association came up with three different compromises that were not accepted by the state treasurer. Rep. McGaugh said her concern is for smaller cities and counties that today have newspapers.

"That's understandable," said Rep. Lovasco, adding, "but the state should not be in the business to subsidize newspapers." He claimed the state treasurer is not able to negotiate rates with newspapers in the urban areas.

Rep. Tracy McCreery (D-St. Louis) and Rep. McGaugh exchanged comments on the House floor. Rep. McCreery said her concern is that her parents' and in-laws' sources of information is what they read in the newspaper. They don't have high-speed internet. "We have a big technology gap, a big broadband gap. I don't think we should take data out of the newspaper," Rep. McCreery said.

There have been some attempts at compromises by the Missouri Press Association with the state treasurer, Rep. McGaugh noted. Rep. Lovasco said he is "welcome to changes in the Senate if compromise can be reached."

House members during floor debate raised other issues about the underlying bill. According to testimony by several witnesses during the February 17 committee hearing, HB 512 would limit the ability of schools and other local governments to provide printed matter regarding a ballot measure or any matter before the legislature, including even information for the purpose of educating the public. The Missouri National Education Association said it believes members of a school board must be charged with the responsibility of promoting public understanding of the schools. School board members also have a fiduciary responsibility and must seek adequate levels of local funding in a timely manner.

If you have questions or want more information, contact MPA Executive Director Mark Maassen at 573-449-4167, ext. 308, or via email at mmaassen@mopress.com; or Legislative Director Doug Crews at rdcrews@socket.net

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COVID PSAs

'We can do this,' local newspapers tell Health and Human Services

From National Newspaper Association

More than 2,500 local newspapers joined a letter from National Newspaper Association to Health and Human Services Secretary Xavier Becerra asking to join the agency's public education campaign to promote the COVID-19 vaccines.

The "We Can Do This" campaign was announced by HHS on April 1 as part of the Biden Administration's quest to encourage vaccinations across America. A \$10 billion outreach rollout includes TV advertising and Facebook profiles to reach communities that may be hesitant about the vaccine.

But no announcement about including local newspapers as part of the \$10 billion campaign was included in the agency's announcement. Local newspapers report that they are still waiting to participate in the advertising campaign and education outreach.

"It was just last December when Congress strongly urged HHS to do a better job of directing federal ad dollars to local media, NNA Chair Brett Wesner, president of Wesner Publications, Cordell, Oklahoma, said.

"Now as the nation's newspapers and the communities they serve are struggling to emerge from the pandemic economy, we are concerned that we have been overlooked," he said. "Instead, the agency so far seems

more interested in investing in the large social media platforms that have played such an unfortunate role in spreading misinformation about the vaccine. We use those platforms ourselves in addition to our own print and digital publications but when we do, it is with information vetted by local journalists and our own advertising departments. This is the brand that makes us such a critical element in this campaign. People know us. They see us on the street. They have been relying on the local newspaper all year to help them understand the pandemic. We are far more trusted than remote and sometimes obscure voices in the digital spectrum."

"We want to help," Wesner said. "Why wouldn't you want to take advantage of our credibility in a moment of such urgency and national concern?"

Wesner said many local newspapers have already been working with their public health departments on reader education and vaccination advertising campaigns.

He said NNA and its partner organizations look forward to the opportunity to help HHS to make the "We Can Do This" campaign a success.

Missouri Press Association asked member newspapers via email to sign the letter in early April.

The newspaper industry letter can be found online here: <https://bit.ly/3tiNhuB>



Legislative resources available online for MPA members

During the legislative session, Missouri Press Association may call on you to contact your local legislators about specific issues.

To help you be better prepared to discuss the issues important to the state's newspaper industry, MPA is gathering legislative resources on its website you can reference any time. The page is located at <https://mopress.com/missouri-press-legislative-roundup/> or from the front page of the MPA's website.

Please contact Executive Director Mark Maassen at mmaassen@mopress.com or 573-449-4167, ext. 308, if you have questions about legislation.

Make sure you are receiving Missouri Press' emails

Missouri Press Association is constantly putting together information and resources we think members will find useful. The main method for distributing these resources is via email. Please make sure you are signed up to receive them.

If you have any questions about getting signed up to receive Missouri Press' emails, please contact Matthew Barba at mbarba@mopress.com

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NorthBay Biz, Santa Rosa, Calif. — Norm Rosinski
West Plains Daily Quill — Frank Martin, Owner

Will you give to the Foundation to fund Missouri newspaper interns?



Tegan Shockley
2020 Newspaper Intern

“My internship with Lake Expo showed me what journalism can look like in the real world. I was able to apply what I’ve learned in school and write about local issues in a new way. I learned more about my hometown and what matters to the Lake community. One of the stories I’m proud of was the passing of a restaurateur legacy. I helped share his story and got to talk to other influential business owners in the area who had worked for him. This internship showed me the importance of local journalism and how our business is ever adapting to provide for our communities.”



Daisy Garcia Montoya
2020 Newspaper Intern

“I am a senior at UMKC, and this summer I was an editorial assistant at Northeast News in Kansas City through a Missouri Press Foundation grant. There is a variety of things that you learn at Northeast News, so I got to learn about guerilla journalism, video editing, podcast editing, of course writing for a print newspaper. I think it was very helpful that I got to learn and experience different types of journalism through this internship. Going to this internship gave me the exposure that I needed to cover different areas, and honestly I just feel more prepared for what comes next, so thank you.”

100% of your donation will go toward newspaper internships

YES! I wish to fund an intern, my tax deductible gift is:

- \$1,000 Fund an 8-week internship
- \$500 Fund a 4-week internship
- \$250 Fund an intern for 2 weeks
- \$125 Fund an intern for 1 week
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- \$25 Fund an intern for 1 day

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Missouri Press Classifieds: Who is looking for YOU?

WANTED TO BUY

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Jamey and D'Anna Honeycutt 918-404-5119 or email jameyhoneycutt@hotmail.com 3-5-21

FOR SALE

OWNERSHIP OPPORTUNITY: 146-year-old county seat weekly, located in Ozark National Scenic Riverways, with loyal local readers and a growing tourism market. 2020 statistics show Shannon County as having the lowest taxes and highest rising home values in Missouri. The Current Wave is a community paper, with summer publications for floaters and trail riders, a tradition of serving four small towns, with a full set of archives dating through the 1890's. Turnkey operation. \$100K. Some owner financing considered. Contact Roger Dillon at (573) 226-5229. 12-4

WEEKLY NEWSPAPER FOR SALE: Newspaper for Sale in Lawrence County. Legal status, loyal readers and active accounts with 130+ year-old archives. Also, a monthly farm magazine with standing advertisers and strong presence in rural communities. Great opportunity for a family operation. Contact fstopaccounts@centurytel.net. 1-6

HELP WANTED

GRAPHIC DESIGNER: Our community newspaper group is looking for an ad designer/paginator. Needs to have good working knowledge of InDesign, Photoshop and Illustrator. Preferably a deadline driven individual with good communication skills that has a good eye for design. This is a full-time position with benefits and paid time off. This position will be working from our Graphics Hub in Springfield, MO.

If interested, please email your resume and portfolio to Melaniea@phillipsmedia.com. 4-5

REPORTER: Reporter needed for quick-growing, award-winning weekly newspaper in Cass County, Missouri, just 20 minutes from KCMO. Community paper covers cities in Cass and Bates County. We need people wanting to cover government, schools, courts, and feature writing. Skills in newspaper layout a plus. Hours will be flexible as some night and weekend hours will be required. Some tasks can be completed from home.

We are looking for people who are truly passionate about good old-fashioned journalism. Could be great opportunity for recent grad or seasoned pro looking to get back in the game.

Email your resume and samples to dennism@southcasstribune.com 4-5

PUBLISHER/GM: Seeking candidates to replace retiring publisher for the Stillwater News Press. We're looking for someone to be involved in the community, lead and manage staff and generate successful strategies. Excellent communication skills and proven leadership of successful departments or other markets required. Great benefits and bonus plan. EOE.

Send letter and resume to CNHI Group Publisher Dale Brendel at publisher@joplinglobe.com. 2-26



CALENDAR

April

- 15 — Missouri Press Advertising and Marketing Executives Annual Meeting, Via Zoom
- 20 — Internship Grant Program Applications Due

May

- 11 — Missouri Photojournalism Hall of Fame Nominations Deadline

June

- 17 — First Amendment Golf Classic, Lake Ozark
- 18 — Missouri Press Foundation Board of Directors Meeting
- 18 — Missouri Press Association and Service Boards of Directors meetings

July

- 15 — Southeast Missouri Press Association Annual Meeting, Perryville

September

- 23-25 — 155th Annual Convention and Trade Show, The Elms, Excelsior Springs

October

- 21 — Missouri Photojournalism Hall of Fame Induction Ceremony, Columbia

Send your job ads and other classifieds to mbarba@mopress.com



Trust in journalism

Do Americans share journalism's core values?

By The Media Insight Project
American Press Institute

The deep divides over trust in the news media are usually portrayed as largely ideological. Democrats are seven times more likely than Republicans to say they trust the mainstream media, and independents are four times as likely. But the argument over media trust often has the feel of people talking past each other. Still others question whether basic notions of journalistic independence and open-minded inquiry are a delusion and the press should become more strictly partisan.

A major study by the Media Insight Project, a collaboration of the American Press Institute and The Associated Press-NORC Center for Public Affairs Research, opens up a new way of looking at the issue of media trust and may offer new avenues to address it.

The study finds that not all Americans universally embrace many of the core values that guide journalistic inquiry. And uneasiness with these core values of journalism is more connected to people's underlying moral instincts than to politics.

When journalists say they are just doing their jobs, in other words, the problem is many people harbor doubts about what the job should be.

A New Window into Media Trust: Moral Instincts

- Only one of the five core journalism values tested has support of a majority of Americans: the idea that more facts get us closer to the truth (67% of adults support this).

- There is least support for the idea that a good way to make society better is to spotlight its problems. Only 29% agree.

- Only 11% of Americans fully support all five of the journalism values tested.

- But support for these journalism values does not break cleanly around party or ideology. Instead, there is a link to differences in moral instincts, which cut across demographics and ideology.

- People who most value loyalty and authority are much less likely than others to endorse the idea there should be a watchdog over those in power.

- Americans who most value care and fairness, meanwhile, are more likely to think society should amplify the voices of the less powerful.

Among the study's findings:

- One journalism principle — factualism — generally wins more public support than the others tested.

- The trust crisis may be more rooted in people's moral values than their

politics.

- People who put more emphasis on authority and loyalty tend to be more skeptical about fundamental journalism principles.

- People who care deeply about all five moral values, are generally supportive of journalism principles, but that support is not unqualified.

- To woo subscribers, the media will need to vary its messaging beyond traditional appeals about journalism being a watchdog.

The results of the study shed light on why the debate over trust in the news media has long seemed so intractable, with journalists believing they are just doing their jobs and critics seeing clear signs of political leaning and the denials of journalists as proof of dishonesty.

The findings also point to some changes journalists can make in the way they report that could help rebuild trust. Journalists may be able to win the trust of skeptical audiences by reexamining some basic notions of what is important, the story mix, what themes stories touch on, by broadening how those stories are framed, and what values are emphasized in headlines.

This story was edited for content. Find the original story here: <https://bit.ly/3uW70B3>

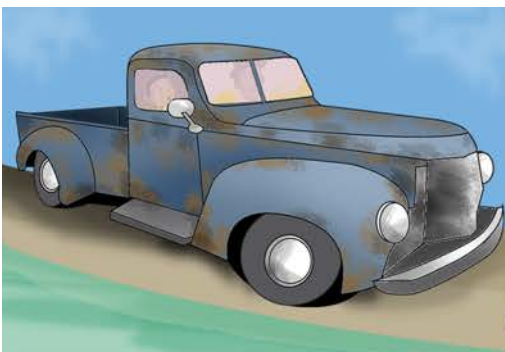
Show-Me Press Association wants your feedback for meeting planning purposes

Show-Me Press Association, which serves northeast and across Central Missouri, is currently evaluating possibilities for its 2021 meeting.

Because a variety of options are being considered, anyone interested in attending

is asked to complete an online survey to let organizers know what works best. You can find the survey here: <https://www.surveymonkey.com/r/666SXGS>

If you have any questions, please contact Kristie Fortier at kfortier@mopress.com



MILES & THE MONARCHS

—By Carolyn Mueller | Illustrated by Philip Goudeau

Missouri Press Foundation and the National Newspaper Association Foundation have once again teamed together to produce an educational serial story free to all newspapers. Titled *Miles and the Monarchs*, this year's serial story follows along with the titular Miles and his father as they learn life lessons and discover the stories behind some of the greatest Negro League Baseball players to ever play the game.

The timing of this year's eight-chapter story is especially serendipitous. Major League Baseball has recently announced that players from the Negro Leagues will be considered Major Leaguers. All 3,400 players, from 1920 to 1948, will be elevated to MLB status. Andrew "Rube" Foster established the Negro National League in 1920, in Kansas City, Mo., making this story particularly relevant and timely. *Miles and the Monarchs* centers on a father and son trip to see the final game of the 1942 Negro League World Series between the Kansas City Monarchs and the Washington-Homestead Grays.

Travel along with Miles and his father as they learn life lessons and meet some of the great Negro League Baseball players in this story.

Visit mo-nie.com and use the **download code: monarchs** to access the Teacher's Guide and all eight chapters.

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